

JANUARY // FEBRUARY // MARCH 2014

ShamRockin' for a Cure

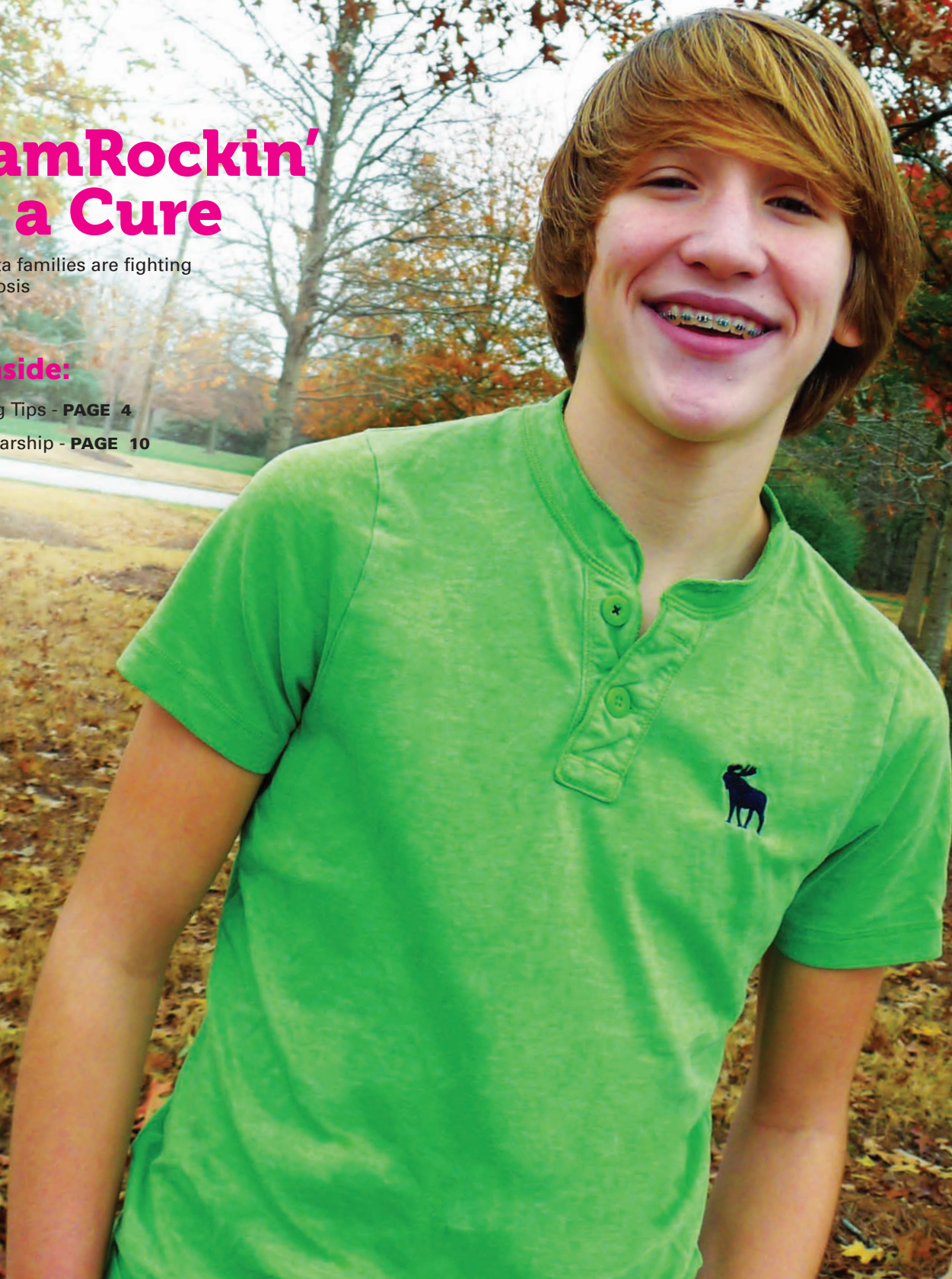
How Atlanta families are fighting
Cystic Fibrosis

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tips and information on how to develop your networking skills

The Word, with Will



Another year has come and gone. As we begin to look forward at what's to come in 2014, we here at Georgia's Own and i[x] hope you were able to accomplish all of the goals you set for yourself for 2013, both financially and non-financially. Whether you set out to save enough money to purchase a new vehicle, make better grades in school or spend more

time volunteering, our wish is to hear of your success. As you begin to set your personal goals for 2014, don't forget that Georgia's Own and i[x] is here as a resource to help you stay on track and reach those goals. If there is something you have a question about or a topic you want to see us cover, let us know and we'll do our best to answer that question and blog about your topic. Keep an eye on the i[x] blog (doyouix.com) as we'll be adding more content than ever before in 2014 and don't forget that we're on Facebook (facebook.com/ixgeorgia) and Twitter (@doyouix) providing additional tips, resources and possibly even giving away some cash!

This issue of Ne[x]t Magazine announces the 2014 Georgia's Own Scholarship. Once again, we're giving away \$15,000 in scholarships to eight winners. Be sure to read over all of the guidelines/rules for entry and start on your application today!

In our i[give] section, we're happy to feature ShamRockin' for a Cure. ShamRockin' for a Cure is an event that raises money to help find a cure for Cystic Fibrosis, a genetic disease that affects the lungs and digestive systems of approximately 30,000 children and young adults in the United States. It was started by Chris and Mary Guiney as way to help their friends, the Baker family, who have two children with Cystic Fibrosis. Please read this article to find out information about Cystic Fibrosis and ShamRockin' for a Cure and to see how you can help support this cause.

Finally, finding a job in today's economy can be tough, but there are opportunities if you know where to look. We offer you tips on an important topic for anyone that wants to eventually land a job, in the article "Networking: Taking Steps to Becoming a Professional." Not only is networking one of the most essential tools you can learn for your employment search, it's a great tool to have for your professional success.


Thanks for reading!

FEEDBACK.

Thanks to those of you who have sent in your comments and questions. We always want to hear back from our readers! Let us know what you think. Send your comments and questions to will@doyouix.com and we'll try to post it online or in our next issue.

CONNECT.

Have you connected with i[x]? Be sure to check us out on Twitter (@doyouix) and Facebook (facebook.com/ixgeorgia). We are constantly posting tips and letting our community know about contests and giveaways. We also want you to be a part of the conversation, so let us know what you are thinking.

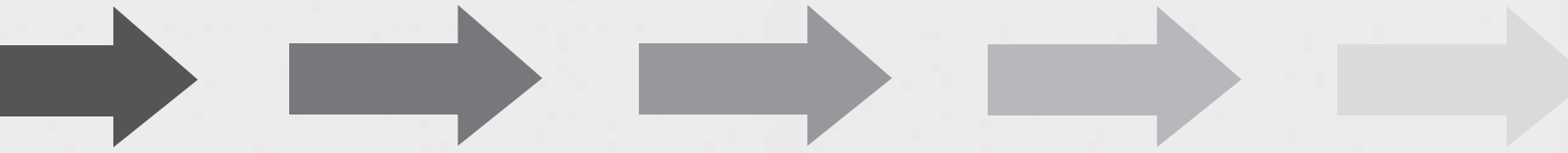


On the Cover

NAME:
Gavin Baker

ORGANIZATION:
ShamRockin' for a Cure

FAVORITE ACTIVITY:
Wakeboarding



Networking:

Taking Steps to Becoming a Professional

It doesn't matter if you're looking for a job in two years or today; networking (especially in the current competitive job market) is perhaps the most important asset to your employment search. Of course, with networking becoming widely known as the key component for professional success, everyone's looking for an edge. There's a good way and a tactless way to go about networking, and i[x] is here to help you distinguish between the two.





Start Early:

As with most everything in life, the easiest advantage to gain is the one obtained by starting ahead of everyone else. Summer internships, job fairs, your college's career center, these all seem like things for upperclassmen, but they're all useful networking tools that can be utilized before the last 12 months of your undergraduate tenure. Also, you can apply your social networking skills to LinkedIn, creating a professional online presence that will be very handy in keeping up with connections you make in person.

Be Prepared: To show your professionalism, you need to be able to make a good impression quickly. A couple of tools that can help you are a business card and an elevator pitch. Business cards are a great way to provide your contact information in a tangible form, and are helpful for exchange purposes. Getting the other person's business card is actually more

important than giving out yours. If you have their contact information, you have the opportunity to reach out to them instead of hoping they'll go out of their way to contact you.



An elevator pitch is a brief (30 seconds or less) synopsis of your skills, accolades, and aspirations. Having a prepared elevator pitch allows you to present yourself positively and succinctly and shows you're serious about the process.

Keep in Contact: If you only contact people when you need something, they'll categorize your emails, phone calls, etc. as unpleasant occurrences, leading to a negative professional relationship. Even though you're

(likely) younger and less experienced, you can still contribute by keeping your networking contacts informed about your recent significant

accomplishments, and asking if they've had any updates in their professional lives. Creating a steady, symbiotic correspondence is key in creating a successful professional network.

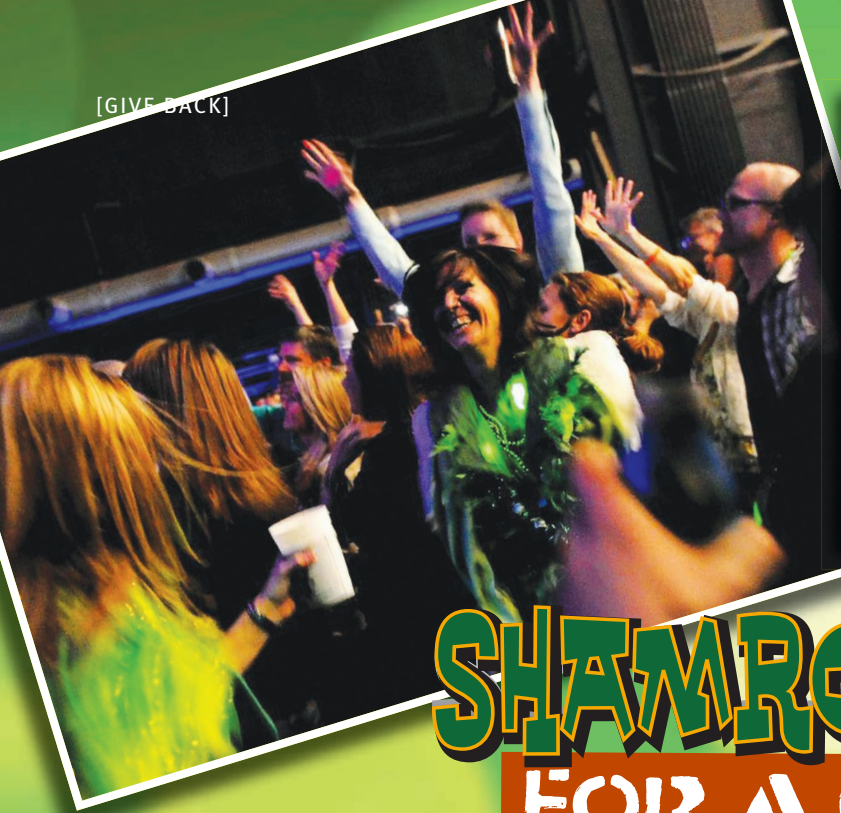
“People will forget what you said, people will forget what you did, but people will never forget how you made them feel.”

– Maya Angelou

Say Thank-You: Seems simple and obvious, but makes a huge difference either way. Remembering to acknowledge and show gratitude leaves a polite, positive impression. Failure to do so may not offend or insult your contact, but it won't help you stand out as a person worth going out of your way for. As renowned author Maya Angelou famously said, “People will forget what you said, people will forget what you did, but people will never forget how you made them feel.” Making your contacts feel appreciated can lead to good will that'll benefit you down the road.

You never know what twists and turns your professional career path might take, and no contact is too small or insignificant to ignore. Be courteous and generous as you build your network and the ensuing relationships could be tremendously advantageous at some point down the road. For more tips on networking and other professional and academic endeavors, be sure to check out the i[x] blog (doyouix.com/blog) and twitter feed (@doyouix).

[GIVE BACK]



SHAMROCKIN' FOR A CURE



presented by
GA's Own Credit Union

On March 8, 2014, Georgia's Own Credit Union will present ShamRockin' for a Cure to raise money to help cure Cystic Fibrosis (CF). CF is a chronic, progressive and life-threatening genetic disease that affects the lungs and digestive systems of approximately 30,000 children and young adults in the United States. We spoke recently to Mary and Chris Guiney, who founded ShamRockin' for a Cure in 2009.

i[x] Tell us a little about ShamRockin' for a Cure:

SR ShamRockin' for a Cure, is a St. Patrick's Day party hosted by the Cystic Fibrosis Foundation, whose mission is to help fund controls and ultimately a cure for cystic fibrosis. We like to say we're taking the "d" out of fun"d"raising – we're making it fun! ShamRockin' for a Cure is a unique FUNraiser, where attendees, all of whom must be 21 or over, get to rock out from the stage at the Verizon Wireless Amphitheater in Alpharetta. Tickets include food from some of the best restaurants in Metro Atlanta, spirits, and an incredible live band. And you get to wear jeans and embody the true St. Patty's Day spirit

from crazy green shirts, green beads, silly green hats, green blinky rings, green wigs, fake green mustaches, green lipstick – all while raising as much green as possible for an important cause. Have fun and help people? That's what ShamRockin' is all about!

i[x] When and how was ShamRockin' for a Cure founded?

SR ShamRockin' for a Cure was a grassroots effort founded in 2009 by a group of friends of the Bakers, a Roswell family who have 2 children with cystic fibrosis. We realized that we needed to do something to help the Baker's fight for their boys and we wanted to be part of finding a cure for cystic fibrosis. As the group celebrated one New

Year's Day, we asked ourselves, "how can we help and what are we good at?" We had a house full of people, each with their own unique potential to participate in building a successful fundraising event and each with the desire to make a difference. ShamRockin' for a Cure was born out of that desire to help, to leverage the brain power in our network and have a great time doing it. We started out friends, became FUNraisers and now consider ourselves an Army, battling to bring an end to this fatal disease. BE PART OF A CURE!

i[x] Can you tell us about the Baker boys, Gavin and Jake, and how they deal with CF on a daily basis?

SR Gavin and Jake. Where to begin!?! They are great kids, with enormous potential. Gavin, age 14, is a state champion wakeboarder – it is so much fun to watch that kid wakeboard! I have a video of him jumping over my 10 yr old on a kneeboard – about 15 feet in the air! But it's tough to get him out on the water before all the boat traffic picks up, because he first has to do about an hour of breathing treatments, take about 30 pills and eat over 1500 calories – and that's just breakfast! We always have to be mindful and get home in time for him to eat round 2 of the 4500 calories he needs to consume every day, just to maintain. Kids with CF only absorb a fraction of what the rest of us do – and that's done with the help of special enzymes that help them absorb nutrients that they have to take with everything they eat, including snacks. A child living with CF is typically much smaller than the rest of the kids their age.

Don't even get me started on his brother, Jake, age 11. Jake is intelligent, funny, and has one of the most compassionate hearts. Sadly, Jake has a harder time keeping a healthy weight. He's just not that into eating. His parents have tried everything – cheese eating contests, hot dog eating races, a lifetime supply of sausage on a stick (you know, the kind wrapped in pancakes), eating for video game playing time, eating

for money, eating because it could mean the difference between life and death. To no avail. So Jake has a feeding tube. He gets about 2000 calories every night while he sleeps through a plastic tube surgically implanted in his belly. And he has really filled in! But he's a kid with a piece of plastic sticking out of this belly. When that thing falls out it means a direct path to his insides for all of the germs and bacteria that could be potentially fatal – not to you and me, but definitely to someone living with CF.

Jake spent two weeks in the hospital this fall for a "tune up" because his lung function is much lower than his doctors would like. He's just not



that into breathing treatments either. It's called being 100% compliant, and I think he wonders what will really happen if he's not? What will really happen is that his lungs will fail, he'll need a lung transplant that may or may not make any difference, and that may or may not happen in time to save his life.

All of this is especially scary every winter when cold & flu season rolls around. A cold that would be a 10 day inconvenience to us could turn into something deadly for Gavin and Jake, especially if their lung function is compromised. Let's raise so much money that Gavin and Jake get their miracle drug sooner rather than later. This is why we need people to BE PART OF A CURE!



Gavin and Jake Baker wakeboarding on Lake Lanier

i[x] To this date, how much has ShamRockin' raised for CF?

SR We were the very first non-concert event at the Verizon Wireless Amphitheater, with a modest beginning in 2009, 150 people raising about \$10,000. ShamRockin' for a Cure has become our symbol of strength and hope... and in just five short years, has raised over half a million dollars (\$525,000 to be exact) for the Cystic Fibrosis Foundation.

i[x] What are the details for the 2014 ShamRockin' event?

SR ShamRockin' for a Cure will be held on March 8, 2014 from the stage of the incredible

Verizon Wireless Amphitheater in Alpharetta, GA. Tickets are \$85 and include a Taste of ShamRockin' style restaurant experience, spirits and an awesome live band. Doors open at 7pm and the celebration doesn't stop until after midnight. We have VIP suites on the stage – the only seating on the stage and a great way for corporations to entertain clients or friends to celebrate a birthday. Reserved Tables are available in the Orchestra Pit; we're expecting about 1500 people, so this is always is a great option! More information about the event, sponsorship opportunities and ways to donate to the Cystic Fibrosis Foundation can be found at www.shamrockinforacure.com.

i[x] Where are the funds raised from the event donated?

SR All proceeds benefit the Cystic Fibrosis Foundation, a 501(c)(3) designated nonprofit and the world's leader in the search for a cure for CF. Nearly every CF drug available today was made possible because of the Cystic Fibrosis Foundation's support. The focus of the Cystic Fibrosis Foundation is to support the development of new drugs to fight the disease, improve the quality of life for those with CF, and ultimately to find a cure. And it's working! In 2012, a game changing drug called Kalydeco became available for 4% of the CF community and is the first drug to treat the underlying cause of cystic fibrosis. CF patients on Kalydeco are experiencing incredible results that include improved lung function, weight gain, and most importantly, the hope for a long future. Unfortunately, Gavin and Jake are not part of this 4%. It's more critical than ever to get the researchers the funds they need, to push the next breakthrough before it's too late for them. BE PART OF A CURE!!!

i[x] For the people who may want to attend the event and aren't from Alpharetta, I hear there are special hotel deals available?

SR Yes! We have partnered with the Hilton Garden Inn Atlanta Northpoint, 10975 Georgia Lane, Alpharetta, GA 30022. Reservations can be made at (678) 566-3900, and there are special promo rates when you use the code ShamRockin.

i[x] Are there other events that lead up to the main ShamRockin' For A Cure event?

SR Georgia's Own Own Credit Union will be hosting fundraising events at a few of their branch locations, and we have lots of momentum building events and

planning meetings at our restaurant sponsors around Alpharetta, Roswell, Cumming and Milton, including raffles to win a reserved table and tickets to the event, event t-shirts and other fun prizes. Look to our website to find out more! www.shamrockinforacure.com

i[x] What can our readers do to help out?

SR Lots! First and foremost – Donate!

- **Donate to the Cystic Fibrosis Foundation.** Dollars buy research and research buys time. And the research is working! BE PART OF A CURE!! <http://shamrockinforacure.com/donate/>
- **Attend the best party on the north side,** enjoy a night out, bid on our fabulous live and silent auction offerings – eat, drink and cure CF!
- **Become a Corporate Sponsor** and enjoy all the benefits that come with it <http://shamrockinforacure.com/sponsorships/>
- **Donate items to our auctions**
- **Become part of the rockin'est planning committee in the FUNraising business!**



GEORGIA'S OWN CREDIT UNION'S

\$15,000 Scholarship Giveaway

It's that time of year again! That's right, we're giving away \$15,000 in scholarships to EIGHT lucky winners in 2014.

At Georgia's Own Credit Union, we believe in helping our members achieve their goals, and we are especially proud to help you, our young adult members who are just starting out financially. That's why Georgia's Own is honored to award eight scholarships to students who epitomize the Credit Union's "People Helping People" philosophy.

The top recipient will receive a \$5,000 scholarship for the 2014-2015 academic year. We will also be awarding a \$3,000 and \$2,000 scholarship to second and third-place recipients, respectively. Additionally, we will award five deserving runners-up \$1,000 each. Georgia's Own Credit Union scholarships are awarded to students who demonstrate good financial habits, a commitment to their community and a commendable academic record.

All applications should be postmarked by May 23, 2014 and sent to:

Georgia's Own Scholarship Fund
Attn: Marketing
P.O. Box 105205
Atlanta, GA 30348

Guidelines for Scholarship Consideration

1. The applicant must be a Georgia's Own Credit Union i[x]member, 25 years of age or younger.
2. The applicant must be enrolled or anticipate enrollment in 2014/2015, in an accredited institution.
3. The applicant must write a 500-word essay, outlining goals, aspirations, college and career plans. The essay should also include ways in which the applicant manages his or her finances effectively.
4. The applicant must be attending or have graduated from an accredited high school and provide transcripts for current and previous years.
5. Written recommendations from two present or former instructors and/or employers, dated within the last three months, are required.
6. An outline of community and/or extracurricular involvement, including dates of involvement, must be included with the essay.

Applicants that meet all of the above requirements will be eligible for scholarship entry.

(1st Place Recipient: \$5000 College Scholarship; 2nd Place Recipient: \$3000 College Scholarship; 3rd Place Recipient: \$2000 College Scholarship, Five (5) Runners-up: \$1000 each)

Officers, Directors, Supervisory Committee Members, Employees, Vendors, Agents, Successors and Assignments of Georgia's Own Credit Union and immediate family members (defined as spouse, mother, father, in-laws, grandmother, grandfather, brother, sister, children, and grandchildren) are not eligible to win above-mentioned scholarships. Entries will be judged by a third-party panel of experts.



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