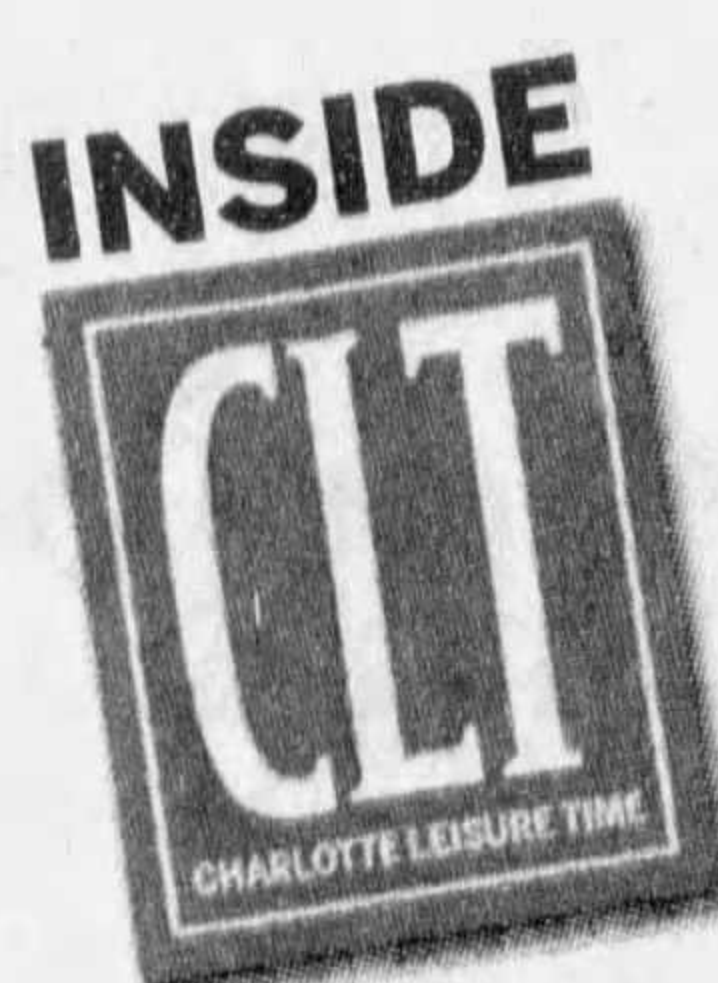


Can Allen Iverson help the Bobcats? **SPORTS**



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# The Charlotte Observer

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## BIG HOPES RIDING ON TIRE TESTING

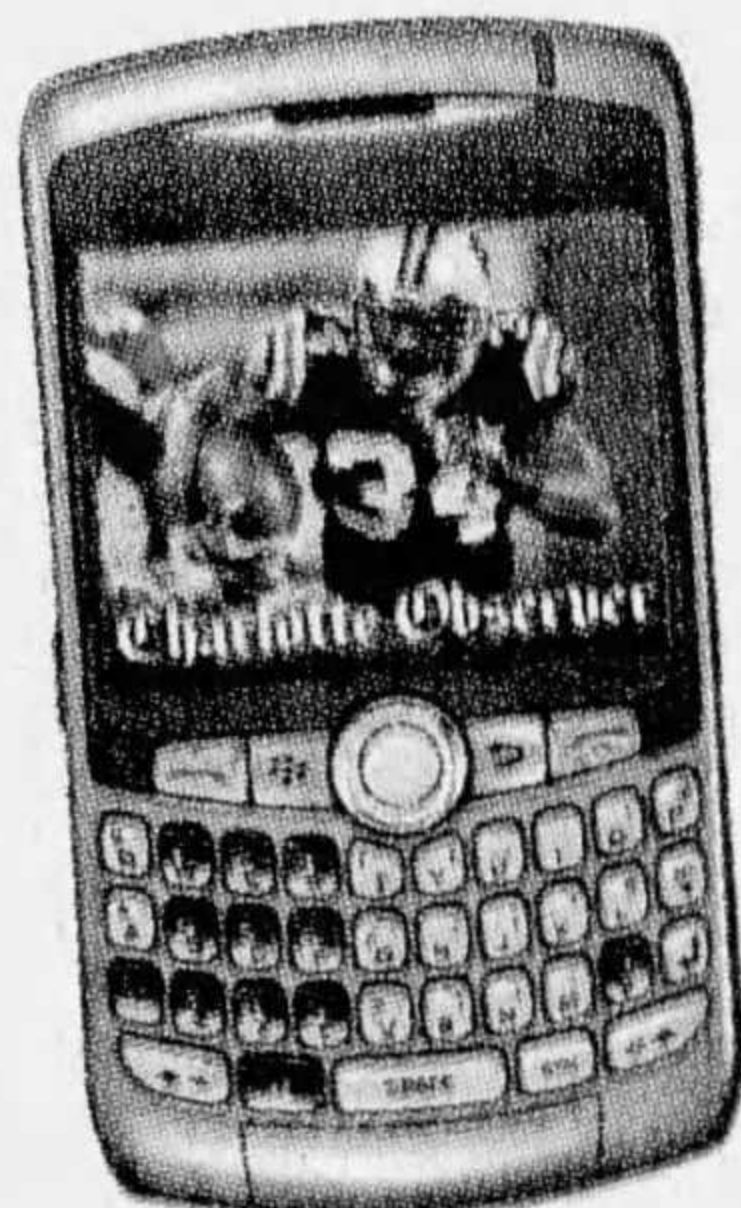
A new tire-testing facility planned for the Charlotte region could help develop technology that's crucial for consumer safety — and could be another step toward luring auto plants, local officials said Thursday. **1D**

## Facebook agrees to upgrade privacy

Do you take quizzes on Facebook? When you do, you're sharing information about yourself with software developers. On Thursday, in response to privacy concerns, Facebook agreed to give users more control over the information they're sharing. **4A**

## Feds ban many types of telemarketing calls

Americans tired of having their dinners interrupted by phone calls touting car warranties or vacation packages will soon get some relief. The Federal Trade Commission is banning many types of prerecorded telemarketing solicitations, known as robo-calls. **5A**



## PANTHERS UPDATES TO YOUR CELL PHONE

Customize your Carolina Panthers game experience with up-to-the-minute news from Observer reporters and columnists direct to your mobile phone. **1C**

## TODAY'S MUST-READ

**High-profile victim:** An elaborate identity theft scheme has hit the personal bank account of Federal Reserve Chairman Ben Bernanke and his wife. **1D**

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## As downturn grinds on, Charlotte gets LinkedIn



Mallory Duffy (left) and Shama White learned Thursday how to use their computers to help their careers at a seminar about LinkedIn, a social media site that has more than 200,000 users in the Charlotte area.

Online network gets many users from hard-hit financial realm. But not all are using it to the fullest, expert says.

BY JEFF ELDER  
jelder@charlotteobserver.com

Stan Gwizdak stands at the front of a classroom, his serious-faced students following his every word. They include an electrical engineer, an attorney and an accountant.

The students all brought a laptop, but many scribble down notes on paper as well. The 43 class members each paid \$35 to attend the four-hour session in downtown Concord.

"You've got to give them something," Gwizdak tells the class. "If you're going with your hat in hand, it won't work."



Gwizdak

The subject Gwizdak is teaching? How to use the business social media site LinkedIn.

More than 200,000 Charlotteans are on LinkedIn, with more than 28,000 from the hard-hit banking and financial services fields. But because LinkedIn is businesslike — the least social of the social media sites — many people don't spend time on it.

That could be a big mistake as the country emerges from the recession, experts say. A new survey from the job site CareerBuilder shows that 45 percent of employers check the social media sites of their job candidates.

And, increasingly companies are looking online for prospects in

SEE LINKEDIN, 7A

## LinkedIn

### Power User Tips

- Respond to all connection requests by reading the sender's profile, responding with a thank you and soliciting a response.
- When they respond, see if there's a way you can help them in business — and offer to do it for free. Connect them with another contact, or use your expertise to help their business.
- Storing up a "favor bank" pays off later.
- Find a hiring manager at a company you're interested in, and ask someone in your network for an introduction.
- By joining in discussions and answering questions, you can position yourself well in your field.

## War against cancer turned personal

40 years ago, Sen. Kennedy pushed for an all-out battle that hasn't been won — and couldn't save his life.

BY GINA KOLATA  
AND LAWRENCE K. ALTMAN  
New York Times

Sen. Edward Kennedy embodied the frustrations of the nation's 40-year war on cancer.

The late Massachusetts Democrat strongly supported the idea of a war on cancer, promoting it for months before President Nixon announced the battle was to begin in 1971, and advocating for more money than Nixon

initially wanted to spend.

And when Kennedy developed brain cancer last year, he became one of the millions whose fate was not much changed by the cancer war. Despite billions that have been spent, the death rate from most cancers has barely budged.

Kennedy's cancer, a glioblastoma, kills almost everyone who gets it, usually in about a year. Although he got the most aggressive treatment available, Kennedy lived just 15 months after his diagnosis — about the median survival for patients with his type of tumor who get the radiation and chemotherapy regimen that has become the standard of care.

"This remains just a dreadful tumor," said Dr. Eugene Flamm, a neurosurgeon at Montefiore Medical Center in New York. Flamm, who was not involved with Kennedy's treatment, added that when a patient develops glioblastoma, "there is not a helluva lot you can do."

The story of Kennedy's battle with glioblastoma is one that raises questions of hope and reality and of how much the health care system should pay for hope. Progress on glioblastomas has been incremental. With these deadly brain cancers in particular, the disease remains poorly understood. And even though many

SEE KENNEDY, 6A



The family of Sen. Edward Kennedy watches as his casket is carried by an honor guard to a hearse at the Kennedy compound in Hyannis Port, Mass., Thursday. Story on 6A.

STEW MILNE - ASSOCIATED PRESS PHOTO

## Levines: \$1M to United Way if...

Offer to match first million after \$22.7 million goal is intended to spur community to move past controversy.

BY MARK PRICE  
AND MICHAEL GORDON  
mprice@charlotteobserver.com  
mgordon@charlotteobserver.com

Calling it a time to move on, philanthropists Leon and Sandra Levine threw the weight of their foundation behind Charlotte's United Way on Thursday, offering a \$1 million "challenge grant" toward helping the troubled agency reach — and surpass — its annual campaign goal.

United Way announced a \$22.7 million goal for its Community Care Fund, a pool of money that the agency controls and spends on local needs. The Leon Levine Foundation grant will match, dollar for dollar, the first million given above the goal.

In addition, the couple and their children surprised United Way officials with a \$100,000 gift to the campaign.

Leon Levine, who founded the Family Dollar Stores chain, says the grant sends a message.

"It's a strong endorsement," he said in announcing his gift. "We think the new direction and major changes the United Way is making will bring this

SEE UNITED WAY, 7A

## CHARITY LEADERS CHEER

They say the Levines' gift helps restore agency's credibility. **2A**



P. Garrido



N. Garrido

## A kidnapped child is freed after 18 years

Now 29, she grew up in a crude backyard camp, hidden from outside world.

BY SAM STANTON, BILL LINDELOF  
AND PHILLIP REESE  
McClatchy Newspapers

SACRAMENTO, Calif. — She was only 11 when she was kidnapped in 1991, a 4-foot, 6-inch fifth-grader walking to school in Northern California in a pink windbreaker and stretch pants.

For 18 years, police say, a convicted rapist and his wife kept Jaycee Lee Dugard hidden in their Antioch, Calif., backyard, living in a tent or shed away from the legions of law officers searching for her. Over the years, authorities say, her abductor — Phillip Craig Garrido, 58 — impregnated her twice and she gave birth to two girls, now 15 and 11.

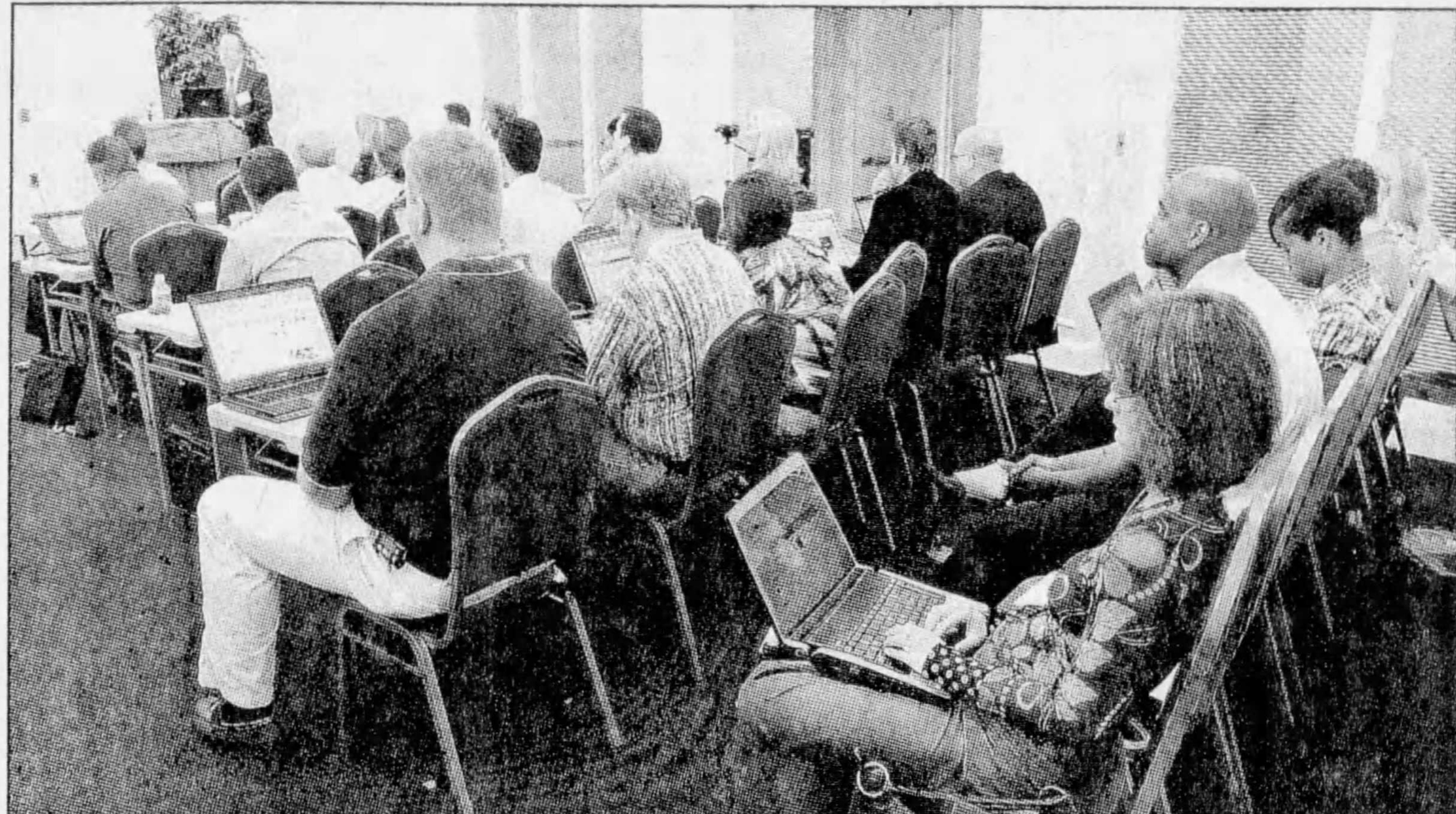
This is the horrifying ordeal law enforcement officials described Thursday after revealing that Dugard, now 29, had been found safe after all these years and reunited with her mother Thursday morning.

The apparent end to a case that

SEE KIDNAPPED, 5A



Jaycee Dugard  
Abducted in '91.



JOHN D. SIMMONS - jsimmons@charlotteobserver.com

Stan Gwizdak (at lectern) explains to seminar-goers how to use LinkedIn to help their careers.

## LINKEDIN

from LA

the first place. If you've slapped up a resume and not expanded your connections, you might be about to get outnetworked.

"If you've done that, you're better off just deleting that account, frankly," says Gwizdak. LinkedIn and other social media are the No. 2 job-finding tool today, behind only face-to-face networking, according to a survey of human resources executives released last week by the job-placement firm Challenger, Gray and Christmas. Online networking was ranked ahead of recruiting firms, Internet job boards and job fairs.

Jenny Savage, a senior account manager at Record Storage Systems in Charlotte, said she signed up for Gwizdak's class because, "I thought it was timely, with the economy. I had an account, but I didn't understand how to use it."



Savage

LinkedIn allows users to post their resumes online and to build a network of connections. The company, based in Silicon Valley, is funded by venture capitalists, and turned a profit in 2006. The site has 43 million registered users.

Posting a detailed work and education history, writing and receiving recommendations, joining industry groups and corresponding with others all give a user a complete online presence that shines when they're seeking a job, experts say.

"It is so important if you're looking for a job," says Joanna Gammon of Integra Staffing and Search in Charlotte, who has been finding job candidates through the network for the past six months. "But a lot of people don't know how to do it. They do a quick profile, and then they never check back or network." Gammon estimates she has found about 15 job candidates for interviews through LinkedIn, and found jobs for five of those in the past six months.

Charlotte employers rely on networking, staffing professionals say.

"Charlotte is a relationship-driven market, much more than other cities I've recruited in the

past," says Dan Hepka, an executive recruiter of KellyDirect. "With employers being overwhelmed by applications and phone calls, job-seekers can use LinkedIn as an alternative means to network."

"It's a town that's built for networking because everyone's from someplace else," says Lori Ruff, a social media coach at Integrated Alliances who owns a home in Kannapolis, but mostly works in Denver, Colo., and elsewhere.

She agrees with other experts that the time to save into your "favor bank" is before you need to cash in. "It's a pay-it-forward community. It's really important that people build the network before they need it."

That proactive networking sparked a success story when IT consultant Jason McKinstry started the LinkedIn group Charlotte Business Professionals in June of 2008. By mid-October, he had about 300 members. Then the recession hit. In the next three months, his group grew to 10 times that size. Today its membership is 4,300 Charlotteans. A hundred new members joined in the past week.

"The banks were hit so hard," McKinstry says. "Most of our members were not sure if they'd have a job tomorrow." His group's success was because "We were able to take it outside the virtual. We have events. Our members get together."

And, sometimes it helps get a job.

Other Charlotteans have used LinkedIn to diversify their networks. Juan Pablo Giometti, a marketer with The Latin Focus, says he uses LinkedIn to connect the Latino business community with an old-Charlotte community. "People who are from here also need to network with people like myself."

And there are many success stories. Last winter, Charlotte's Sean Owens was sitting at his desk, worrying. His wife was due to have a baby in six weeks,



Owens

And I thought, 'I just need to be making more money. I need a better opportunity.'

Owens, who works in sports and entertainment promotions, got a LinkedIn e-mail from a recruiter ask-

## The New LinkedIn For Generation Y

"Gen Y can't get jobs by posting their resume because they haven't done anything," says blogging star and author Penelope Trunk. This week, Trunk launched [www.brazencareerist.com](http://www.brazencareerist.com), a new kind of social jobs network, which offers an "idea stream" for job seekers in their 20s. "Young people should be hired on the strength of their ideas," she says.

The knock on LinkedIn for many has been that it's "not fun." Trunk's new site combines aspects of Twitter, with the idea stream, and Facebook, with a friendly interface.

CareerBuilder has also launched a social network for job seekers, named BrightFuse.

ing if he wanted to hear more about a job opportunity. A month later he had his dream job at Live Nation, as the premium seat manager at music venues, "and it paid a lot more."

"It fell out of the sky and into my lap through LinkedIn," he says.

Recruiters say it doesn't normally work that way. You have to build a network. And, some believe, the bigger the better.

LinkedIn shows how many connections members have, up to 500, then just indicates that an account has more than that number. Charlotte's Jay Rao, president of Evolve Management, has a few more than that. He has "somewhere around 26,000," he says. Where is that in the ranking of the most in the world? "Two places ahead of Barack Obama." Rao is No. 26, the president is No. 28, according to the rankings on the site [www.toplinked.com](http://www.toplinked.com).

When Rao faced the prospect of being relocated to Europe in 2008, he reached out to LinkedIn friends, and on the strength of those meetings he started a new business, pairing top professionals with companies' part-time needs.

Has he ever turned down a LinkedIn connection request? "One - out of the whole 26,000. An XXX-rated movie producer in California."

Jeff Elder writes about Charlotteans' lives online. Connect with him on LinkedIn and see his blog at <http://atcharlotte.blogspot.com>