



## Unconventional Job Fair Draws Creative Crowd

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The Working NYC Career Fair was promoted as a different kind of job fair. And that was evident in many ways.

With music provided by concert pianist Tania Stavreva, a handful of businesses were chosen for their openness and enterprise. A room at the CSV cultural center that was able to fit hundreds, not thousands, was also strategically chosen since the emphasis was not just about finding a job, but creating one.

"It's really important for people to know that people don't need a job to get to work. That there's are all sorts of resources in New York City that can get them working. Today there are companies like Etsy, like the Freelancer's Union, that give people tools to get going," said Geoffrey Grandberg of Reveral CVor.

Some of the available resources include local city programs.

"We have financing assistance, recruitment training, minority woman owned business certification, government procurement. So just really showing people

opportunities that are available and how the city can really help them make these dreams possible," said Dana Martens **of NYC Business Solutions.**

Entrepreneurs often grapple with a shortage of working space -- a challenge one member-based design center in Brooklyn has a solution for.

"We're looking for people who want to learn new things. We want a really great community of artists, creatives, hobbyists -- anybody who's looking to learn new things or have a space to work," said Allison Wall of 3rdWARD.

This kinder, gentler approach to employment networking seemed to resonate with many attending the job fair.

"I really feel like I got practical help. Sitting down, getting some counseling about, because I want to start a new business doing home organization, and really helping people heal their homes, healing their lives from the inside out," said entrepreneur Lori Lee.