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The goal of Menlo College’s Annual Career Conference is to introduce Menlo students to business leaders, to motivate students in their career pursuits and to provide them with career opportunities.

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Angelica Adelman ’11, and her dad, Barry Adelman, Executive Vice President of Television for Dick Clark Productions.

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Mr. Adelman, Executive Vice President of Television at Dick Clark Productions, Inc., shared his insights about his career path and the wide range of skills he uses that contribute to his success.

Mr. Adelman has earned seven Emmy nominations for producing and writing. His shows have been nominated for People’s Choice Awards and Teen Choice Awards. They have won internet honors such as The Webby Awards and the Telly Awards. He is responsible for shows including the Golden Globe Awards, The American Music Awards, Dick Clark’s New Year’s Rockin’ Eve and So You Think You Can Dance.

ENTERTAINMENT EXEC
Barry Adelman Delivers Career Conference Keynote

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An Excerpt from Barry Adelman’s Keynote:

I hope one of the things you are picking up from me is how I enjoy what I do. It’s a passion for me. And I say this to each and every one of you. If you’re going to go into the business of entertainment—whether it’s the creative part, the business part, the accounting, whatever it is, I promise you it will dominate your life. In fact, most careers that you choose are going to dominate your life. And it’s very, very important in my opinion—and I don’t have all the answers—but in my opinion, you have to keep two things at the forefront of your mind. One is, “am I good in this field, can I succeed in it, am I really qualified for it?” or “Do I just want to be in it for a lot of reasons that probably are wrong?” That’s number one, and two, “Do I love it?” because you are going to spend more time on your job than you’re going to spend with the person whom you live with; you’re going to spend more time than with your animals, with your cars, whatever your passions are. Your job is going to be the one constant, so make sure you love it. I hope you love it as much as I love it. Don’t let anybody ever tell you that you can’t do anything. If you believe in yourself, go as far as your ability and talent will take you. But think about what you’re going to do.
Over 200 students, faculty and staff packed our gym to hear Mr. Barry Adelman, Executive Vice President of Television for Dick Clark Productions, kick off the 3rd Annual Career Conference on September 21. Adelman’s keynote address was titled “The Business of Entertainment: or… how I was trapped in an editing room with Lady Ga Ga…a locker room with the San Francisco Giants…a dressing room with Leonardo…and a men’s room with Michael Jackson!”

Through engaging stories of Adelman’s personal work with Lady Ga Ga, Barry Bonds, Michael Jackson, Madonna and others, students learned that individuals are frequently faced with decisions that can build or destroy business relationships. Adelman also shared a short videotape highlighting the various television and music projects that have consistently made Dick Clark Productions grow and remain profitable. The videotape provided a great example of how one can use visual aids to make a strong business case to networks and investors.

Following the Keynote address, students were invited to an informal networking lunch with Alumni and Faculty. Students eager to learn more about sports management were able to talk to recent graduate, Victor Rico-Gutierrez ’09 and learn more about his job working with the San Jose Earthquakes. Katherine Alves ’72 talked with students interested in the field of public accounting and Larissa Wolf ’07 shared her experiences in human resources and operations management.

More alumni were on hand for a series of workshops in the afternoon. Based on an earlier survey of what was most interesting to students, workshops about careers in accounting, entrepreneurship, psychology, finance, marketing and real estate were provided. Students were able to learn about the career path of each alumni panelist, what it’s like to work in that field, and receive advice for how to enter that field today. Presenters included Katherine Alves ’72, Gary Kremen, Steve Bennet, and Eric King (partners in the Menlo Incubator), Virginia Jones ’06, Amy Castillo ’07, Robert Rius ’01, Scott Schroeder ’10, Ryan Else ’98 and Derrick Meyer’03.

Students enjoyed the day, networking and learning first-hand from Alumni what steps they need to take in order to launch their careers.