

i-Glow founders

Jamie Eslinger and Brooke Bartletta

Jamie Eslinger and Brooke Bartletta are brand new to the Internet scene and are making a splash with their site, i-Glow. i-Glow is a sports-oriented community for girls aged 8-16, and its official launch in September generated a lot of attention. "We want to take a real approach to the site and to what girls want," Eslinger said.

Bartletta, who had experience in ad sales and worked for both AOL and the *Wall Street Journal*, and Eslinger, who worked in sports marketing and interactive advertising, met just over a year ago. Both played sports their whole lives, and wanted to give girls a place to come together to discuss why they love to play and to offer advice to one another. The result: a dynamic site where girls can support one another in a safe environment, provide encouragement and learn about real women athletes. "We wanted the site to belong to the girls," Eslinger said, "and we had them vote on the logo, the design, and the sections. It really does belong to them."

Education: Eslinger graduated from Smith College in 1996, Bartletta graduated from Lehigh in 1994.

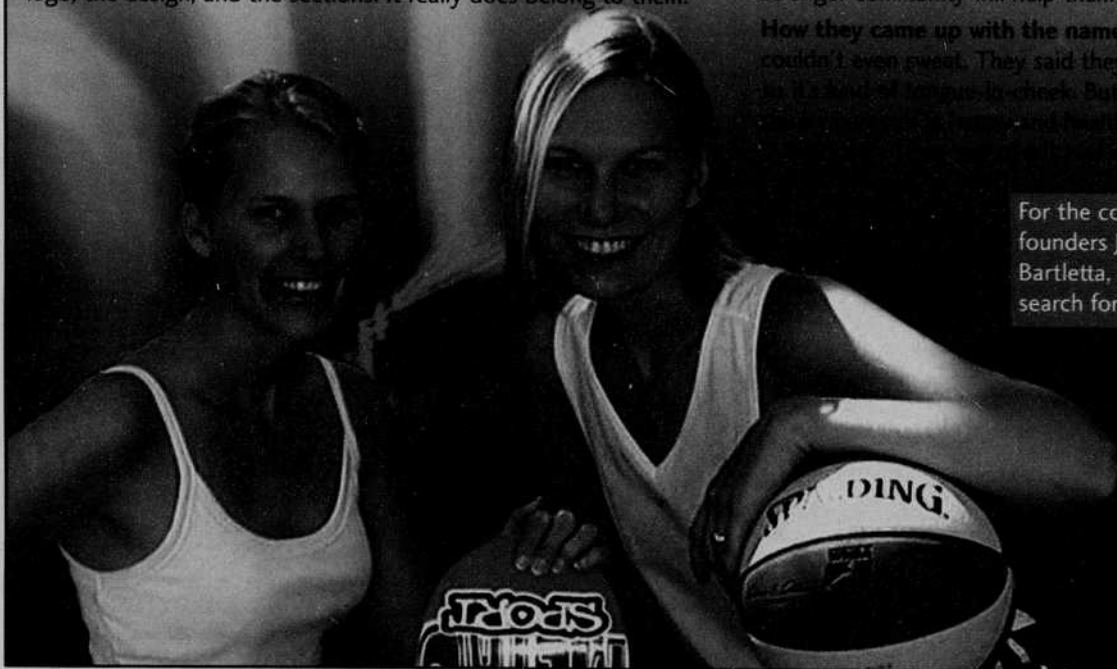
Sports: Eslinger played basketball and was a walk-on on Smith's women's basketball team. Bartletta skis, plays tennis and volleyball.

What they look for when hiring a college student: Someone who is responsible, openminded, who wants to learn and wants to take on a greater level of responsibility than you'd find in a normal job.

Start-up business tactic: Three market research teams at Michigan's business school "adopted" i-Glow and helped with their focus groups and market research.

Why there is a need for i-Glow: There's a large drop-off in girls playing sports after age 14, and Bartletta and Eslinger feel that a stronger community will help them stay involved longer.

How they came up with the name: "Thirty years ago women couldn't even sweat. They said they either 'glowed' or 'glistened' so it's kind of a pun-in-check. But, we also liked it because..."



For the complete interview with i-Glow founders Jamie Eslinger and Brooke Bartletta, go to Steamtunnels.net and search for keyword "i-Glow."

Women Outnumber Men on the World Wide Web

Males 49.6% **Females 50.4%**

Age range of women on the Net	% of total female population
2-11	4%
12-17	5.8%
18-24	6.6%
25-34	10.8%
35-44	10.5%
45-54	8.4%
55+	4.4%

Source: mediamatrix.com

Ask the Employers

JOBTRAK.COM

Q. My future employer asked me if I had a salary requirement and I didn't know what to say, so I said "no." Now I am afraid that I made a mistake. Is it too late to negotiate?

A. You can *always* negotiate! Keep in mind what you have to lose, which is usually nothing. In this case, you have not declared a salary requirement so you should be open to at least receiving any offer. Then you can always counteroffer. If the response to your counter is "We thought you had no requirement," you can say that you "would feel more comfortable with \$___ after taking a closer look at it." Again, the worst thing they can say is no. If they don't accept your offer and you still want the job, you can take it at the amount they offered. Who knows? You may end up making a lot more money than you thought you were worth. An ex-boss I had while I was in a sales position had this motto: "If you don't ask, you don't get." I like to say, "negotiate or die."

—Ryan Tucker, Director, Georgia Governor's Intern Program