

working model



ANDREW KIST

Deputy Campaign Director

Name Scott Coccaro

Age 25

Occupation Deputy campaign director for Betsy Gotbaum, a possible candidate in 2001 for public advocate of New York City

Degree Bachelor's degree in psychology, Boston College

Just looking Coccaro works for a campaign that has not yet officially begun: "It's just exploratory at the moment—politicians don't like to put all their eggs in one basket before seeing if they have a shot. Right now we're just getting her name out there." If everything goes according to plan, Gotbaum will officially declare her candidacy

this winter. For now, Coccaro helps with the preliminary phase of her bid.

Exploring, but committed Even in the exploratory stage, working for a campaign demands total commitment. "I work 70 hours a week, and that will probably increase between the announcement and the primary in the fall of 2001." Coccaro spends those hours working on a variety of tasks: discussing issues with Gotbaum, scheduling meetings with community leaders, and collaborating on reports and speeches.

Practicing with the preacher The long hours and late nights demand Coccaro's devotion to more than just winning the election. "The burden really tests your belief in what the candidate is doing. You can't do this half-heartedly. Betsy and I share the same views on how to help the five boroughs. This election is more about implementing the policies we believe in than getting any one person elected."

Mr. Coccaro goes to Washington? Perhaps, but not to run for public office. If Gotbaum wins, Coccaro would like to remain on her staff in an advisory role. Further down the road, he'd like to work at a national political consultancy or a think tank. But he won't rule out anything entirely, including public office. "A lot of people say they're going to stay behind the scenes but then decide they can get more done by running," he says. "So you never know."

—Topher Bordeau

WORDS OF WORK

▼ **P2P** Path to profitability—the pre-IPO plan of a start-up. "Internet news service *apb.com* folded when investors balked at the site's ill-defined P2P and took their money elsewhere."



▼ **Pharmers** The new breed of farmers who are raising genetically engineered crops and livestock.

"Morgan won't be impressed with pharmers until they can engineer a broccoli that tastes like buffalo wings."

Slanguage The jargon and buzzwords often heard in corporate meetings.

"There was so much slanguage being thrown around the managers meeting that I could hardly follow the conversation."



Spyware Software applications that covertly track and store a user's activity.

"Considering the countless hours Kate spends shopping online, the company's decision to install spyware should save her hundreds."

SOURCES: U.S. NEWS, TIME, HARRIS INTERACTIVE, ADVERTISING AGE, BUSINESS WEEK

Rookie Mistakes

One hundred fifty executives from the nation's 1,000 largest companies were asked, "What is the biggest mistake an employee at your company has made during the first three months on the job?" Their responses:

Misunderstood corporate culture	17%	Made job-related errors	5%
Didn't ask enough questions	16%	Communicated poorly	4%
Lacked integrity	6%	Misinterpreted the job description	4%
Didn't follow the rules	6%	Other	14%
Lacked attention to detail	5%	Don't know/no answer	23%

"OTHER" RESPONSES INCLUDED LACK OF TRAINING OR READINESS FOR THE JOB, POOR INTERACTION WITH COWORKERS, AND A DESIRE TO CHANGE THINGS TOO FAST. SOURCE: PR NEWSWIRE.

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