

## Experts Share Their Insights

Full Stories in September at [www.bizvoicemagazine.com](http://www.bizvoicemagazine.com)



**Holly Stapleton**  
Network Global Logistics  
Torrance, California

### Listen Up in the Warehouse

#### Voice Technology Offers Numerous Benefits

**I**n today's highly competitive environment, warehouse and operations managers are constantly under pressure to reduce labor costs, increase accuracy and improve productivity, all while reducing overall operational costs.

Many companies are investing in new technologies in order to automate warehouse processes that have traditionally been the most labor intensive and prone to human error. One technology that has become popular in recent years is the use of voice-directed picking systems to automate the order selection process.

Voice technology uses speech recognition and speech synthesis to allow warehouse operators to communicate with the company's warehouse management system. Warehouse operators wear small, lightweight, wireless computers with headsets and microphones to receive instructions by voice and verbally confirm their actions back to the system. The wearable computer, or voice terminal, communicates with the warehouse management software via a radio frequency local area network.

**Read the full story at [www.bizvoicemagazine.com](http://www.bizvoicemagazine.com) on September 8.**



**Bobbie Shreiner**  
Right Management  
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### Power of Networking

#### 'Quick Fixes' Fall Short in Job Search

**L**et me share a well-known trade secret – one that has held statistically true in close to over 30 years in the career transition business: “Networking still gets over 75% of the jobs.”

Over the past 15 years, many job seekers have been lured by new technologies and “the quick fix” job search databases created to find the greatest and best for those in career transition or seeking new employment. Yet, networking remains the most powerful tool in a job search. So if networking is so powerful, why do so many people in career transition immediately turn to recruiters, staffing firms and the Internet?

First, let's understand why networking is so powerful. In the career transition business, networking is considered a proactive approach to the job market and generally more productive than those reactive channels. Simply stated, the one-to-one “human” connection or conversations provide the best information in a job search such as:

- uncover opportunities you would never discover any other way;
- provide greater exposure to people who might hire you;
- enhance credibility; and
- put you in less competitive circumstances.

**Read the full story at [www.bizvoicemagazine.com](http://www.bizvoicemagazine.com) on September 12.**



**Roberto Ponce**  
Ponce Publicidad  
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### 'Hola' to Health Care

#### Initiatives Reach Out to Hispanic Population

**T**he Hispanic market is thriving in the U.S., and Indiana is no exception. In four decades, one out of four people in the U.S. will be a Hispanic American. Consequentially, Latinos must be part of health care initiatives from medical innovation to preventive medicine and access to services. Some Hoosier companies have taken a proactive role in serving this rapidly growing community.

Closing the gap is a reality that must be addressed when reaching out to Latinos. According to Dr. Alfonso Alanis, chief executive officer of Anaclim LLC, and former chief medical officer of Eli Lilly and Company, “there is an enormous gap of knowledge when it comes to the advances of life sciences and the importance of preventive medicine.”

Eli Lilly has made strides to reduce this information gap. Lilly partnered with the National Council of La Raza (NCLR) to publish a pocket-sized booklet called “Buena Salud Buena Vida – Su Guía de Recursos de Salud,” (Good Health Good Life – Your Guide to Health Resources). The booklet provides tips to Latinos to help them live a healthy life by preventing chronic diseases.

**Read the full story at [www.bizvoicemagazine.com](http://www.bizvoicemagazine.com) on September 17.**