

## The Job Search – Pam Gockley Success Story

Pam Gockley was just a regular person with a dream. She wanted to go to college and find a good job with an excellent compensation package and a great work environment. She decided to attend Kutztown University to earn her degree and she was certain that finding a job would not be difficult.



**Pam Gockley at work**

However, Pam was unable to find many job opportunities after graduating, and, when she finally did get some offers, she was not satisfied for many reasons. But Pam is not a quitter, and she continued searching until 1996. One day she had an idea that would both make her successful and provide her with a great job.

Pam wanted to help people find their dream job and she wanted to make it easy to do. In 1996, the Internet was becoming very popular and was becoming a helpful tool for completing different tasks. It was getting easier to use and it connected people from all over the world.

Pam realized that an online job search was the answer. She didn't have any experience with the Internet, but she was willing to take a risk, and in 1996, Pam created [www.pennsylvaniajobs.com](http://www.pennsylvaniajobs.com).

Nine years have passed, and Pam is doing great. Her business grew up and out, and now she also deals with Internet marketing and advertising for other companies. She designs banners and creates Web sites along with providing hosting and maintenance services. Pam recently partnered with another company to provide full service human resources and employment training to other businesses. She also develops orientation programs and leadership development training.

Throughout this journey, Pam admitted that there were some obstacles that she had to overcome. She acknowledged that the recent decline in the economy made it difficult at times for her to stay in business, but she was able to survive. Pam is very confident and has no fear of failure, focusing rather on how to succeed.



**Pam promoting her website**

Pam took it as a challenge to succeed in a male-dominated industry, and she has yet to get the respect she deserves. Although one award did come her way: for all her hard work and perseverance, Pam was named recently one of the

“Top 50 Business Women” by the state of Pennsylvania.

Pam gives a lot of credit to the Kutztown SBDC for her success. When she attended her first business plan workshop series, she had already been in business for two years. She learned a lot from the experienced business consultants and she was able to improve the areas of her business that were a bit shaky. She finally wrote a business plan

and was able to network and share ideas with other successful entrepreneurs. Pam is still in close contact with the Kutztown Small Business Development Center. She knows that there is someone always there for her to fall back on when times get difficult.

Today, Pam knows that she finally found that great job that she was looking for all along.