



LINK & LEARN

It's time to meet the man behind the scene of your monthly Link & Learn, Mr. Jim Busch of the Pittsburgh Pennysaver.



“Choose a job you love, and you will never have to work a day in your life.” This quote from Confucius is a good description of Jim Busch’s career. Jim has enjoyed every minute of the 30 years plus he has spent in sales: “I can’t imagine a better way to make a living, we get to work with a lot of interesting people, everyday we have an opportunity to learn something new and we get to use our creativity to make a valuable contribution to our community. It just doesn’t get any better than that.”

After spending 13 years with the Yellow Pages, Jim joined the Pittsburgh Pennsylvania Pennysaver in 1995. He worked in a variety of sales management positions before being named Director of Training and Research. “My job description is simple – Help People To Be Successful. I get to work with all of our sales people and managers and to meet many of our advertisers. I enjoy learning and there is no better way to learn something than to teach it to someone else. I particularly enjoy working with our new sales reps and helping them to get their careers off to a good start.”

In addition to providing PaperChain with the monthly Link & Learns, Jim has done training at association conferences and is on the staff of T.L.I. T.L.I., The Learning Institute, is AFCP’s sales accreditation and training initiative. AFCP highlights T.L.I. at its annual meeting each Spring.

Jim lives in White Oak, Pennsylvania with his wife Glenda and “way too many books.” Jim and Glenda have two grown children and became first-time grandparents in 2006. Jim has a variety of interests outside of work including art, gardening and writing. He is a frequent contributor to magazines and newspapers and is currently at work on a book on the business methods of Andrew Carnegie.

It is with immense gratitude that we acknowledge Jim for his contribution in sharing his insights and valuable training with our members, to help them be successful by sharpening their competitive edge.

Thanks Jim,

Janelle Anderson
PaperChain
Marketing Committee