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Official Pokemon Go Fest in Chicago sells out fast

Pokemon Go is celebrating its one-year anniversary with a real-world festival in Chicago this summer — and tickets sold out in minutes Monday.

Pokemon Go Fest, planned for July 22 in Grant Park, was announced in an email to game-players earlier this month. But details were slim except for the event's time, place and the fact that tickets would go on sale Monday at noon.

Nonetheless, by 12:31 p.m. Monday, the app's official Twitter account announced they were sold out — with some on Reddit reporting tickets gone in as little as six minutes. While tickets originally cost \$20, they've already resold on eBay from \$99 to \$400.

The event, which will be held only in Chicago, is planned for 10 a.m. until 7 p.m. A Park District permit request listed the event as being at Butler Field. The application lists the event as being for 12,001 or more people — the same attendance category as Lollapalooza, which hosts 100,000 (albeit over a larger portion of the park).

A spokesman for Niantic, the developer behind Pokemon Go, declined to say how many tickets had been sold or offer details beyond those on the event website, saying only that more information would be available closer to the event. According to the website, here's what's in store:

- The game will feature "a wide variety of Pokemon," including some that haven't been seen in Grant Park before.
- There'll be special challenges and rewards, including some that entail working with other attendees.
- Attendees can nab special in-game items.
- The event will feature physical lounges where players can relax with members of their

Pokemon Go hype has died down a bit, but its in-app purchases are strong enough that on Monday it ranked ninth on the iOS App Store's top-grossing list.

— Ben Meyerson

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Blue Sky is Chicago's gathering place for news, analysis and events related to innovation and entrepreneurship. Contact the Blue Sky staff at the address above or editor Andrea Hanis at ahanis@tribpub.com

By ROBERT HOLLY
Blue Sky

Graduates are more often prioritizing workplace culture and career-building when looking for jobs straight out of college, and they're job-hunting earlier than ever before too.

That's according to the latest employment survey from the LaSalle Network, a leading staffing and recruiting firm launched in Chicago nearly two decades ago. Those behavioral shifts, paired with macroeconomic trends linked to an improving economy, have pushed talent-seeking companies to become more creative when recruiting, LaSalle Network CEO Tom Gimbel said.

"During and even after the recession, when people were graduating and there weren't a lot of jobs as unemployment rose, companies didn't have a need to spend a ton of resources on their recruiting programs," Gimbel said. "Now you're seeing a lot more companies — and not just Fortune 500 companies — saying 'we need to invest in and re-think how we recruit.'"

More than 6,000 recent graduates from colleges across the United States participated in the LaSalle Network survey, with a large portion from the Midwest. Listed majors ranged from accounting and anthropology to statistics and sports management.

The big takeaway: A vast majority of surveyed grads said robust workplace culture was among the top one or two things they considered when picking a company to work for (along with compensation).

But that doesn't necessarily mean graduates want



ISTOCKPHOTO

Workplace culture is important to recent college graduates, a recent survey finds.

cool perks, Gimbel said. Rather, they want to work in a healthy environment with clear lines of communication and strong collaboration among entry-level employees, middle-management and execs, he said.

Another key point: A majority of surveyed grads said personal growth was their No. 1 priority when committing to a specific position.

In other words, graduates starting a professional career want to be guaranteed they'll learn skills they could one day leverage into a better role, Gimbel said.

"Nobody is accepting a job or choosing a company because there's a barista or because they can bring their dog to work," Gimbel said. "People, especially early in their careers, they want to feel that they're wanted and that there's a real investment in their future."

About 90 percent of the surveyed recent graduates told LaSalle Network that

they had already begun looking for jobs at least three months before walking across the graduation stage. Slightly more than half of all respondents said they started the job-hunting process six to nine months before graduating. "The college senior is basically saying, 'Hey, wait a second ... I can have this thing all locked up in January or February and be able to enjoy my second semester stress-free?'" Gimbel said.

So, what does this mean for firms seeking talent?

First of all, companies should start recruiting earlier to lock in the most qualified candidates before competitors do, Gimbel said. Beyond that, companies — including their top executives — should also consider taking more comprehensive, hands-on hiring approaches.

Ideally, that means coming up with unique strategies that provide sneak

peeks into workplace culture and highlight different ways employees can progressively add to their skill set, Gimbel said.

A popular way to do that has been through special recruiting events. For example, some companies have datathons, hackathons and similar events to find the best talent, he said. While special events can be helpful for short-term boosts, it's more important to be consistent and dedicated in recruiting, Gimbel said.

Old-school recruiting strategies like campus visits also are still beneficial, he said. Recent graduates cited job boards, networking and social media as regularly used resources for finding jobs, the survey said; younger grads place more value on face-to-face interaction.

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She came in with Lincoln LS, left with Fusion

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coln around Sept. 13 to get her Lincoln serviced, according to her lawsuit. Told that her car needed \$700 in maintenance and repairs, the retired nurse approved the fixes and decided to kill time walking around the dealership.

The lawsuit says a salesman asked if she wanted to test-drive a used Ford Fusion. She agreed, and her lawsuit alleges she was led to believe that she could take home the Fusion for a day or two and return it after the work on her Lincoln was done. She signed some documents and was on her way, the lawsuit says.

Her son was visiting her from Europe when the trade happened. He said he was alerted by some of his mother's friends, who had accompanied her to the dealership.

"They called me and were a bit concerned," Steve Shivers said. "One of her friends said, 'I think they're trying to sell your mom a car.'" He said he called the dealership and was assured that his mom was just taking a test drive. When she returned home, he saw the Fusion — and the documents showing that she had, in fact, bought the car, the lawsuit says.

June Shivers didn't plan to trade in her car or sell it, according to the lawsuit, which alleges the salesman didn't ask for the vehicle title and didn't talk price or discuss trade-in value. She didn't understand the documents she was signing, the lawsuit says.

The dealership has contacted June Shivers' lawyer and asked for documentation on her memory problems, said Gene Kennedy, Napleton Lincoln's general manager.

"Unfortunately, that request was flatly denied unless first agreeing to a 'substantial settlement,'" Kennedy said. "Ms. Shivers has independently dealt with Napleton Lincoln countless times with no behavioral



PHIL VELASQUEZ/CHICAGO TRIBUNE

June Shivers, 85, alleges in a lawsuit against a Blue Island car dealership that she was taken advantage of as an elderly woman with memory problems.

concerns and as recently as April 2016."

When she bought the Ford Fusion, June Shivers had an Illinois driver's license and "excellent insurance coverage," Kennedy said.

Still, "Napleton Lincoln would like to resolve this matter amicably and is working toward arbitrating this to the satisfaction of all parties," he said.

The Ford Fusion had almost 23,000 miles on it and cost about \$20,000, according to the lawsuit, which says a fair price would have been \$12,000 to \$16,000.

June Shivers was given only a trade-in credit of \$600 for her Lincoln, which had almost 63,000 miles on

it, when a fair value would have been \$2,000 to \$4,000, the lawsuit says.

The dealership charged her credit card for almost \$2,000 as a cash down payment, the lawsuit says. Her son said she paid that credit card bill.

The day after she came home with the new car, Steve Shivers and his mom, along with two of her friends, returned the Ford Fusion to the dealership. He told workers that she was "having cognitive issues" and shouldn't be doing much driving.

"They gave me a song and dance about how as children we don't always know what's best for our parents," he said.

The lawsuit says dealer-

ship workers refused to accept the vehicle, saying they're "not in the business of taking cars back."

Almost two weeks later, Steve and June Shivers again returned to the dealership with the car after having contacted the Better Business Bureau and LAF, formerly the Legal Assistance Foundation of Metropolitan Chicago. This time, they left the car and the keys there. June Shivers' friends also accompanied them and filmed the return.

"We were trying to find a way to unwind the deal," Steve Shivers said.

Later, the Ford Fusion ended up back at his mom's home with the keys in her mailbox.

Steve Shivers returned to

Europe, and at some point later, Citizens Bank repossessed the Ford Fusion, which he said his mom hadn't driven.

A recent letter from the bank to June Shivers says the car was sold at auction and demands that the loan be repaid, he said.

Michelle Weinberg, June Shivers' LAF attorney, said the remaining balance on the loan is more than \$10,000.

Citizens Bank should have known the contract was unfair and that June Shivers was 85 years old, the lawsuit alleges.

The bank said it doesn't comment on pending litigation.

Senior home care aides now visit June Shivers five

days a week.

"They have a car," Steve Shivers said of the aides. But "she doesn't get out and around as much as she used to, and she feels kind of lonely."

Weinberg said anyone considering a major purchase, such as a new car, should talk to family members and be careful when signing papers. June Shivers wasn't in a position to make an informed decision on her own, Weinberg said.

The lawsuit seeks compensatory and punitive damages and a ruling that June Shivers doesn't owe any money for the Ford Fusion.

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