

FEBRUARY EVENTS

Feb. 6th LVP Meeting

10a.m. – 12 noon

PROGRAM: “DEVELOPING THE RIGHT MINDSET”

PRESENTER: JOSEPH FACCHIANO

NEW MEMBER ORIENTATION—12:15

TO 1 P.M.

Feb. 13th LVP Meeting

10a.m. – 12 noon

PROGRAM: “FOCUS GROUPS”

PRESENTER: MARLENE RUBY

Feb. 20th LVP Meeting

10a.m. – 12 noon

Program: “HOW TO BENEFIT FROM THE WIB”

PRESENTER: KAREN LOCKHARD

TRAINING: “YAHOO GROUPS”

PRESENTER: DAVID BLANKENSHIP

NEW MEMBER ORIENTATION—12:15

TO 1 P.M.

Feb. 27th LVP Meeting

10a.m. – 12 noon

Program: “DON’T TAKE ‘NO’ FOR AN ANSWER”

PRESENTER: ZACHARY PIERCE

TRAINING: “WRITING YOUR PROFESSIONAL SUMMARY”

PRESENTER: TO BE ANNOUNCED

Mar. 6th LVP Meeting

10a.m. – 12 noon

Program: “CONDUCTING EFFECTIVE RESEARCH”

PRESENTER: CAROLYN CENIZA-LININE

TRAINING: “REFERENCE MANAGEMENT”

PRESENTER: TO BE ANNOUNCED

NEW MEMBER ORIENTATION—12:15

TO 1 P.M.

The View From The Helm

Time and time again you hear the EC Chair talking about stepping up. That is right, you are going to hear it again. Lehigh Valley Professionals is an all-volunteer organization that, by its nature, is transient. The Executive Committee strives to provide you with all the tools you need to become an alumnus of this organization. The continuity in this leadership helps to maintain the level of support you receive. It is through the efforts of those who have stepped up that YOU can succeed in your search.

A big part of the reason we are asking you to take a leadership role is that those who HAVE stepped up are landing. They are landing because they can show on their LinkedIn profile that they are not waiting for something to happen. They show leadership ability and a willingness to take charge. Below is a partial list of Executive Committee members who have landed.

Joe Wolfe – EC chair

John Orsini – EC co-chair

Dave Newton — EC co-chair

Kevin Elphick – EC co-chair

Jefferson Vitelli – Program chair

Terry Guire – Program chair

Dianne Rudolph – Membership chair

Melissa Eisenhart – Marketing chair

Jen Weaver – Marketing chair

Shaun Sykes – IT/Web chair

Glenn Wesley – IT/Web co-chair

Rick Smeltz – Training chair

Others in support positions have landed as well, including committee members who, while not in actual leadership roles, played an important part in guiding LVP.

So now it is your time. There are openings within the Executive Committee, and hopefully over the next few weeks there will be more. Spice up that LinkedIn profile with a management title from LVP, and add your name to the list of landings.

Stay Positive!

Gary M. Schall
LVP Executive Chair
gmschall@gmail.com



How We Landed

Wayne Werner:

I have accepted a contract position at IPValue, working as a technical consultant for specific memory related patent work. This job takes advantage of my knowledge and experience based on many years in the memory design industry. I feel I can be of great value to my new employer as well as satisfy my own personal career goals. I credit finding the position almost entirely to networking. I also credit the LVP group for important and timely advice on resume targeting, interviewing skills and networking over the holidays that I believe were factors

in the actual landing of this job.

Thanks and good luck to all.

Wayne Werner
wayne.e.werner@gmail.com

Sanjay Sharma:

I wanted to share the good news that I landed a job of Marketing Analytics Manager at National Penn Bank, here in Allentown.

I want to thank the LVP group for their excellent work. Attending the Friday meetings, listening to guest speakers and

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Program

The Program Committee has been working diligently on planning meeting content. When Terry Guire took over the reigns of the Program Committee last September, we had speakers scheduled two weeks in advance. Today we are pleased to announce that we have speakers scheduled for meetings in May, three months ahead.

As many of you know, Terry Guire has landed. The Program Committee, now under the leadership of newly elected Chair Jennifer Lipot-Fisher, 1st Co-Chair Marlene Moser and 2nd Co-Chair Paul Teseny, is continuing to plan months ahead while working closely with the Training Committee. The Program Committee is currently planning the next round of mock interviews, scheduled for March 27th. We wish to thank CareerLink and the Society for Human Resource Management (SHRM) for assisting us in conducting these mock interviews.

The Program Committee is constantly looking for new presentations that speak to topics related to job searching. If you know anyone that has a discussion topic that will fit the needs of the Lehigh Valley Professionals group, please contact Jennifer Lipot-Fisher at lipotj@msn.com. We hope you are pleased with the variety of programs we present this year. If you feel like being part of this dynamic group, we always welcome volunteers to join the Program Committee, please see Jennifer, Marlene, or Paul at our weekly meeting.

Paul Teseny
Programs Co-Chair
cintex@enter.net

Membership

Another LVP Member Asset

Recently Marc Longo, LVP IT/Web Committee Chair, and Glenn Wesley, IT/Web Committee Co-Chair, totally revamped the Lehigh Valley Professionals Website (www.lvprofessionals.org).

The website has a clean professional look and is set up for three main users: potential employers, future members and current members. Only the current members need a password. The website allows visitors access to our LVP Communicator newsletters (current & past copies), to sign up for Networking events and to view our Monthly Calendar of upcoming events and future speakers at LVP meetings. If you are a member, with a registered account and password, you also have access to past training, which is posted in PowerPoint and PDF formats, contact information for other members and the ability to post your job search profile (resume/work history).

A fantastic addition to posting your job search profile is the ability to add multiple key words and multiple resumes to your profile. This added feature is great because you

do not have to worry about formatting or the repeated appearance of multiple resumes. You can just dump them into your profile. The potential employer cannot see all of your posted job profile, only the first few lines. So, when they conduct a search using certain keywords and you have different targeted resumes and added key words, you have increased your chance of being found. If your profile comes up during their search, they are then directed to your LinkedIn profile for the actual public resume along with all the other information you may have posted on LinkedIn.

At a time when recruiters and employers are trying to contain costs, the ability to search free for job seekers on our own website is yet another great benefit of belonging to LV Professionals.



Ted Zukowski
Membership Chair
theodorezukowski@yahoo.com

How We Landed

(Continued from page 1: Sanjay Sharma)
talking to fellow friends is simply invaluable. I had submitted an official application to the bank for this position. Later, through networking at one of the LVP speaker series, I shared it with the HR Partner of National Penn. This was followed by the formal process of screening and interviews, etc. and I finally landed a job.

My two cents: please take the process seriously, as finding a job is itself a job. When you get a chance for an interview, spend some quality time to understand the job requirements, read the supporting material about company and prepare well. You have to be at your best without getting distracted or dejected, and most importantly stay focused on the goal. There is a job waiting for you somewhere; you just need to discover it.

Sanjay Sharma
sksharma@ptd.net

Audra Leiderman:

I have finally landed. Unemployed since March 2014, I first accepted a position with the new Fuling Plastics, but after waiting two months for an official start date, I was then told the position had been pushed out until at least next August. So I started the job search again. I applied in November to Stanley Vidmar (Stanley Black and Decker) in south Allentown. It took a month to hear from them. I interviewed between Christmas and New Years (think holiday job search), and was offered the job two of Buyer/Planner two weeks ago. Following drug tests and clearances, I started on Monday, February 9th.

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Alumni

Being in the NOW

No, that is not a typo. I meant NOW. Are you a NOW person? Are you a NOW job seeker? It is sort of a twist on an old topic, as one of the biggest concerns most potential employers have is how current the candidate is. "Nowly" is expressed as how NOW the candidate is.

In terms of a job you are applying for, "nowly" means not only how current you are within the work environment and the desired qualifications, but also how you might fit in with the NOW culture many employees embrace and live by and to which employers are becoming more attuned. That means being up on some things that may not seem to be so job related, like social media.

So what is a job seeker to do? First, check out your targeted companies on the web and social media. See what the company is talking about and what is important to them. You can also dig up many clues about their culture from these resources.

Second, share your knowledge about aspects of the job you are looking for in social media and tie your shares into what the company has posted, not only on LinkedIn but also on Facebook, Google+ and Twitter, if you can. Talk about recent updates or advancements within the industry or with their products. Maybe even get a blog or web page of your own. It shows that you are not only current within your market but a NOW person.

And how can you take that a step further? Get a part time job within your chosen industry or profession or lacking that, volunteer. NOW there is no doubt about you being active or current, especially when you happen to mention it in your résumé and posts, like the savvy and NOW candidate you are.

Joe Wolfe
jmwtyr@rcn.com

What We Learned

January 9th – We started off the new year with **Alan Allegra** presenting "How to Right Your Résumé." Alan covered everything from type size and margins to selling your skills and developing a results-oriented résumé. Also discussed was the value of creating a master résumé with all your experience and PAR (Problem-Action-Result) stories, from which to sculpt a targeted résumé. Alan challenged us to write a 100-word paragraph that describes who you are. Cut the fluff and cut to the chase. This might be the text you use for your Job Search Profile on the new LVP website. If you would like Alan to review your résumé, you can find him at CareerLink doing Résumé Critique on most Tuesday mornings between 9:00 am and noon.

January 16th – **Karen Daly-Smith**, of the Volunteer Center of the Lehigh Valley, enlightened us about the benefits and opportunities for volunteering. Some of the benefits are: learn something new, make a difference, help others, meet new people and network. So, you want to volunteer. Now what? Karen said we have to answer some questions, such as: "What do you want to do?" and "What skills do you have and what skills do you hope to gain?" The last question is: "When are you available?" Remember, you still have to do all the other activities necessary in your career search, but volunteering does not have to take a lot of time. You can search for local volunteer opportunities at www.volunteerlv.org.

Training — **David Blankenship**, LVP Training Chair, reviewed the importance of Networking Cards. This handy tool is an easy way to provide contact information, facilitate networking, help show you are a professional, and can provide room for personal notes. You can print your own cards on a PC using a word processing application such as Word and clean edge business card stock available in most office supply stores or online. If you already have a stable design for your card, you may want to have them printed for you. Again, a local office supply store can do this or there are a number of online resources. Remember, about the only place where it is OK not to carry your business card is in the shower.

January 23rd – **Rita Guthrie** of OpenDoorLV.com, helped us think about "Getting the Most Value from Networking." She talked about our networking fears, such as: "Who is the right person to talk to?" and "I don't know what to say." If you can identify who you want to meet before the event, you can do some targeted networking. Do some research on the people you hope to meet and see if there is a hobby interest, career connection, clubs or associations you have in common with them? Facebook and LinkedIn are some good tools for this. Rita suggested that we network outside of LVP two or three times a month and build it into your schedule. You will meet new people and

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LVP Communicator is the monthly newsletter for Lehigh Valley Professionals (LVP). It is distributed via the web at www.lvprofessionals.org and by e-mail at the beginning of each month.



*Managing Editor: Tom Emmerth
Layout Editor: Gary M. Schall
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LVP is a free recruitment resource for companies, organizations, and recruiters seeking high-caliber professionals and consultants of all disciplines, in the Lehigh Valley and surrounding areas.

LVP meets every Friday (except holidays) at 10 a.m. at the PA CareerLink, Lehigh Valley, located at 555 Union Boulevard in Allentown.

For additional information call, 610-437-5627, ext. 218

IT/Web

The term crackberry originated in 2000 as a nickname for the addictive use of a BlackBerry as a telephone, PDA and emailer.

The crackberry phenomenon of 2000 has become a way of life in 2015. But does it need to be that way? Is there any way out from under the avalanche of email?

Our capacity to process new information has not kept up with the frequency and volume of information that we are receiving. But that has not stopped most of us from trying.

Here are a few tips to control the email overload.

On the input side of the equation, we are crushed with newsletters, automated job alerts and even a weekly recipe from a favorite chef. The stream is almost endless. But do you really need it all? Scale back to the bare minimum of periodic feeds and see what you miss and what you can eliminate forever.

On the output side of the email equation, avoid checking email continuously and from multiple devices. Instead, schedule

specific email time during the day to more efficiently answer email in bulk. You will be more focused and driven.

And since networking is the best path to a new job, extract yourself from email and get out there and meet a contact for coffee.



Marc Longo
IT Committee Chair
longomj@comcast.net

Marketing

No Sleet, Freezing Rain, or Snow will stop our Networking Events

The January evening networking event that was canceled January 27th, took place on Tuesday, February 3rd at Days Hotel on Airport Road with great success.

Even though the event was rescheduled and there was a threat of bad weather again, we still had a great turn out. Of the 100 signed up we had 59 people sign in and collected 22 company names. Just to name a few, we had representatives from Aero-tek, B. Braun, National Penn, Millennium Info Tech, HTSS, and more. On a personal note, by the end of the evening, I was hoarse from moving about the room and talking.

At the LVP meeting the week before the Networking event, we heard from Linda Reed Friedman of Advanta Strategies. She suggested using the line "what's your favorite desert?" for those who have problems starting a conversation at networking events. Well, I thought I'd have to use that line, but everyone was so friendly that networking became very natural to me at the event.

Our next event is Wednesday, March 11, from 5-7 PM at Steel Stacks in Bethlehem. We are currently working to have Human Resources representatives and recruiters from various companies and agencies attend this event.

Please sign up for the March 11th at the following web site.

<http://lvprofessionals.org/content/networking-nite>



Joy Hemming
Marketing Co-Chair
Jhemming2014@gmail.com



Network to Get Work Meet you at Steel Stacks

**Wednesday, March 11, 2015
Open House 5 to 7 PM
Steel Stacks**

101 Founders Way, Bethlehem PA 18015

Cash Bar and Food Service Refreshments will be available.

Goal: Improve your Career and Help Others

Networkers: Please come to our new exciting venue to mix and mingle with talented professionals from the Lehigh Valley on March 11th at the Steel Stacks in Bethlehem. Career professionals, employees, employers, hiring personnel, college graduates and experienced networkers should register now and mark their calendar.

The evening program is presented by the Lehigh Valley Professionals, a no-fee personnel recruitment resource for companies, organizations and recruiters seeking high-caliber professionals and consultants of all disciplines in the Lehigh Valley area.

Note: Photographs will be taken for future event marketing promotions.

See you at the Stacks!

What We Learned

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extend your network. We wrapped up the last 15 minutes with some time to practice our networking in small groups.

January 30th – Linda Reed Friedman presented “Preparing for Successful Negotiation – Techniques that Can Work for You.” Linda defined the benefits of negotiation as: You will earn more and spend less, you will excel professionally, and you will strengthen your relationships with family and friends. Before you jump into a negotiation, you have to know your goals, Linda said. Your goals are: 1) Determine Your Objectives, 2) Identify Backup Options and 3) Have a “Best Alternative.” Linda also said not to forget other resources you may need, such as an attorney, a broker or agent, a mediator or an arbitrator.

Training Marc Longo, IT Chair, gave us a great overview of the new LVP website. If you have not yet seen it, go there now! The website is designed for two primary users: employers and members, with features that benefit both groups. Marc emphasized that the most important member function for job seekers is the Job Search Profile. You can create your Job Search Profile easily and quickly by copying and pasting from your résumé. Check out the LVP Website Training presentation on the website by logging-in and accessing the member menu to Search Presentations.



David Blankenship
Training Chair
dblankenship370@gmail.com

How We Landed

(Continued from page 2: Audra Leiderman)

The process is a long one, so do not give up hope. The right position will come along. Keep the faith.

Audra Leiderman
asleiderman@gmail.com

Lynn Sfanos:

I have a story very similar to that of Terry Guire, who announced his landing at an LVP meeting in January. He had previously worked as an engineer but had accepted a position at Faulkner-Ciocca to sell cars. I have previously worked as a graphic designer but have accepted a full-time sales position at La-Z-Boy in Whitehall.

I learned about the position at the Morning Call Career Fair at the Sands Bethlehem on January 13. Since November I had been working part time at Talbots, a women's clothing store (I was hired as seasonal help but asked to stay on). I figured the responsibilities at both Talbots and La-Z-Boy were similar but with different commodities. Rather than having customers come to the store for a sweater and my suggesting a scarf, a blouse, or jewelry, customers would come to the store for a couch, and I could suggest a chair, a rug, or lamps. The biggest difference is that La-Z-Boy employees' salary is largely based on commissions.

Since my last full-time job ended in March 2013, I have been adrift, knowing I

needed to change career fields but not knowing what path to take. This is a new direction for me, one that is out of my comfort zone, so there will be a learning curve. I need to internalize the adage "Fake it 'til you make it!"

I appreciate LVP and the support of other folks in transition. I am grateful to David Blankenship, who encouraged, me to join the Training Committee, through which I gave a couple of presentations. Those activities were also out of my comfort zone, but I was able to succeed when I made the attempts. I hope that this new experience proves to be a worthwhile undertaking.

And, after the end of the month, come see me for all your recliner needs.

Lynn Sfanos
lms419@gmail.com

Please note: There were more landings than there is space in this issue to display all the messages. Stay tuned for a special edition with more landing messages.

Congratulations and the best of luck to all of our members' landings!