

## MAY EVENTS

### May 1<sup>st</sup> LVP Meeting

**Program:** "GETTING FOUND"

**PRESENTER:** GARY SCHALL

**TRAINING:** "HOW TO WORK A JOB FAIR"

**PRESENTER:** DAVE NEWTON

**NEW MEMBER ORIENTATION—12:15 TO 1 P.M.**

### May 8<sup>th</sup> LVP Meeting

**10a.m. – 12 noon**

**PROGRAM:** "HOW

MISCOMMUNICATION CAN HURT YOUR JOB PROSPECTS"

**PRESENTER:** ESTHER HUGHES

**TRAINING:** "RESEARCH A COMPANY"

**PRESENTER:** BLAIR TIGER

### May 15<sup>th</sup> LVP Meeting

**10a.m. – 12 noon**

**Program:** "PASSING THE PERSONALITY TEST"

**PRESENTER:** MARLENE RUBY

**TRAINING:** "MANAGING YOUR REFERENCES"

**PRESENTER:** CINDI DEUTSCH

**NEW MEMBER ORIENTATION—12:15 TO 1 P.M.**

### May 22<sup>nd</sup> LVP Meeting

**10a.m. – 12 noon**

**Program:** "SUCCESSFULLY TRANSITIONING TO YOUR NEXT EMPLOYER"

**PRESENTER:** JULIE KNIGHT

**TRAINING:** "COVER LETTER/PAIN LETTER"

**PRESENTER:** JUDY BARRETT

### May 29<sup>th</sup> LVP Meeting

**10a.m. – 12 noon**

**Program:** "EDUCATION OPPORTUNITIES, CAREER CHANGES, SKILLS UPDATING"

**PRESENTER:** DAVID ACHENBACH

**TRAINING:** "COMMITTEE RECRUITMENT"

**PRESENTER:** BLAIR TIGER

**NEW MEMBER ORIENTATION—12:15 TO 1 P.M.**

## The View From The Helm

**T**ransitions.

Transition is not a new word. We are all either going through it now or have gone through it. We tend to think of it in negative terms as our membership at LVP is based on transitioning out of our previous job. Today I would like you to start thinking about transitions as a positive thing.

This is my final article as Executive Chair, as I begin my transition from job seeker to job creator. This is a long process that started a while ago and is finally bearing fruit. The benefits I gained and friendships created thanks to LVP cannot be wrapped up into an article of 300 words or less, so I will save that for my "I have landed" message. In this final article, I want to focus on YOU.

Transition is nothing more than change. We have to start viewing it that way. We go through changes throughout our lives; changing from student to employee; from single to married; from apartment to home; changing jobs is just one more change.

So how do we turn this time of turmoil into a positive? There are several steps to this. First, think about all the skills, tips and tricks you learn from attending LVP meetings. Many people PAY for the things we get for

showing up to a meeting. Second, look to the person sitting on either side of you at those meetings. You can develop friendships that endure and you can possibly be a huge help to that person. Third, how you respond to this speed bump on the road of life is felt by EVERYONE around you... family, friends, LVP members, and, especially, the hiring manager looking to fill a position. They can feel negativity by your words, posture and expressions.

Start putting a positive spin on everything you do. Wake up in the morning and say "It's going to be a great day", not "I hope it doesn't rain." Look in the mirror and give yourself a big smile. Say hello to people you pass on the street. You will be amazed at the surprise on their faces, many times followed by a smile and a greeting in return. Start putting a positive spin to the small things and the big things will follow. Try it. It DOES work.

Stay Positive!

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



## Marketing

As a newcomer to not only CareerLink, but also Lehigh Valley Professionals, I would like to take this opportunity to share how impressed I am with all the resources this group has to offer. For years, as a print publishing professional writer, I have had to watch my beloved industry go down in flames.

So for about the last two years, I have been actively seeking a full-time position in corporate communications, or entry-level jobs in sales/marketing. I must have filled out a

hundred job applications so far, with only one interview. But since I joined LVP, I have been privy to many job leads, already went on an interview, and have learned many eye opening tips to increase my chances for employment.

For example, according to recent presenter Marlene Ruby, Certified Career Coach, one of the biggest mistakes people make when taking a personality test on a job application is to be overly truthful. It is important to put yourself in the mindset, "What personality is

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## Alumni

At our April 10 LVP Meeting, Tom Dowd from Lehigh University's Alumni Office presented a discussion of LinkedIn titled "Unlock the Power of LinkedIn." We all know that LinkedIn has truly reached a critical mass with over 350 million members and averaging two new members per second. Over four million companies have sites there.

Many of us initially joined LinkedIn as the result of a job search. One early effort was to find all of our old friends and business associates and connect with them. As we met new people, we connected with them as well. We built and continued to improve our profile to better represent who we are and what we have done. We did this as many recruiters now use LinkedIn for their job searches. We are also told that hiring managers review our LinkedIn profiles to find out additional information about us. We joined relevant LinkedIn Groups to learn more about focused industries and to participate in relevant discussions. We got pretty good at using the search capabilities to find people, companies, and jobs.

And, then we landed.

Once we have our job, let me suggest that we do not then ignore LinkedIn, ever. We should constantly improve and keep our profile current. Updates should be made for every new position, completion of the latest project and every award or special recognition. Here are some reasons why:

- Recruiters search it to recruit working people. A good offer may come your way unsolicited.
- We proclaim "Networking for Life." LinkedIn is a way to keep track of old friends, a database of sorts.
- Connecting with new people you meet will grow your network of

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## What We Learned

**April 3rd** - LVP did not meet on this Friday. We took this week off as many members were observing the Easter weekend and Pass-over.

**April 10th - Tom Dowd** is a career development educator with over eight years of experience creating and delivering career programs for diverse audiences in higher education, nonprofit and corporate environments. He has counseled groups and individuals on how to use LinkedIn powerfully, proactively during a job search and to effectively manage their careers. Tom's presentation was titled "Unlock the Power of LinkedIn – How to Session." LinkedIn has quickly become an essential tool for all professionals from students to executives. We discovered how to utilize the ultimate networking tool to impress employers and build our industry network. This session provided specific LinkedIn tips on making our profiles stand out, utilizing the alumni tool and advanced people search and researching your target companies.

**April 17th – Laurie Winiarski** is a seasoned Sales and Business Development Professional. Most recently, Laurie had taken a Staffing/Recruiting position with Millennium Info Tech, Inc. where she learned about the Staffing and Recruiting Industry. She recently left Millennium Info Tech to pursue a new venture: researching the feasibility of starting her own business, focusing on Staffing and Recruiting. Her presentation was titled "Contract Work - Does it hurt my chances of finding a permanent job?" This discussion included an overview of the Staffing Industry and a review of the different types of contract employment. This was followed by an open

discussion about the myths of contract employment and a review of the benefits of contract employment.

During the training portion of the meeting, **Cynthia Deutsch** of LVP's Training Committee led a discussion of "Avoiding Age Bias" by exploring the unique issues of the older job seeker and what we can do to address them in our job searches.

**April 24th – Richard (Rick) Nolte** has a 33-year career with Fortune 500 companies (Ford Motor and Air Products & Chemicals). His roles include financial management, product planning, marketing, business development and new product & service commercialization. He is a part-time, self-employed consultant and is currently a volunteer for TaxAide/IRS, SCORE Online Counselor and The Entrepreneur's Source Business Coach. In his program, "Exploring Executive Business Ownership through Entrepreneurship," Nolte led discussions on the following topics: "Assessing Your Entrepreneurial Skills," "TES Coaching Process," "Career Transition," "Your Career 2.0," "Franchising Defined & Structures," "Financing a Business," "Overview of the Franchise Industry" and "Your Next Steps."

During the Training portion of the meeting, our Training Chair Blair Tiger presented "Practicing Your Elevator Speech," first by presenting how an elevator speech should be developed and then allowing us to do our own in small groups.

For the Program Committee, Tom Emmerth  
temmerth@compuserve.com

## Marketing

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the company looking for?" and tailor your answers accordingly. A common question could be if you would prefer to spend more time alone, or more time in a large crowd. While you may prefer to be alone, the correct answer is you would prefer to spend time in a large crowd. What if the company wants you to interact with customers, or give presentations to meetings? The computer will pick up on your incorrect answer, while truthful, and toss your resume.

Regarding Marketing Committee Activities, the group recently organized a successful networking event at Steel Stacks in Bethlehem. The event was attended by about 150 participants, including about a dozen recruiters. A great big THANK YOU goes out to event organizers Jon Wilcox, Dan Newton, Richard Howell, and Gary Schall.

Maureen Sangiorgio  
got2bfit@aol.com

## IT/Web

The IT/Web Committee is fired up about managing the newly created LVP website. The website was created by using the Content Management System, Drupal7, which utilizes a PHP platform. I want to thank all those that helped create the website with special gratitude to Glenn Wesley and Marc Longo.

Now that the website is up and running, the committee would like to ensure that its integrity is maintained and the need for the LVP organization to make enhancements to the system is fulfilled. The starting point for this is to create and document policies and procedures and assign administrative roles that can be easily passed along to our successors.

There are many opportunities on the committee to learn or sharpen IT web skills. No matter the level of IT expertise you have, from beginner to very experienced, there is an opportunity for you to get involved. There is no set amount of time that you need to invest. The committee can find a task to match the time you can offer. For example, let us say you have only an hour or two a week, we can assign you a task such as checking that the website content has been updated for the current week. On the other hand, you might be bored at home and would really like learning Drupal 7, we could assign you to work on an enhancement project (don't be scared, we have a DEV environment).

If you are interested in joining or learning more about the committee please come see Fay Kercher, J. Scott Franzen, or Roxana Volk or email me at [fay.kercher@rcn.com](mailto:fay.kercher@rcn.com).

Fay Kercher

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

Managing Editor: Tom Emmerth  
Layout Editor: Gary M. Schall  
Copy Editor: Lee Vedder

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



## Membership

### LinkedIn Resources

Whenever our members land, they share their successful landing stories. These reach us via our Yahoo Mail group and/or are printed in the Communicator newsletter. A job search now for a professional position is a full grown affair that entails using as many resources as possible, successfully navigating the interview process and finally and hopefully landing a position. Gone are the days when a simple job application would suffice or simply mailing a general-use resume with a standard cover letter.

Now the job search must be preceded by knowing thoroughly all your strengths and weaknesses so you can address your qualities if asked about them. You must be your own semi-advertising agency by actively posting and maintaining your resume for public view, and acquiring contacts in your field so as to promote networking. Initially, the average job seeker is not expert or very adept at any of these necessary requisites in finding a job. This is especially true if they have been happily working for a while and do not know all the "new" requirements in finding a job. As they continue to seek a suitable position, their job search ability, knowledge and awareness grows until they become efficient enough to land their new position.

Increasingly, the social networking site LinkedIn is becoming the go-to resource

to acquire better job search abilities, knowledge and awareness. Part of this is the hive mind working of the hundreds of thousands of LinkedIn users until the best practices of job searching bubble up to become acceptable and expected protocol if you want to land a job. We have had speakers here at LVP to help us become more adept at using LinkedIn; the most notable one for me was Abby Kohut. J.T. O'Donnell, the CEO of CAREEREALISM (<http://www.careerealism.com/>) and CareerHMO (<http://careerhmo.com/>) and a LinkedIn influencer is my current favorite. I have found her posts on the job search process very insightful and educational. Her associated websites are dedicated to people like us Lehigh Valley Professionals who only want to be employed. The mottos for each website respectively are: "Because Every Job is Temporary" and "Cure for Chronic Career Pain". Besides the several dozen free tools available at each website, J.T. writes some great articles on LinkedIn. Check out J.T. and her websites and see if you agree.



Ted Zukowski  
Membership Chair  
[theodorezukowski@yahoo.com](mailto:theodorezukowski@yahoo.com)

## How We Landed

### Jennifer Lipot-Fisher:

I thought I had hit rock bottom when I lost my job after 24 years in September of 2014. However, things started to pick up this year and I was nominated to chair the Program Committee. It was an honor to be part of Lehigh Valley Professionals and meeting awesome and talented individuals.

Then the week of my birthday (March 17th), I was getting some phone and face-to-face interviews on the calendar, some

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# How We Landed

(Cont'd from page 3: Jennifer Lipot-Fisher) at the end of March and several during April. I was getting so excited and feeling positive that something good was going to happen.

Then my world changed in an instant. Not feeling well, my husband went for a routine outpatient procedure that he had had several times before. Within 24 hours after the procedure, I had taken him to the ER for high fever, chills and dehydration. Then on March 26, we received the unmanageable news that he had Stage 4 Esophageal Cancer and that it had spread to other areas of his body. He had a couple of weeks to live and there was nothing more they could do. We spent the next seven days enjoying and cherishing the little time we had left together. He passed peacefully at home surrounded by his family on April 1.

The bittersweet part is that I had received a job offer at the time we got the news about the cancer. My husband was more concerned about me and wanted me to take the job. I declined it, however, as I wanted to be with him during this time. He was my life and biggest supporter. He passed two days after I had declined the offer, so I sent a brief email to the hiring manager. We talked a few days later and he mentioned that I still had the job and he

## Alumni

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contacts, which may be relevant to you sometime in the future.

- To contact people, LinkedIn can be used as an email system to constantly stay in touch with our connections, especially if we lost their email address.
- To help people, it is a great way to introduce people within your contact lists. This can be helpful to others in their job searches. I do this a lot.

The bottom line is that LinkedIn should be part of your life during your entire working life and beyond. Make a resolution to make some updates this week.

would reach out to me after the funeral. I started on April 27th as a Service Application Specialist. I am proud to work for such a compassionate company. I have a long road ahead of me but know that my husband will be looking down and guiding me in the coming weeks, months, and years.

Thank you for your friendship and support during this time. I wish you all the best in your job search and just stay positive.

Jennifer Lipot-Fisher  
lipotj@msn.com

Bryan Smith:

I have accepted the position of Director of Product Engineering for Chemring (military countermeasures) near West Chester, PA. Ironically, I initially interviewed for this position the day after departing my last company; however, this process took 3 ½ months with 4 interview sessions totaling over 12 hours. I became aware of the position from a job board posting by a recruiter who for many years has placed people at Chemring.

Interfacing with the contingency recruiter was a very positive experience for me, besides landing the job. He was very familiar with the company, hiring manager and HR manager. He did a thorough interview of me up front before submitting my resume for consideration. He also had a well-defined job description and directed me to add an addendum to my resume to highlight certain skills and experience that were very important for the position. Prior to each interview he would briefly coach me for the interview. One main take-away from his coaching was to “ask for the job”—i.e. let the employer know you are interested and would welcome the position—if, after the interview, I was still interested in the position.

I did have other interviews, some of which were requests from recruiters and companies that found my information on LinkedIn or job boards. I would recommend plying your LinkedIn profile and resume with a plethora of keywords so you

stand out during searches. Also, for an interview, practice and be well prepared to answer behavioral, accomplishment, interpersonal, problem solving, values, work style, and motivational type questions from your interviewer. An interviewer wants to know what you can do for them, and will want to determine and understand if you CAN do the job, WILL you do the job, and do you FIT in.

I wish all of you well. If there are any follow-up questions that I can help you with, please let me know. I would like to continue as an Alumni of LVP. I am so glad I learned of LVP through a networking connection. LVP is invaluable in helping with the job search process, with the myriad of interesting and beneficial topics each week.

Bryan Smith  
smithbk1208@icloud.com



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