

## OCTOBER EVENTS

### Oct. 3<sup>rd</sup> LVP Meeting

10a.m. – 12 noon

**TRAINING:** "NETWORKING: HOW TO WORK A ROOM" / "BODY LANGUAGE"

**PRESENTER:** DAVID NEWTON/ROY BASTIAN

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

### Oct. 10<sup>th</sup> LVP Meeting

10a.m. – 12 noon

**PROGRAM:** "THE PHONE INTERVIEW"/ BREAKOUT GROUPS

**PRESENTER:** DAVE BLANKENSHIP/ROY BASTIAN

### Oct. 17<sup>th</sup> LVP Meeting

10a.m. – 12 noon

**TRAINING:** "CREATING YOUR PERSONAL BRAND"

**PRESENTER:** FAY KERCHER

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

### Oct. 24<sup>th</sup> LVP Meeting

10a.m. – 12 noon

**Program:** "BUILDING AND MAINTAINING A SUCCESSFUL LINKEDIN PROFILE"

**PRESENTER:** BILL GLOSE, BUSINESS DEVELOPMENT MANAGER

### Oct. 31<sup>st</sup> LVP Meeting

10a.m. – 12 noon

**Program:** "HOLIDAY JOB SEARCH"

**PRESENTER:** TOM EMMERTH

**TRAINING:** "COMMUNICATING YOUR PERSONAL BRAND"

**PRESENTER:** FAY KERCHER

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

## The View From The Helm

I am not a big numbers person, but I like to check them out periodically to get an idea of where we are in terms of unemployment in the Lehigh Valley. The most recent unemployment figures indicate that we are in a continued positive upward movement. Pennsylvania's unemployment rate was 5.8% in August 2014 and was ranked 22nd (lowest rate) in the U.S. The unemployment rate is forecast to be at 5.5% in 4th quarter 2014.

In Pennsylvania, those unemployed with an educational level of Bachelor's degree or higher, is 2.7%, compared to 5.1% in 2012. For those of us in the 25-54 age group, the rate of unemployment has improved from 6.4% in 2012 to 4.6% today, and in the 55+ group, 3.8 compared to 5.9 in 2012. The number of new hires in the area of Professional and Business Services was up 24% in the last year. (Data taken from the WIB Fast Facts monthly publication).

Nationally, the number of people who applied for U.S. unemployment benefits in the first week of October was basically

unchanged at 287,000, reflecting a labor market that's experiencing an exceedingly low rate of layoffs and probably will continue to do so for months. Initial claims have fallen below the key 300,000 level for four straight weeks, the first time that's happened since early 2006. Economists surveyed by MarketWatch had expected claims to rise to a seasonally adjusted 294,000.

The average of new claims over the past month, meanwhile, dropped by 7,250 to 287,750 and hit the lowest level since February 2006, the Labor Department said Thursday.

Although the economy is improving at a slow pace, the improvements are there. Stay positive and use the learnings from our weekly LVP speakers and trainers to stay on task in your job search.

I have confidence that good things will happen for us all.

Go forward,

Paula Nelson  
LVP Executive Chair  
nelsonp1@ptd.net



## How We Landed

### Mark Fleming:

I have landed at Farmers Insurance as an Agency Producer. I started the job right after Labor Day. (Fitting!)

My story is that I was let go from Innovative Office Products in April of this year. At that time, I was determined to no longer pursue any opportunities that involved selling for a manufacturer or other types of technology sales. Also, I was tired of working in typical business (corporate) type of sales/marketing roles for companies. I wanted to either get into a job that would be in an industry that had consistent day to day need for products/services as well as have the ability to

potentially earn a higher income and potentially become a business owner. Working for an insurance company offered all of those benefits.

In thinking about my areas of interest, I always had an interest in Finance and Insurance. At an LVP Networking event, I had met up with an Insurance Sales representative. That conversation prompted me to learn more about working in the insurance industry. I had one interview with Mutual of Omaha, and was offered a chance to work for them. Also, I had reached out to my own Insurance agent (Farmers). He was actually in need of someone to assist him

(Continued on page 2)

## Membership

### EXPLORING WIA Workforce Investment Act) (Continued)

My ongoing experience in the process of exploring the Workforce Investment Act process has been positive. I was finally able to complete the initial requirements to submit my application and handed them to the receptionist at CareerLink. After she made sure all was in order, she passed the packet along and it wasn't long before I received a call from a case manager. We set up an appointment and she listed all the items I was to bring to our initial intake meeting. Keep in mind that you are applying for state funds, so it is imperative that they have documented information about personal income of anyone living in your household. Not all income is counted for eligibility, but it is needed nevertheless. You will also need identifying documents (birth certificates or passports, Social Security Cards, Driver's Licenses).

Once the caseworker determines you are eligible, you are issued vouchers that offer salary reimbursement of 50 to 90 percent to an employer willing to hire you permanently for at least a year and offer you "On the Job Training."

We also scheduled and I was given a voucher to participate in WorkKeys Testing. This is a certification that some employers require as an assessment of a candidate's general skills in math, reading comprehension and locating information. (Lehigh Valley Hospital and Essroc Cement are some employers that were mentioned).

The next step was being assigned a recruiter and appointments requiring mandatory participation to continue to be eligible for the program (Job Club, Training Policy Information Session, to name two).

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## How We Landed

*(Continued from page 1—Mark Fleming)*

with growing his young agency of just two years. After having many conversations and getting a better understanding of how an agency operates, I decided to pursue this opportunity, and I have accepted the role.

These opportunities did not come from Job Boards, classifieds, or cold calling, but from a simple conversation. NETWORKING at events or with people you know is "Key" to finding a job that is right for you. You are in the driver's seat, as you are not trying to fit into their job description, but instead you are getting them interested in who you are and

### Joseph Moynihan:

A year and a half after I arrived at LVP I landed a position with of DLP Realty in Bethlehem. The whole interview process proceeded at a blinding speed. On Monday I interviewed, on Tuesday I received a promise of an offer, on Wednesday I received the offer and on Thursday I accepted. The position was an ultimately wonderful fit for my position and industry skills.

I arrived at LVP a year and a half ago after consulting at Blue Cross and Blue Shield of New Jersey. I was surprised but looking back, I was not shocked. While working as a consultant, a friend with whom I had previously worked told me he was starting up a new company in the near future and wanted to hire me as his controller. I enjoyed working for him and so I focused heavily on that opportunity. Looking back I regret this as I placed the bulk of my faith in one opportunity at the expense of expanding my network, answering ads and applying other job search techniques.

In my early days of unemployment, I took my frustrations out on my house as I painted several rooms, an entire basement and the trimmings on the outside. I also harvested the most vegetables ever from my backyard. These efforts were my way of keeping productive while waiting for my friend to start operations.

Eventually the days and nights became longer and more painful as my friend repeatedly tried but could not obtain needed investment capital. I therefore expanded my search and earlier this year landed a consulting

what you have to offer.

I want to thank LVP for assisting me with the "Gray" area of a job search. I learned that a job search is truly about taking the time to find out what it is that you want to do in your life, and not just match up your skills and apply for that job. I had done that over and over again in my career, and it only lead to many short-term fixes.

Thank you LVP for all your help! You can take me off the ACTIVE LIST. I wish everyone success in their job search!

Mark Fleming  
mdfleming41@ptd.net

assignment at a manufacturer near Pen Argyl. I also increased my involvement within LVP becoming its treasurer and chairing the accounting and finance sub group.

Earlier this year LVP personnel provided me valuable help which included but was not limited to reducing my resume down to two pages and providing mock interviews. I also began to network more and send out my new resume.

Last month I answered an ad from ziprecruiter.com for an assistant controller/controller position for a company less than 15 minutes from my Bethlehem Township residence. I quickly received a reply to take an online psychological profile test and set up an interview. The owner interviewed me which only lasted about 30 minutes and told me I was the most qualified candidate with two more interviewees scheduled for the next day. The next day he sent me an offer, which I quickly accepted.

In securing this position, I finally fulfilled a goal set when moving my then young family into the valley 20 years ago: to live and work here. After only 3 days on the job the owner called me into a meeting and announced a reorganization resulting in my promotion to controller. It all sounds surreal.

My advice: network, take advantage of the valuable resources at LVP but also get involved and give back to the group. In giving we receive.

Good luck to all of you.

Joseph Moynihan  
jfmoynihn@msn.com

## Alumni

### Networking at work

You've landed a great job. Does this mean you can stop networking? Of course not. In fact, there are few better times to network. As you interact with people in your new workplace, you should already be thinking ahead to recommendations, references and connections. This is especially true if you know your time there is limited, like working as a contractor or temp. Nothing will look better on your LinkedIn profile or résumé than a shiny new recommendation from someone at your current workplace.

Whether you interact with many employees or just a few, chances are good you can find someone to connect with. Think about your correspondences with people, be it by email, messaging, or better yet, in person. Be aware of any time someone has thanked you sincerely for your work on a project or task for them, or made a comment about the quality of your work. Thank them kindly and talk a bit more about it. Try to find out what they thought was special and think about using it in the future. As for the present, find out if they are on LinkedIn and politely ask to connect; especially if it's with those higher up.

There's no time like the present to expand on opportunities that may arise and take advantage of them when your meeting or interaction with people is fresh on their mind. Some relationships may need a bit more time while others will proceed at a faster pace. You be the judge; keep a watchful eye out and always be polite and even give people a chance to decline a LinkedIn invite if you feel they might be hesitant. And, if you happen to be in it for the long run, these events can easily work to your advantage when it's time for a review or when advancement opportunities should arise.

Joe Wolfe  
jmwtyr@rcn.com

## What We Learned

**September 5th** – What's involved in a career search? What tools and skills do you need to land that next job? David Blankenship, LVP Training chair, guided our thinking about elements such as drafting our accomplishments and writing a targeted resume to active and passive job searching, and much more. We considered the "hidden" job market and how to uncover it. Although this was an overview, future training will take a more in-depth look at individual elements of the job search.

**September 12th** – Rod Colon, speaker, author, career coach and radio host, took us on tour of an active approach to your career search. Rod advocated a take-charge approach and running your job search as a business with responsibilities and goals. Who are your personal board of directors; a good friend, spouse, business colleague? Those people can help you stay on-track and progress in your search. Rod hosts an online radio program to help job seekers, Monday nights at 9 pm. Check out the schedule at <http://rodcolon.com/radio-show/>.

**September 19th** – How well do you recognize your own feelings and those of others? Amy Enders, LVP Alumna, presented an enlightening and fun session on Emotional Intelligence. She defined the

core of emotional intelligence (EI) in the following terms: Emotional Self-awareness—recognizing how our emotions affect our performance; Accurate Self-assessment—knowing one's own inner resources, abilities and limits; and Self-Confidence—a strong sense of one's self-worth and capabilities. EI competencies range from self-awareness and management to social awareness and relationship management.

**September 26th** – Rich Plinke reminded us that we are all in sales, from our introduction to presentation to close. In his presentation, "How to Sell the Plague," Rich outlined three steps in successful selling: 1) Vision—what is it that you do or offer? Once this is established, move on to 2) Plan – what is it you need to do and what are your success factors? Finally, 3) Action - work your plan. If you need more skills to do that, LVP is a great resource. Rich showed a video clip of sales guru Zig Ziglar demonstrating just how important our attitude is, whether in our job search or in your current work or in family life. You can find the clip on YouTube by searching for Zig Ziglar and "Attitude Makes All the Difference."

David Blankenship  
Training Chair  
dblankenship370@gmail.com

## IT/Web

October is here, and with it comes the beginning of the fall season. The month is full of observances or commemorations: with Yom Kippur, Columbus Day, the start of the World Series, and All Hallow's Eve. Whether you are looking for costumed figures of all ages and types, expecting vampires or werewolves, or dreading hordes of zombies, Halloween looms on the horizon – ready for impact on the 31st.

At this scary time of the year, there is no need to hide under the bed or cower in the basement – if assistance is needed in any IT or IS fashion, just reach out to your IT/

Web Committee for help. We are here to assist you, and we are glad to service the needs of the Lehigh Valley Professionals group at large.

Tips N Tricks

Office Wars



Microsoft Office has been the leading office suite for many years. There are, of course, other choices available to those

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## Membership

(Continued from page 2)

I will elaborate more on those in the next session. This is a very structured program and so far, the people that I have been engaging with were very positive and pleasant, leaving me very optimistic.

Nick Krasznavolgyi  
LVP Membership Chair  
nmk56@hotmail.com

## Marketing

### “If You Hired an LVPro”

If you hired a Lehigh Valley Professional, it would be one of the smartest staffing decisions you could make. LVPros are, by and large, uniquely qualified individuals; they are highly-skilled, dedicated careerists and accomplished producers and achievers.

Learning as they step up the ladder, LVPros have acquired a diverse wealth of experience that fits well into the full spectrum of local business arenas and positions. From training, management, sales, manufacturing, retail, communications and marketing to information technology and more, the list of applicable industries goes on.

What’s more, if you hired an LVPro, you would gain a quality-driven team member imbued with a carefully honed business ethic, a person who wants to create success and knows the value of providing world-class service and satisfaction to both customers and associates.

You would do well to hire an LVPro, as you would improve your personnel roster immediately by adding someone who has proven themselves, and along the way, helped to make our state, country and the economy stronger and better.

### “If You Didn’t Hire an LVPro”

Well, there’s always next time, we all make mistakes.

Richard J. Howell  
rjohnhowell@hotmail.com

## IT/Web

(Continued from page 3)

who prefer a set of applications that are less sophisticated, less expensive or more compatible with their hardware.

Microsoft releases a major revision to their Office suite of programs every two to three years or so. This does not necessarily render the previous version/s obsolete or inoperable. However, in a manner similar to revisions of the operating system itself, older versions of Microsoft's Office suite eventually will no longer be supported. Therefore, as a particular version of Office becomes more outdated, the likelihood of compatibility with newer versions of Office becomes reduced. Even more importantly, the possibility of a security breach increases once Microsoft ends support of a given version of Office.

### MS Office 365

In order to address these concerns with their users, Microsoft has provided additional alternatives to maintain compatibility and security. One of these alternatives is to subscribe to Microsoft Office on an annual basis. Currently, Microsoft refers to this subscription option as Office 365. Simply maintain the \$99 annual subscription (current pricing) and you always have access to the latest version of Microsoft Office.

### MS Office Online

A lesser-known option would be to utilize Office Online (previously known as Office Web Apps). Office Online is Microsoft's web-based suite of applications available at no charge to those with a (free) Mi-

crosoft account. Although these applications are not as fully featured as their paid counterparts, they may be adequate to those with less complicated requirements. Just to be clear, the Microsoft account can be associated with an existing email account and does not necessarily have to be within Microsoft's domain. So, it is truly free-of-charge access to a Microsoft suite of applications without the need create a new email account. Click here for details: <https://signup.live.com/signup.aspx>

Read the full article here: <https://db.tt/NB1z04EX>

(NOTE: This link is CASE-SENSITIVE)

When you need assistance or help, contact us collectively – our email address is [LVPITWEBC@gmail.com](mailto:LVPITWEBC@gmail.com).

Your IT/Web committee chairs are:  
Marc Longo – Chairman  
Glenn Wesley – 1st Co-chair



**Frank Cioce**  
IT/Web Committee  
[fcioce2@yahoo.com](mailto:fcioce2@yahoo.com)



**Shaun Sykes**  
IT/Web Committee  
LVP Alumnus  
[shaun.sykes@mail.com](mailto:shaun.sykes@mail.com)

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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



# Network To Get Work Event

## LVP Networking After Hours

On Thursday, October 16th, LVP held another of their popular networking events. This time the venue was the Best Western Hotel's Red Zone Lounge, at 300 Gateway Dr., in Bethlehem (just off Rts. 512 and 22). Judging by the turnout, this event was another big success.

The Red Zone Lounge was a little bit smaller than our previous venues, so the signup this time was limited to the first 100 registrants. A final tally of the signup sheets indicated that 83 people showed up. Looking at the crowd inside, I believe that there were some people who showed up but did not sign in.

Those members of LVP who made the trip were in for a pleasant surprise. Besides offering our membership a chance to network and practice their 30 second speech, this event had a number of attendees actively recruiting for positions within their firms or the companies they represented. People like Kari Smith, representing the employment agency HTSS, Inc. ([www.htss-inc.com](http://www.htss-inc.com)) were making the rounds and collecting contact information for follow ups on a number of current openings as well as stocking up for future needs.

The networking event also represented a passing of the baton, so to speak. In



attendance, for some unknown reason all dressed in red and black, were the past, present and future chairs of the Marketing Committee (or, more appropriately from the photo below, future, past and present).

Work has already begun for the next networking event, so stay tuned for updates posted in the LVP newsgroup and in our LinkedIn group. If you are not on the LVP yahoo group, let someone on the EC know so we can get you added. For those of you who attended, thank you for

making it a great event. You will be getting a notice from us when the event is ready to go.

For those who haven't yet made it to one, you are missing out on an excellent networking opportunity. Make plans now to attend the next one and give yourself more chances to land that next great job.

Gary M. Schall  
[gmschall@gmail.com](mailto:gmschall@gmail.com)  
Marketing Chair



LVP members working the room.



The succession plan for the Marketing Committee.