

NOVEMBER EVENTS

Nov. 7th LVP Meeting

10a.m. – 12 noon

PROGRAM: "SMART FINANCIAL DECISIONS"

PRESENTER: JULIE KNIGHT

TRAINING: "30-SECOND ELEVATOR SPEECH"

PRESENTER: DAVID BLANKENSHIP

Nov. 14th LVP Meeting

10a.m. – 12 noon

PROGRAM: "BEHAVIORAL INTERVIEWING"

PRESENTER: HEATHER SANTOS

TRAINING: "BEHAVIORAL INTERVIEWING PRACTICE"

PRESENTER: DAVID BLANKENSHIP

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

Nov. 21st LVP Meeting

10a.m. – 12 noon

Program: "TACKLING TOUGH INTERVIEW QUESTIONS"

PRESENTER: JUDY BELMONT

TRAINING: "YAHOO GROUPS"

PRESENTER: DAVID BLANKENSHIP

Nov. 28th LVP Meeting

No Meeting —

Happy Thanksgiving



The View From The Helm

Dear LVP Members,

In December, there will be an election of new Committee Chairs and Co-Chairs. We are expecting that many of you will take this opportunity to place yourselves on the ballot and run for one of our leadership positions.

It takes a lot of work to pull off our weekly meetings and networking events. The Chairs and Alumni are putting forth a sincere effort to make it a quality, A1 operation. The more folks we have in these roles reduces the time that we, your fellow job seekers, must work to get the job done.

We need everyone to be committed to the successful operation of the group. As you spend more time in the group, (not too much, I hope), you will see the genuine wishes of

the leadership team for the successful employment of each one of us and a willingness to do whatever it takes to help you land that next job.

The commitment we need from each of you is the same. Just coming to the meetings and hoping something sticks is not enough. Networking is all about how you can help someone else.

Employers are looking for people who are committed to the success of whatever efforts you undertake. Being able to discuss your leadership role within LVP can be an avenue for discussion of your personal qualities as well as your professional qualities.

Our Chairs find JOBS!

Go forward,

Paula Nelson
LVP Executive Chair
nelsonp1@ptd.net



How We Landed

Carol Burress:

How did I land? With help from a lot of you who are reading this newsletter. It was not quick; and it was not easy; but the road through this period of unemployment was a journey through which I learned a lot. I learned new skills. I learned new job search techniques. And I learned new ways in which to help others. For example, I have personally invited several people to join LVP.

After two years of unemployment and nearly a year of underemployment, I landed a contract position in marketing communications at Otsuka Pharmaceuticals. When it came time to interview for this position, I was ready, thanks to what I had learned and practiced at LVP. I cannot stress

the importance of mock interviews and preparing for behavioral interview questions. In future interviewing situations I will be sure to have more STAR stories in my toolkit.

One of the biggest success factors was my network. Since this job is similar to previous positions I have held in this industry, I had LinkedIn connections in common with some of the interviewers, and I used that to my advantage.

I would like to thank LVP for providing such incredible resources and opportunities. Never before had I imagined that I would deliver training presentations to adults. Although I had considerable experience teaching children, I had no prior experience in teaching adults. And never before had I been

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Membership

EXPLORING WIA

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Finally, the purpose of the WIA Program is to help individuals enhance their marketable skills and provide incentives for employers to hire them. Marketable skills can be attained through on the job training (OJT), where the employer is paid an incentive to bring an employee up to speed or the job seeker can get more formal training at a WIA-approved school or institution. Northampton Community College and LCCC are among these select schools. WIA will pay up to \$6,000 per year towards a student's education.. There is also additional funding available to those in need outside WIA. All of this information is covered in a training policy meeting participants must attend. For my own purposes, I am considering attending a class in computerized accounting with a focus on Quikbooks. I find many accounting positions require a proficiency in Quikbooks that I have yet to acquire. Those of us who have college degrees already may find the OJT vouchers to be the largest benefit of the WIA program. As mentioned early on, an employer can receive anywhere from 50-90% salary reimbursement for six months if the employer agrees to hire the applicant for at least a full year at full time hours. This is where I believe the greatest benefit may be for me and most LVP members. It indeed has helped one of our members who recently landed, and he informed me that the WIA incentive certainly was an influential factor in his being hired. My suggestion for all of you is to at least go to the WIA information session and discuss your needs. What do you have to lose except the hour and a half for the initial meeting? You have everything to gain and it can help you to take advantage of the many services that CareerLink has to offer.

Nick Krasznavolgyi
Membership Committee Chair
nmk56@hotmail.com

How We Landed

(Continued from page 1—Carol Burress)

part of an effort to move and set up computer equipment; but after helping CareerLink relocate to its current site, I can now say that I have performed tasks such as “imaging” and “cabling.” LVP gave me not only the opportunity to do new things, but also the training that was necessary for me to develop those skills.

I encourage you all to take advantage of this opportunity, to turn “lemons into lemonade,” and to learn what you can along the journey. I wish you well in your search and your future endeavors.

Carol Burress

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How We Landed

Loretta Reavis:

I know this is long over due and I apologize for the delay. It has been an adventure to say the least. I was out of work just shy of 3 years. During that time, I had a summer part-time position at a school which lasted for 12 weeks. The school where I had temped called to see if I was working and asked if I could come in for a few days. She booked me for as many hours as she could. Then she reached out to a friend to see if she had any leads. Within a month, I started getting calls from places to which I had previously applied and one from the supervisor's friend. I had four telephone interviews and six in person interviews with different companies. I also received calls from three different temp agencies to interview with them for possible positions. Then, finally, I got a second interview at the company where I am now, Easton Hospital.

All this interviewing occurred while the supervisor at the school was getting me substitute hours. At my second interview with Easton Hospital, I was told that I was the person that they wanted to hire, but the hiring manager had to get approval from his director. A few weeks went by and I received no confirmation. Then, I received a call from one of the temp agencies about a position they had. I interviewed with the company and received a call almost immediately that they wanted me to start. So, I took that position, but left for personal reasons after a couple of months. That is when I got the call

from Easton Hospital offering me a full time position.

I decided to write my story for those who have been out of work for a long period of time because it is easy to get discouraged and give up. I just want to encourage you to keep going. Find positive people to be around that try to encourage you and lift your spirits when things are going bad. I was at the point of losing my home and car and the next few months went by like a whirlwind. Even if you have applied to some place before, if you see the position again, apply again. I applied to this position at least three times. Then, a friend tried to hand-deliver my resume to HR and they refused to take it. They said they only review applicants who apply online. Then she met the director of HR and hand delivered my resume to the hiring manager and nothing happened. Then she met the director of the business office and told him I had applied several times to the same position. He gave her his business card to give to me. I contacted him and he said he would forward my resume to the manager. I never heard anything. I told myself I wasn't meant to work there. Out of desperation, I applied once more when the bank started the foreclosure on my property. I received the call for the telephone screening within two days and as I mentioned earlier that is when all the calls and interviews started.

Best Regards,

Loretta Reavis

Loretta_Reavis@chs.net

***Friendly Reminder:
Mock Interviews on December 5th***

Alumni

How Helping Others Can Help You

Volunteering and helping others can bring you some of the biggest rewards you may ever experience. And if you are thinking, “I’m not working; what can I do?”, you would be surprised. It is not that hard to find those who are in need. Sometimes a friendly ear to listen is all it takes to help someone. Volunteering for anything, be it short, medium or long term, can be very therapeutic and beneficial.

If you’re in transition, time is what you have most of, and at this time of year, I am sure you will be able to find plenty of opportunity to help others. If you need some direction, check with your local church, library, educational facility (grammar, high and college) or hospital, for starters. Not only will you get immediate gratitude from those you help, there are long term effects too. Call it karma, or paying it forward or being in a higher power’s good graces, it comes back. And if you volunteer for something that has meaning or importance to you, this makes it even more rewarding.

Seeing the difference you can make to others helps you realize the difference that you can make in this world and, of course, to an employer. And when you are feeling that high from helping others, what better time is there to spruce up your résumé, two-minute pitch or branding statement? Or better yet, apply for a position, go out and network or put some of those “Holiday Job Search” ideas to good use. And remember to do it for the sake of the task itself, with pure intent, and you may be even more surprised.

Wishing everyone a joyous and healthy Holiday Season,

Joe Wolfe
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What We Learned

October 3rd – When is the only time you should not network? I’m sure you can guess the answer – when you are sleeping. Dave Newton, a confessed introvert, took us on a visit to a large room filled with people and asked what you would do, apart from running away. Even before you enter the room, you have to plan to be interviewed, Dave told us. Have your networking cards on hand and your 30-second pitch ready. You should discover what problems others are facing and listen, rather than talk, the majority of the time. Pay attention to people you don’t know and try to find out what value you can bring to help the other person. Dave suggested you write down your thoughts and pertinent information so you don’t forget by the time you leave the room. And, follow up on any action items that were agreed upon.

Roy Bastian, newly landed and past LVP Program chair, reminded us that a smile is an open invitation as he reviewed the importance of non-verbal communication. Every day as we network we use non-verbal communication. So, the eye contact, hand shake and body posture need to be just right for the situation. One technique Roy mentioned is called pacing or mirroring. This can help put the other person at ease if it is not too obvious or perceived as mocking. For example, controlling your stance or rate of speech to be similar to another may lead to a relaxed feeling because you are perceived as being like the other person. Roy recommended an excellent presentation on body language on www.ted.com. Look for the title, “Your Body Language Shapes Who You Are” by Amy Cuddy.

October 10th – David Blankenship, LVP Training chair, presented training entitled “How to Ace the Phone Interview” and reminded us that there are two types of phone interviews, scheduled and unscheduled. The unscheduled interview almost never works in the job seeker’s favor. A scheduled interview allows you to prepare and have any reference material accessible when you need it. You should always

control the environment for the phone interview so that interruptions, such as outside noise or phones ringing, are avoided. Research the company and the interviewer (LinkedIn is a great resource) ahead of time. Also, be ready to explain anything on your resume, including every transition, as well as what you have been doing since your last job.

October 17th – Fay Kercher presented part one of training on “Creating Your Personal Brand.” We were told that consistent behavior forms an impression on people and that leads to a brand impression. Fay encouraged us to think about what differentiates us from others by asking, “What added value do you bring to the table?” This empowers you to be more than a stereotype. We used a personal brand worksheet to help us identify needs, our values and interests, strengths, vision and other elements involved in developing a personal brand.

October 24th – “Are You Updating Your LinkedIn Profile Often Enough” was the topic presented by Bill Glose, Business Development Manager at The Performance Group. As a recruiter, Bill spends several hours each day researching and posting on LinkedIn and other social media sites. In his animated presentation, Bill told us about the importance of contributing useful content on social networking sites and updating our profiles often. He pointed out that these activities attract more profile views which increases your chances of being called for an interview. A surprising point to some, Bill mentioned that some large job websites advertise jobs that don’t exist as a way of gathering marketing data; he said, however, that LinkedIn is much better, with up to 90% of the job postings being real because the company representative posting the ad exists and can be looked up on LinkedIn.

October 31st – Tom Emmerth, LVP Alumni chair, prepared us for the holidays with a presentation on “The Holiday Job Search.” He cautioned us not to hibernate

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through the holiday season because there is still hiring activity taking place getting ready for the New Year. Tom encouraged us to go to all the holiday parties you can, but behave yourself and treat them as valuable networking events. He also reminded us it is also a good time to contact hiring managers/ companies since the hectic pace of business may have slowed down, but people are still working and may be more available to talk in a more relaxed business atmosphere. Please review Tom's helpful holiday job search content in an email he posted to LVP Yahoo Groups on November 1st.

Fay Kercher presented part two of training entitled "Communicating Your Personal Brand." We learned just how often and how many places your brand can be displayed. Fay said we need to be consistent in our message without being repetitious. This visual identity, which sets you apart, can be seen in your business cards, resume, email tag line, cover letters, social media, your 30-second elevator pitch—anywhere you market yourself. Fay's presentation slides and worksheet were made available through a posting to LVP Yahoo Groups.

David Blankenship
Training Chair
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Ask not what marketing can do for you

A little literary liberty was taken with that famous quote from President Kennedy, but I think it applies today. LVP stresses things like business cards (or calling cards as some have taken to calling them), updating resumes, updating and maintaining your LinkedIn profile and staying connected through the Yahoo group, LinkedIn group and LVP sponsored networking events. If you stop to think about it, though, all these things have one element in common: they are all about marketing YOU!

That's right. Not only are you the CEO of Me, Inc., you are also its Marketing Director. It is your responsibility to let the public know about Me, Inc., and to control how the public perceives you. How do you do that? There are a number of ways to approach this—too many to identify in one article. This will be the start of Me Marketing 101. Each month we will look at another way to get your message out.

Lesson #1 – Get involved. Nothing dims the message more than inactivity. If you are not actively involved in getting your message out, how do you expect anyone to find you? This is now the perfect time to

point out that members of the LVP's Executive Committee seem to be landing on a regular basis, so you can get involved with those knowledgeable about your situation, but that's not the only way: volunteer. CareerLink is always looking for help. Church groups always need assistance. Wherever you choose to volunteer, there will be opportunities to show what Me, Inc. is capable of and a chance to be the next "I have landed" message.

So...ask not what marketing can do for you. Ask what you can do to market yourself.



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

“An ounce of prevention is worth a pound of cure.” Ben Franklin’s phrase, coined more than 250 years ago, is even more relevant in today’s technology-driven world.

The value of preventive maintenance is clearly apparent for your automobile and your health. You do not think twice to schedule a tune-up and oil change for your car or visit your family doctor for an annual physical.

But how about your PC? Do you perform routine preventive maintenance on your

computer, which is such a critical component of your job search?

There are numerous free and intuitive utilities to ensure your top job search tool, your computer, runs at peak performance.

Two that I use periodically are Glary Utilities and Malwarebytes

Glary Utilities offers integrated utilities to fix, speed up, maintain and protect your PC. You can download the free version here: <http://www.glarysoft.com/glary-utilities/download/>

Malwarebytes Anti-Malware is optimized to seek out, destroy and prevent malware infections. You can download the free version here: <https://www.malwarebytes.org/>

Do you have a favorite preventive maintenance tool or tip that you would like to share with LVP? Send it to the LVP IT/Web Team at LVPITWEBC@gmail.com for inclusion in a future article.

Marc Longo
IT Committee Chait
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LADIES AND GENTLEMEN, YOU ARE CLEARED FOR LANDING AT JETPORT!

**On Tuesday, January 27, 2015 – Open House 5 to 7pm – Registration FREE
At Days Hotel—Jetport Lounge, 3400 Airport Road, Allentown**

Networkers, this is LVP Flight Control. Come lower your landing gear and hobnob, mix and mingle with talented professionals from the Lehigh Valley at our favorite networking terminal, the Days Hotel Jetport Lounge near LVI Airport. Career professionals, employees, employers, hiring personnel, college graduates and experienced networkers should hold the date and taxi in for the fun. The program is hosted by 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 area. *See you on the runway at Jetport!*

Registration is limited to the first 150 people. Cash Bar and Food Service Refreshments will be available.

SIGN UP at <http://wowlehighvalley.com>

