

DECEMBER EVENTS

Dec. 5th LVP Meeting

10a.m. – 12 noon

PROGRAM: “MOCK INTERVIEWS”

TRAINING: “RELAXATION/INTERVIEW FOLLOW-UP/FIRST IMPRESSIONS /DE-STRESS”

PRESENTER: D. BLANKENSHIP/T. EMMERTH/W. MINER/F. KERCHER

Dec. 12th LVP Meeting

10a.m. – 12 noon

PROGRAM: “THINGS SAID AND DUNN”

PRESENTER: DAVID DUNN

TRAINING: “COVER LETTERS”

PRESENTER: LYNN SFANOS

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

Dec. 19th LVP Meeting

10a.m. – 12 noon

Program: HOLIDAY PARTY/ NETWORKING

LOCATION: LV GRACE BROTHERS CHURCH

Dec. 26th LVP Meeting

No Meeting — Happy Holidays

Jan. 2nd LVP Meeting

No Meeting — Happy New Year

Jan. 9th LVP Meeting

10a.m. – 12 noon

Program and LOCATION: TO BE ANNOUNCED—WATCH YAHOO GROUPS FOR ANNOUNCEMENT.

The View From The Helm

Dear LVP Members,

Well it is finally here, the end of 2014. Who would have thought 2015 would arrive so soon? I remember when the folks in my office were making plans to work over the New Year’s holiday to be ready to combat the issues that would present themselves when the year 2000 tripped the calendar.

For many of us, the end of the year is a time to reflect back on what transpired over the previous twelve months. When you look back at your year, I hope you take the time to remember all the new people you met at Lehigh Valley Professionals and the contacts you made at our networking events. Also, take a moment to think about the job search tips and techniques that you learned here.

For some of you, we are happy to know that you used what you learned to land a new position. For those of us still interviewing, take heart that your time will come, just like those members who landed and wrote their success stories for the Yahoo Groups and the LVP Communicator. The new year can be your turn to land and share the good news with your lifelong friends at LVP. I cannot stress enough the concept of networking for life. We are your job-search family and will always be interested in doing whatever we can to help you in your search.

I want to wish everyone a very happy and safe holiday season.

Go forward,

Paula Nelson
LVP Executive Chair
nelsonp1@ptd.net



How We Landed

Geoff Lowell:

I just wanted to share my news that I have accepted a position with Lehigh Heavy Forge in Bethlehem. In the past two weeks, I received two offers and picked this one.

This one started with a recruiter finding me on Monster and the other was a posting on Indeed. Both opportunities started with a phone interview, which was a topic covered a few weeks ago at one of the LVP meetings. Thanks to the training group for doing this.

I also want to thank everyone I have interacted with in the last six weeks. This was a great group to find. The meetings either taught me something new or reinforced that I was doing things correctly and gave me the confidence I needed, which is something that can be lacking in job search mode.

Special thanks to the Executive Committee. You do a great job leading the group.

Geoff Lowell
geoffl@ptd.net

Bob Recker:

I just wanted to let you know I have landed. I will be working for Global Alliance Services in Conshohocken. I did not get this job through networking, but I did learn many, many valuable lessons and skills while attending the LVP meetings that helped me land this job. LVP is a very valuable and an extremely worthwhile organization to join. I will keep the group in mind when I see any job openings.

I wanted to thank the Leadership Team for their hard work and dedication and the

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Membership

Just Show Up

Recently, a web author named James Altucher wrote for LinkedIn a great article about succeeding called, “Just Show Up.” He isn’t the first to talk about “showing up” to succeed; decades ago, Woody Allen made his own famous quote, “Eighty percent of success is showing up.”

As a hedge fund manager, entrepreneur, bestselling author and podcaster, James writes lots of posts for LinkedIn (over 80 currently). All of his material is about succeeding (or hoping to succeed) at whatever you are working towards. In this latest web article, he talks about the importance of doing something every day towards whatever goal you are working to achieve; he calls this, “Just Show Up.” It does not matter what the “something” is, as long as it pertains to your goal.

In the article, he gives his own examples of things he tries to do everyday: connect two people, write every day, share something, the 100-day rule, three emails and a few other examples. He finishes the article with the sentence, “I wrote this, I showed up.” This is what we try to do as members of Lehigh Valley Professionals; we show up. And we do not just show up, we do something while being here. As volunteers, we conduct teaching, training, advising, networking and presenting, with the goal of growing as people in transition seeking new employment. This group is a wonderful resource and a great draw for this CareerLink center. We help one another by showing up. As James Altucher says, “I wrote this, I showed up.” See Mr. Altucher’s article here:

<http://jamesaltucher.quora.com/Just-Show-Up>

Theodore Zukowski
LVP Membership Chair
theodorezukowski@yahoo.com

How We Landed

(Continued from page 1—Bob Recker)

Membership Committee and the IT Focus Group for all their help.

I wish that every LVP member, present and future, lands ASAP.

Thank you for all your help,

Bob Recker
rrecker032404@gmail.com

Elissa Wurf:

Friday, November 14, was my last LVP meeting. I started my new job as Director of Financial Planning at MB, Levis & Associates the following Monday.

Two weeks before, I had four interviews for three different jobs. The next week, I had two offers. One was from a local public accounting firm early in the week, and the second was an oral notice of intent to make an offer from MB, Levis & Associates, a financial advisory firm. The offer letter arrived and made the choice very easy.

The public accounting job was mediated by a recruiter, and the financial advisory firm job was in response to an ad posted on Careerbuilder. LVP alumnus Gary Krall, who I talked with at the LVP networking event in October, forwarded me that ad from Careerbuilder. I had seen the ad previously, but the forward from Gary, with a note that “this fits you better than it does me,” provided the additional impetus to apply.

Even though networking did not help “find” me a job, it was very helpful as I sorted through possibilities the last week. I have been actively networking, especially in the local CPA community, so I was able to call on people for advice. And more than anything, keeping positive during the job hunt, going out there and making lots of connections and practicing my elevator pitch, helped in my feeling of confidence when I was in an actual job interview.

Elissa Wurf, CPA
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elissawurf@gmail.com

Marketing

HEY!!! OVER HERE!!! LOOK AT ME!!!

We all feel that way at times. We know we are qualified. We know we can do the job. Yet, here we sit, trying to get employers to look our way, with little success.

Lesson number 2 – Get Noticed Yeah, right. Easier said than done, right? WRONG. Thanks to the Internet, it is a lot easier to get noticed today ... for the good, the bad and the ugly. We have all heard horror stories about Facebook postings gone bad. So, the first thing you need to do is review your Facebook pages. Not only do you have to watch what YOU post, you also have to watch what others post that show up in your timeline. You may be prim and proper, but your niece or neighbor may drop the “F-bomb” on a regular basis. Your online persona represents you to recruiters and hiring managers, so if you are seeing regular postings you would find objectionable, rest assured that recruiters are thinking the same thing. As painful as it may seem, you may have to make the deci-

sion to “unfriend” those who could adversely affect your job search.

LinkedIn is your most important online representation of who you are and what you can provide to companies searching for your skills. Make sure you keep your LinkedIn profile updated and current. Join groups like Lehigh Valley Professionals and any group related to your industry. Actively participate in discussions. Ask thoughtful questions or provide your own insight to questions or discussions others post. This will display your expertise in your field. Recruiters monitor these groups and seek out those who are active.

You can make yourself heard. Take the time and become a part of your field’s online presence. You will be amazed at the interest in you it can generate.

Gary M. Schall
Marketing Committee Chair
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Alumni

Make 2015 Your Year

It is that time again, the time for reflection and change. What will 2015 bring to you? You can make it your best year yet by following a few simple steps.

Get a firm picture and clear vision of a goal you would like to accomplish. Once you have the vision, make an action plan. Outline the steps you can think of to take; then talk to people who have achieved the same goal to ensure you have not overlooked anything crucial. Have a tangible list so you can check items off as they are done. This helps you manage time better. You can see where you have been spending too much time or not enough. It also lets you prepare for the next day. If there is something you forgot or did not get a chance to do today, make it a first action item for tomorrow.

Without a clear vision and plan you can end up like a leaf blowing around on the wind. You will experience a great deal of movement, but it does not mean you are where you want to go. Find a picture that represents your goal, print it out and look at it as often as you need to. This will help you turn your vision into reality.

More than anything else in life, we are deciders. We make the decisions and Life grants us with opportunities. Celebrate all your successes along the way and be kind to yourself. Surround yourself with positive and supportive people. If people are negative, it is time for new friends or acquaintances. Do not let setbacks get you down or sway you from your goal. Remember that Life has a way of working itself out. What may look like a possible derailment could be Life sending you down a road you never even knew existed. This road might have more possibilities than you could have imagined. Be clear, be true and success will follow.

Joe Wolfe
jmwtyr@rcn.com

Mock Interviews

Participants and interviewers at the December 5, 2014 LVP Mock Interviews event declared it a success. One participant stated that LVP has been getting much better at organizing and carrying out the event. We wish to applaud the collaborative efforts of over 10 LVP members, 13 HR professionals from the Lehigh Valley Chapter of the Society of Human Resource Management (SHRM), Don Stewart from CareerLink and Jerry Dabrowski, a local photographer, for making it a success!

The approximately 60 one-on-one interviews were set up in 5 groups between 9:30 and 11:30 AM. Since interviewers were sent resumes targeted to desired job positions days before the interviews, they came well prepared to ask questions related to how well participants' skills met qualifications sought for those positions.

After the interviews, interviewers immediately provided written critiques informing participants what they had done well and how they could, in the future, improve upon such aspects as body language, confidence and presentation of job-related accomplishments. In addition to interview-related advice, interviewers often gave personalized guidance on resumes and job-search strategy. Additionally, at the end of the interview sessions, five of the SHRM members stayed to share observations that could benefit the entire group. Below are some observations that each shared:

Carolyn Johnson - B. Braun Medical Inc.

- When asked to speak about your accomplishments, don't generalize and group them; instead, be specific and focus on an example, such as how you dealt with a difficult customer.
- While working on a project everyone is focused on team work, but you must focus on sharing your particular contribution, responsibility and the outcome of your actions.

- Have a specific example of accomplishment ready, such as a project where you exceeded expectations.
- While being professional, don't forget to be warm and friendly
- Showcase your accomplishments and express yourself succinctly; don't feel you have to keep on talking.
- Know your skill sets and be able to share them fluidly.

Kathy Taylor – Aspire Consulting

- Tailor your resumes to the job.
- Practice eye contact and demonstrate confidence.
- Gaps in employment? Show that you participated in volunteer work, classes, etc. while you were out of work.
- Stay focused.
- She was impressed with LVP members; everyone did well.

Catherine Gasewicz

- Your resume is your chance to get in front of an interviewer and sell yourself with your career history; make it easy to read and not too wordy.
- Behavioral interview questions can be found on the Internet; take time to prepare for them.
- Put a positive spin on why you have been out of work; negativity doesn't sell well.
- When you have secured an interview, do research on the company and know as much as you can about them. This is old advice but it makes such a good impression.

Cesar Padilla

- Instead of focusing on details, approach a job prospect as a consultant would; by understanding the employer's business needs and how to serve those needs. Then, show them what you can do.
- Concentrate on the 'why' of why you should be hired and your elevator speech.

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What We Learned

November 7th – Julie Knight, a Financial Advisor at Morgan Stanley, led us through a maze of options and cautions concerning your 401(k) and Rollovers. It is agreed that a 401(k) plan, with a company matching contribution, is hard to beat. But when you need to have access to these funds or move them, there are many choices to consider. Taxes and possible penalties come with the territory when you are thinking about cashing out some or all of a 401(k) account. Your age is another important factor in determining the cost of invading your 401(k) account. If you have a 401(k) with a prior employer, Julie noted that you can choose to leave it there (if the company will allow it) or roll it over into another qualified account, such as an IRA. Julie said that your options to manage those funds are usually greatly increased when you roll over your 401(k) from a former employer into a new or existing tax-

deferred account. Julie asserted that it is always best to seek the advice of a financial professional when making decisions about a 401(k) rollover.

Training: What Am I? You can use it at a career fair, in a cover letter, on a plane, in a social gathering or at an interview. David Blankenship, Training Chair, said that your accomplishment, passions, skills and strengths can be selected and molded into your 30-Second Elevator Pitch. Your pitch should include three parts: 1) “Who are you?” This can include where you worked, what school you attended and what you are currently doing. 2) “What are your major accomplishments or skills?” and 3) “Where are you going?” This is where you can let the other person know what you are looking for or what topic you are interested in talking about.

November 14th – Heather Santos, Human

Resources Business Partner at National Penn, led an enthusiastic presentation on Competency Based Behavioral Interviewing. Heather said everyone should have at least six or seven stories in the STAR (Situation-Task-Action-Result) equation that demonstrate your skills (what you can do) and competencies (how you do them). Practice your stories with yourself and others until it becomes natural and fluid. Heather also shared that you should carefully read the job description and should understand the needs of the company. You can tailor your stories to highlight how you provided solutions to similar needs in the past. Heather gave us examples of commonly required competencies such as “Adaptability” and “Change Management,” and for each, provided a series of behavioral-based questions that check if a person has developed that competency.

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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.

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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

Mock Interviews

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- Stay focused on the employer and how you can help him or her instead of on your own shortcomings.

Of course, not everyone at LVP signed up for an interview, but all who attended got valuable information to help them with job searching and interviewing. LVP's Training Committee organized four mini-training sessions covering the following: “Relaxation,” “Interview Follow-Up,” “First Impressions,” and “De-Stress After the Interview.” Knowing that a professional image on LinkedIn and personal marketing materials are integral to obtaining interviews, the LVP Program Committee arranged for a photographer from the Lehigh Valley Photography Club to shoot professional headshots; 51 LVP members afforded themselves of this opportunity.

We are glad to say that LVP members presented a professional image by providing interviewers their resumes in advance as requested, by being professionally dressed, and by being on-time for their interviews. The enthusiasm of our members was apparent in the confident way

they presented themselves. Members worked with our volunteers to ensure that the process flowed smoothly and stayed close to the time schedule. This feat was not easily accomplished, given the desire of interviewees to make a good impression and interviewers to be helpful. No doubt, the song lyrics “Hey Mister Tambourine Man, play a song for me,” came into some minds as the volunteer responsible for shepherding each interview group to and from their interviews signaled a “2 minute warning” and “interview end” signal with the shake of a tambourine. Yes, we practiced interview skills, learned how to be better prepared for interviews and had the chance to have more professional-looking personal marketing materials; but we also had fun. That is the way it should be.

From your Program Committee,
Terry Guire
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Marlene Moser
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Paul Teseny
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IT/Web

“He’s making a list and checking it twice...” You have heard those lyrics from Santa Claus is Coming to Town more times than you can count. Ever wonder why Santa does this? He wants to be prepared for the big day.

For us in LVP, the big day is our next interview. The best way to ensure interview success is to follow Santa’s method. We should be making a list of expected interview questions and associated answers and then checking it twice, thrice and more.

Earlier this month, LVP conducted mock

interviews. At the conclusion of the interviews, the panel of HR managers discussed their observations in interviewing the LVP members. A common theme was the importance of interview prep to help boost confidence when answering tough interview questions.

Here are some nifty apps to help you prepare for and practice your interview responses.

My iOS favorite is "Interview Buzz LITE" (Hadron Solutions), where you enter your specific question responses and

save them for future reference. Another good one is “Interview Prep Questions” (Simpaddico), which uses a flash card model to provide canned responses to many common questions.

For Android, “101 HR Interview Questions” (Programmerworld) gets good reviews.

Are you ready for your big day? Happy Holidays.

Marc Longo
LVP IT Committee Chair
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Mock Interview Photos



While mock interviews were meant for practice, B. Braun Medical Inc. had openings they were looking to fill.

Photos courtesy of Paul Teseny

LVP members getting a chance to practice their interviewing skills, while getting instant feedback on how they performed.

Photos courtesy of Paul Teseny



What We Learned

(Continued from page 4)

She said we could find which competencies are required for each job by checking the job description, then find questions for each competency on the Internet.

November 21st – Judy Belmont, Psychotherapist and Mental Health Author, explained three types of communication in which we can engage. We can be non-assertive by not expressing our own rights, being indirect and inhibited. This can result in anxious feelings and disappointment in ourselves. We can be aggressive by expressing our own rights at others' expense. This may result in our feeling angry, superior and even guilty later on.

The goal is to demonstrate assertive behavior that expresses our own rights, needs and desires. This yields confident, self-respecting feelings. Judy said that assertive communication feels good and is highly valued. A couple of the key points to remember that Judy shared were, "Focus on the behavior, not the person." and "Be descriptive, not evaluative." You can find more information on Judy's website: www.belmontwellness.com.

Training: We practiced our behavioral interview skills in a one-on-one workshop. One person took the role of interviewer and the other the interviewee. Using the interview questions provided, everyone

was able to think about the question posed and search their experience to find a time when they encountered a similar problem. Memories were dredged up with the actions taken and the result(s). The result of the workshop, hopefully, was to build up your cache of stories that you can use in a variety of situations. A helpful resource for behavioral interview questions is <http://biginterview.com/blog/behavioral-interview-questions>.

David Blankenship
Training Chair
dblankenship370@gmail.com

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>

