



How I Landed

I would compare my job search to the way a NASCAR racing driver operates during a race. You start on equal footing with the rest of the pack, but as the race progresses, you make adjustments to how you drive or to the car to achieve success. With input from friends, family, peers, and our HR volunteers I reinvented myself and must have revised my resume a dozen times. My network was increased to include diverse contacts in the beautiful Lehigh Valley, and I found Resources USA, LinkedIn, and other websites to investigate companies and leads. Each of these was discovered from presentations at weekly LVP meetings.

Actually, I landed this position by applying to a similar one at Fisher Clinical Services via Career-Builder. Simultaneously, someone in our group was investigating an-

other unrelated position and asked the group for a contact. I wanted to use that same contact to determine if my skills were transferable, and he provided the name of one of the HR reps as able to furnish additional input. While I thought this might be a dead end, I called the rep anyway. She reviewed my application and said that the position was already in the midst of interviewing, but that another similar opportunity had just been advertised and recommended I apply. I did so, and was interviewed roughly within a week with follow-ups a few weeks later. A day or two later, I had an offer! What a wonderful Christmas present!

So I am guessing you could say I used perseverance, tools, people, and some luck to land this position.

— Bob Steigerwalt
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Marketing Best Practices

The 2010 economic outlook is more upbeat. With an eye toward garnering more attention for LVP, the marketing committee has added new members who are ready, willing, and able to help in getting LVP greater interplay with Lehigh Valley Employers. A major goal is to develop and implement a “Branding” campaign to create a heightened awareness of the many benefits of using LVP’s resources for hiring professionals. Goals of the campaign include unifying our identity with all of LVP’s communications. We will use the current webpage design as the inspiration for this “Branding.” This will be consistent with the regular distribution of our message through media outlets including radio, newsprint, trade journals as well as presentations to business groups throughout the Lehigh Valley. Exciting changes are on the way.

Each of you can help by sharing this message with the Human Resources Department and hiring managers in your own organizations. The headline for using LVP in your hiring decisions could be :

“High-Caliber Professionals,
No Recruiter or Ad Fees, and
No Relocation Expenses.
Pre-screened Candidates
Save Time — and it's
Confidential. Please See
www.lvprofessionals.org”

— Vince Gorman
Marketing Chair
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IT World

The influx of new members over the past few months has created more work for us, and we’ve been fortunate getting volunteers to help with some of it.

In between interviews, Maryann Cszasz processes and uploads resumes, and talented photographer, Marco Calderon, has submitted many beautiful photos of area businesses to use on the new website.

Since there have been questions about how to use all the features in our Yahoo! Group, it was suggested we create a video that demonstrates how to navigate through it all. We will add this to the current site, when completed.

Please e-mail Lehigh Valley pics to: lvppng_IT@yahoo.com

— Pat Arberg

IT Chair, pata2@verizon.net

Membership Corner

Although we, thankfully, have had 11 members “land” between Christmas and mid-January, LVP membership is climbing at a faster pace than usual. In the first three weeks of January we had 39 new members join our ranks. The landings give us all hope and the donut/member ratio is getting better, but it’s still not where it needs to be.

The membership committee is actively working on first week calls to new members and four week call backs. The purpose of the Membership Committee is to make certain that once members are qualified they feel comfortable and connected our group. If a member has not connected with the group, it is our job is to see what we can do to help. For this process to be successful, the four week call backs are critical. It’s our way to connect and find out how LVP can serve them or connect them to another member with similar a background.

When I made the first contact with 20 new members, I was delighted to learned that 11 new members wanted to step up to the plate and volunteer for LVP. Their eagerness was heartwarming and their names have been forwarded to the appropriate committee chairs.

All this leads me to believe that LVP is doing something right! Dave, Karen, chairs, co-chairs and every member who gives their time to make LVP work are living examples of the true meaning of giving.

In case you didn’t notice, our actions speak louder than words. Volunteering is the lifeline of this group and we’re not only existing, we’re thriving and paving the way for future professionals to have an organization they can rely on when they’re in transition.

— Chris Hirschman
Membership Chair
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Program Highlights

January was a busy month! Abby Kohut of Staffing Symphony started off the new year with a presentation on job searching in 2010 that included tips, tricks and ideas to get employers attention for interviews and that new position!

On January 15, Joe Trella and Dr. Dave Gilfoil, DeSales University, provided information about how to utilize your skill sets and transition to a staff or faculty position in academia. On January 22, members of SHRM Lehigh Valley assisted members with mock interviews providing practice and exposure to interviewing techniques. At the same time, four of our members — Alan Leach, David Moore, Linda Nickles Johnson and Deborah Thompson — facilitated groups to help members gain more information about cover letters, thank you letters, networking and business cards.

Finally, on January 29, Charles Versaggi of CJ Versaggi & Associates, provided information about local government employment insights.

— Debby Mayberry
Program Committee Chair
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"My list of ingredients for success is divided into four basic groups: Inward, Outward, Upward and Onward."

David Thomas, Founder of Wendy's

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

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 at the PA CareerLink® Lehigh Valley, located at 1601 Union Boulevard in Allentown. For additional information call, 610-437-5627, ext. 218

