

LVP Communicator

A Monthly Newsletter of the Lehigh Valley Professionals

March, 2010 Vol. 2, No. 3



Calendar

March 5: Meeting
10 a.m.—12 noon
"Build Your Professional Brand"

Speaker: Justin Schakelman
Careerminds—Delaware

New Member
Orientation — 30 min.
Immediately Following Mtg.

March 12: Meeting
10 a.m.—12 noon
"Financial Planning While in Transition "

Speaker: Sharon Brady
Senior Associate, Asset &
Wealth Management

March 19: Meeting
10 a.m.—12 noon
"The Transition to the
Healthcare Industry "

Speaker: Sharon Scheirer,
Director of Recruitment
St. Luke's Health Network

"COBRA Update"
Speaker: Tom Dondore
Pres., HRS/TND Associates

New Member
Orientation — 30 min.
Immediately Following Mtg.

March 26: Meeting
10 a.m.—12 noon
"Unemployment & Stress"

Speaker: Carolyn Wright,
PhD, Therapist/LVP Member
"Getting the Most Value with
Networking Time"

Speaker: Rita Guthrie
Owner, Open Door Public

From the Chair

It has always been traditional to announce, "beware the ides of March" but I think in this time of challenge for our whole nation, this is our time to embrace this coming month as a time when the snows are thawing and our opportunities are growing, if we just keep looking for them.

We have seen politics stall movement forward for our economy and in some cases stall assistance to those of us in need. Government was created to serve its people, not just a few. Yet in spite of all the bad press concerning government, an initiative from PA Careerlink® Lehigh Valley that sent a consultant many months ago to interview LVP has resulted in movement forward for additional support and renewed vigor in making LVP more than just special, to make us unique. The talents and enthusi-

asm for LVP from within PA Careerlink® Lehigh Valley and from our members is propelling us to take the next steps toward advanced and long sustaining services for our members and alumni alike.

Advances are continuing in all the committees due to the dedicated and growing efforts of many, whose ranks have grown in the past several months. Alumni, IT, Marketing, Membership and Program Committee have moved forward and are pressing hard to make special things happen for all.

Now it is time to spread our story to the Valley, to the State, to all who will hear. Take a look at us, imitate us, and learn from us. Spread the word.

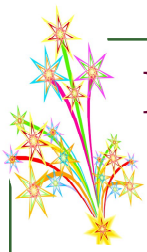
Regards,
Dave Newton
LVP Chair, dnewton7@verizon.net

Membership Corner

As you all know the Membership Committee is running strong. Weekly and 4-week calls are being made and the Committee is working on a new tracking system. The overall feedback from the new members is positive with the majority comment "Glad I found this group, I don't have to do this alone". Although LVP is a networking group, on many days it is a support group. I know that the friendship and guidance that I get on days other than Friday meetings helps me get through this tough time in my life.

I would like to especially thank Martha Wells for her friendship and support. Martha has greatly contributed to the growth of the Membership Committee. Many members have had contact with her and have seen her compassion and kindness first hand. On many occasions, Martha has exceeded her minimum requirements on a welcome call, going the extra mile to help someone who is struggling. Her level of altruism is to be commended. I wish to thank her raising the bar for this committee and wish her the best on her new professional journey.

— Chris Hirschman, Membership Chair; chirschman@msn.com



How I Landed

After 7 months of job searching, I am working in Online/Brand Marketing Management for Voice Systems Engineering, Langhorne, PA. I learned of the job opening on LinkedIn, via a former work colleague (the hiring manager). She sent a message to her LinkedIn network that she had just posted a job. I hadn't checked the job postings on LinkedIn for a few weeks and would have missed it had she not sent out the network alert. It was posted on LinkedIn, and not on any other job boards.

Interestingly enough, just before I received the offer another opportunity was taking shape via networking and a LinkedIn contact. At a second round interview for a position in NYC, I met a marketing consultant to the hiring company and we exchanged business cards. I followed up by connecting with him on LinkedIn, and via LinkedIn he introduced me to another client of his whom he thought would potentially be interested in my background. I then

connected to this new company president via LinkedIn. From there we held a face-to-face meeting to begin discussing potential full time and/or consulting possibilities. This was another opportunity that could have led to an offer and could still be a valuable connection down the road.

The moral of the story... LinkedIn is an extremely powerful business and networking tool. And it's so easy, too!

Take an hour tonight to search for everyone you have ever worked with, everyone you know socially and professionally, and everyone whose card you have collected. Send them an invitation to connect with you. Put your LinkedIn address on your email signature, your business cards and your resume. I could go on and on about LinkedIn, but I'll stop here concerning this very valuable job search tool and just encourage you all to use it to its full potential.

Best wishes and good luck.

— Donnamarie Mazzola
donnamarie.mazzola@rcn.com

Marketing Best Practices

As mentioned in last month's LVP Communicator, the energetic resources of the marketing committee have been busy with the branding campaign. Congratulations to two of the committee's participants who have landed this month—Cheryl Oehler and Diane Elliott. Best of luck to both of you in your new endeavors and thank you for your contributions to the marketing committee.

Our flyers have been revised to reflect a consistent identity with our webpage. A target list of companies has been created; and the new flyer will soon be on its way to Lehigh Valley employers.

The Emmaus Rotary received the first of our presentations to the local business community educating them as to the tremendous pool of talent resident in LVP.

As a “thank you” to our gracious speakers, who devote their time and resources for the benefit of our membership, we will be sending press releases to local media outlets acknowledging their contributions to the group.

— Vince Gorman
Marketing Chair
vgorman@ptd.net

**Any fact facing us is not as important as our attitude toward it,
for that determines our success or failure.**

Program Highlights

February began with Kristi Daniels, Coach, Author and Speaker of Thrive 9 to 5 who presented “Creating the Job of Your Dreams” which focused on building personal brand and formalizing a job search plan. She graciously extended free 20-minute consultations to more than 40 members that day. On February 12, Jim Palmquist, LVP member and facilitator, offered “Is Starting a Business a Real Job Seeking Strategy for You?” Panelists included Kim Stout, CACLV Small Business Intervention Specialist; Jan Phillips, Engineer; Ben Spaulding, Computerized Inventory Systems Specialist Ltd.; Dan Citrenbaum, Fran Net; Danny Youssef, DAY Vision Marketing; and Steve Davis, SERVPRO@Easton, Bethlehem & Whitehall. They offered insight on starting a business, the decision making process and skills required, and available resources. The third week of February featured a presentation by Lisa Bellito, Highmark BlueShield who discussed HIPPA and healthcare programs available for individuals and families.

Our final meeting of the month was cancelled by Mother Nature who added to the February fury of snowstorms with another 12 inches of the “white stuff”. Not to worry, guest speaker Keith McIlvane of Be The Bee, a social media coaching and seminar business, has been rescheduled for early May!

— Debby Mayberry, Program Chair
Debbym1745@hotmail.com

Our Alumni Commitment

One of the major benefits of LVP membership is access to our Yahoo! Group. This email capability allows us to communicate with the entire membership and they with us as a “group.” Its use is simple. Once you are a member of the Group, you simply compose an email with a meaningful subject line and send it to the email address lvppng@yahoogroups.com.

The Yahoo! Group is intended for sending out meeting notices and job leads, notices of upcoming job fairs or valuable networking events, meaningful articles about conducting our job searches, and requests for contacts in target companies. Members also send “I Have Landed” messages to describe the helpful details of how they landed their new opportunity. One is cautioned not to send political, offensive, or critical material to the group. Also, members should not use the Group to advertise their services to other members. The Group is monitored by the leadership team and there are rules for deletion from membership for those who offend. We are also cautioned to not “Reply All” when responding to an individual as there are over 500 members of our LVP Yahoo! Group.

From the perspective of an LVP Alumnae, the Yahoo! Group can still have benefit. In addition to the purposes noted above to monitor our activities, it is a great way for you to send your own company’s job openings to the LVP membership. The number of email messages to the Group is less than ten per day, so it should not be a burden to continue receiving them and monitoring our activities. If you do not like receiving that many email messages per day, consider subscribing to the Daily Digest Option. The downside to this option is that any email attachments are not provided.

Your comments on our Yahoo! Group are welcomed.

— Thomas Emmerth
Alumni Chair
temmerth@compuserve.com

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





IT World

What's new in the IT Committee is that there are less unfinished projects in the works than there were a year ago. Resumes can be downloaded from the website by employers and the search features are all working properly.

I call that progress.

LVP members have voiced concerns, regarding how the LVP website is perceived by employers, and those dissatisfied with its member

user-interface have provided some useful suggestions. Please be assured that all this is being taken into serious consideration for the future design of the site.

The website presence represents our organization as much as any building represents its company. It should be welcoming and functional and designed so visitors want to return.

Maryann Csaszar is now a valued member of the IT Committee.

We thank her and all the others who volunteer their talent and time to improve our Web presence!

Any LVP member who has suggestions for our website can e-mail them to the committee at:

lvppng_IT@yahoo.com

— Pat Arberg

IT Chair

pata2@verizon.net

Is Starting a Business a Real Job Seeking Strategy for You?

LVP runs relevant programs to help its members identify employment opportunities and pursue them. On February 12, LVP explored opportunities to start our own businesses. This program came out of the realization that unemployment levels will probably remain high for a couple of years and for some of us, starting our own business might be our best option.

The event was a two-hour exploration of the experiences of six entrepreneurs who have successfully started and run their own businesses. They came from a variety of businesses such as web design/marketing, professional engineering, restaurant ownership and a cleaning service company. We had a franchise broker and an entrepreneur who bought a franchise and has succeeded at it.

They had some similar messages for the members. They recommended getting training and support from local resources such as CACLV (Community Action Committee of Lehigh Valley) and SCORE, Main Street in Bethlehem.

[Afterwards we learned of Pennsylvania state help for entrepreneurs through the Small Business Development

Center at Lehigh University around the state. More information is located at <http://www.pasbdc.org/index/services/start.asp>]

They emphasized that knowing yourself well is a key to success. If you don't really know what you are good at and enjoy doing, you might pick the wrong business and fail at it because you hate it. Having enough money in the bank to live on for a year or two could be critical while you build your business. Though some indicated they had some freedom to take time off work for other things, several were working 60 to 80 hour weeks and weekends and loved doing it. They did not see their business as work but what they lived to do. Insurance was a big issue for some—it is expensive and necessary to protect the business. And some emphasized forming a corporation to protect personal assets.

Entrepreneurship is a risky approach for members but for some of us, it could be our calling.

— Jim Palmquist
LVP Member