

# LVP Communicator

A Monthly Newsletter of the Lehigh Valley Professionals

April, 2010 Vol. 2, No. 4



## Calendar

**April 2: No Meeting**

**April 9: Meeting**  
**10 a.m.—12 noon**

*"Business Fitness: Smart Moves for Career Success"*

Speaker: Dawn Lennon  
Owner, Big Picture Consulting

**April 16: Meeting**  
**10 a.m.—12 noon**

*"Packing Your Resume"*

Speaker: Geoff Chambers  
Technical Writer, Sunguard Pentamation

**New Member Orientation — 30 min.**  
Immediately Following Mtg.

**April 23: Meeting**  
**10 a.m.—12 noon**

*"Finding Your Dream Job in Today's Economy"*

Speaker: Angie Pincin  
Owner, Coach People, Inc.

**April 30: Meeting**  
**10 a.m.—12 noon**

*"Career Opportunities with the Commonwealth of Pennsylvania"*

Speaker: Janae Rucker and Kimberly Shields,  
Recruitment Specialists,  
Commonwealth of PA State Civil Service Commission

**New Member Orientation — 30 min.**  
Immediately Following Mtg.

## From the Chair

To all Active and Alumni LVP members,

We have seen a lot of activity internally within LVP these last months. Good people with great ideas have come forward, invested their energies and talents and are getting results. Those efforts are paying off with improved programs and initiatives. Now is the time for others to join in and help the leadership take LVP to the next level.

Our country had been in a challenging time for the last couple of years. Many people talk about waiting for someone to fix our economy, our government, and our

lives. Waiting on anyone to fix anything is not the kind of people who join LVP. The talented people who become part of our group are those who fix things. We are the builders, not the occupiers. LVP members maintain nothing, we make things better.

So, I ask all our membership to seek out the leadership and ask this simple question. "How can I help you make a difference?" If it sounds like the basis for networking, you are right. It is.

Regards,

**Dave Newton**

LVP Chair, [dnewton7@verizon.net](mailto:dnewton7@verizon.net)

## Membership Corner

The Membership Committee is actively rebuilding its team due to transition into the workforce. Good for our members, not so good for our committee. Donald Hoegg has accepted the Co-Chair position and has been making week-one and week-four call backs along with Michael Hood. New membership continues to increase, as has meeting attendance. The March 26 meeting had 88 attendees, so it would seem that as the weather warms up members are kicking their job search into high gear. Of course, the meeting topic may have been a drawing point to motivate members. The meeting was a bit different than normal, focusing on unemployment and stress.

It made me think about how many of us sideline this topic, but how important it is to the success of finding our next position. Keeping that positive attitude is crucial to finding and maintaining our happiness, not just in our job search but in life. So, I hope as the flowers bloom and the weather gets warmer, we take the time to nurture our inner self and grow where we are planted.

Attitudes are contagious. Are yours worth catching? — (Dennis and Wendy Mannering)

Chris Hirschman, Membership Chair

[chirschman@msn.com](mailto:chirschman@msn.com)



## How I Landed

Well, I guess this networking thing is a good idea. On a Wednesday in October around 4 PM, I got an email from a Lehigh Professor contact of mine that I met through networking at the Local ACS LV meetings. He mentioned that Benchmark Analytics Labs was looking to hire chemists. I had not seen the positions advertised, but they were on the webpage, sort of anyway. I replied that I'd be interested in hearing more about the position. The company's CEO called me at 6 PM and left a message to call her back. I was giving an exam at my NCCC Class, so I called her on the phone on Thursday morning. We talked about the position and my professional history. She invited me to meet them at 4 PM. I sent her my resume after the conversation. I wasn't sure if this was going to be an interview or not, but common sense would be that it was. I decided not to appear "overqualified" and just went with a tie and no suit (against any advice I've heard). I did have an interview then with four people

(including the CEO) for about 30 minutes. After an evening meeting, I checked my home voice mail and the CEO had left me a message to call her. I called back in the morning and she asked for my references which I immediately sent. At around 11 AM, she called with an offer. I started the next Monday as a full time permanent employee. When it happens, it can happen fast. I guess the key learning here is that networking works and you need to approach each situation uniquely and not always follow the canned advice. I don't know necessarily if my choice not to wear a suit had anything to do with my success, but this is not the type of company where you wear a suit everyday. They were all wearing polo-type shirts. I have heard before that you should dress one level above what you would expect the position to be, so maybe it was that advice I was following. Thanks for all of the help of everyone in LVP. I am now even more of an alumnus than before.

— Chester Crane  
[ccrane@yahoo.com](mailto:ccrane@yahoo.com)

## Marketing Best Practices

Our marketing efforts are a collaboration of all committees' efforts. The volunteer commitment to continually execute requires countless hours and dedication. With the help and support of these volunteers, the marketing committee has recently completed the first direct mailing flyer to a target group of employers. Going forward, with the help of the committee and the active membership of the group, the frequency and size of these mailings and other employer contacts should increase.

These company contacts provide much more visibility to our group's membership via the resumes posted on the LVP website

[www.lvprofessionals.org](http://www.lvprofessionals.org).

This will prompt employers to look to our group for their future job openings.

Marco Calderon has been taking photographs at recent meetings for inclusion in media press releases. This is one way LVP can recognize and thank our speakers for their contributions to the Lehigh Valley Professionals group. Look for these in and on local media. Thank you to all committee participants for your efforts.

— Vince Gorman  
Marketing Chair, [vgorman@ptd.net](mailto:vgorman@ptd.net)

**LVP Communicator** is the monthly newsletter for the Lehigh Valley Professionals (LVP). It is distributed via the web at [lvprofessionals.org](http://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



# A Note from PA CareerLink® Lehigh Valley

Please don't forget the Active Members. I am in awe in reference to the diverse talent of LVP members. It seems that the high level of expertise within the meeting room each week could create a number of companies, staffing each with the top talent and skills of LVP members. Not too long ago the attendance at meetings numbered in the twenties and it seemed that LVP was mostly comprised of skilled IT or Engineering individuals. With attendance each week now in the eighties and nineties, the group is varied in terms of the caliber of members, with Master's degrees, PhDs, and Bachelor's degrees, and backgrounds in Accounting, Human Resources, Purchasing, Sales/Marketing, Chemistry, Education, Social/Human Services, Project Management, Plant/Operations Management, Nursing, IT, Engineering, and the list goes on.

When you hear of an opening within your company or your networking circles please email [lvppng@yahoogleroups.com](mailto:lvppng@yahoogleroups.com) with the information. What better way to reach 500+ individuals, many of whom are looking for employment. I still believe the best way one can obtain employment is through networking. We would love to hear from our LVP Alumni with possible opportunities for the talented members of the LVP group. It surely is appreciated.

— Karen McAndrew-Bush  
PA CareerLink® Lehigh Valley

# For Our Alums

The next step in getting our LVP alumni more involved with the active LVP organization is to periodically ask you how you would like to continue your involvement. This is being accomplished through soliciting your opinions in an online survey that the Alumni Committee has developed. This survey was developed using one of the free online survey engines on the Internet. Once developed, the survey was sent to everyone on our alumni mailing lists.

The Alumni Committee solicited LVP active members with experience in surveying in corporate settings to help in the development of an LVP alumni survey. Kevin Conley stepped forward and used his experience in basic survey forms and interviews with key LVP leaders to develop a comprehensive survey to see how our alumni viewed LVP. The survey involves an alumni member's overall satisfaction with the group, referral attitudes, and overall satisfaction with individual LVP elements and services. Finally the survey asks for alumni interest in specific activities geared to alumni. There is also a free-form comments section about LVP attitudes and ways where our alumni could help the active LVP organization. Demographics are also collected to determine if they have relevance. Please be assured that all information you share with us will remain completely confidential. Results will only be reported in aggregate, not at the individual respondent level.

Another Alumni Committee member, Ken Herr, has extensive survey tool experience. He formulated the survey questions into the free Zoomerang tool ([www.zoomerang.com](http://www.zoomerang.com)). This was produced in preview mode for review and suggestions from the LVP leadership team. After testing by this group, the survey was approved for release to the alumni members. The first of these email solicitations was sent on March 10. If you have not yet taken the survey, please do so at:

[www.zoomerang.com/Survey/?p=WEB22A8F5KXU7F](http://www.zoomerang.com/Survey/?p=WEB22A8F5KXU7F)

Once the survey is open for a month, the Alumni Committee will analyze the resulting responses and report these findings to the LVP Executive Committee (EC) and to each of you. The Alumni Committee will use these results to better improve our LVP services and to know how to get you more involved with our activities.

— Thomas Emmerth  
Alumni Chair  
[temmerth@compuserve.com](mailto:temmerth@compuserve.com)



## IT World

The IT Committee has grown with another new member, Ken

Boyko, who has taken on the task of assigning new member IDs. This is one of our most time-consuming jobs, so we are very appreciative!

Marco Calderon has submitted some nice pictures from the March 19th meeting, which we look forward to using in the website redesign.

Periodically we get requests from members to change e-mail or phone number information. Members can make changes to their own records.

Just go to the LVP website [www.lvprofessionals.org](http://www.lvprofessionals.org), click on the “Members/Job Seekers” link, in the black bar at the top of the page, then on the next page enter your Member Login. The next page displays your name, and below that is a box with two links: My Member Information and My Profiles & Resumés. Click on My Member Information. Here, you can change your e-mail address, password, Membership Status (if you have landed you can change your status to Alumni or Inactive), change your employer information, phone number(s) and Committee Seat.

Click Submit.

If you are Inactive, we will remove your profiles and resumés from the website. If you have landed and have Alumni status, you may still keep your profiles and resumés posted if that is your choice. Please let Karen McAndrew-Bush and the IT Committee know if you have landed, but still want to keep your resumé(s) posted.

Good luck to all on your job searches!

— Pat Arberg  
IT Chair, [pata2@verizon.net](mailto:pata2@verizon.net)

## March Program Highlights

March started off with two speakers from Career-minds (Wilmington, DE) Dr. Justin Schakelman, Partner, and Raymond Lee, President. Justin presented “Building Your Professional Brand” that included how to set up a resume with your personal brand of experiences as it pertains to the variety of positions that an individual applies for in the job search. The following week, Sharon Brady of Asset & Wealth Management, (Sparta, NJ) talked about managing finances and assets during an employment transition. The same day, Eric Kramer of Innovative Career Services (Norristown, PA) presented to the group and offered free services from his business that included a job interviewing portfolio and a one year subscription.

On the third Friday, Sharon Scheirer, Director of Recruitment for St. Luke’s Hospital & Health Network (Bethlehem, PA) presented “Transitioning to Healthcare.” She talked about the various types of positions available in a hospital setting and where an individual could find training for certain positions. Sharon mentioned some of the open positions that were available at St. Luke’s, and

the preferred method of application for any open position. Also, Tom Dondore, President of HRS/TND Associates, Inc. (Wyomissing, PA) and Sean Glasser, Firm & COBRA Administrator, presented an “Update on COBRA & PA Mini COBRA” to the group. We rounded out the month with a presentation from one of our members, Dr. Carolyn Wright, a licensed Marriage and Family Therapist, who discussed, “Unemployment & Stress” and provided the group with some great insight about the “grieving” process as it relates to job loss. Many members shared their experiences and a lively discussion ensued regarding job loss issues. After a brief break, members were motivated by Rita Guthrie of Open Door Public Relations (Allentown, PA - a.k.a. “The Idea Lady”) who talked about a variety of ways to network and different venues that members could attend to connect with people. She invited everyone to subscribe to her email invites that list a variety of events that she hosts in the Lehigh Valley area.

— Debby Mayberry, Program Chair  
[Debbym1745@hotmail.com](mailto:Debbym1745@hotmail.com)