

# LVP Communicator

A Monthly Newsletter of the Lehigh Valley Professionals

May, 2010 Vol. 2, No. 5



## Calendar

### **May 7: Meeting**

**10 a.m.—12 noon**

*"Social Networking & the Job Search"*

Speaker: Keith McIlvanie,  
Owner, Be The Bee—Social  
Media Coaching

### **May 14: Meeting**

**10 a.m.—12 noon**

*"Beyond Surviving: How to  
Make the Most of a Layoff"*

Speaker: Shannon Goodwin  
Founder, Rise & Shine  
Consulting

### **New Member**

**Orientation — 30 min.**

Immediately Following Mtg

### **May 21: Meeting**

**10 a.m.—12 noon**

*"Using LinkedIn for Your  
Job Search"*

Speaker: Kristin Kane  
Director of Social Media &  
Recruiting, Kane Partners

### **May 28: Meeting**

**10 a.m.—12 noon**

*"Interview Best"*

Speaker: Eric Kramer  
President & CIO, Innovative  
Career Services

*"27/7 Networking"*

Speaker: Gary Bender  
Chief Financial Officer, ABEC

### **New Member**

**Orientation — 30 min.**

Immediately Following Mtg.

## From the Chair

To all Active and Alumni LVP members,

We have had a number of members land recently and it seems that a sustained improvement in the number and quality of positions is happening. Although we still have more members coming in for the first time than those landing, the ratio is improving.

Over and over again we hear from those who have landed that the tips, speakers, skills, and guidance provided from our members to our members has made a difference in their motivation, techniques, and ultimately their success. We can each take a moment to briefly bask in their success in landing, as all of us helped make it happen.

To our alumni, you also share in the

successes. The networking, tips provided, information shared, and more is all helpful. What you give to your network you will get back from your network several times over. You get it and for that we applaud you.

Now the basking time is over. It is time for the rest of us to network ourselves, but not into the job we settled on — for that is no victory at all. It is for the job that we will enjoy, where we will grow, and where we will be successful. This is the position we seek, that we deserve, that we will find.

Make it happen.....NOW!

Regards,

**Dave Newton**

LVP Chair, [dnewton811@gmail.com](mailto:dnewton811@gmail.com)

## Membership Corner

The Membership Committee is busy trying to rebuild as many members are landing new jobs. I am happy to report that we are starting to get more committee volunteers. Debbie Koder began with the committee in mid-April and it is pleasure to have her part of the Membership Committee team. Debbie has great people skills and will be an asset to our group.

Lately, the LVP weekly meetings have not only been educational but inspiring. On an average this month we have had 78 members in attendance per meeting, up a bit from last month's average of 74. The committee has also helped 33 new members transition into the group this month through our New Member Orientation Program. To top it all off, I am pleased to report that seven members have landed this month. I would call that a great month.

Christina Hirschman  
Membership Chair, [chirschman@msn.com](mailto:chirschman@msn.com)



## How I Landed

After almost 10 months on the bench, I accepted a very good offer from Tek Systems to consult 12+ months at Bank of America (BofA) in Christina, DE, which for me is not a bad commute. Some remote work (from home) is a possibility, too. Let me recap both the long and the short of this job search adventure.

**The Long:** I posted my resume many places: job sites, corporate sites, consulting company sites, Craig's List. I rotated the version on display periodically. I used various job search agents on many sites including job, professional society, school, and target firms sites. I used secondary search engines like LinkedIn Jobs, SimplyHired and Indeed.com. I filtered for new jobs only, and developed a huge boolean search expression with primary skills and negatives for common disqualifiers. According to my Excel tracking spreadsheet, I applied to more than 220 job postings. I found *the spreadsheet column 'date applied' is very important*, as so many jobs seem the same, but recruiters seemed sure the new application was to a different posting if the other application was old enough.

**The Short:** I was adopted by a Tek Systems recruiter, Katie Daniel, who I met back in October. She

was impressed with what I had to offer despite my age and irregular history, so she gave me a preliminary short get-to-see-you interview. She kept me in mind, and found this BofA job before it hit the boards. I seemed a very good fit for this job, except some skills were over a decade out of use. I got a short phone interview with the hiring manager, then a longer phone tech interview with more than one interviewer in a conference call, and the next day an offer. This is a w2 consult, where I am a TEK Systems employee in the BofA shop.

My ability to *build a warm, confident rapport with the recruiter and manager* were undoubtedly very important. You have to proceed as if *all your contacts are critically important and golden*, and eventually, some of them are.

— David G. Pickett  
DGPickett@aol.com

## Marketing Bests

One of the keys to marketing success is a consistent and coordinated approach to connecting with our target audience. LVP's target audience is comprised of employers in and around the Greater Lehigh Valley. Delivering our message through a variety of methods continues to be the marketing mission. LVP is fortunate to have two experienced marketing professionals, John Sefko and Scot Switzer, who are creating a PowerPoint presentation to be delivered to Lehigh Valley employers. They are also developing a 'speakers bureau' comprised of members well versed in the benefits of initiating the hiring process through the LVP website. If your firm, or other firms you may be aware of, is in need of hiring additional professional employees, have them contact Lehigh Valley Professionals at [lvprofessionals@careerlinklv.org](mailto:lvprofessionals@careerlinklv.org) to arrange for a discrete presentation on the benefits of LVP as a source of professional help. Members of the speakers bureau are available to visit business for a brief training session on the effective use of the LVP website as well.

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

### IT World



For our tech-savvy LVP members on "temporary leave" from employment and feeling restless, the Information Technology Committee is seeking volunteers with experience in setting up a Content Management System, which would include the functionality our LVP site currently has. If interested in working on this project, please e-mail the IT Committee at [lvppng\\_IT@yahoo.com](mailto:lvppng_IT@yahoo.com).

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

# April Program Highlights

The group had the first Friday off due to a holiday. Then Dawn Lennon, President of Big Picture Consulting (located in the Lehigh Valley area), spoke to the membership about “Business Fitness: Smart Moves For Career Success”. She talked about how to maintain an edge in the job market that included managing a career over our lifetime and the various pathways to career success that are not always linear.

The following week, Geoff Chambers, a Senior Technical Writer for Sungard Public Sector (Bethlehem, PA) talked about “Resume Techniques” and how to produce a better resume for the job search. That same day, Chris Martin and Ken Woolley, Reference Librarians with Allentown Public Library, presented “Job Hunting on the Web”. They provided the group with a variety of tools that are available on library websites and other general job search/reference websites. These can aid individuals in researching organizations and finding potential openings in a variety of career fields.

On the third Friday on our schedule, Angie Pincin, Founder & CEO of Coach People, Inc., spoke about “Leading By Values: Successful Leaders Know Themselves Well”. Her talk consisted of the power values play in helping us make *right* choices for living an authentic and full-filling life both personally and professionally and aligning our values with the values of potential employers for a successful employment match.

On the final Friday, Kimberly Shields, Recruitment Specialist for the PA State Civil Service Commission, presented “Applying for PA Civil Service Jobs”. She discussed the entire application process for obtaining a position within state or county government. The process explanation included browsing jobs, setting up an exam, testing, test results and their ranking, and the interview and acceptance process.

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

# For Our Alums... Why We Care About You

One could ask the question “Why does LVP spend so much time focusing on our alumni?” After all, as active members, our primary goal is to help each other find the next professional opportunity. The real reason for an alumni focus is that in the eight years since our founding by Thiep Pham in 2002, over 1,500 people have passed through our meetings to career success. If we can keep this powerful force connected in some way, LVP will be a more powerful aid to those Lehigh Valley professionals in transition.

The primary benefits for all is to provide a network of people with a significant common connection. Many of you have said that the LVP experience was important in their job searches. We continue to work to improve this network. As you certainly remember, the active LVP membership represents very competent professionals that could help improve local organizations. This can provide you with a source for filling new or replacement roles in your organization. We continue to make it easy for you to tap this source of great talent. Many of you want to help improve the economic environment within the Lehigh Valley. Job opportunities are a significant part of this. The LVP active members can use your guidance and advice. We want to provide a forum for you to facilitate communication of your wisdom and experience.

Through this newsletter and the Yahoo! Group, our valued alumni are provided opportunities for keeping informed of LVP activities. Please contact us if you want to do more.

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

*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