



LVP Communicator

A Monthly Newsletter of the Lehigh Valley Professionals

June, 2010 Vol. 2, No. 6

Calendar

June 4: Meeting

10 a.m.—12 noon

"The Six Ps of Change"

Speaker: Pat Rocchi,
Owner, Pat Rocchi
Communications

June 11: Meeting

10 a.m.—12 noon

"One to One Mock Interviews"

Panel: SHRM Lehigh Valley
Mock Interviewers and LVP
Members

New Member

Orientation — 30 min.

Immediately Following Mtg.

June 18: Meeting

10 a.m.—12 noon

"What Holds Us Back?"

Speaker: Todd Kurz,
President & Owner, Lewis,
Bosler, Kurz & Associates

June 25: Meeting

10 a.m.—12 noon

*"Using Social Media to Find
the Gold"*

Speaker: Abby Kohut
President, Staffing
Symphony, LLC

New Member

Orientation — 30 min.

Immediately Following Mtg.

July 2: No Meeting

Holiday

Building Closed

From the Chair

To all Active and Alumni LVP members,

We had three members land this week and several long term members have interviews this coming week. Networking for a new job, new career, or simply to build your network is very much like the farming that our grandparents did. You have to struggle to plant the seeds in barren ground, water them regularly, and weed often. Then plants start to grow or like our current challenge, opportunities start to happen.

Though it looks as if things are getting better, we must always remember that our robust American way of life appears much more fragile now, with little assured or secure. For those who continue to develop their network, enhance their skills, and put forth passionate effort, they will find this to be their time to succeed. We are all learn-

ing much on this journey we are on, about ourselves and about our professions.

For me, it is not just about learning with LVP and other groups about networking and continuous personal enhancement. It is about gently teaching it to my kids, their school friends, church members, my friends, and those with whom I come in contact. I want others to have the chance to learn from what I went through. I guess in some ways, I am a teacher. You are too.

That's the gift of insight that those who landed this week and those who will land possess. The question is: will we generously give that gift to others? I sure hope so.

Regards,

Dave Newton

LVP Chair, dnewton811@gmail.com



IT World

With Chair nominations and elections being held this month, I'd like to take this opportunity to say that serving as the IT Committee Chair has been quite an experience. While I truly enjoy all aspects of my volunteer work in this organization, having landed has left me with little time to fulfill all the needs of this position. As I step aside for the next Chair, I wish our future IT Committee members much success in helping LVP carry out its established goals.

— Pat Arberg
IT Chair, pata2@verizon.net

To contact the IT Committee, e-mail: lvppng_IT@yahoo.com



How I Landed

It was a day in mid-March, 2009, when my life changed — when I found that my services were no longer needed. After more than 30 years, I was told that I was retiring. After many hours of time at the outplacement agency, it was time for me to take control of my destiny.

Several months into my journey and after the destruction and rebuilding of my front porch (hammers are wonderful things during job transition) I started to reach out to my network of contacts that I had failed to cultivate. My contacts were mostly virtual, working with worldwide colleagues, but I had a few local ones that I could meet with face-to-face. What came from all my networking? Nothing!!

Or so I thought, until a notification popped up from Career Builder. The company of one of my local contacts was looking for a person to fill a position that was right up my alley. I sent my resume via CareerBuilder but also to the owner of the company whom I had networked with several months earlier. My resume was passed on to the company's general manager where we made the requisite initial contact. Then, it seemed to languish forever.

During that time, a guest

speaker appeared at the Lehigh Valley Professionals Group meeting. I had worked with the speaker for many years and I discovered that he was a customer of my target employer. I asked the guest speaker to write an unsolicited recommendation to my target employer. I believe that recommendation revitalized my job search by helping me stand out from the pile of resumes. Once the discussions with my potential employer began, we discovered a commonality and synergy that encouraged continuing the discussions. Ultimately, those went a long way in helping me land this job.

My advice to any job seeker is to plant your networking seeds anywhere you can. You may not be a very good networker or have a lot of contacts but you have more than you think. Water your seeds regularly. You may not see results as soon as you want but you will.

When one of your seeds sprouts, feed it and cultivate it. When you have a contact, get to know them and help them to know you. Look for things you have in common with them and build upon them.

— Ken Herr
kenherr@ptd.net

Marketing Bests

The Marketing Committee has been very busy developing presentation materials for use by the Committee's Speakers Bureau. Determining the target clients to present to is an essential part of the process to insure the success of these presentations. The source of information which helps in developing those target clients is the marketing committee's internal "public" or the Lehigh Valley Professionals membership. Our external "public" is the greater Lehigh Valley business community. The "success" marketing seeks is to guide hiring managers to use the LVP website to view the resumes of the breadth of talent available to them through the group.

Many employers are excited to learn about LVP and how our website can be used to tap into the talent that our organization offers. As the job outlook continues to improve we will continue to find ways to brand LVP as the source of professionals in the Lehigh Valley with these organizations.

They say good people are hard to find, so let's help companies find the Lehigh Valley Professionals.

— Vince Gorman

Marketing Chair, vgorman@ptd.net

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



Membership Corner

The membership committee is getting stronger, but we are still in need of more volunteers. It seems to me there is some correlation with volunteering on the membership committee and employment. I hope we can make this a habit. We might just be a four leaf clover — what better reason to volunteer for this committee. I would like to welcome Kristin Sincavage and Barry Strum to our committee. Both have extreme talent, skill and, the most important ingredient, heart. I have no doubt they will be instrumental in the ongoing success of the Membership Committee.

I would also like to congratulate Donald Hoegg who is stepping down as Co-Chair since he has just accepted a new position. I want to thank him for his help and, more importantly, for his friendship. Don has been a great asset to this committee and is the definition of a team player. I wish him well on his new professional journey.

Volunteerism is the backbone of this organization and without it we would cease to exist. With that said, I would like to challenge our new members to get involved in something incredible — LVP. This group is full of talent and I would encourage you to stand up and stand out. Volunteering is something I always enjoyed but not fully understood until my experience with LVP. This group has given me much more than I have returned and I am grateful. I have enjoyed my time as the Membership Chair and I hope in some way that I have helped to make this group stronger. I know, without a doubt, that LVP has enriched me more than you will ever know.

—Christina Hirschman
Membership Chair, chirschman@msn.com

April Programming

On the first Friday of the month, Keith McIlvaine, Founder/Owner of Be The Bee, Social Media Coaching & Seminars (located in the Easton area), spoke about “Social Media and the Job Search”. He talked about the use of a variety of social media for use in the job search and how more companies and recruiters are using this method to search for candidates for open positions. He provided insight from a recruiter’s perspective and discussed the positive aspects and pitfalls of using social media.

The following week, Shannon Goodwin, Founder/Owner of Rise and Shine Coaching & Consulting in Stroudsburg, PA, talked about “Beyond Surviving: Making the Most of a Lay Off “. She discussed the variety of issues that arise during a layoff and how to remain focused and positive during a job search. She also suggested that individuals needed to remain active during their search with

activities such as volunteering and networking.

On the third Friday on our schedule, Kristin Kane, Director of Social Media & Recruiting for Kane Partners LLC, presented “LinkedIn and the Job Search”. She provided detailed information for using LinkedIn that included creating a profile with a professional picture, job search techniques and networking with people at target organizations.

On the final Friday, Eric Kramer, Founder & Chief Innovation Officer of Innovative Career Services, LLC, located in the Philadelphia area, updated the group regarding his “Interview Best” product. Also, Gary Bender, CFO of ABEC, Inc. in Bethlehem, PA, presented “24/7 Networking”. He provided a motivating presentation about the variety of methods, places to network and techniques to use to be a successful networker.

— Debby Mayberry
Program Chair, DebbyM1745@hotmail.com

For Our Alums...How We Communicate

This article will describe the online tools that we use to communicate among LVP members, including you as alumni. The first and most often used tool is the Yahoo! Group email list where we are all members. One just puts: *lvppng@yahoogroups.com* in the “to” field of the email message and it is sent to all group members (541 at this writing). There are options where a group member can turn off receiving these emails or to just get a daily digest of the email messages sent. LVP members use this email list for meeting announcements, sharing job leads, sharing job search articles and tips, and requests for information from the membership. One is cautioned to not use this list

for controversial issues.

LVP also has a web site (*www.lvprofessionals.org*) where other member information can be found. The homepage is designed to help companies match their job opportunities to member skills. If you have a position to fill, check out the categories on the left side of the homepage. The rest of the site is about LVP, including your member information, profiles, online resumes, various LVP documents and a member directory. Once you sign into the site using your email address and password, check out “How to Use This Site” entry for complete details. Previous issues of this newsletter are located there also. Of particular interest to many is the Mem-

ber Directory if you are looking to contact an old LVP friend.

Finally, we have been encouraging all members to join the LinkedIn business to business social networking site. If you are looking for an LVP friend, they are probably on LinkedIn. For discussions, there is a LVP LinkedIn Group aptly called *Lehigh Valley Professionals*.

Through these tools, we encourage our alumni members to stay in touch and assist to the utmost of their ability in placing active LVP members.

The entire membership thanks you for your support!

— Thomas Emmerth

Alumni Chair, *temmerth@compuserve.com*

A Note from PA CareerLink® Lehigh Valley

As you know, the Lehigh Valley Professionals' website, *www.pacareerlink.state.pa.us*, allows members to post his/her profile(s) and resume(s) in up to three categories. The categories have expanded over the years and new categories have recently been added. The Marketing Committee is gearing up to “hit the pavement” for face-to-face employer visits. I encourage Active Members to follow information given to post your resume to the site. In addi-

tion, I encourage Alumni and Active Members alike to keep this no-cost recruiting resource top of mind when you hear of professional-level openings for LVP members. For the Alumni if you would like a marketing member to contact your hiring manager(s) or human resource department please let me know and a meeting can be arranged. In the last few weeks five companies have requested to talk with 15 LVP members. That

activity comes with very little marketing activity. With marketing activity these requests will grow. Hires have been made due to companies utilizing the LVP website — an activity we encourage. The website continues to equally service members and employers alike and is an excellent source to find top local talent.

— Karen McAndrew-Bush
PA CareerLink® Lehigh Valley
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