

# LVP Communicator

A Monthly Newsletter of the Lehigh Valley Professionals

August, 2010 Vol. 2, No. 8



## Calendar

### **August 6: Meeting 10 a.m.—12 noon**

*"Financial Planning During  
Your Job Search"*

Speaker: Billy Weber  
Financial Advisor, Fulton  
Financial Advisors

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

### **August 13: Meeting 10 a.m.—12 noon**

*"When Opportunity Knocks  
Will You be Ready?"*

Speaker: Phil Howe  
Dir. Accelerated Program,  
The Wescoe School —  
Muhlenberg College

### **August 20: Meeting 10 a.m.—12 noon**

*"Power of Story to Sell  
Yourself in Cover Letters  
and Interviews"*

Speaker: Cherry Woodburn,  
Owner and Consultant, Bor-  
derless Thinking LLC

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

### **August 27: Meeting 10 a.m.—12 noon**

*"Effective Networking for  
Career Advancement"*

Speaker: Joseph Facchiano  
Owner, FocalPoint Business  
Coaching of the LV

## Comments from the Chair

The economic indicators continue to be somewhat vague with respect to whether we are gaining ground on pulling out of the recession. Similarly, we have seen an up-tick in landings the last several weeks which would seem to indicate that employers are hiring. However, it is clear from the almost weekly "donut celebrations" that old fashioned search methods are just that — old.

No one is making any real headway with newspapers, head hunters, cold calls, etc. The number of successful searches for our members has been one-sided, favoring networking.

So, what does this mean for you as a job seeker? If you get sweaty palms from the idea of approaching other people with overtures of "hello, my name is ..., I'm capable of ..., I'm looking for ..., and how can I help you" you're not alone. That's where LVP comes in. Our objective in stressing learning and practicing your 30-second speech (a.k.a. elevator speech) is to help you get past this phobia. But that by itself is not enough so we make available training on a range of topics that will enhance your search skills such as mock interviewing, resume writing, cover letters, networking strategies and more.

The above are things you can see.

What may not be so obvious are our excellent committees working behind the scenes to make things happen within LVP. Membership and IT are working together to streamline member sign-up and tracking so your information hits the web site in a more timely manner. Also, look for changes in our web site in the coming weeks that will make navigation more intuitive and useful.

Marketing is spearheading a program to formally present the LVP story to potential employers. In doing this, your visibility will go up even more once you enter your information for posting. They are even working on an initiative to possibly get funding for our organization.

Programs continue to bring quality speakers who share topics germane to your search. But there is more. They balance this with the previously mentioned training to help improve not just your chances, but your confidence as well. And lastly, the Alumni Committee is making plans to capture the seasoned feedback and assistance of those who have gone before you.

With all of this going on I'd say you have several good reasons to make a date on Friday mornings for a couple of hours to share you with us.

Regards,  
**Frank McDowell**

*Perseverance — secret of all triumphs.*

Victor Hugo



## How I Landed

It was a long frustrating 18 months. With 35+ years of successful experience I found nothing. I worked the job boards, networked, rarely missed an LVP meeting, connected with others to see if I could help or at least listen and encourage. I worked LinkedIn. I read and applied much advice and still nothing.

***I know I would not have been able to stay as positive and encouraged without LVP.***

Though there were down days, the main thing was my relationships with the many exceptional individuals at LVP, the LVP leadership and the networking that got me through.

While I continued looking for jobs, I also started looking for other options because it's clear that a lot has changed. A friend connected me to someone which opened the door for me. Once again, networking paid off.

It is a great match for me. I had a lot of options to consider, but decided to leverage my experience and transferable skills and do

what I enjoy doing which is helping and coaching people. I will be working with those who are interested in discovering their options.

The company has over 25 years of proven coaching helping tens of thousands of people. Using interviews and assessment tools we identify transferable skills and provide education and a chance to take a professional methodical approach to exploring their options. I am open to providing a complementary coaching session for any LVP active or alumni member.

So, like just about everyone who has landed from LVP says, "Talk to people everywhere; just have a conversation." Sometimes it leads to more and in my case, I didn't even know the guy I ended up talking to – but my network connection did and that was the open door that I would not have found otherwise. Consider this: forget the networking and just have a conversation with someone and see if you can help them in some way. It's just that simple.

— John Lexo  
*Jlexo@eSourceCoach.com*  
484.863.1140

## July Programs

July started with Joe Facchiano, Certified Business Coach, who described "Designing Your Ideal Job." Some of his insights into personal goals during the job search were quite thought provoking.

Phil Howe, Director of Accelerated Programs at The Wescoe School, Muhlenberg College, discussed "Managing Your Career". He focused on the importance of careful document preparation for your job search.

Kate Mattson, Senior Recruiter, from Aerotek, offered the recruiter's perspective on the job search process.

Lehigh University's Dennis Praeden, Director of Project Management Certificate Program, and Corinne McBride, Director of Graduate Recruitment, spoke about Project Management. It was an excellent introduction to the project management process. I found the presentation very interesting, because as we look back on our careers we find that we all are Project Managers.

The final presentation was by Tom Dimmick of DK Search. He is a high-end retained recruiter for larger companies, who went through the pitfalls of his profession. Subjects included finding the proper fit for clients and how he prefers not to use the "How do you like this resume?" approach.

On a side note, I would like to thank Debbie Mayberry for all of her help and the excellent job as LVP Program Chair this past year. I will do my best to continue to find the best speakers possible.

— Mark Gabovitz  
Program Chair, *mgabovitz5@verizon.net*

# Membership Corner

So, how did you spend your 4th of July holiday? Did you spend it with family and friends? Did you go some place or just stay home and have a picnic?

According to the National Unemployment Law Project, approximately 227,500 people in the state of Pennsylvania saw their unemployment benefits end on July 31. So, while those employed were celebrating our nation's birth and independence with a clear mind, many who through no fault of their own were unemployed and stressed out. Sometimes it's hard to feel like celebrating, when you have lost your job.

Even though July 4th has passed, members of LVP can find something to celebrate. Here at LVP, we currently have approximately 1,083 members, both active and alumni who are here to help you through this rough time. The wisdom and knowledge that we get from a Friday meeting, through fantastic speakers, training as well as the job leads and networking connections give us the competitive edge that is needed in this economy. We have seen several people "land" the last few weeks, so stay positive, and utilize the group to its full potential.

—Debbie Koder  
Membership Chair  
[debkoder@yahoo.com](mailto:debkoder@yahoo.com)

# Marketing Best Practices

The Marketing Team continues to expand its circle of influence throughout the Greater Lehigh Valley area.

Our presentation is being fine tuned. Talking points have been included to ensure that all presenters are on the same page to bring a consistent, unified message to our target companies. A priority list of target companies has been refined and we have already made some initial contacts to gauge near term and longer term interest in our value-added proposition. One test presentation has already been delivered at DeSales University and valuable feedback has been incorporated. A second "test" presentation is currently scheduled with B. Braun for August 3rd. Again, we are looking to solicit constructive criticism to hone our presentation even further after which we will begin setting firm appointments with our target companies.

The team is also working to further progress with other Lehigh Valley organizations such as Lehigh Valley Chamber of Commerce, Lehigh Valley Development Corporation, Lehigh Valley Business Networking Group, and Navigating Your Life TV segment on WFMZ TV. The goal is to begin,

then expand partnering relationships with these organizations. Each one has varying degrees of influence within the community that we should be able to leverage to gain exposure for LVP. Our plan is to move into other types of media such as The Morning Call, WFMZ 69, PA Business Journal and more local newspapers and print media as well.

We should also mention that the Marketing Team is growing with new members expressing interest in coming on board to help the cause. Thanks to all of you who are pitching in to help exploit any and all market potential to find long term 'homes' for our general membership.

— Scott Switzer  
[switzfour@aol.com](mailto:switzfour@aol.com)

John Sefko  
[john.sefko@gmail.com](mailto:john.sefko@gmail.com)  
Marketing Co-Chairs

## For Our Alums...

A few months ago we asked you our LVP alumni to take an online survey using the Zoomerang Online Survey tool. Last month I began a recap of this survey. This month's article will complete this summary. Your Alumni Committee will be using the survey results to plan future LVP Alumni activities.

Survey respondents indicated that 84% were regular attendees while in transition. 52% indicated that LVP was either very involved or somewhat involved in their finding professional employment. The survey asked for comments on their LVP

experiences. Responses were all very positive. Representative examples of camaraderie were:

- ◆ "Leaders projected a very positive atmosphere, place for encouragement, place to encourage others, met some wonderful people...."
- ◆ "I was very satisfied with the emotional support that I received by other LVP members. You never felt you were out there alone."
- ◆ "I enjoyed getting out of the house while I was unemployed and attending LVP meeting where I could meet other unemployed people."

However positive the survey responses were, only 34% of respondents indicated that they have remained involved or somewhat involved with the group. The focus of your Alumni Committee is to improve this number. The survey respondents requested networking opportunities among LVP alumni. Beginning in the late summer, we will be creating the networking opportunities that you requested. I will provide more detail next month.

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



## IT World

Your IT/Web com-

mittee is pleased to report that operations are running smoothly. Active Members and Alumni are encouraged to login to:

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

to view meeting events, update personal information, review LVP guidelines, or read LVP Communicator Newsletters.

How about some statistics? Our [lvppng@yahoo.com](mailto:lvppng@yahoo.com) LVP communications channel had 1244 emails for the period January — June 2010. Each email is sent to approximately 575 LVP members. Be sure to use this resource wisely

and use care when replying to the group. Usually it is best to reply to only the sender.

So far this year, there are 152 new members of which only 33 have posted their profile/resume to the LVP website. Posting your profile and resume are important for employers to find you. If you have not yet posted a profile/resume, it's in your best interest to do so.

Did you know that 16 members were requested by employers for phone interviews since June 1st three of which are being considered for employment? Consider moving your information forward today!

— Ken Boyko  
IT Chair, [kcbbjob@yahoo.com](mailto:kcbbjob@yahoo.com)

## Things to Remember

Websites:

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

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

[www.pacareerlink.state.pa.us](http://www.pacareerlink.state.pa.us)

E-Mail Address:

[lvppng@yahoo.com](mailto:lvppng@yahoo.com)

**LVP Communicator** is the monthly newsletter for 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

