

# LVP Communicator

A Monthly Newsletter of the Lehigh Valley Professionals

December, 2010 Vol. 2, No. 12



## Calendar

### **December 3: Meeting 10 a.m.—12 noon**

*"Straight Talk About  
Networking"*

Speaker: Reggie

Hockenberry, HR Connect  
&

*"Employment Testing"*

Speaker: Mathew Fay

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

### **December 10: Meeting 10 a.m.—12 noon**

*"I, Product"*

Speaker: Gus Garcia

Garcia Group

*"Business Cards"*

Speaker: Rick Smeltz

LVP Member and Training  
Chair

**December 17:**

**No Meeting**

**Building Closed**

### **December 22: Training & Social Time**

**10 a.m.—12 noon**

**December 24:**

**Christmas Holiday**

**No Meeting**

**Building Closed**

**December 31:**

**New Year Holiday**

**No Meeting**

**Building Closed**

## Comments from the Chair

As we look toward the holidays and to the New Year we should all be thankful for what we have. We may not have a job at the moment, but we do have many great things to celebrate. Maybe you are thankful for the love and loyalty of your spouse or partner, or having the opportunity to raise children who are a wonderful reflection of yourself, or having parents who molded you into the adult you are today or simply having a friend or neighbor who has helped you in the past. Yes, we all have much to be thankful for.

However, where most of us fail is in not taking the time to reflect on our good fortunes. There are so many people who have helped us along the way through this journey called life. So, in return, it is our duty to give back to help those less fortunate and to help others in need. That is to help others like us.

So as we move about this universe connecting with each person we meet, let's not forget about asking the question that all Lehigh Valley Professionals, past and present, should be asking, "How can I help you?" Because, regardless of whether we are employed or not, we should always be working to make a difference in the lives of others. And if we continue to strive to "network for life," our lives will be handsomely rewarded both professionally and personally.

Remember, our work is not done when we land our next job, for our job of helping others has just begun.

Yours in Networking,

**Pete Peluso**

Executive Chair

*pelusopa@ptd.net*



## **Lehigh Valley Professionals**

### **Holiday Gathering**

**Wednesday, December 22**

**Training and Social Time**

**10 a.m.—12 noon**

*Everyone should bring a dish to share.*

For more information, contact: Nancy Cinquino

email: *nancemail820@yahoo.com*

610-216-4843



## How I Landed

Dear LVP Members,

I signed an offer letter and started on 11/29/2010 with Lattice Semiconductor in Bethlehem. This is an interesting case of networking. Months ago, seeing that Lattice (who laid me off in 2008) was doing better with stock price and profits going up, I choose to reconnect with my past manager colleagues. I made some proposals for how I could help them in areas they were understaffed. Eventually I was able to sell them on a 12 month contract position with possible employment. It took about 4 months of emails and phone calls.

One of the most important choices I made after getting the axe was to join LVP. I had to learn how to build a net-

work. LVP helped keep me sane during my search and provided leads and job search tools. I learned much from listening to speakers, some more than once. I chose to keep a positive attitude, remain optimistic, and keep my business skills sharp though volunteer work. I encourage all to do the same. Don't sit idle, engage with people.

This is a tough-tough market and jobs are hard to get. But, you can't give up. Do your research and network. Best wishes to each of you as you continue your journey towards new opportunities. I'm proof that it does happen.

— Ken Boyko  
Former IT Chair , LVP  
610-530-0419  
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## Marketing Best Practices

Members of your Marketing Team have made presentations to major corporations in the Lehigh Valley. They also learned that it is helpful to have a “champion” at the corporation who is willing to “go to bat” for you. All of the employers interviewed stated they feel more confident about interviewing and hiring someone who can be “vouched for” by a current employee. However, unless your application and profile are on file with the HR/Recruiting Department’s Applicant Tracking Program, having someone “helping you out” may not be good enough. At least one employer told us they discourage their employees from soliciting resumes from candidates independent from their online profile applications. So, always apply for positions online, then have your contacts work with their recruiters and HR personnel to assure that you get an interview.

We also heard that employers look for the following qualities in potential hires:

- ◆ Experience which is a close match to what is stated in the posted job descriptions. Be sure that you carry specific words from the job descriptions onto your resume.
- ◆ Resumes should be chronological and have clear dates.

- ◆ Recruiters state that they commonly read resumes “in reverse order” starting at the end looking at skills, education, and then connecting all jobs in reverse order up to the present/most recent employment as they look to eliminate those who have “job jumped”. They are all looking for consistent employment and growth in jobs as shown by job title changes or comments about expanded responsibilities.

- ◆ Formatting of the resume should be with an easy to read font such as Arial.

Recruiters generally have far more applicants than they do jobs, so they rapidly review resumes to determine who to interview. The use of the terminology from the job posting, being certain that you have an easy-to-read resume/profile on file, and enlisting someone within the company to endorse you can certainly help land that first interview.

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LVP Marketing Team

# Membership Corner

What to do when you land...

**Required** — If your search is over :

- ◆ Send an email to [lvprofessionals@careerlinklv.org](mailto:lvprofessionals@careerlinklv.org) indicating you wish to have your status changed to Alumni. (Your resume will then be removed from the LVP website).

**or**

- ◆ If you plan to continue your search: No update is necessary to remain on Active status.

**Optional (but requested):**

- ◆ Share your good news with the LVP membership by sending an email to [lvppng@Yahoogroups.com](mailto:lvppng@Yahoogroups.com) and describe the details of your landing.
- ◆ Whether you remain Active or enter Alumni status, please give something back to your network and look to LVP to fill open positions in your new company.

Are you aware that you can change your membership status yourself in the Member Database on our LVP site? Go to: <https://www.lvprofessionals.org> then log in; go to Member Information on the left side, select Contact & Membership from the menu items. Click on Membership Status and click on the drop down menu and make the change the status to ALUMNI. This is addition to doing the **Required** item above.

New to LVP is our Mentoring Program that matches you up with someone in your job field, to help you during this transition period of membership in LVP. We provide you with a wealth of information to help you network effectively and land a great job! We appreciate you keeping in touch with us as an Active or Alumni member in LVP to let us know you have landed or to send the group job leads.

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

## November Program Review

With the holidays coming on strong, we focused this month on keeping things new and looking ahead. November started with a presentation by Connie Chalingsworth, Founder of Positive Life Decisions, on *Reinventing Yourself in Tough Times*. It was an insightful review of how to look over your potential to a new employer. Next was an energetic presentation by Mike Gausling, *Originate Ventures on Raising Capital from Different Sources*. Mike, a long time venture capital specialist, provided many

good ideas for funding new ventures, as well as reminding us to always do our homework on new partners. Neckties not required.

Our pre-Turkey day presentation was by two of our own members. Tom Emmerth, Alumni Chair, spoke on *The Holiday Job Search* — outlining our need to keep hunting for new opportunities and the potential for direct contact with hiring managers during the holiday season. This was followed by John Sefko, Marketing Co-Chair, who provided insight as to what employers in the Lehigh Valley

are looking for in their employees.

I'd like to thank the members of the Program Committee —Bill Kruger, Rick Coleman and Jeff Vitelli — for their assistance in assuring that our slate of speakers are as informative and interesting as we can make it. Also, thanks are extended to the many LVP members who have suggested speakers. It makes it easier to have good programs when everyone has input.

— John R. Hillman  
Program Chair, [jhillwrt@aol.com](mailto:jhillwrt@aol.com)

# For Our Alums...

Your LVP Alumni Committee held its first Alumni Meeting on Thursday, November 11, 2010, at the Paddock Restaurant, Walbert Avenue and Columbia Street, Allentown, PA. Light snacks (Pizza, Wings) were provided and there was a cash bar. This meeting was similar to professional society meetings that we have attended. The agenda included networking during registration, reporting the state of LVP and activities of LVP Committees, and a speaker. Networking continued

as long as people wanted to stay.

The program was presented by Mr. Bob Wendt, Director of Research for the Lehigh Valley Workforce Investment Board. He discussed CHANGE! What a heck of a difference a decade makes! Bob looked back at “the good old days” of only 3 to 10 years ago, discussed the challenges of today, and what it will take to be gainfully “employed” in the future. Those in attendance raised their own issues and concerns, and a lively and open discussion followed.

The meeting feedback from the survey forms provided at the meeting

was very positive and we were encouraged to hold these meetings in the same format quarterly. Therefore, your LVP Alumni Committee will hold another similar meeting on the second Thursday of February (2/10/11). Please mark your calendars now. A detailed announcement will be sent early in the new year.

I hope that you can attend this event so that we can see many of you again and catch up on your latest adventures.

— Thomas Emmerth

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



## IT World

Congratulations are in order for Ken

Boyko, the now former IT/Web Chair. After approximately 2 years, Ken has finally landed. He will be assisting during the transition period as Brian Zions-Bernstein moves into his new role as IT/Web Chair.

The IT/Web committee has been busy entering new members and has posted some new profiles/resumes. However, we are hoping that many more of you, our LVP membership, will take advantage of

posting your profiles and resumes. This is the opportune time to get them posted, as the Marketing Committee is very actively promoting Lehigh Valley Professionals to the local business community.

Please have a happy, healthy and safe holiday season.

— Brian Zions-Bernstein

IT/Web Chair  
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*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*

