

LVP Communicator

A Monthly Newsletter of the Lehigh Valley Professionals

January, 2011 Vol. 3, No. 1



Calendar

January 7: Meeting

10 a.m.—12 noon

"Hiring Ethics in a Digital Age"

Speaker: Richard Cipoletti
President, RCC Associates

New Member

Orientation — 30 min.

Immediately Following Mtg.

January 14: Meeting

10 a.m.—12 noon

"What Works at Work —
Dress the Part, Get the Part"

Speaker: Linda Friedman
Founder & President,
Advanta Training

January 21: Meeting

10 a.m.—12 noon

"Stop Self Sabotaging"

Speaker: Heather McCloskey
President, McCloskey
Partners

New Member

Orientation — 30 min.

Immediately Following Mtg.

January 28: Meeting

10 a.m.—12 noon

Topic: TBA

Speaker: Mike Rock
Therapist/Social Worker
Lehigh Valley Hospital and
Health Network

Comments from the Chair

A new year is upon us and, hopefully, we've all had time to relax and recharge with family and friends, and enjoy the spirit of the season however we celebrate.

A critical part of our human social network is the relationships we develop with like-minded colleagues, and at LVP we are in a perfect position to grow and expand these relationships. "Networking for Life" is more than a slogan — it's the key to our futures. Are you feeling down where you are in life right now? Didn't land in 2010? There's no better time than now to recommit ourselves to a future wherein we are resources for each other. This is what real networking is about; a continuous search where our own life experiences help others.

Start the New Year by realizing that whatever last year has or hasn't been, our future is a clean sheet of paper. Our past need not equal our future; the future is ours

IT World

At the last Executive Committee (EC) meeting, I presented a training session on the LVP website, www.lvprofessionals.org. The EC found the session valuable and provided positive feedback on how our website can be improved for the LVP members. To this end, the IT/Web Committee is making improvements to the website to benefit you. A new page to the Members' area provides you access to our Training Committee's presentations. Please let us know if you have any feedback or difficulties with the website.

A number of new profiles/resumes were posted this month. However, there are still quite a few active members without resumes posted on the website. Instructions for how to post resumes are on the LVP web site www.lvprofessionals.org under members' area.

We hope that everyone has had a peaceful holiday season and that the New Year brings prosperity and employment to you all.

to design.

If you're stuck for ideas on how to begin or refresh your networking techniques, here are a few basics:

- ◆ Keep in mind that networking is about building trust and relationships for all involved.
- ◆ Volunteer! LVP is a great place to stay visible and give back to those who have helped you or need your help now.
- ◆ Networking does not end with a landing. Stay visible, stay engaged, and stay connected! Become known as a powerful resource for others. They in turn will be there for you.

I look forward to seeing you at our next LVP meeting, January 7.

Yours in Networking,

Barry Cimino

Executive Chair

barry.cimino@gmail.com



— Brian Zions-Bernstein, IT/Web Chair, brian.zionsbernstein@gmail.com



How I Landed

I just want to take this time to thank everyone in the Lehigh Valley Professionals group that has touched my life in some way. You all were a big part in helping me to land.

I was very fortunate to land a semi-permanent role with PPL. I started work on Monday, December 13 as a project manager. At PPL they have this "tweener" position that is not a contractor and not a permanent employee. It is called a "specific professional employee". So, you get a W2 and get about half the benefits such as health insurance but no dental; 401k match but no short or long term disability; only one week of vacation. But it is local, the pay is good and they are calling me a professional!

And how did I get the job? It was networking, of course. An old colleague with whom I worked at Air Products is now a Director at PPL. So I connected with him, arranged to chat over lunch and continued to stay in contact. The whole process took 6 months but it obviously

was worth the wait. So continue to think about the folks you know who are working in the companies where you would like to work. Then, pick up the phone or send them an email... I did not know that contacting my old colleague would lead to a job at PPL... I merely thought that he may know someone who could help me and as it turned out it was him.

I am going to miss leading this great organization and working with all of you. However, you will be in great hands now with Barry Cimino, Paul Nederostek, and Vince Gorman leading the way. And of course you truly have a great executive committee working for you. So again thanks for all your support. And since I am working now, "How can I help you?"

Yours in Networking,

Pete Peluso
Retired Executive Chair , LVP
pelusopa@ptd.net

Marketing Best Practices

The Marketing Committee completed a very successful 2010. During the year a great deal of information concerning major target accounts and individuals at these accounts was acquired. Some very informational calls were made at B Braun, Lutron, and DeSales. In addition, communication with various Chamber of Commerce groups was established and will be expanded upon in 2011. Plans are in place to provide a great deal of exposure for LVP in 2011. New Marketing materials are being developed and members of the Marketing Team will begin using them in presentations to corporations and groups during the first quarter of 2011.

Also new is the leadership of the Team going into 2011. With the landing of Committee Chair Scott Switzer, John Sefko will now lead the team assisted by Kristin Orach and Brad Cullinan as first and second co-chairs. Also joining the team is Susanne Sheppard, who has a significant back-

ground in working with Chamber of Commerce groups. Her expertise in working with these large "one stop groups" will certainly benefit the team and LVP significantly.

We continue to welcome new members to the Marketing Team and since there is so much to do, the more qualified presenters we have, the more effective we will be in getting our "look to LVP to fulfill your professional leadership needs" out to as many corporations as we can. If you are interested in joining the Marketing Committee, please approach one of the members of the Committee or any Executive Committee member for more information.

John Sefko
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Kristin Orach
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LVP Marketing Team

Membership Corner

I hope that everyone had a safe and happy New Year and that 2011 is the year that everyone lands a job. To look back over the last 6 months your new Executive Committee (EC) has been progressing nicely. We have been looking at new ways to make it easier for our members to know who we are and what we are all about by updating our website at: www.lvprofessionals.org. Check out all the new items listed under Member Resources, such as LVP Guidelines, LVP Documents and now we have the LVP Training Presentations.

The National Employment Law Project states “the slow recovery makes people wonder if their old jobs and industries will return and, if not, whether they should change careers.” This has been one topic that we at LVP have discussed on more than one occasion. Over the last 6 months (I started tracking stats on 6/25/10), LVP can report that 167 new members joined us and 47 members landed (at least that we know of, because they notified us via lvppng@yahoogroups.com). Of the 47 who landed, 12 of them served on an LVP committees. (hint, hint).

Looking at these numbers it reminds me of this statement: “As you start to see the economy recover, it feels like one step forward and two steps back”. Here’s hoping that we all start to take two steps forward and none back. If you would like to become a “landee”, one thing you can do, which is at NO cost to you, is to send us your resume so we can post it to our website at lvprofessionals@careerlinklv.org.

—Debbie Koder, Membership Chair, debkoder@yahoo.com

December Program Review

It’s the end of the calendar year, although many of our members are running a fiscal year for their benefits. We were only able to have two formal meetings (not counting our Holiday Party get-together), but both speakers were not only old favorites, but highly motivating.

Our first presenter of the month was Reggie Hockenberry, who not only gave us “Straight Talk about Networking,” but proved how it works as he revealed he has taken a new position with Boston Brewing. Two cases of beer a month is a great perk! Reggie reminded us that those incidental contacts we make along the way might be what it takes to land that new position. Our second

presenter was Gus Garcia, who reminded us we are the product we are trying to sell. “I, Product” showed us how we need to market our own skills, experience and ability to adapt as we move forward toward our new goals. Remember, our presenters often provide copies of their Power Point presentations to the program committee after their talk. If there is a program you’d like to have for reference, contact me directly at JHillwtr@aol.com and I’ll pass it along or try to obtain it.

We have some great programs planned for 2011 and while we hope fewer of our members will be present, since they’ve landed jobs, we will keep providing the information

we all need as we move through transition. Thanks to all the members who have passed along suggestions for speakers. Please let the executive committee know of any special information we may not have covered. I’m certain we can find someone to answer your questions.

See you in 2011!

— Jack Hillman
Program Chair
JHillwtr@aol.com

For Our Alums...

Your LVP Alumni Committee realized in December that we had missed something very important. At our Friday meetings, we constantly discuss networking and present the slogan “networking for life.” Numerous program speakers discuss networking in some detail. Then, when active members land a job, we get emails like the following:

I have landed at XYZ Company. I would like to give thanks to LVP for their help and encouragement during my transition. The information I received during the

meetings was very helpful in my job search and preparing for interviews. Networking is very important. Remove my name from the mailing list.

What was that last sentence? Did they just say thanks a lot but go to wherever?

It is the Alumni Committee’s responsibility to keep these people engaged, to encourage them to stay in touch with us and to continue to network with LVP members, and to help the rest of us land with leads and advice. We must develop a LVP Alumni Manifesto of sorts and con-

stantly discuss this with the membership. We must develop a list of benefits of staying connected with LVP at some level. We must develop a list of lifelong networking expectations of LVP Alumni members. We must develop instructions for how to disengage from daily emails but to still stay connected with what is happening here at LVP. This will be our effort for the early part of 2011. Please comment as to what you think we must do.

— Thomas Emmerth
Alumni Chair,
temmerth@compuserve.com

From the Training Desk

As we all close out the year 2010 and look forward into 2011, we review what has been accomplished and plan how we can improve upon the prior years’ accomplishments. The Training Committee was formed in October of this year to provide training to our membership on topics relating to finding and landing their next career opportunity. Presentations have been conducted on a weekly basis on various topics to polish and hone the skills of us looking for employment in this highly competitive job market. In December, several presentations were conducted including Matthew Fay presenting on Employment Testing and the two training sessions that I presented on the topics of Business Cards and the Daily Web Search Hyperlink document. This document was developed in an effort to provide our members with a disciplined and efficient method to find employment on the Web.

This month I was pleased to have Matthew Fay and Kimberley Wright join me on the Training Committee as Co-Chairs. Our committee is planning to present training on LinkedIn, Networking Techniques, Reference Management, and the use of the Lehigh Valley Professional and the LVP Yahoo Group websites in January. We are also working with the LVP IT Committee to improve the LVP website to include PDF versions of the training material that will be accessible by our members at any time. We wish everyone at LVP a happy, healthy, and prosperous new year.

— Rick Smeltz
Training Chair, rds meltz@ptd.net



LVP Communicator is the monthly newsletter for 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 Career-Link® Lehigh Valley, located at 1601 Union Boulevard in Allentown.

For additional information call, 610-437-5627, ext. 218