

# LVP Communicator

A Monthly Newsletter of the Lehigh Valley Professionals

February, 2011 Vol. 3, No. 2



## Comments from the Chair

Over the past two months we've noticed some interesting trends. Attendance and the number of new attendees at LVP meetings is up, but so is the number of landings, both in permanent and long-term contract positions. Feedback from those finding employment continues to reinforce our philosophy that good networking habits bring success. It's also encouraging to hear testimonies about how LVP support and their networking activities in general were responsible for their landings.

To ensure that we maintain this trend of positive results, your Executive Committee is continuing to improve our methods and offerings. We recently took a quick poll of what members want and need, and we'll be adjusting our methods to provide just that. Top-quality speakers continue to be a part of our agenda, thanks to our Program Committee, but we'll provide more time for internal discussions, time to practice skills, and hopefully visits from successful alumni who've been where we are now. There's more interest being expressed in volunteering both within LVP and elsewhere, as well

as more group discussions centered on members' specialties. We need a strong "bench" of Co-Chairs on the Executive Committee, so speak up next week if you're looking to get more involved and hone your leadership skills at the same time.

Furthermore, our focus isn't just inward. Our Marketing Committee is busy making employers aware of the great talent in our group, and working to make identifying *you* easier for them. Later this year, our IT Team will launch our new and improved website and hold training to ensure that everyone gets maximum value from it. The job market and the economy continue to change, and LVP needs to keep pace with more valuable offerings as well.

If you want to be involved in the action, volunteer. We announce openings at each meeting, so I hope to see you coming forward to keep the momentum going.

Yours in Networking,

**Barry Cimino**

Executive Chair

*barry.cimino@gmail.com*

*"The richest people in the world look for and build networks; everyone else looks for work."*

Robert T. Kiyosaki  
*Entrepreneur and Author*

## Calendar

### February 4: Meeting

10 a.m.—12 noon

*"Workforce Investment Act Training Funds"*

Speaker: Karen Lockard

*"Trade Act Training Funds"*

Speaker: Kathy Kresge

*"Using PA CareerLink Website Effectively"*

Speaker: Karen McAndrew-Bush, PA CareerLink®

Lehigh Valley

### February 11: Meeting

10 a.m.—12 noon

*"The Federal Job Search"*

Speaker: Kim Wright

Career Management

Consultant

### New Member

**Orientation — 30 min.**

Immediately Following Mtg.

### February 18: Meeting

10 a.m.—12 noon

*"The Internal Critic"*

Speaker: Steve Gunn

President, Steve Gunn &

Associates.

### February 25: Meeting

10 a.m.—12 noon

*"Unemployment Compensation Benefits"*

Speaker: Suzanne Mickley

### New Member

**Orientation — 30 min.**

Immediately Following Mtg.



## How I Landed

I have landed after 8 months. I will be working in a mid-level warehouse management position with True Value. It is less than 15 minutes from my home, they matched my previous salary, and have a bonus program, good benefits, reasonable hours, no weekends.

I found this position through Indeed.com, which directed me to the company website. The process involved an initial phone screen with HR, a 3 person panel interview, and then a phone interview with the regional GM. I started on January 17.

As a LVP Membership Committee member, I have met many members and want to emphasize the importance of volunteering for one of our committees. I have been impressed with the caliber of individuals that are

going through LVP and I will keep our group in mind as I come across any open positions. I will remain as an active alumni member. Thanks to those who have served on our committees, especially the chairs and co-chairs. A lot of time and effort goes into it. We continue to bring in very talented speakers. We also have very talented internal speakers as well. I have attended the majority of the meetings since May, 2010 and find them very informative, not to mention the good networking opportunities.

If there is any assistance I can provide to anyone, let me know. I am going to miss these meetings, but I am fortunate to land a position that meets all of my main criteria.

Good luck to all and stay positive,

Dan Frassetto  
[dans@ptd.net](mailto:dans@ptd.net)

## December Program Review

2011 was off to a rousing start with a presentation by Dick Cipoletti who discussed "Hiring Ethics in the Digital Age." Dick's discussion of both the problems we face being in transition with so much on the web, as well as what companies are doing to search for possible new employees, gave us food for thought.

Our second presenter, Linda Reed Friedman, provided a short course on how to say what you mean with: "Dress The Part!" No more paisley shirts and bell bottoms unless you're working on a revival of "Hair." Our third speaker went missing in the snow but we had a very lively discussion by Rick

Smeltz, LVP Training Committee, on using LinkedIn for job searches. This was followed by a freestyle networking session that was just as helpful for many of our members.

We ended the month with Michael Rock who reminded all us left-brained people that we need to work just as hard on being happy in our new employment as we do worrying about income and duties.

February has a full line up. Check out the calendar of events on the front page to see what we have in store for you!

— Jack Hillman  
Program Chair  
[JHillwtr@aol.com](mailto:JHillwtr@aol.com)

### A Look at February

- ◆ Workforce Investment Act Training funds, Trade Act funds, and how to use the PA CareerLink® Lehigh Valley website effectively
- ◆ The Federal Job market and how to search and apply for federal jobs
- ◆ The Internal Critic
- ◆ Unemployment Compensation Benefits

*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



# Membership Corner

A few months ago we had a speaker at LVP who talked to us about “our goals”. Goals can help you get where you want to go. SMART Goals can apply to your work, your personal life and help you find a job.

<b>S = Specific</b>	Goals should be straightforward and emphasize what you want to happen. Specifics help us to focus our efforts and clearly define what we are going to do.
<b>M = Measureable</b>	Choose a goal with measurable progress, so you can see the change occur. Again, be specific.
<b>A = Attainable</b>	When you identify goals that are most important to you, you begin to figure out ways you can make them come true and attainable.
<b>R = Realistic</b>	Be sure to set goals that you can attain with some effort. Too difficult and you set the stage for failure, but too low sends the message that you aren't very capable.
<b>T = Timely</b>	Set a timeframe for the goal: for next week, or in three months. Putting an end point on your goal gives you a clear target to work towards.

Here at LVP, our goal is to help you find your next job. We offer a free website that posts your resume, we have weekly speakers that give you inspiration and ideas in the job market, and we have a great support team to help you through this transition period. Get involved. Volunteers are always appreciated.

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

## Marketing Best Practices

As the Marketing Committee members continue to work their way through the list of the top twenty-five target accounts and make presentations, they are taking on two more new roles.

A new campaign is being developed to broaden the knowledge of Lehigh Valley business of Lehigh Valley Professionals by reaching out to the local Chambers of Commerce. We will be determining how we can best work with them to be certain that their members are also thinking of LVP when they have an opening within their organizations. Since most member companies of the various Chambers of Commerce are much smaller than the corporations with which we normally deal, there is a chance that they might have significant use for the broad experiences that many of our members have. This will thus allow our members to play important roles in smaller companies.

In addition, Marketing will begin working with Tom Emmerth and the Alumni Committee to introduce the

benefits of Lehigh Valley Professionals helping out with volunteer or start up organizations in the Lehigh Valley. Many of these groups do not have large budgets and at this time cannot hire additional personnel. However, LVP members have already shown that they are very willing to volunteer their time and talents to various organizations. This might be another opportunity for them to take their expertise to companies who are looking for volunteer or internship help on specific projects. Programs like these allow both our membership and potential future employers to “get to know each other” and perhaps there will be opportunities which will come available in the future through networking.

Look for updates on each of these projects in future Marketing Monthly updates.

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## For Our Alums...

Although you have moved on to another phase of your life, we in LVP still need your help. We understand that this “transition period” with us was not the best time in your life. We recognize that you would like to forget about this time and move on. However, the job search and networking skills that you learned are **life skills**. You will need them again and again.

We have always talked in our meetings about the following:

- ◆ “Networking for life.”

- ◆ “80% of all jobs come through networking.”
- ◆ “That number is even higher for management level positions.”

We are asking you to not give up on your LVP Network and stay involved with us at LVP in some of the following ways:

- ◆ Continue to send us job leads, especially in your new company
- ◆ Continue to refer friends who need help that LVP can provide
- ◆ Be available to members who can use your insight on specific

professions or companies

- ◆ Continue to open doors to employment opportunities for LVP members at the company where you currently work
- ◆ Continue to provide advice to LVP leadership to make LVP the best that it can be
- ◆ Keep our members in your network

We hope to see you at our next LVP Alumni Meeting in March.

— Thomas Emmerth

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

## From the Training Desk

In January, the Training Committee provided a variety of training topics relating to preparing for, finding and landing their next career. Rick Smeltz presented the first training, entitled “LinkedIn – Part 1 – Creating a Profile”. This segment provided information on all the components necessary to create a full LinkedIn profile. Kimberley Wright presented “Networking... To Sell the World’s Greatest Product: You!” in which she discussed the importance of networking in your job search. Networking is building relationships to share and gather referrals and information. It is asking a small favor of others to expand your circle of contacts and networking also involves you giving back to others. Then, Rick Smeltz presented the second half of the LinkedIn training: “LinkedIn - Part 2 – Finding Career Opportunities” focused on advanced search techniques to find job listings on LinkedIn and methods on utilizing your LinkedIn connections to get introduced to potential employers and hiring managers. Matthew Fay finished our January trainings with “Reference Management”. He discussed the importance of obtaining and asking for Letters of Recommendation, building your reference list, and asking for recommendations from former colleagues and managers to be placed on social websites like LinkedIn.

— Rick Smeltz  
Training Chair  
[rds meltz@ptd.net](mailto:rds meltz@ptd.net)

## IT World

We welcome Ken Herr and Paul Bunting as new co-chairs on the IT/Web Committee.



It is an exciting time for the IT/Web Committee. The committee, along with some of the other members of the EC, has been working on a plan for a new [www.lvprofessionals.org](http://www.lvprofessionals.org) website. Our hope is that this updated website will provide one-stop shopping to meet the group’s needs, be easier to maintain, and bring the group into closer alignment with our sponsoring organization, PA CareerLink® Lehigh Valley. While the transition and implementation plan are happening, the IT/Web Committee will be working hard to maintain the current site as well. We want to make the transition as smooth as possible. Please stay tuned to future LVP Communicator issues for more information about this exciting project.

— Brian Zions-Bernstein, IT/Web Chair,  
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