

# LVP Communicator

A Monthly Newsletter of the Lehigh Valley Professionals

April, 2011 Vol. 3, No. 4



## Calendar

### **April 1: Meeting** **10 a.m.—12 noon**

Topic: *Interview Best Program*

Speaker: Eric Kramer,  
President & Chief Innovation Officer, Innovative Career Services

### **April 8: Meeting** **10 a.m.—12 noon**

Topic: *Put Your Brand on Your Job Search and Your Life*

Speaker: Jim Byrnes,  
President, Jim Byrnes & Associates

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

### **April 15: Meeting** **10 a.m.—12 noon**

Topic: *The Behavioral Interview*

Speaker: Laura Hamel,  
LVP Member & Human Resources Professional

**April 22: No Meeting**  
**Good Friday**

### **April 29: Meeting** **10 a.m.—12 noon**

Topic: *Interest Group Networking*

Speaker: Program Committee

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

## Comments from the Chair

*“Who do you think WE are?”*

Each week we know where to come to sharpen our job search skills and broaden our understanding of the job market and its challenges. But do you really know how this organization came to be and how it is guided? Let’s take a quick look at the “ancestry” of LVP.

In 2002, the Lehigh Valley Professionals Peer Networking Group (LVPPNG) was formed by Thiep Pham to support and educate unemployed professionals, in partnership with PA CareerLink® Lehigh Valley. LVP is composed of a Board of Directors, an operating Executive Council, and the Membership. The Board consists of five members representing Active, Alumni, and PA CareerLink® Lehigh Valley individuals, with the position of yours truly serving as the Active member. Our responsibility is to provide leadership

and guidance to the committees of LVP, as well as to manage the relationship with PA CareerLink® Lehigh Valley.

Through this relationship, we have the use of facilities and services that permit us to offer the no-cost benefits of LVP. However, your effort is required to gain the most from these offerings by attending meetings, participating, and most importantly, being a networking resource for your fellow members. It’s a small price for the return and permits you to “pay it forward” for future LVPers.

I look forward to hearing all about your week’s networking activities (your *Call to Action!*) at our next LVP meeting.

Yours in Networking,

**Barry Cimino**

Executive Chair

[barry.cimino@gmail.com](mailto:barry.cimino@gmail.com)

## **Resume Tip**

**Make sure to use the right keywords**

Most companies (even smaller ones) are already using digital databases to search for candidates. This means that the HR department will run search queries based on specific keywords. Guess what, if your resume doesn’t have the keywords related to the job you are applying for, you will be out even before the game starts.

These keywords will usually be nouns. Check the job description and related job ads for a clue on what the employer might be looking for.



## How I Landed

I have accepted a position with

AfterSoft Network NA, as an Associate Accountant.

It is a small company of 28 +1 (me) and the corporate office is in the UK. They design software for Midas, Meineke, Goodyear, and other tire stores in the US. I will be handling all phases of Accounting, which is exactly what I wanted to do. I love to work with other people's money.

I landed but not in the usual way. They saw my resume on the LVProfessionals.org site. The COO of the company did not advertise this position but looked at Monster, Career Builder, and LVP to find candidates. He started with 34 applicants. I had 2 phone interviews and then a call back interview to meet with the CFO. They offered me the job with a handshake. The official letter came the next day. I have actually been out of work for 11 months, but during those 11 months I have made the best use of my time.

The most important thing I did was join LVP in April and sign up to help the Membership Committee. Little did I know that three months later I would become the committee chair. I was not comfortable with public speaking, but having to present the bi-weekly orientation program helped me become a more confident person. This definitely came across in my interviews. I have met a great many people at LVP and made a lot of friends along the way. I am the 10th person to have landed on the Membership Committee since July 2010. This is a great organization and it can use all the talents that our members have to offer. I have no intention of requesting that I be taken off the list, for I hope to be able to help others in the future. I wish everyone the best of luck this coming year.

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

## From the Training Desk

The Training Committee is continuing to provide fresh training approaches to the Lehigh Valley Professionals membership. Kimberley Wright started the month with an excellent addition to her "Job Search Today" training in which she presented the importance of social media as a vital networking tool in finding the next employment opportunity. Hiring Managers and human resource personnel utilize social media to find the right person to fit their company's employment requirements and culture. In addition, she discussed the new job search reality along with "attention grabbing" techniques for the job seeker.

In response to our poll of the LVP Membership, The Program and Training Committees planned and held a breakout session by professional discipline. Over 20 unique professions were represented in this session; reflecting the diversity of the LVP membership. The feedback we received was overwhelmingly positive about this event, which involved an exchange of best practices and a chance to interview with individuals with the same professional background. We plan to hold another meeting on April 29. In preparation for our mock interview session planned for May 6, Rick Smeltz presented training on the "Two Minute Pitch" on week three and fin-

ished the month with a presentation entitled "Interviewing – The Main Event." Both presentations helped prepare our membership with their resume language and their interviewing skills.

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

**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

You get up at your usual time, have your usual breakfast, and sit down in front of your computer with your favorite radio station in the background. You turn on your computer and OMG, you have a virus. I NEED A COMPUTER FOR MY JOB SEARCH!!! My sister is at work and I don't have a key to her house. My parents are home but they are in their 80's and probably wouldn't know how to turn on a computer. What will I do? Guess what? PA CareerLink® Lehigh Valley has computers. They also have a fax machine, a copier, newspapers and other resource materials.

Our local PA CareerLink® Lehigh Valley has a wealth of information that can help with your employment search. Has it been a long time since you searched for a job? There is someone at PA CareerLink® Lehigh Valley who will be able to help you with your resume. Also, Human Resources professionals attend Lehigh Valley Professionals and would be willing to review your resume. PA CareerLink® Lehigh Valley also offers workshops like budget basics, building a reserve cash account for emergencies, managing your finances, funding education, and interviewing secrets. The Workforce Investment Act program is available through PA CareerLink® Lehigh Valley to assist dislocated workers or financially eligible individuals with intensive job search and training funds. The best part of it all – it is all free.

Check out all the resources on the PA CareerLink® Lehigh Valley website at [www.pacareerlink.state.pa.us](http://www.pacareerlink.state.pa.us) or stop by the Career Resources Center.

—Ellie Reichenbach  
Membership Chair, [mle58@yahoo.com](mailto:mle58@yahoo.com)

## Marketing Best Practices

The Marketing Committee has had another interesting month. We have welcomed Susanne Sheppard as the Second Chair on the Marketing Team. Susanne brings significant experience in working with business groups, such as Chambers of Commerce. We see that as a significant benefit to the team as we expand our contacts in the Lehigh Valley and beyond.

During March, we began to expand our conversations with the Lehigh Valley Chamber of Commerce as we look for ways the two organizations can work together in the future. Further discussions will be necessary and we will share details as plans are developed.

With assistance of Executive Committee members Tom Emmerth and Vince Gorman, a meeting was held with a member of SCORE. This group of retired senior executives advises many new business leaders in the Lehigh Valley on

issues related to their businesses. Additional meetings with business groups in the Lehigh Valley are planned to determine the best ways of working with LVP to increase opportunities for LVP members and achieve business goals for members of participating Lehigh Valley groups.

As we become increasingly active in 2011, we anticipate some of our current members leaving the group as they obtain employment. If you are interested in becoming part of our team, please see one of us at a weekly LVP meeting.

John Sefko, Chair, [john.sefko@gmail.com](mailto:john.sefko@gmail.com)

Kristin Orach, Co-Chair, [Kristin.orach@yahoo.com](mailto:Kristin.orach@yahoo.com)  
Susanne Sheppard, Co-Chair, [furth47@verizon.net](mailto:furth47@verizon.net)

# For Our Alums...

Your LVP Alumni Committee held its second quarterly Alumni Meeting on Thursday, March 10, at the Paddock Restaurant in Allentown, PA. Light snacks 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, activities of LVP Committees, and a speaker. Networking continued as long as people wanted to stay.

The program was presented by Dr. Michele Moser Deegan, the

Director of the Lehigh Valley Research Consortium and a Political Science Professor at Muhlenberg College. Their third State of the Lehigh Valley report presented indicators of our region's ability to handle the bumpy economic ride. Her discussion examined regional trends across our municipalities and school districts, as well as provided comparisons of our region with state and national data.

Dr. Deegan discussed this report with us allowing for much discussion by attendees for further understanding. Those in attendance raised their

own concerns and a lively, 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 in May or June. We will send a detailed announcement soon. 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

Last month, we reported that Paul Bunting, IT/Web Co-Chair, landed a contract position. Unfortunately, Olympus canceled the project before Paul started working in his new position. This turn of events stressed the importance of continuing to network after landing. Paul has also resumed his role as IT/Web Committee Co-Chair.

Work continues to progress on evaluation of the tools for the new [www.lvprofessionals.org](http://www.lvprofessionals.org) website. We are getting closer to making some critical decisions on this endeavor and will keep you posted as we move forward.

Many new resumes have been posted to the website over the past couple of months. If you do not have your resume posted, please consider doing so soon. Employers are looking at the site.

— Brian Zions-Bernstein  
IT/Web Chair  
[brian.zionsbernstein@gmail.com](mailto:brian.zionsbernstein@gmail.com)

## What we Learned

The Program Committee values your input as we continue to offer relevant programs for your career. Please contact anyone on Programs with constructive feedback.

Phyllis Alexander from the “Weed & Seed” program began March with a valuable, dynamic conversation about acknowledging, accepting, and benefiting from our cultural differences. The second and third weeks’ programs were a collaboration with the Training Committee and are covered in “From the Training Desk.” The final presentation of the month was by a speaker from the PA State Civil Service Commission, who talked about civil service jobs. Some of the topics included how to find them, testing, and tips on landing one. Did you know that only *some* jobs working for the state are filled through Civil Service?

Finally, we are grateful for all of our guests.

— Rick Coleman  
Program Co-Chair  
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