



# LVP Communicator

A Monthly Newsletter of the Lehigh Valley Professionals

June, 2011 Vol. 3, No. 6

## Comments from the Chair

### Your Job Search IS Your Job!

Is your job search always “on”? What does that mean anyway?

Although the job market is improving slightly, competition remains intense. You’ve got to be on your game at all times, because you never know where or when that networking opportunity you’ve been waiting for will arise. This calls for a few basic behaviors:

professionalism *shows* in these ways. *What are your impressions of someone who’s unprepared, unkempt or late for meetings with you? Would you hire them?*

**3** Are you varying your activities, volunteering, attending meetings, and staying active or are you only sitting at home scouring the job boards? Isolating yourself leads to burnout and no new leads or contacts. Get out there!

True networkers have a responsibility to help each other. Come prepared to our Friday meetings with a tip to help someone else. I guarantee it will not be forgotten or unreturned!

Yours in Networking,

**Barry Cimino**

Executive Chair

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

**1** Does your resume specifically address the position for which you are applying? Have you carefully matched your skills and abilities to the requirements? Basically, *are you conveying the value you bring and matching it to your prospective employer’s needs, and doing so quickly and up-front in your correspondence (cover letter and resume)?*

**2** Don’t overlook the simple and obvious. Do you arrive for networking meetings, training sessions and that quick conversation over coffee *on-time* and *dressed professionally*? Your behavior in these settings carries over to all your activities. Your

## Calendar

### June 3

10 a.m. — noon

Topic: *Best Practices for Job Searches*

Speaker: LVP Program Committee

#### New Member

**Orientation**—30 minutes immediately following mtg

### June 10

10 a.m. — noon

Topic: *Interest Group Discussions*

Speaker: LVP Program Committee

### June 17

10 a.m. — noon

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

#### New Member

**Orientation**—30 minutes immediately following mtg

### June 24

10 a.m. — noon

Topic: *Working On It – Relationships During Unemployment*

Speaker: Annette Carpien, President, Great Relationships Coaching

## IT World

### Are You Up for a Snipe Hunt?



Growing up in the Midwest, snipe hunts were a virtual rite of passage for a young boy and the source of much frustration for the gullible victim. For those of you who have been spared: A snipe hunt is an elaborate practical joke where the victim is challenged to find the non-existent quarry, using ridiculous means.

Today, all of us have been on way too many virtual snipe hunts as we try to find elusive information on-line.

Ah, the solution, Information Technology — Really?

(Continued on page 4)



## How I Landed

For me, finding a job was a combination of networking, research, strategy, and just plain luck.

Early on, I established periodic communications with key people in the area about my job search. My goal was to turn them into my “ambassadors” and let me know

about potential employment opportunities. In May one of my contacts suggested I keep an eye on Avantor Performance Materials, formerly Mallinckrodt Baker, Inc.(MBI). MBI at that time was finalizing its acquisition by a private equity company and my contact thought they would be adding staff for functions previously provided by its parent. I researched MBI and learned that it was a leader in an important niche in the chemical business and its new owners were committed to growing the business. I followed their web site and found a posting for an Interactive Communication Manager.

The position description stressed new media initiatives, so in my resume and phone screen interview I emphasized specific ways I had contributed to such efforts at my previous jobs. At the same time, I prepared to suggest that having someone on staff with broader corporate communications experience could benefit the new organization in ways that were not yet apparent. As it turned out, two managers I interviewed with brought that issue up and we were able to end the interview in agreement, which strengthened my application.

Job seekers need to employ EVERY strategy to identify and pursue opportunities, navigate the screening and interview process, and achieve a successful outcome.

**Bob Martin**

Interactive Communications Manager  
Avantor Performance Materials  
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## Marketing Best Practices

As previously mentioned, the Marketing Committee has been requested to join the PA CareerLink® Lehigh Valley “Rapid Response Team” for presentations to large groups being notified that their positions have been eliminated.

Our first presentation was held May 23 at the Catasauqua School District, where John Sefko and Kristin Orach presented an overview of the Lehigh Valley Professionals to a group of teachers and other workers whose career at the school district will end at the close of this school year.

The presentation was well received and we expect that some of the professionals will begin attending weekly LVP meetings sometime after July. They will bring new networking contacts to our group. Please welcome them and any additional new members, who attend our meetings as a result of presentations conducted by our Marketing Team.

The Marketing Team will become increasingly active in 2011. In the past month, we have added four new members to our committee and continue to welcome anyone to our team who has the interest and time to make presentations to employers, civic groups, and other organizations in the Lehigh Valley. If you are interested in becoming part of our team, please see one of us at a weekly LVP meeting to get more information about our activities.

## For Our Alums...

This newsletter is developed to help our alumni keep up with what is happening at LVP. From your feedback, the association with LVP was a positive one where you received great benefit. As you can see from our reporting, LVP is still very active and very strong with our involvement in member job searches. The demand for our services is unprecedented. The quality of current active members is just as high as when you were here. The leadership team is working hard to make the LVP experience very beneficial to all.

I am asking you to help in a few ways. First, continue to read our LVP Communicator. When appropriate, make comments and ask questions about what you have read. If your company has specific job openings, please have the hiring manager check out member resumes on our web site. Finally, if time permits, visit a future meeting to get a personal sense for how we are doing. Remember that LVP is still here for you. Let us know what that means.

**Thomas Emmerth**

Alumni Chair  
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**John Sefko**, Chair, *john.sefko@gmail.com*

**Kristin Orach**, Co-Chair, *Kristin.orach@yahoo.com*

**Susanne Sheppard**, Co-Chair, *furth47@hotmail.com*

## From the Training Desk

May was exciting month for the Training Committee. During the mock interview sessions conducted with HR representatives on the first week, were nine unique fifteen minute training classes conducted in four areas of the Lehigh Valley Room. There was a unique training event being held simultaneously in each of the four areas. Members could attend their choice of training while waiting for their personal HR interview session. The following training sessions were available:

- ✓ *The Interview, Selling Yourself*: Ken Knudsen
- ✓ *Networking*: Carolyn Wright
- ✓ *The HR Perspective*: Laura Hamel
- ✓ *Conversation Dynamics*: Roberta Kearney
- ✓ *Age Bias / Over Qualified*: Kimberley Wright
- ✓ *Business Cards*: Rick Smeltz
- ✓ *The Daily Web Job Search*: Rick Smeltz
- ✓ *Using Yahoo Groups and LVP Website*: Tom Emmerth
- ✓ *Lehigh Valley Hiring Profiles*: John Sefko

The training sessions were well received, according to a survey that was completed at the end of our LVP meeting. The Training Committee would like to personally thank all of our guest presenters for their contribution to this successful event.

The **second** LVP meeting in May included a training presentation by Rick Smeltz, on the topic of *Creating Your Personal Brand*. This training encouraged members to look at the unique value they personally bring to a perspective employer that sets them apart from other candidates. It was advised to add their personal brand to social sites like LinkedIn, professional business networking cards, their résumé, and E-mail signature lines (including their smart phones).

At our **third** LVP meeting in May, Roberta Kearney presented *Communication Dynamics*. She discussed the three aspects of personality and how they relate to best presenting ourselves in the interview and team work processes. The enlightening presentation received a confirming round of applause from our attending membership.

Rick Smeltz **ended the month** with a presentation entitled *LinkedIn Part 1 - Creating a Profile*. This presentation provided training on completing a 100% full profile. Importing existing contacts on LinkedIn from e-mail applications, attaching a presentation and/or a creative display, and adding up to three links to personal websites were discussed. Everything you need to get a running start on creating a LinkedIn profile that is full and gets attention from perspective employers and recruiters.

**Rick Smeltz**  
Training Chair  
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### What We Learned

May started with our One-on-One Mock interview sessions, in conjunction with the Society of Human Resource Management members (SHRM). Thirteen SHRM members visited PA CareerLink® Lehigh Valley and provided individual interviews for sixty LVP members during our meeting.

Next, Mary Evans from Evans Wealth Strategies made a return appearance and spoke to the group about *Financial Answers for Job Seekers*, a timely review of planning during our in transition period as well as later retirement. Our third presentation of the month was from Kim Capers, Capital BlueCross Children's Health Program Coordinator, who provided information on health plans available for individuals not covered by group programs or eligible for Medicare.

Rounding out the month was a presentation by Program Chair Jack Hillman on *Dealing With Rejection*, a tongue-in-cheek discussion on how to deal with the stress of unemployment, looking for a new position, and maintaining a healthy lifestyle.

**Jack Hillman**  
Program Chair  
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## Membership Corner

It is now three months since you lost your job and can't believe you haven't found a one yet. You have been sitting in front of the computer every day checking the job boards. You have applied for only three jobs and haven't received a phone call. You're in a slump and don't know how to get out.

You never know where the next job lead will come from ...

You never know where the next job lead will come from and it will probably make you feel better. If you're not already involved, see if there is a local chapter of a professional organization that is related to your previous work experience. Attend the meetings, seminars, and training sessions. Besides networking at these activities, you are keeping current in your field.

Maybe a non-profit organization is looking for volunteers to help with Accounting, Human Resources, or IT functions. Or maybe get involved with an activity at your church. And of course, there is the Lehigh Valley Professionals. We have committees you can get involved

with.

For those that don't know me, I am on the shy side. When attending LVP meetings, I listen to some of the topics discussed and say I'm too shy to do that. But I forced myself to get involved and meet people, so the word is out that I am looking for a job, without sounding desperate. Currently, I am the Membership Committee Chair (and never thought I would be the chair of a committee).

I also serve on the membership committee of a local chapter of my professional organization (SHRM). I coordinate a fund raiser for building a new church. And I have a part time job. Yes, I wear a red top and tan sacks (Target uniform) almost every Friday. It is something that I can put on my resume to fill the gap. I can tell you it is a lot better than sitting in front of the computer all day.

And you have a good answer, when they ask in an interview about what you have been doing since you were let go.

### Try getting involved.

**Ellie Reichenbach**

Membership Chair  
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## IT World *(Continued from page 1)*

IT provides the technology to manage information: that's the easy part. The hard part is how to organize the information so you can find it when you need it. Why is this so hard?

Each of us organizes our own thoughts and knowledge in our own way – ways that make sense to us. However, what makes sense for one person can be completely illogical to another person. That is one of the big challenges for your IT Committee. We are working on new ways to organize and access information. This includes a new web site that will simplify and facilitate membership activities, and provide new ways to post and access candidate resumes. We will make it easier for potential employers to find you, and make it easier for you to present your best face to them. Our goal is to make the information available and the technology invisible. Technology will be the tool that better enables effective communication, but it is only as good as the people who contribute.

We welcome any help that LVP members want to give. We are always seeking people to help in this task, and to test our designs and assumptions. If you want to get more involved, please contact Brian Zions-Bernstein [mrzbee@gmail.com](mailto:mrzbee@gmail.com) and then roll up your sleeves.

**Ken Herr**  
IT/Web Co-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

