



# LVP Communicator

A Monthly Newsletter of the Lehigh Valley Professionals

July, 2011 Vol. 3, No. 7

## Calendar

### July 1 : Meeting

10 a.m.—12 noon

Topic: *Preparing for the Interview- Will it Help?* Speaker: Brian Phillips  
President, Harvis Inc.

### New Member

**Orientation — 30 min.**

Immediately Following Mtg.

### July 8: Meeting

10 a.m.—12 noon

Topic: *Present Yourself In Confidence*

Speaker: Esther Hughes  
Principal, Burst Inspirations

### July 15: Meeting

10 a.m.—12 noon

Topic: *Four Keys To Success*  
Speaker: KimAlyse Popkave  
President, Popkave Coaching and Consulting

### New Member

**Orientation — 30 min.**

Immediately Following Mtg.

### July 22: Meeting

10 a.m.—12 noon

Topic: *Generational Issues in the Interview*

Speaker: To Be Announced

### July 29: Meeting

10 a.m.—12 noon

Topic: To Be Announced

### New Member

**Orientation — 30 min.**

Immediately Following Mtg.

## Comments from the Chair

### You've Landed! Now What?

After a long search involving countless networking meetings, new contacts, classes to improve job search skills and dozens of “performances” of your personal value pitch, you’ve finally found the right job. Congratulations! Your hard work has paid off. You start Monday! Now what?

Perhaps the connection providing an introduction to the hiring manager was an LVP alumnus and is now your co-worker. You impressed your interviewer with confidence and knowledge of the company by researching the organization and discovering individuals on LinkedIn working there who provided current information on the business. Your resume highlighted traits needed in your new job. But a few months ago your skills were not as sharp as they are today, and on your own, you didn’t find easy (or free) access to LVP’s training, provided by those who came before you and now

contribute job leads, tips, advice, and contacts as engaged alumni.

When we land it’s easy to move on and not look back. Volunteer organizations need their alumni to be an active, involved part of their team to continue successfully. LVP has grown and prospered in part because of alumni who continue to support us with their help. You can be a part of this legacy by staying involved with LVP and providing guidance and networking help when you land.

The best of luck when you land! Be sure to make time to attend Alumni meetings and begin passing on to the active membership those opportunities you discover!

Yours in networking,

**Barry Cimino**

Executive Chair

## For our Alums...

LVP is still very active in our involvement with member job searches. Demand for our services is unprecedented and we continue to attract high quality professionals. Our leadership continues to gain recognition in the Lehigh Valley.

Please continue reading the LVP Communicator and comment on services we can provide to meet alumni needs.

Also, our active members need your assistance in interview advice.

I’m sure you remember the value in gaining that bit of insight which helped clinch the interview. Also, you will add a valuable associate to your network within the company. As we all know, a strong network is the best hedge for transition.

**Thomas Emmerth**

Alumni Chair

## From the Program and Training Committees

### A Busy Month



The Program Committee tried out a new format in June, with the first *Best Practices* discussion among LVP members. The success of this discussion means it will appear again in coming months. We also had a reprise of *Interest Group Discussions*, with a good networking session for all members. Eric Kramer returned to discuss *Career Management* and get us organized for long term planning of our careers. We ended the month with a relationship discussion by Annette Carpien, reminding us how important relationships are in our lives and our job search.

The Training Committee presented *Linked In (Part 2) - Finding Career Opportunities, Tips for Better E-mail*, and a new training program by LVP member Ken Knudson on *The Sales Attack Plan - Selling Yourself in the Interview*.

two members  
of the  
Program  
Committee  
have landed

During June, two members of the Program Committee landed, with one new member joining the group. However, the entire Training Committee landed. Five LVP members have stepped up to help with training. We thank Jane Pennington, Lynn McMillan, Marie Cole, Kat Gallagher and Donna Bonyon for their help with the training committee and Bob Smith for his help on programs. We also welcome Bill Lako as the new Co-Chair for the Program Committee.

Getting involved with LVP committees is the best way to learn about the group and also a great way to network and find those hidden job markets. Our thanks to former Training Chair Rick Smeltz, training team members Kim Wright and Roberta Kearney, Program Co-Chair Bill Kruger and program team member Laura Hamel for all their help. Congratulations on their new positions!

**Jack Hillman**  
Program Chair

## June Alumni Meeting Report

Your LVP Alumni Committee held its quarterly Alumni Meeting on Thursday, June 16, at the Paddock Restaurant. 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 guest speaker. Networking continued after the meeting.

The guest speaker was Atty. Joseph A. Fitzpatrick, Jr., Partner in the law firm Fitzpatrick, Lentz & Bubba. Mr. Fitzpatrick has been involved in land use and project development for commercial real estate and zoning. Joe was instrumental in the development of the Stabler Corporate Center, Promenade Shoppes at Saucon Valley, Wegman's Markets, and Wawa Food Markets to name just a few. Joe spoke about commercial real estate development in the early 2000s and the effect this great recession has had on that development. He addressed many significant economic development issues in the Lehigh Valley and the attendees agreed his presentation was quite valuable.

The meeting feedback from those attending was very positive and we were again encouraged to hold these meetings in the same format quarterly. We will be holding our next LVP Alumni Meeting in September.

**Tom Emmerth**  
Alumni Chair

## How I Landed

I am extremely happy to announce that I have landed a Customer Response Trainer position at Iron Mountain in Collegeville, Pa. This position is a great fit for my experience, education, and interests. I will be developing training and improving process flow for the Customer Response Center members. The interview process had been ongoing for two to three months before I received an offer letter. I found the job initially on one of the job boards and I utilized networking by contacting a former LVP member and Training Committee Co-Chair, Matthew Fay. Matt had previously worked for the company and he provided me with additional insight into the position prior to my first interview.

My experience with LVP has been a rewarding one. I have met many outstanding and talented individuals at LVP and I will stay in contact with them. LVP offers individuals the training and insight to land in their next career and provides a social networking

environment that helps us through this tough period in our lives. I highly recommend that you get involved on one of the LVP committees to contribute toward an even better program for the LVP membership. It was my pleasure to serve as the first LVP Training Committee Chairman and hope that you have learned additional job seeking skills through our training presentations.

Finally, hang in there for your next career opportunity and try to hold out for the job that you will be excited about and motivated to perform at your very best. Don't settle for something that is below your abilities unless you have no other choice. I wish you all the best.



**Rick Smeltz**

Former LVP Training Chair

### Marketing Best Practices

The marketing committee would like to officially announce our newest members to the rest of our current membership and alumni. Joe Lenzi, Bill Lako, Eric Eberhart, and Makhtar Diop are a welcome addition to our marketing team. In their new roles, they will be volunteering their time to the group by contacting and visiting various local companies on behalf of Lehigh Valley Professionals. They will be giving a short presentation on the benefits of associating with our membership. Additionally, they will be encouraged to use LVP as their primary source for a professional pool of local employment candidates. We encourage all LVP members to contact John Sefko or Kristin Orach with any additional company and contacts they may have so we can continue to spread the word about LVP!

The Marketing Committee has also been very active this past month in building brand awareness throughout the region. LVP's very own Charles James invited John Sefko, Jack Hillman and Paul Veneskey to be interviewed on Charles' weekly program on WDIY Public Radio on Thursday June 16, 2011. From all feedback, the interview went very well and LVP had a very favorable response to the segment. In addition, on June 9, John Sefko, Karen McAndrew-Bush, and Tom Emmerth made a presentation to the Whitehall Chamber of Commerce related to Lehigh Valley Professionals. Initial feedback from this program was very positive and hopefully it will lead to additional opportunities for our membership.

What can LVP membership look forward to from the marketing committee in the coming months?

Currently we are working with several local Chambers of Commerce to establish additional programs for our membership. This is an ongoing process and we hope to have new programs in place by mid-fall 2011.

**John Sefko** Marketing Chair

**Kristin Orach** First Co-Chair

**Susanne Sheppard** Second Co-Chair

## Membership Corner

The membership committee greets everyone attending the meetings, either returning or new members. Someone from the committee will greet the new member, discuss the meeting format, and be their contact person for questions or concerns. Basically making them feel welcomed, so they return to future meetings and take advantage of the great information that is shared within the group.



In the last month we had 26 new members. They came from a variety of backgrounds – Education, Armed Forces, Human Resources, Graphic Design, Sales, Management, Engineering, Finance, and IT. Also in the last month, we have had 16 landings that were shared with the group. It may appear we have more joining the group than landing, but I believe there are landings that have not been shared with the group and are not included in these numbers. So the number of landings could be higher. Be positive and think positive. I am. Recently, there have been more open positions in my field than there have been in a long time. Our next job is out there.

**Ellie Reichenbach**

Membership Chair

## IT World

Paul Bunting landed. This time for real. He is working in a contract position at Merck. Congratulations Paul! Paul is still volunteering his time on the IT Committee entering new members each week into the existing LVP database. Gary Smith has joined the committee to fill Paul's vacancy. Please welcome him as the 2nd Co-Chair on the IT Committee.



The IT Committee has been meeting weekly working on the design and development of the new website. We have worked out at initial top level structure with sub areas. We have also been learning and experimenting with the new toolset to get familiar with it. The website should start to progress a little faster as we ramp up. The IT Committee will be looking for volunteers to help us vet the design, making sure it is "User Friendly" in its navigation and aesthetically appealing.

Please contact Ken Herr, Gary Smith or Brian Zionts-Bernstein if you are interested in being involved.

**Brian Zionts-Bernstein**

IT/Web Chair

*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.

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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.

