



LVP Communicator

A Monthly Newsletter of the Lehigh Valley Professionals

August, 2011 Vol. 3, No. 8

Comments from the Chair

As the job market improves are you ready for action?

Calendar

August 5: Meeting

10 a.m. – 12 noon

Topic: *Interest Group Discussion*

Speaker: LVP Program Committee

August 12: Meeting

10 a.m. – 12 noon

Topic: *Get The Job You Want Even When No One Is Hiring!*

Speaker: Ford Myers, Career Potential LLC

New Member Orientation -

30 min. Immediately Following Mtg.

August 19: Meeting

10 a.m. – 12 noon

Topic: *Free and Nearly Free Job Counseling*

Speaker: Kat Gallagher, LVP Member

August 26: Meeting

10 a.m. – 12 noon

Topic: *Establishing A Consulting Business*

Speaker: Mark Napierkowski, ESPI

New Member Orientation -

30 min.

Immediately Following Mtg.

It's a tough job market, and in many areas the positive changes aren't coming quickly enough, but in some fields and occupations opportunities continue to improve. You may think you have been doing your preparatory homework well, but just how well will show when you get that long-awaited call from a recruiter, company, or networking contact. Is your resume ready-to-go? Does your introduction (elevator pitch) roll off the tongue effortlessly? Do decision makers want to speak with you because of your dazzling LinkedIn profile?

The time to refine these documents is not when the inquiry comes to you. Your type and speed of response will demonstrate your readiness and thoughtfulness and will make an impression about your work ethic. Scrambling to assemble a response is no way to ensure that your presentation will be a winning one. Your preparedness *will* be noticed.

The all-important first impression doesn't occur when you walk into the first face-to-face interview meeting. The inquiring phone call or e-mail is your first contact, and it's a win for you if the interviewer is intrigued enough to want to know more about you. Don't dismiss it as just another message or call. Don't delay in responding to it. Don't treat it casually. It's could be your front door entrance to a new or renewed career. Be ready to respond to it with all the tools you've learned at LVP and practiced (we hope!) week after week.



Yours in networking,

Barry Cimino
Executive Chair

“ Some men see things as they are and say why? I dream things that never were and say 'Why not?'

- George Bernard Shaw

From the Program and Training Committees

July's Programs and Training

July began with a presentation by Brian Phillips of Harvis, Inc on “Preparing For Your Interview”. Brian reminds us that what you ask is as important and how you answer. This was followed by a presentation by new Training Team Member Jane Pennington on Networking Techniques. Esther Hughes spoke the following week on “Presenting Yourself With Confidence,” a trait we all need more of. Our training for the week was on “The 30 Second Elevator Speech,” and we also had a guest from the Morning Call, which provided front page exposure for the organization.



Mid July brought speaker KimAlyse Popkave to discuss the “Four Keys to Success,” followed by a training program by new Training Team Member Marie Cole on “The Two Minute Pitch.” LVP Member Rob Beck gave us a very helpful presentation on “Fundamentals of Networking Meetings,” a solid outline on how to meet and greet the people who might connect you with your next opportunity. Our training for the week came from new Training Team Member Kat Gallagher, who discussed business cards.

We ended the month with a presentation by Marketing Chair John Sefko and Co-Chair Kristin Orach who reviewed the presentation given at meetings with organizations and employers around the Lehigh Valley to get LVP’s name out there as a source of experienced employees. The balance of the meeting was a general question and answer session as members had a chance to clear up many details regarding membership, our website and an array of miscellaneous details.

A full month of training and programs is ready for August, so come prepared!

Jack Hillman
Program Chair

IT World

Congratulations to IT/Web Co-Chair, Ken Herr, who landed a job at Quakertown Christian Schools as IT Director!

There was a LVP website outage from late Friday (7/15) to Monday (7/18). Brian Zionts-Bernstein contacted the hosting company as soon as it was noticed. The issue was a power outage and was not resolved until Monday. It is said that: “I.T. is invisible to the user community...until technology breaks. Then I.T. is IT and everybody knows our name!”

Ken and Gary made good progress in setting up the new LVP website design and overall structure. They completed the main menu with corresponding sub-menus.

The IT/Web team meets once a week to continue designing and building the new website. We look forward to publishing it and replacing the current site. The current site is lacking some functionality that the new website will add. In addition, the new website is to be hosted by the same website provider as PA CareerLink® Lehigh Valley.

So as things progress, stay tuned for more exciting IT/Web news to come!

Gary Smith
IT/Web Co-Chair

How I Landed

I am pleased to announce that I have found a position and it's a good one. I'll be working for QuantumClean. They have a specialized cleaning process for the parts involved in making semiconductors. I worked in the industry at Akrion and TriQuint and heard from a former co-worker that QuantumClean's CFO, who also once worked at Akrion, was looking for a good HR person. QuantumClean is (was) small and did not have HR but they recently bought a division of Applied Materials, a very large semiconductor company. So they went from 120 people with no HR other than payroll/administrative to 700 people world-wide, AND did not get any HR people in the deal.

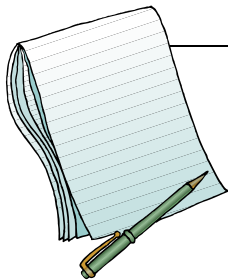
I heard they were looking on Friday. I went in to talk to them on Monday and had an offer by the end of the day. I went in on Wednesday to get some time



with the part-time person who is doing the HR work now. Then back on Monday for real. It is exciting for me because I can be valued for my expertise far more than in the larger companies I worked for previously, and will be able to put things in place that never existed here before. Salary is the same as I was making, but benefits are not as good, as with most small companies. This is fine with me because I was hoping to work for a small company but was only getting called by large ones, where there were several other candidates to compete with.

So now I believe in the hidden job market, and that who you know is as important as what you know and what you can do for them. Thanks to all who helped, supported, and kept me sane during my search.

Laura Hamel



A Note from PA CareerLink® Lehigh Valley

Some LVP members have taken advantage of the Workforce Investment Act (WIA) Re-employment Program. Others have not. What is it about you ask? The Workforce Investment Act, for those who qualify (if unemployed chances are you qualify), has funding available for job seekers to achieve a certification, license, finish a degree, or obtain educational training to assist individuals obtain employment.

Another component of WIA is On-the-Job Training, another tool for re-employment. Many companies today are open to hiring someone with some, but not all the skills required when OJT funding is provided. We are able to provide up to 90% of the new hire's salary reimbursed to a company for up to 26 weeks during the new hire's initial training.

If you are interested in one of these re-employment programs you need to: attend an Introduction to Services Session; enroll on www.pacareerlink.state.pa.us website with resume and job preferences; schedule and take KeyTrain Assessment; and attend a WIA Information Session. For information sign onto www.careerlinklehighvalley.org, click Location and Hours for days and times of the Introduction to Services; and click Workshop Calendar for WIA Information Sessions. Walk in for Introduction to Services Session, call 610.437.5627 ext 263 to schedule KeyTrain Assessment and WIA Information Session.

Karen McAndrew-Bush
PA CareerLink® Lehigh Valley

For Our Alums...

This newsletter is primarily developed for you our Alumni so that you can keep up with what is happening at LVP. From your feedback, your 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 our member's job searches. The demand for our services is unprecedented. The average weekly meeting attendance is in the 90's. The quality of our current active members is just as high as when you were here.

I am asking you to help us in a few ways. The first is to continue to read our LVP Communicator. If appropriate, make comments and ask questions about what you have read. If your company has specific job openings, have the hiring manager check out member resumes on our web site. Or, use your Yahoo Group (lvppng@yahoogroups.com) membership to send us these opportunities. Finally, if time permits, visit a future meeting to get a personal sense for how we are doing. Your Alumni Committee has been created to enhance your continued involvement with us. Let us know what that means.

Tom Emmerth
Alumni Chair

Marketing Best Practices

The Marketing Committee continues to grow. We would like to officially announce our newest members to the rest of our current membership and alumni. Ross Reed joins the team as Second Co-Chair. He was also a co-chair of the committee in 2009, and we welcome his leadership experience back to the team. Jane Pennington, Loretta Reavis, and Susan Kovacs have all joined the Marketing Committee during July and will be volunteering their time to the group by contacting and visiting various local companies on behalf of Lehigh Valley Professionals.

On July 29, John Sefko and Kristin Orach demonstrated the LVP Corporate Account Marketing Presentation to the present membership and answered questions from the group. As was stated in the presentation, we have almost 300 companies on our current "prospect list" and current members of the team are currently evaluating the potential of an initial 80 accounts. As of the end of July, 34 of the accounts have been evaluated for potential. We hope to have all 80 accounts evaluated and presentations, where needed, made by the end of 2011.

We encourage all LVP members to contact John Sefko or Kristin Orach with any additional companies and contacts they may have so we can continue to spread the word about LVP! If you know any HR/ Recruiting personnel at any Lehigh Valley companies, please pass them along to Kristin, Ross, or John. The more accurate our database, the more effective Committee members will be in reaching the important people at each account.

We are gathering pertinent job information from each of the companies we are visiting and will share it at a regular Friday LVP meeting by the end of September. Watch the calendar for more information. We will certainly pass any job leads we get along to the group as we become aware of them.

John Sefko Marketing Chair
Kristin Orach First Co-Chair
Susanne Sheppard Second Co-Chair

Membership Corner

It has been 14 months since I lost my job. When I was told on that day in April, I cried half way home. That was about 30 minutes. But then something hit me. This was a good thing. I believe I was at that point with my position where I needed a change.



I had considered looking for work before but I felt guilty about looking and “calling in sick” for an interview. But now I have my opportunity to find my job. I can honestly tell you that I have been on an emotional roller coaster ride since April 2010. I sent out 20+ resumes in a month and I didn’t get one telephone interview. Sometimes there are weeks when I don’t send out one resume because I can’t find any jobs that interest me.

But no matter what happens, I don’t get discouraged and I continue forward. I continue to search for a job the traditional ways (job boards, newspapers, etc.); I use my networking skills that I learned at LVP to search for employment.

I am looking for a change in career and use other skills that I have learned to get the word out that I am looking for employment. I know that my job is out there and I know it will be worth the wait. It is ok if you get discouraged, but don’t let it get you down for too long. Our jobs are out there and we will be glad we waited. Think positive. Be positive !

Ellie Reichenbach
Membership Chair

“ Twenty years from now you will be more disappointed by the things you didn't do than by the ones you did do. So throw off the bowlines. Sail away from the safe harbour. Catch the trade winds in your sails. Explore. Dream. Discover.

- Mark Twain

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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.

