



# LVP Communicator

A Monthly Newsletter of the Lehigh Valley Professionals

October, 2011 Vol. 3, No. 10

## Calendar

### October 7: Meeting

10 a.m. – 12 noon

Topic: *Active Interviewing*

Speaker: Eric Kramer , Innovative Career Services

Topic: *Managing Your References*

Speaker: Marie Cole , LVP

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

### October 14: Meeting

10 a.m. – 12 noon

Topic 1: *They Say You're Overqualified!*

Speaker: Abby Kohut, Absolutely Abby

Topic 2: *Job Search Techniques, Part I*

Speaker: Michael Leonard, LVP

### October 21: Meeting

10 a.m. – 12 noon

Topic: *Interest Group Discussions*

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

### October 28: Meeting

10 a.m. – 12 noon

Topic 1: *Exploring Executive Business Ownership Through Entrepreneurship*

Speaker: Richard Nolte

Topic 2: *Job Search Techniques, Part 2*

Speaker: Michael Leonard, LVP

## Comments from the Chair

I am writing this month's article as we have no executive chairs at this moment in LVP. One of the challenges of an organization like LVP is the turnover in our leadership roles. This is expected and encouraged as this is the reason that we are here – to find a job. However, our challenge is to run an organization entirely by member volunteers and to maintain the quality of our programs and training offerings and our friendly and accepting culture.

Our six committees are doing very well as you can see from our lively and well organized meetings as well as their reports that follow in this newsletter. What is missing is our executive leadership. They have all recently landed. Our executive leaders are responsible for the following:

- ▶ Provide ongoing leadership and direction to LVP.
- ▶ Coordinate activities of the various LVP committees.
- ▶ Coordinate smooth interaction with our CareerLink® hosts.
- ▶ Ensure that all record-keeping and logistics of LVP are maintained in a timely and accurate manner.

- ▶ Ensure that all new members are provided with an effective orientation.
- ▶ Coordinate effective interaction with alumni, hiring managers, recruiters and other sources of job placement.
- ▶ Ensures "on message" marketing communications from Marketing Committee to internal and external customers.

We are asking those who have previously held higher level leadership roles in their companies to talk with one of the LVP Committee Chairs if there is interest in serving.

It has been interesting to me that those who accept leadership roles in LVP seem to land quicker. Maybe it is the quality of our leaders (and that is part of it), but more importantly the responsibility adds a level of intensity to their combined efforts that puts the job search effort over the top. Please talk to one of us.

Thanks to all of you for your help,

**Tom Emmerth**  
Alumni Chair

“ Nothing can stop the man with the right mental attitude from achieving his goal; nothing on earth can help the man with the wrong mental attitude.

*Thomas Jefferson*

The Marketing Committee staffed the Lehigh Valley Professionals booth at the PA CareerLink® Lehigh Valley Job Fair on September 21, 2011 at the Allentown Fairgrounds. Throughout the entire day, there was a steady flow of job seekers who stopped by the booth to gather information about LVP. It was estimated that the representatives in the booth spoke to approximately 500 prospective members throughout the day.

Since the meeting we have seen a few of these job seekers begin to appear at our Friday meetings. Due to the economy, it is expected that more will appear each week.

We continue to work on scheduling appointments to discuss LVP capabilities with companies in the Lehigh Valley.

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 is, the more effective Committee members will be in reaching the important people at each account.

We will certainly pass any job leads we get along to the group as we become aware of them.

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

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

**Ross Reed**, Second Co-Chair, *marreed@aol.com*

## ***For Our Alums...***

Your LVP Alumni Committee has a responsibility that we have not often discussed. At our Friday meetings, we constantly discuss networking and present the slogan “networking for life.” Numerous program speakers discuss networking in some detail. Then, when active members land a job, we occasionally get emails like the following:

“I have landed at XYZ Company. I would like to give thanks to LVP for their help and encouragement during my transition. The information I received during the meetings was very helpful in my job search and preparing for interviews. Networking is very important. Remove my name from the mailing list.”

What was that last sentence? Did they just say thanks a lot but go to wherever?

It is the Alumni Committee’s responsibility to keep these people engaged, to encourage them to stay in touch with us, to continue to network with LVP members, and to help the rest of us land with leads and advice. We have developed a LVP Alumni Manifesto and periodically discuss its content with the membership. It contains a list of benefits of staying connected with LVP at some level. It also presents a list of lifelong networking expectations of LVP Alumni members. It also contains instructions for how to disengage from daily emails but to still stay connected with what is happening here at LVP. This Manifesto is sent to each member who lands. It is located here on our LVP web site: [https://www.lvprofessionals.org/alumni\\_manifesto.asp](https://www.lvprofessionals.org/alumni_manifesto.asp)

We are interested in your comments.

**Tom Emmerth**

Alumni Chair

*temmerth2005@cs.com*

## ***From Your PA CareerLink® Lehigh Valley Connection***

The Raymond E. Spencer PA CareerLink® Lehigh Valley Job Fair 2011, held on September 21<sup>st</sup>, was quite an accomplishment. We had 81 employers; this number also includes some training providers. Some of the training providers had actual job openings; others were there to share their educational opportunities. Employers in attendance were looking to fill over 3,407 job openings, many with professional level positions. With over 3,533 job seekers at the event I am sure employers will be able to fill many of their positions.

Each year, members of the Society for Human Resource Management (SHRM) critique resumes. Thank you to LVP Active and Alumni Members: Debby Mayberry, Gloria Wormley, Deborah Thompson, Jennifer Emanuello, Richard Dicus, Susan Roberts, Lori Baines, Jim Love, Lori Ofner, Ken Guerin, Michael Scheerer and Amy Stanley and SHRM members who critiqued resumes. We assisted 287 individuals with that service.

This year we held workshops as well which included: *Unemployment Compensation and Changes for 2012*; *Using LinkedIn in Your Job Search* (thank you LVP member Bill Kruger for holding an excellent presentation); *Informational Session About Starting Your Own Business*; and *PA State Civil Service Commission Path to Employment*.

Additional thank you goes out to Tom Emmerth, David Christian, Bob Smith, Beth Healy, Harry Schlegel, Ruth Kugelman, Dana Blomquist, Wendy Packard, and Nancy Cinquino who volunteered in our computer, resume, evaluation, and workshop areas. LVP members staffed the LVP booth at the event. Thank you to all who gave their time to see that your booth had coverage all day. Results so far have yielded 43 new members and more to follow due to having a LVP booth at our job fair.

Very special thank you goes to Nancy Cinquino. She volunteered countless hours making calls to employers to obtain up-to-date information for us to be able to email out job fair invitations. Her resourcefulness and stick-to-it attitude was very helpful and truly appreciated.

I have received positive feedback that job seekers and employers were pleased with the event.

**Karen McAndrew-Bush**

## ***Continued Training***

The LVP Training Committee was very busy during September by recruiting new committee members who provided five trainings. Topics included: two types of Interviewing, Linked In, and the LVP website. October appears to be just as busy, with a variety of topics that include: Managing Your References (Oct. 7), Job Search Techniques I (Oct. 14) and II (Oct. 21), and the Federal Job Search (Oct. 28). In addition, the Training Committee will be headed by 2 Co-Chairs, Marie Cole and Bill Kruger who will take over for Kat Gallagher at the end of the month. Kat will transition out of the role as Training Committee Chair as she begins her new job. Marie and Bill look for your suggestions as to what topics will be helpful for future training. Please let them know if you have a topic in mind or if you would like to provide a training session. You are also welcome to be a part of the Training Committee.

**Kat Gallagher**  
Training Chair

## How I Landed

I have landed. I have accepted a position with GSI Commerce as an Oracle Database Administrator. GSI does shopping web sites for retail stores such as Toy"R"Us, Radio Shack, and many apparel retailers. I will need to commute to King of Prussia but it is a full time position with benefits. I am excited to work with a team of DBA's where I can mentor and be mentored in new skills.



I found this opportunity via Indeed.com which of the various job search services, seems to be the best at filtering to specific requirements. I cannot say that my networking efforts were directly applicable in this case, but I learned a great deal by attending LVP and utilized many of the ideas learned, such as using LinkedIn to research the company and the individuals I was told would interview me. Although I did not use iBest to prepare a presentation, I used the idea to create a Power Point showing each of the job requirements and how I fulfill them. I printed the presentation on plain paper and offered copies during my interviews. They were impressed by my research.

As I compare my early interviews of a year ago to my latest ones, they are like night and day. Thanks to LVP for the ideas and encouragement. I also thank my family and friends at church for their prayers and encouragement. And mostly I thank the LORD who has sustained me and assured me that He is doing what is best. Without that faith, I suspect the encouragement by others would have rung hollow and I may have become too depressed to persevere.

Blessings,

**Dave Miles**

## Membership Corner

Change is inevitable in life and it's probably the only thing we can really count on. Not only does our weather change with fall moving in, but it also starts a change in our daily routine. It is a new school year for those of us who still have children at home or live in a neighborhood on a school bus route. As we all navigate through the experience of unemployment, please remember a "change" will come for us too and when it does we all need to be ready with some of the tools we have been introduced to at LVP. Our former Membership Committee Chair, Ellie Reichenbach, was ready when her change came and she accepted a job with Amcor Rigid Plastics as their HR Generalist. The following are your new membership committee chairs:



Phillip St. James – Chair

Ruth Kugelman – 1<sup>st</sup> Chair

Nancy Cinquino – 2<sup>nd</sup> Chair

Lately an appeal has been made during our general meeting for all members to serve as a volunteer on a LVP committee. This is a great opportunity for you to stretch yourselves before your next opportunity. This will not only help you grow, but it will also help LVP continue to be the organization it has become by supporting those of us who are still waiting for our change to come.

We all have to step out of our comfort zone sometimes to grow and we have the privilege and responsibility of helping make LVP a better place for professionals in transition. When you wake up tomorrow morning remember that your change is coming. Will you be ready?

**Phillip St. James**  
Membership Chair  
[p.stjames@yahoo.com](mailto:p.stjames@yahoo.com)

## What Happened In September-

September was a busy month for LVP, starting with a discussion of how to "Organize Your Job Search" by Bill Wilkins, a private investor and former CEO of several companies. If you can't tell where you've been, according to Wilkins, it's tough to know where you're going. We then discussed "Avoiding Education Scams" as RoseMarie Bauer from the Educational Opportunity Center provided information about a variety of scams not only in Pennsylvania but across the country, scams which prey on people who want to retrain or enter new careers so they can find jobs in this tough market. Then Author and Speaker Rod Colón gave a

*(Continued on page 5)*



## IT World

Congratulations go out to Gary Smith, IT/Web Committee Co-chair, who has finally landed after 2 ½ years. We wish Gary best of luck in his new position.

Congratulations to all those who have landed in the recent months. We wish you well. Besides the fact that we would all like to share in your success, we need to keep our records up-to-date. To this end, it is extremely important that you email the group at [lvppng@yahoo.com](mailto:lvppng@yahoo.com) about your success so that Karen can update her records and we can update the database. Thank you in advance for your consideration in helping us to maintain our records.

A special thank you is in order for Paul Bunting and his tireless efforts assisting the IT/Web Committee as an Alumnus. Paul has continued to take responsibility for entering new members into the database even after he has landed. This is especially important during this time as the IT Committee is working on the development of our new LVP website. Thank you Paul!



Shaun Sykes, Brian Zionts-Bernstein and Ken Herr meet weekly to develop the new LVP web site.

**Brian Zionts-Bernstein**

IT/Web Chair

[brian.ziontsbernstein@gmail.com](mailto:brian.ziontsbernstein@gmail.com)

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### **What Happened in September** (Continued from page 4)

rousing discussion of the “Seven Step Job Search.” Rod has been to our meetings before and his presentations are a great way to reboot your job search. Our fourth presentation for the month was from Dan Citrenbaum, from The Entrepreneur Option, who discussed “Careers in Business Ownership.” Citrenbaum identified the benefits of becoming your own boss, especially in a job-poor economy such as we are currently experiencing. We ended the month with Todd Kurtz from Sandler Training, as we reviewed “How Your Mother Prevents You from Networking Effectively!” All those things we learned as children really do hold us back as we try to move forward in our job search, Kurtz told us.

**Jack Hillman**

Program Chair

[jhillwtr@aol.com](mailto:jhillwtr@aol.com)

**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.

Managing Editor: Tom Emmerth

Layout: Ken Herr

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.

