



LVP Communicator

A Monthly Newsletter of the Lehigh Valley Professionals

April, 2012 Vol. 4, No. 4

Calendar

April 6

Good Friday
No meeting

April 13

10 a.m. – 12 noon

TOPIC: Active Interviewing
PRESENTED BY: Eric Kramer,
Innovative Career Services

New Member Orientation –
11:30 am — 12:00 pm

April 20

10 a.m. – 12 noon

TOPIC 1: Organizing and Scheduling Your Job Search

PRESENTED BY: Bill Wilkins
Private Investor/CEO Level

TOPIC 2: LinkedIn

PRESENTED BY: Bill Kruger

New Member Orientation –
11:30 am — 12:00 pm

April 27

10 a.m. – 12 noon

TOPIC 1: Hiring Ethics in the digital age

PRESENTED BY: Dick Cippoletti,
RCC Associates

TOPIC 2: Networking Small Group Exercise

PRESENTED BY: WENDY PACKARD
Training Committee

May 4

10 a.m. – 12 noon

TOPIC 1: Introduction to Cultural Competency

PRESENTED BY: Phyllis Alexander,
City of Allentown

TOPIC 2: Training (topic tba)

PRESENTED BY: Training Committee

New Member Orientation –
11:30 am — 12:00 pm

View from the Top

STAY INVOLVED

All of us have the shared experience of having been in the market for employment for longer than we would like. The truth is, one week is longer than any of us would like. We network, we apply for jobs online, we attend job fairs, and follow up on all leads, but don't get that call we're waiting for. How do we stay motivated in our search? Two words – Stay Involved.

We all have awesome skill sets; skills we developed through our actions at work; skills we developed through interactions with others. While we are in transition, we need to keep those skills sharp. The best way to do that is to get involved, and stay involved.

LVP offers a number of ways to keep your skills sharp. The training committee allows you to keep your presentation skills sharp. The IT committee allows you to enhance your programming and web site skills. The marketing committee allows you to use your communication skills to introduce LVP to companies around the region. The alumni committee allows you to interact with those who have been through the same thing

and have landed. The program committee gives you the opportunity to bring in those speakers you believe can help the membership as a whole. The membership committee allows you to act as a mentor to those new members coming in.

Getting involved isn't enough, though. You need to stay involved. If you volunteer your services to the training committee, get up and give a presentation. You get the exposure you need, and your presentation can make a difference for someone sitting in that room. If you join the marketing committee, make the commitment to call those companies on your list. Your phone call exposes LVP to that company, and can be the difference for someone at LVP...even possibly you.

The point is, it is not enough to say "I want to help". You need to follow through, just as you do on your job searches. Make calls. Make contacts. Keep your skills fresh by using them. You will help those around you, and you will help yourself in the process.

Gary Schall

LVP Executive Chair
gmschall@yahoo.com



Wherever we look upon this earth, the opportunities take shape within the problems.

Nelson A. Rockefeller
(1908-1979)

How I Landed

Ladies and Gentlemen:

Well the good news is that I have accepted a position with Reliance Standard Life Insurance Company as a Senior Medical Underwriter, a job type I've done in the past. The bad news is I have to drive down to center city Philly each day to work. I'll figure something out. Maybe I need a transporter to get me through the traffic and beam me straight from home to the office. I'm working on it! Many thanks to all the LVP folks who have passed along details on train travel. It's helping.

My tenure with LVP has been exciting, enjoyable and a lot of work. Looking for a job is indeed a full time job and helping all you folks along the way has taught me a lot that will no doubt be helpful in the future. I seriously doubt I would have been as relaxed with the interview process without the preparation I had through LVP. I have indeed acquired many skills I can use in my new position, and in dealing with our customers and clients. If nothing else, I can now do PowerPoint presentations.

The best advice I can offer: be persistent, and be patient. If you seriously work at the search, use all the opportunities brought to you through LVP and CareerLink, and hang in there, something will come in for you. There are jobs out there. Finding them is the problem sometimes. And don't overlook those transferable skills. Make certain you don't rule out a job just because it's not something you ever did before.

So make sure you all give Jeff and Roy the same level of help you gave to me these past months and the programs will stay as exceptional as you all want them to be.

Jack Hillman

Your Previous Program Chair
jhillwtr@aol.com

IT World

April brings the celebration of Easter, and is known for the month for showers – a time to replenish the land with nourishment that will lead to blooming season in spring. As the dormant land begins to show signs of life, the IT/Web Committee plants and cultivates the new website with professionalism and innovation.

We are pleased to be in discussions with former alumnus and returning LVP member Leonard Victoria, a software developer who helped create the current LVP website. He is willing to help contribute to the new website. Leonard is well versed and experienced in DOTNETNUKE technology, and his familiarity with the current website will greatly benefit our efforts to finish the site.

There are a few things that the LVP membership has to accomplish. One of them is to resubmit your resumes so that the personal information can be removed and the resumes posted to the new site. The Resume Module will then display your resumes in category format. Please keep your resumes as up to date as possible, and plan to have them submitted in the third quarter of the year. Updates will follow.

If problems, outages, delays, or issues are experienced with the current web site, reach out to us or the EC in a timely manner. Support personnel will be notified.

Shaun Sykes

IT/Web Co-Chairman
shaun.sykes@mail.com

For Our Alums...

This month I want to discuss the LVP as a democratic organization. The activities of LVP are organized by six committees coordinated by three Executive Chairpersons, an Executive Chair and two Executive Co-Chairs. The six committees (Marketing, Membership, Program, Training, IT, and Alumni) perform specific work within their responsibility areas. Although these committees could have a large number of members, their activities are coordinated by a Committee Chairperson and two Co-Chairs. Specific committee activities are described in the pages of your LVP Communicator each month.

LVP has an Executive Committee (EC) of 21 members (six committees X 3 plus three Executive Chairs). The EC meets every two weeks to collectively solve problems and to plan future activities. These people are selected by active members through the election process. Once a year (the last one was in November of 2011), LVP holds an election where all 21 of these leaders are selected. Due to our many landings, replacement committee chairs and co-chairs are appointed by the EC between elections. However, Executive Chairs and Co-Chairs are always elected as vacancies occur.

We recently had two Executive Co-Chair vacancies and held an election at the meeting on 3/23/2012. For those members who could not attend, voting was available via email. All members received an email notice to do this. At this election, Michael Leonard was selected as our 1st Executive Co-Chair and Frank McDowell was selected as our 2nd Executive Co-Chair.

Members of the EC (and others) formed Nominating and Teller Committees to manage this election process. Tom Emmerth and Deb Thompson of the Alumni Committee and Dave Helfrich of the Marketing Committee ran this election.

Thomas Emmerth

Alumni Committee Chair

temmerth@compuserve.com

Membership Corner

During a recent New Member Orientation, a member asked: "What could possibly be the advantage of networking with a bunch of unemployed people?" We are glad that you asked because networking provides us with information, resources and the support we need to develop strategies for our next career during unemployment. Building a network creates a support system. Maintaining a support network provides personal contacts to help us redefine and adjust through unemployment. Unemployed people have friends, relatives and neighbors. Unemployed people know CEO's, recruiters, HR professionals, previous clients and customers. Unemployed people are members of professional organizations. Unemployed people know company insiders - old co-workers, hiring managers, and ex-bosses who you might need to connect with while working to land your next position. Our meetings are organized around providing relevant tools that we all need at this exciting and sometimes uncertain time. We bolster each other's spirits, and keep each other updated on what we're doing to find work. We've got lots to offer you in your job search so get to know us.

C. Lynn Tax

Membership Committee

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This month we ask: How are you marketing your special skills and characteristics? Is your resume up to date? Do you have a LinkedIn profile? What are you doing to set yourself apart?

Do you know that the Marketing Committee promotes LVP as professionals having BS degree and/or 5 years supervisory experience looking for new opportunities in the Lehigh Valley area of Pennsylvania? Do you know LVP has an accessible database with each member's resume listed and is searchable by recruiters and hiring managers that have registered with CareerLink? Do you have your profile on LVP's website? If not, you should. Instructions for doing this can be easily found on the <http://www.lvprofessionals.org> website. This is a great starting point to promote the business of you.

You also need a LinkedIn Profile. Your profile must include the qualities you possess. Your profile should have keywords describing your expertise that will be picked up by word searches initiated by recruiters. When describing your qualities, make them stand out, unique, and catchy. Here is what Dave Helfrich developed as his branding statement - "Using my DADS approach to manage tasks and projects – Details, Analysis, Discuss, and Solve".

All products have what marketers call a unique selling proposition (USP). What is your USP? Let us know! We'll feature yours next month! More to follow next month.

LVP marketing committee

Kristin Orach - korach@ptd.net

Ross Reed - marreed@aol.com

Dave Helfrich - davidhelfrich@ptd.net

(this month's author)

Programs

One of the principals that guide the all-volunteer corps that drive Lehigh Valley Professionals is that all of our leaders eventually land. The inevitable happened at the end of this very busy month for the Program Committee. Our esteemed and irreplaceable chair, Jack Hillman, got a full-time position, and has passed the baton. See the "I Have Landed" article for Jack's comments. While we have spent months preparing for this eventuality, we are shuffling and hoping we don't stumble, in attempts to fill his shoes. My hope is that in every presentation there will be at least one idea, for at least one professional in transition, to truly transform a job-search into a job. Roy Bastion and I are committed to make this transition as seamless as possible, but we need your help. As we all circle our respective landing strips, we need to train our replacements. So, take a deep breath, know that you will have lots of good support, and step forward, Please.

During March, Abby Kohut or "Absolutely Abby", Richard Nolte of The Entrepreneur's Source, Nancy Marshall of Family Choice, and Linda Reed-Freidman of Advanta Training each made Program Presentations. We also dedicated a meeting to our Interest Group Discussions. All were very well received by the large number of meeting attendees.

Jeff Vitelli

Program Chair

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Continued Training

Marie and I would like to extend our congratulations to Mike Leonard on his election to 1st Executive Co-Chair. Even though he is moving up in the organization, he is graciously continuing to act as 2nd Co-Chair with the Training Committee.

For the Training Committee, March came in with a “Bill” and went out with a “Bill” and had a focus on Networking. Bill Kruger started off the month with an interactive training exercise to reinforce that Networking is the exchange of information and helping others. Gary Schall introduced us to “Shotgun Networking”, a focused effort for the LVP membership to aid one member in their job search. We anticipate for this to be a recurring event. Mike Leonard presented “Targeted Networking”, which focused on methods and techniques for networking within your field. Bill Kruger closed out the month with “Job Seekers Networking Badly”, Bill’s observations of faux pas committed by job seekers while networking.

As always, your feedback is welcome and appreciated. Let Marie, Mike, or me know if the training is meeting your needs. If you have any suggestions or ideas for a training program, please let the three of us know and we will see what we can arrange.

Bill Kruger *varrick@att.net*
Marie Cole *mmcole@ptd.net*
Training Committee Co-Chairs

LVP Communicator is the monthly newsletter for Lehigh Valley Professionals (LVP). It is distributed via the web at lvprofessionals.org and by e-mail at the beginning of each month.

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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,

