



# LVP Communicator

A Monthly Newsletter of the Lehigh Valley Profession-

August, 2012 Vol. 4, No. 8

## *Lehigh Valley Professionals 10th Anniversary Celebration September 15, 2012*

*Bethlehem Township Municipal Park*

The Lehigh Valley Professionals have been in existence for 10 years. It was started by Theip Pham, who made this a highly successful networking group to provide support of all professionals who are currently unemployed. There have been a multitude of leaders over the years who have provided support to the group.

Our 10th Anniversary Celebration will be held on September 15, 2012 from 11:00 AM to 5:00 PM at the Bethlehem Township Municipal Park, Pavilion 1- Farmersville Road, Bethlehem, PA. There will be food and drinks for all. Details are being sent to all through our various email lists. Please join us for this celebration.

The speakers will be Theip Pham, IT Professional and founder of the group, Karen McAndrew-Bush, Business and Industry Relations Manager and LVP Liaison, PA CareerLink® Lehigh Valley, and Ken Guerin, the Executive Director of the Private Industry Council of Lehigh Valley.

### *View from the Top*

#### How May I Help You?

Five simple words, but probably not the five words some of us are uttering. There are those who prefer the words **“I need a job, now!”** The two phrases are not mutually exclusive.

We have seen a number of examples at our weekly meetings where someone landed a job after offering someone else assistance for some reason. Offering your services does not mean getting someone a job. It could be something as simple as listening while someone vents over the frustration of not hearing from a job prospect. It

could be reviewing someone's resume to help them spice it up to get the job they need. It could be simply introducing one person to another who could be of more assistance.

How may I help you? These five small words can have a big impact on someone's life. **New members coming in** are dealing with the rejection of having lost a job. They got to sit through the CareerLink orientation with a room full of others in the same position. They can use all the help they can get. A kind word, an introduction when

*(Continued on page 6)*

August 3

10 a.m. – 12 noon

*TOPIC 1: Take Charge of your Life*

*PRESENTED BY:* Jim Donovan,  
Motivational Speaker

*TOPIC 2: Resume Workshop, Part 4*

*PRESENTED BY:*

LVP Training Committee

August 10

10 a.m. – 12 noon

*TOPIC 1: Financial Strategies for Job Seekers*

*PRESENTED BY:* Mary Evans, CFP, Evan  
Wealth Strategies

*TOPIC 2: Networking Challenge Pt 1*

*PRESENTED BY:* LVP Training  
Committee

**New Member Orientation –**

**11:30 am — 12:00 pm**

August 17

10 a.m. – 12 noon

*TOPIC 1: Using Entrepreneur Source Methodology*

*PRESENTED BY:* Rick Nolte, LVP Panel

August 24

10 a.m. – 12 noon

*TOPIC 1: I, Product*

*PRESENTED BY:* Gus Garcia, Product  
Market Manager at LSI

*TOPIC 2: Networking Challenge Pt 1*

*PRESENTED BY:* LVP Training  
Committee

*TOPIC 2: Business Cards*

*PRESENTED BY:* Joe Wolfe

**New Member Orientation –**

**11:30 am — 12:00 pm**

August 31

10 a.m. – 12 noon

*TOPIC 1: Civil Service Commission Jobs*

*PRESENTED BY:* Michelle Frechette, State  
Civil Service Commission

*TOPIC 2: 2 Minute Speech*

*PRESENTED BY:* LVP Training

## How I Landed

I am very happy to report that I received a job offer and I accepted. AccessData is a Utah-based company that provides software for eDiscovery, computer forensics, and cyber security for law firms, corporations, and government agencies. The Project Manager position enables me to work from home with 50% travel to Washington DC, Houston, the UK, and Australia.

I was out of work for about 6 weeks, and during that time I tried to attend any and every CareerLink seminar that would help me land the next job. Between CWDS, CareerBuilder, Monster, and 3 agencies, I applied to roughly 70 jobs. I had interviews at Comcast, Envisage, GSI Commerce, TD Bank, and ThermoFisher Scientific. Although I was in the last round of interviews with Comcast and Envisage, my neighbor was the one that came through for me.

The one principle I would stress to any job seeker is networking. I reached out to family, former colleagues, friends and neighbors, and my neighbor came through, so don't rule anyone out; it's that unexpected source that will come through with a job. Network, network, network.

I will change my status to Alumni as I want to stay informed and give back to LVP in any way I can. I will certainly reach out to LVP members when I'm in a position to hire. LVP has been extremely supportive and I thank everyone in the group for their time and effort in providing the necessary tools and direction for job searching in today's markets. I don't think I would have found this job had it not been for attending LVP meetings.

Thank you all,  
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## Programs

**July's programs at LVP started out with a demonstration of the group's flexibility and resourcefulness. A last minute cancellation by the scheduled speaker on July 6 opened the way for a "Parking Lot" exercise featuring break out groups that explored solutions to some of the most pressing challenges of the job hunt, including on line applications and resume writing. The creative energy that flowed in the room as solutions were generated and shared was palpable, and matched the following week during the interactive resume review exercise. The soon-to-be-launched LVP website was introduced on July 20 by Shaun Sykes, Frank Cioce, and Ken Herr of the IT Committee. Roll out of the site is expected before the end of 2012. As the grand finale to July at LVP, Abby "Absolutely Abby" Kohut launched her cross country tour with her presentation "How to Maximize Your Positioning with Social Media". She demonstrated a typical recruiter's search on LinkedIn, an eye-opener which highlighted the value of her tips on improving LinkedIn visibility. We were absolutely lucky to host a red hot presenter like Abby.**

Programs are currently booking into October. Input as to future presentations is always welcome.

Katrina Idleman  
Program Committee 2nd Co-Chair  
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## Membership Corner



There are ten things “*The Ladders*” website lists that you can do to chill out and relax a little before, during and after your big “Pitch” (aka interview). Last month I shared the first five of these items. Here are the last five items:

6. Stick to business — it's the time and place for you to explain and sell your ability to do the job. Stick, mostly, to the business side and how you can solve the problems your future boss is currently facing. Don't go into a half-hour long disquisition on the relative merits of Mozart and Beethoven, the reasons you love or hate (but mostly love) the Yankees, or the intricacies of your college rivalries. The interviewer does not want your life story; they want to know your business capabilities.
7. “Bad mouth thee, bad mouth me.” Whenever you trash-talk your former or current employer, guess what the interviewer thinks? “Oh boy, if we hire this guy, I'm next on the firing line.” Never, ever say a bad, mean or unkind thing (especially if true) because that just shows off your ability to be an ingrate or that you like to gossip.
8. Save the money talk for last. You should get a range from the recruiter or HR person before going into the interview. In the interests of saving everybody time, I ought to know what range this position is budgeted for, before considering. Side-step the grilling about your current compensation. An appropriate response might be “I think we're talking about what I'm worth in the future, not what I was worth in the past for a different role, with different responsibilities, at a different company. Am I right or is that off-base?” Don't bring it up in interviews until after they know how excited they are about working with you, because that's when they're most likely to get excited about paying you more.
9. Thank the interviewer for their time and ask (a few) good questions. A great all-purpose question to ask at the end: **“Is there anything I haven't answered that would hinder you from making me an offer?”**
10. Send a thank you email. Thank the interviewer again and reiterate (very briefly) what you discussed and how you can contribute. Three sentences is a good length. Five sentences maximum.

I hope these tips will help reduce some of the anxiety or nerves you feel during your “interview”.

Have a great month; I'm rooting for you!

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Chair, LVP Membership Committee  
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Now that half of 2012 is officially over, it is time to re-assess where the marketing committee is headed this year. A few months back, I set a goal for my committee to make a commitment to contact 100 **companies this year. The committee's goal is to familiarize local organizations and their HR departments** with Lehigh Valley Professional and its immensely talented membership. So, where do we stand? In all honesty, we are not much further along in our goal than we were five months ago. We have had some turnover in our committee membership and some difficulty getting past the **“gatekeepers” at our targeted companies.**

**It would be highly beneficial to our members if we were more successful in getting LVP's name out to local companies.** In the coming months, we hope to put a revised plan in place to set some new groundwork designed to help us better achieve our goals. The marketing committee is open to any suggestions from our membership. We will consider all thoughts and ideas. It is time to explore new ways of getting companies familiar with Lehigh Valley Professionals. Are you up to the challenge?

Also, a note of congratulations goes to Dave Helfrich who has been promoted to 1st co-chair of the marketing committee.

LVP marketing committee  
 Kristin Orach - [korach@ptd.net](mailto:korach@ptd.net)  
 Dave Helfrich - [davidhelfrich@ptd.net](mailto:davidhelfrich@ptd.net)

## Continued Training

**We started off July with a continuation of the Program committee's Parking Lot. The membership broke into groups and worked on particular Parking Lot themes fielding other member's questions** on various topics. It was a pleasure hearing the comments and suggestions from the membership and there was plenty of feedback to tally up. Then Roy Bastian did a session on Body Language providing great pointers for the July 14 Job Fair at LCCC. The following week, our IT committee showed us a preview of the new LVP website (absolutely fantastic work gentlemen) and fielded questions for the training part of the day. For the last week of July, Joe Wolfe did a session on Business/Networking Cards.

**Those “dog days” of August will be heating up more than just the sidewalks at LVP. First up will be the last of the résumé group breakouts, where members will gather into career themed groups. If you haven't participated in any résumé sessions, this is a great time (and the last for a while) to get some feedback on an extremely important document.** After that, the members of LVP will get to hone their skills in a two part/two session Networking Challenge. This is where we will be able to put our Networking Best Practices to the test and turn it up a notch or two. So keep your eye on the Communicator and the weekly email announcements for more details.

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August, usually the hottest month of the summer, brings us Musikfest and the 2012 Summer Olympics in London, England. While all eyes and concern are focused on the athletes and musicians, we here at the IT/Web Committee are concerned with the new website creation, and providing you with the best IT and web service that we can.

**Here are highlights of the “Welcome to Our New Website” presentation made by the IT/Web Committee to the LVP on July 20th:**

1. Introduction of the new website – sections of the website, convenience and maintenance, different look and feel, technology, and benefits found for employers, members, and EC.
2. Site to Site comparison – a look at both websites, a comparison, and view of where things are located.
3. Modules
  - ▶ LVP Active Forums – preview of the active forums module, 6 categories and sub-categories contained, value and convenience of tool that will replace Yahoo Mail Groups.
  - ▶ Resume Manager – preview of the resume manager, access to categories and sub-categories.
4. Updates – updates will follow on site completion, when to submit new resumes, id and password migration access, new logo.
5. Things to remember – this is an overview, the site is not completed yet, preview at [www.careerlinklehighvalley.org/lvp](http://www.careerlinklehighvalley.org/lvp), feedback is welcomed.

The Resume Submittal Process is being reviewed and discussed among us. The currently working process needs some innovation, and the individuals who run the process need assistance. Our Goal: Record and document the entire procedure, and place it in the hands of our committees. The determination of who will have responsibility over this procedure is being determined.

We are still working on content and updates for the new website. EC members have been tasked to look over documents and content for validity and give feedback. Our meetings with key personnel have gone well, steering us towards success of the completed site. Updates to follow.

Shaun Sykes  
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they come in, simple things like these can lift up a person in ways you can't imagine.

I can speak from experience. I found myself unemployed for the first time in 28 years. I thought I could do things on my own. I put together my resume, sent it out and waited for the offers to pour in. And **waited...and waited. I finally realized I needed help,** and paid my first visit to the Lehigh Valley Professionals. I walked in, got my paperwork and sat down, head down in the paperwork trying to figure out how this was going to help. Before I could get too far into the form, I was interrupted by a booming and friendly **"Good morning!" I got my first introduction to Jack Hillman.** He took the time to introduce himself, and

he made me feel welcome. More people came up to introduce themselves. This simple act made me feel a lot better about my situation, and gave me the incentive to help out and pass it on to others. The moral of this story? Blame Jack Hillman for those daily admonitions to turn off your cell phones. Seriously, it made me feel like I was more than the job I no longer had. It made me feel good about myself. And feeling good about yourself translates into a positive attitude when approaching job fairs and interviews.

Start today. Five simple words. How may I help you? You will be surprised at just how helpful you can be.

Gary Schall  
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Gary Schall

## From Your PA CareerLink® Lehigh Valley Connection

Plan to attend the Raymond E. Spencer PA CareerLink® Lehigh Valley Job Fair 2012 to be held on Wednesday, September 19th from 10:00 AM to 5:00 PM, Ag Hall, Allentown Fairgrounds, 17th and Chew Streets, Gate 3, Allentown, PA. We are expecting close to 90 employers looking to fill current openings.

Some of those employers this year will include: Good Shepherd Rehabilitation Network, Olympus Corporation of America, B. Braun Medical, Inc, Computer Aid, Inc. Coordinated Health Network, Lehigh Valley Health Network, Univest Corporation, DB Schenker, Uline, and Keystone Business Products to name a few who will be in attendance.

Each year members of the Society for Human Resource Management (SHRM) critique resumes, some of who are LVP members as well. This year complimentary wireless Internet service will be provided by RCN Business Services for employers and job seekers bringing electronic devices to the event.

**Again this year we will be holding workshops, this year's offerings are:** *Unemployment Compensation; The New Look of Manufacturing; Career Pathways for Advanced Manufacturing; and Using Social Media in Your Job Search.*

If you are available and interested in volunteering to help our event be a success, please contact me for areas of need.

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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.

