



LVP Communicator

A Monthly Newsletter of the Lehigh Valley Professionals

February, 2012 Vol. 4, No. 2

Calendar

February 3

10 a.m. – 12 noon

TOPIC 1: Interview workups- three sessions-

SPEAKER: Training and Program Teams

TOPIC 2: Elevator Speech, Two Minute Pitch, Interviewing Etiquette Seven Stories

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

February 10

10 a.m. – 12 noon

TOPIC 1: Mock Interviews
PRESENTED BY: SHRM

TOPIC 2: Practicing speaking / timing, Practicing two minute pitch, Quiet planning

February 17

10 a.m. – 12 noon

TOPIC 1: Networking Effectively
SPEAKER: Dave Newton, Past LVP Executive Chair

TOPIC 2: Chamber of Commerce

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

February 24

10 a.m. – 12 noon

TOPIC 1: Navigating the PA State Civil Service Application Process

SPEAKER: Susan Zehner, PA Dept. Of Labor

TOPIC 2: Business Cards
SPEAKER: Rick Coleman

A VIEW FROM THE HELM

Sailing is a lot of fun. Sitting on the bow, you get a great feel for the experience. The wind is blowing in your face. The edge of the boat carves through the water. There is NO roar of an engine, only the hum of the vibrating shrouds. You are alone with the wind, the boat and the water.



Every ride on a boat is different, depending upon the environmental conditions. Sometimes there is a mild breeze and flat water; the boat glides along almost by itself. Sometimes, the wind is heavy. The sails will overpower the rudder and the boat will not respond to the helm. Sometimes, there are more boats in the harbor that one can count, the skipper is constantly tacking and jibing to avoiding a collision.

I suggest there may be a comparison between sailing and job hunting. Do you ever get the feeling that you are alone? You have your computer, your resume, job sites, and a telephone that

seldom rings. Sometimes you apply for a position, and you get a response in hours. Sometimes you apply and your response is a professional note expressing their gratitude for your application, but others have a closer match to the requirements. And then, of course, many times your applications go unnoticed, no response, a void.

What I want you to remember, whether it is sailing or job-hunting, you are not alone. The sailor has his crew on board. Someone is grinding the jib sheets. Someone is handling the main. In the job hunt, the applicant has friends, family, past co-workers, and I hope as you become connected to LVP, you will see us as partners with you on this voyage. Together, we will make it FUN and SUCCESSFUL.

“In God We Trust”

John Pennington

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Photo from www.sail-world.com

A Note from PA CareerLink® Lehigh Valley

We are seeing an increase in interest from employers looking to hire individuals who are qualified under the Workforce Investment Act (WIA) for On-the-Job Training (OJT) Funds. With American Recovery and Reinvestment Act (ARRA) Funds as a National Energy Grant (NEG) for OJT, along with our WIA OJT Funding, we are now able to provide employers up to 90% reimbursement of a qualified new hire’s salary during initial training up to 26 weeks.



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How I Landed

I am writing to expand upon last month's article by Jim Robertson. Wow, what great advice! If it weren't for the fact that I have never met Jim, I would be inclined to say that he used my ideas, but he didn't. I guess that others think this way also. This is a good thing. I would like to add some additional comments.

- 5) Try to help others in their job search. I set a goal to help at least three people land during my time of unemployment. This allows you to broaden your job search and may find something for yourself in the process. Sometimes we tend to have tunnel vision and don't see all of the opportunities. If you are successful, you made a great network connection even if it's in a different field.
- 6) Always be yourself; don't try to be someone else at an interview just to impress.
- 7) Don't fret over slight mistakes because that is how one grows.
- 8) If the job doesn't feel right, it will not work out for you. Trust your instincts.
- 9) Always be prepared for a full interview even if you are just doing a casual meeting or phone call. I actual had this happen to me during what I thought would be just a quick phone call to get initial information. This quickly turned into a full phone screen. This caught me by surprise and I didn't do well.
- 10) Pass on what you learn to others. Do not assume that everyone already knows what you just learned.

Programs

What We Learned Last Month

For much of the month of January the Program committee has been intent on preparing Lehigh Valley Professionals for a session of Mock Interviews, scheduled for Feb. 10th. Included in January offerings were a presentation on the Interviewing Process from Richard Schaffer, a panel of women from CareerLink Lehigh Valley talking about several programs that members might find beneficial, Interest Group caucuses, and a review of Behavioral Interviewing.

The Mock Interviews are being set up with the Lehigh Valley Chapter of the Society for Resource Management (SHRM). Fifteen Human Resource Professionals from local businesses will interview participating LVP members and critique their presentation in a way that few actual interviewers ever will. This will provide very valuable insight into our strengths and weaknesses.

The program Committee has a schedule planned through February and into March. Although we have several new active members, more are certainly welcome, and we welcome ideas on suggested programs.

Jeff Vitelli

Program Committee Co-Chair
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While most everyone is aware of the marketing committee, it occurs to me that not everyone understands our purpose. To be honest, it is really quite simple; we want to spread the word about LVP and the fabulous members we have. As we approach our 10 year anniversary, there are still many people, and companies for that matter, who are not aware of who we are and what we do. And that in a nutshell, is why we aim to make contact with at least 100 area companies this year.

Our purpose in visiting these companies is two-fold. The first is so that we can meet with the HR staff of these companies to tell them about LVP and the pool of highly qualified candidates that we have. We also want to direct them to our website where we have resumes of active members posted by category. We want to make them aware that access to our website is FREE; all they need to do is register with Career Link.

Secondly, we want to find out more about the hiring practices of these companies. For example: What types of positions do they hire for? Are they looking for degreed individuals, can we help them in any way? Where do they typically post jobs? Do they pay for the use of sites such as Career Builder and Monster?

In summation, we want to get the word out there about LVP and make as many contacts as possible so that we can communicate the information we receive to our members. Please help us to help you. If you have any company information that could be useful, please send it our way!

Until next month,

Kristin Orach *korach@ptd.net*

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Dave Helfrich *davidhelfrich@ptd.net*

A Note from PA CareerLink® Lehigh Valley

(Continued from page 1)

I shared information at the January 6th LVP meeting and since have had some questions from members. The following is additional information regarding this program.

Cover letters along with thank you letters (after an interview) are excellent ways to let employers know you qualify for the OJT funding (after you are registered in WIA). The direct link to the federal website that provides detailed job descriptions is www.online.onetcenter.org/crowwalk (go to the SOC section and input job title).

For those alumni working members, the O*NET website is utilized by many employers to write or improve their job descriptions.

For OJT funding, the positions need to be listed on the High Priority Occupations List (HPO) and companies need to be on the Target Industry Cluster (TIC). For only the ARRA NET OJT funding the job needs to be on the HPO or the industry needs to be on the TIC. So for construction industry or educational facilities, for instance, if the position is on the HPO and you are unemployment 22 weeks or longer since 1/1/08 the OJT can be written. For any LVP member interested in being a part of WIA for the OJT Funds you will need to attend a WIA Information Session to get started after your Introduction to PA CareerLink® Lehigh Valley.

To sign up for the WIA session see the Workshop Calendar listed on www.careerlinklehighvalley.org and then call our Help Desk at 610.437.5627 ext 263.

Karen McAndrew-Bush

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For Our Alums...

Although LVP Members who have landed are moving on to another phase of their lives, we in LVP still need your help. We recognize that you would like to forget about this time and move on. However, the job search and networking skills that were learned are life skills. We have always talked in our meetings about “Networking for Life.”

One of the responsibilities of your LVP Alumni Committee is to remind our active and alumni members of this need. To support this, we have developed and distributed to you an Alumni Manifesto that defines in some detail the justification, expectations, and some detailed instructions that LVP Alumni should understand to help them stay involved.

This manifesto is both philosophical and instructional. It contains the following sections:

1. Why you should stay involved
2. How you can help us
3. Your “I Have Landed” message
4. Keeping the LVP database up to date
5. Managing your Yahoo! Group email
6. Staying in touch
7. And, a poem that makes the point

Please review this document here https://www.lvprofessionals.org/alumni_manifesto.asp and comment where appropriate. You will have to login to the LVP Web Site to access this document.

Thomas Emmerth

Alumni Chair

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IT World

February, the shortest month of the year is upon us, and with the cold and chilling weather and celebration and remembrance of Black History Month, the IT/Web committee continues to serve the needs of LVP.

Work on the new LVP website is still progressing, and we want to thank the EC for their registration to the new web site, and the feedback they are providing us. This feedback will help us to transform the site into what it needs to be. We encourage you to continue your registration and review of the site. Mini meetings/demos have begun, and are being scheduled with Executive Committee members. At the meetings attendees get the chance to view and familiarize themselves with the site, and review questions or needs that may arise. Specifically, please look over the EC committee responsibilities/about the committees on the current website, and send us your updates for committee purpose, and duties/responsibilities of chairs and co-chairs. The information may be out of date, and some things may be missing entirely. Those of you who are interested in joining or helping the Web/IT committee with our endeavors or activities are encouraged to contact us and fill out a membership form. Your candidacy will be evaluated by the group, and you will be notified.

If you experience problems, outages, delays, or have issues with our current website, please reach out to us or the EC in a timely manner. Website and server support will be notified to correct the problem.

Shaun Sykes

IT/Web Co-Chairman

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Membership Corner

What does it mean to be a member of a group where a limited term of active participation is the goal? This question comes up frequently because no matter how social, informative and supportive the Lehigh Valley Professional Group is, none of us wants a sustaining membership.

LVP is not a fitness center that offers services and equipment to be used or ignored as soon as our dues are paid and the novelty wears off. LVP is much more like a food co-op that requires some level of volunteer participation by all of our members. The “pitch in” benefit of volunteerism contributes to the ideology on which this organization thrives.

The value of our individual membership in LVP is based on the cost of what we put into it, not the cost of membership. We don't have to pay for the donuts and coffee although donations are welcome. What we pay for is the group support, a set of professional people to connect with, fine speakers and the training programs. In order to increase the value of our membership during the short-term we all need to take action:

- ▶ Honor group rules. (Arrive early; turn your cell phone off.)
- ▶ Volunteer with authentic intent.
- ▶ Follow through on offers of help to others.
- ▶ Learn new things and practice what we learn.
- ▶ Share stories, tips, and techniques with others.
- ▶ Ensure that what we say and what we do are in alignment.
- ▶ If lost, ask for directions

Honor the idea of your short-term membership, make it meaningful, and make it valuable. Membership can be as simple as the click of a connection on LinkedIn but being a member here is much more and should make you feel proud, connected, and energized about the announcement of your landing your next position.

C. Lynn Tax

Membership Committee
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Continued Training

We started the New Year with new methods of training based on the feedback we received from the Training Surveys and to help everyone prepare for the Mock Interviews on February 10. Bill Kruger presented “The Seven Stories Exercise” and how to use this exercise to prepare for behavioral interviews. In addition, the Training Committee has begun to use some interactive training methods as opposed to traditional presentations. We have facilitated interactive exercises focusing on interview questions and what interviewers are trying to learn from these questions. After the interviews, we will be bringing back our former Executive Chair, Dave Newton, to speak about networking effectively. We plan to continue with the topic of Networking for the rest of February. As always, please let us know if we are meeting your training needs.

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,



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