



LVP Communicator

A Monthly Newsletter of the Lehigh Valley Professionals

May, 2012 Vol. 4, No. 5

Calendar

May 4

10 a.m. – 12 noon

TOPIC 1: Intro to Cultural Competency

PRESENTED BY:

Phyllis Alexander,
Weed and Seed Coordinator,
City of Allentown

TOPIC 2: Training: LinkedIn Secrets

PRESENTED BY: Joe Wolfe, LVP Training Committee

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

May 11

10 a.m. – 12 noon

TOPIC: Interest Group Discussions

PRESENTED BY: LVP Program and Training committees

May 18

10 a.m. – 12 noon

TOPIC 1: Raising Capital from Different Sources for a Business

PRESENTED BY: Mike Gausling,
Managing Partner, Originate Ventures

TOPIC 2: Training (tbd)

PRESENTED BY: LVP Training Committee

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

May 25

10 a.m. – 12 noon

TOPIC 1: The Internal Critic

PRESENTED BY: Steve Gunn,
President, Steve Gunn &
Assoc.

TOPIC 2: Navigating the Applicant Tracking System

PRESENTED BY: Nargiza Jedwab,
LVP Training Committee

View from the Top

Getting Noticed

The numbers are in. Unemployment rates are going down, from a high of 10.2 percent in October of 2009 to 8.1 percent for the month of April.

While this is good news, it is still too high. With all the competition for jobs out there, how do we get noticed?

One way to get noticed is to be active. Yes, exercise is always a good thing to do, but that's not what I mean by being active. I'm talking about staying active with your resume, and staying active with your online presence. So let's look at each.

Stay active with your resume by constantly updating it as needed. If you have taken courses to expand your knowledge base, make sure it is on your resume. If you volunteer for an organization, such as LVP, put it on your resume. As you are searching the web for openings, look at the keywords that seem to appear over and over again, and make sure they are on your resume. You may be saying to yourself, "I already do that by customizing each resume for a specific job application." That is a great thing to do and should be done for every application. The benefit to making sure commonly used keywords are already on a generic resume can be summed up in two words ... Job Fair. Job fairs are being offered by many organizations. Colleges are putting together fairs for their graduates. Companies are offering job fairs for

when they plan to open a new facility. Job search websites like Careerbuilder.com are offering job fairs for companies within the area. The opportunities are there, but you might not know ahead of time what types of jobs they are hiring for. Having a generic resume with as many of the appropriate keywords in it can only help.

You need to keep your online presence active as well. If your LinkedIn profile hasn't changed since you put it up there, you are not getting the most out of it, and you will not show up in the front of any searches. Keep your profile fresh by updating it on a regular basis. Add keywords to your summary. Add groups and expertise to your profile. The more activity you have on your profile, the more people will see your name. Remember, every time your profile is updated, all of your contacts receive a notice of that change.

The key is to get your name out there. Your LinkedIn profile can only help, and it's a lot easier than calling each contact and saying "Look what I did." Let the world know who you are and the next thing you know, YOU will be the one bringing in the donuts.

Gary Schall

LVP Executive Chair
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How I Landed

I tried to give my "I Have Landed" summary at the LVP meeting on April 20, but soon realized that I have more to say than would fit into a few minutes. That is why I started a blog to tell the story of my three month job search. Please visit <http://www.edschulz.com> to read more. Send me email if you'd like to be notified when new posts appear.

On April 30 I started officially as a Senior Software Engineer at Pivitec, LLC, a startup company in the business incubator at Ben Franklin TechVentures. Our first product is a personal audio mixer based on the Ethernet AVB standard. My salary for the first few months will be subsidized through the PA Workforce Development Trade Act on-the-job training (OJT) program. Hint: Pay attention to the various CareerLink notices and programs. They might help you get a job.

I first heard of Pivitec through the LinkedIn Discussion Group named Connected in the Lehigh Valley. From my first contact to the verbal job offer took five days. Hint: Subscribe to relevant discussion groups, and practice scanning those items quickly. When you find a job description that fits you, apply immediately. Local jobs that are posted locally will have a smaller applicant pool than the national job boards. If you are the first good candidate and sell yourself well, why would the employer keep looking?

There was another job offer open to me at the same time. That one appeared on Aerotek's thingamajob.com job board on April 12, although I probably noticed it first in another LinkedIn discussion group related to embedded software. I applied that day, and interviewed on April 16. The verbal offer came two days later. Having this second offer might have sped Pivitec's decision to hire me. Hint: It's not hard to sell yourself to a recruiter, since usually you know more about your field than they do. Once a recruiter presents you to the employer, you are in a small pre-selected applicant pool.

Parting hints: Learn all you can about the search process from seminars, books, web sites, and your human network. Put the good ideas into practice. Be upbeat and confident. Sell yourself aggressively, without crossing the line into arrogance or cockiness. Make it easy for the employer to see that you can do the job, that you will love the job, and they can tolerate working with you. (I stole that last one from a recent LVP speaker.)

Ed Schulz

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Programs

April always has been a metaphor for rejuvenation, resurrection, blossoming, in our collective psyches. The LVP Program offerings this past month have certainly embellished that idea. Good Friday was a CareerLink Holiday. We each spent the week nourishing our important relationships (a la Nancy Marshall's presentation in March). Eric Kramer returned on April 13th and signed up almost 30 LVP members to use his Active Interviewing, and IBest Methodology. Bill Wilkins, on April 20th, got us all fired up with a job-search tune-up. Dick Cippoletti returned to speak to the group about "Hiring Ethics in the Digital Age" on April 27th.

Programs are booked through May and your Program Committee is working on some very exciting possibilities through the summer and into the fall, planning for a special celebration of the tenth anniversary of Lehigh Valley Professionals. Stay tuned, and, as always feed us your thoughts about programs we need to organize to best meet members' needs.

Jeff Vitelli

Program Chair

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For Our Alums...

One may ask why a Community Job Support Group like Lehigh Valley Professionals (LVP) needs an Alumni Committee and an active Alumni Effort. The basic reason is that we all should accept a motto of “networking for life.” We want each of you to remain members of LVP at some level forever. After we land, we MUST continue to network. One should make a resolution to have at least one networking opportunity EVERY WEEK. There are many opportunities for this such as professional society meetings or your various volunteer activities. After all, the job search and networking skills that you learned are LIFE SKILLS.

From an LVP perspective, we really need you to stay involved. Those job leads that you continue to receive but no longer need can be sent to the group. As your new company has openings, send them to the group. If your friends need our help, send them to the group. Make yourself available to other members who can use your insight on specific professions or specific companies. As you develop new business insights, volunteer to present these at a future LVP meeting program. Your LVP leaders can use your advice in making your LVP better and better. You can keep your LVP friends in your network and periodically reach out to them. A strong LVP is valuable so that it will then be there for you and others when there is need in the future.

We will keep you informed of ongoing LVP activities monthly through the pages of this newsletter, your LVP Communicator. The key leaders and their email addresses are always listed. Please reach out to us with your advice. We will periodically hold Alumni Meetings so that we can get together face-to-face. Please attend when you can. And, if there are other ways we can serve you, our LVP alumni, please email me below.

Thomas Emmerth

Alumni Committee Chair

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IT World

May is the season of flowers, academic graduations for colleges and universities, and a month reserved for accolades to mothers. In this season, the IT/Web Committee continues to maintain the flow of our structure and organization.

We are pleased to welcome Leonard Victoria to the committee ranks. Leonard is a former leader of the committee, creator of the current LVP website, and has DOTNETNUKE knowledge and experience. Leonard’s software development skills will benefit the group moving forward.

You may have noticed an error message (Untrusted connection, 500 Internal Server Error, or other – The received certificate has expired/ or similar) when trying to access the LVP website. This was due to an expired security certificate on the server (Secure Sockets Layer (SSL) Certificate provides website security for confidential and other data). PA Careerlink is working with the server and site administrator to rectify this issue.

If you have skills, experience, or ideas that you think will benefit the committee or the website, please let me or another member of the Executive Committee know. Your input could benefit us, and help us to reach our goal of IT service to the entire LVP community.

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

Shaun Sykes

IT/Web Co-Chairman

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Last month we presented a term used in marketing as a “USP”... unique selling proposition. This marketing term is universally accepted to mean something that makes a particular item or product, in this case YOU, particularly unique. Some examples used in advertising are slogans such as, “You get fresh, hot pizza delivered to your door in 30 minutes or less -- or it's free” from Domino’s Pizza, "When your package absolutely, positively has to get there overnight" from FedEx and "What Can Brown Do For You?" from UPS. Domino’s Pizza, FedEx and UPS have all used the concepts listed in the aforementioned slogans to set them apart from their competition. Another similar and more current term would be the positioning statement.

I will ask the group again, what sets you apart? Not one person in the entire LVP membership had any feedback for this month’s article. Therefore, we are posing the question again, “what is your USP?”

Here are some brainstorming questions to ask: What makes you unique, more valuable, and more visible? Do you have any unique skills? Do you have any distinctive experiences? What do you feel sets you apart from others? Have you traveled the world? Do you speak multiple languages? Are you a Veteran? What would an employer’s three biggest benefits be in hiring you?

Stay tuned for next month’s article. Now that you have a USP, what do you do with it?

LVP marketing committee

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Continued Training

I am sad to say that Marie Cole has decided to step back from her leadership role with the Training Committee for personal reasons. I would like to thank Marie for all of her hard work, ideas, and effort with the Committee. It has been a pleasure working with her these past seven months and wish her good luck with her job search.

I also want to welcome Joe Wolfe as the new 2nd Co-Chair for the Training Committee. Joe has a diverse background in supervision, project management, and training. Mike and I look forward to working with Joe.

Based on the suggestion from Gaspare Bianco, the Training Committee organized a photo session for members to have their digital photo taken for their LinkedIn profiles. Gaspare was also the primary editor, cropping the photos to meet LinkedIn’s specifications. The LVP Members who generously donated their time for this project are Allan Gow, Gaspare Bianco, Paul North, Beth Healy, Roy Bastion, and Marie Cole. Twenty-four LVP Members attended the session and had their pictures taken.

April turned out to be a light training month between Good Friday and Eric Kramer presenting to the membership. This month had Training Presentations from Wendy Packard (Organizing Methods for Networking) and Bill Kruger (LinkedIn).

As always, let Joe Wolfe, Mike Leonard, or me know how we are meeting your training needs or if you have any ideas for future training presentations or exercises. If you would like to be part of the Training Committee, please let the three of us know and we will glad to work with you.

Bill Kruger

Training Committee Chair

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Membership Corner

By way of a follow up to Lynn Tax's article of last month, I can personally attest to the value of her observations regarding our networking with other LVP members. As I am relatively new to LVP I wasn't sure what to expect by way of practical training. However, I now look forward to the training opportunities and skill building exercises that are developed by the Training Committee.

One case in point was the role playing session involving networking techniques on Friday, March 2nd. I was with a really nice group of people working through the exercise but somewhere along the line the event crossed over from role play to reality. One member of our group asked me about my career aspirations. I replied that among other things, I went to college to become a teacher. Although my experience in public education was limited, I had gained extensive experience as a youth and adult Christian education teacher in my church. Then he pointed to another person across the way and said that I should talk to that man as he is on the Board of Directors of the Lehigh Valley Christian High School (LVCHS). That man was Mark Lomastro a brand new LVP member.

I went over and introduced myself to Mark who is indeed on the board of directors as well as being a design engineer. We soon discovered that I knew his daughter who knew my son as they both were graduates of LVCHS. Mark informed me that the board will soon be reviewing their staffing requirements for the next school year. We exchanged contact information and I followed up with my resume and cover letter. I am also keeping my eye open for any opportunities in the field of design engineering that I can pass on to Mark.

Mark asked me how I knew he was on the board of directors of LVCHS. I pointed to the person at my table and said, "That gentleman told me about you." Mark said that he had never spoken to that man. When I asked the first person how he knew Mark was affiliated with LVCHS, he responded that he overheard Mark talking about being a board member.

Wow, that's networking... and I thought that I was just role playing.

David P. Ross

Membership Committee
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Remember: Employers list professional positions on www.pacareerlink.state.pa.us You should search the Pennsylvania state site 3 or 4 times a week to uncover new opportunities.

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.

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,

