



LVP Communicator

A Monthly Newsletter of the Lehigh Valley Professionals

November, 2012 Vol. 4, No. 11

View from the Top

Perspective

Monday night and into Tuesday morning this last week of October had a very sobering way of bringing things into perspective. My wife and I were watching a movie on TV as The Storm Formerly Known as Hurricane Sandy started its destructive path through the Lehigh Valley. Shortly after 9pm, the power went out. We spent the next day or so without power, hoping we didn't lose everything in the freezer, and waiting for things to calm down enough to check for damage. We were lucky. The storm took out our power, along with thousands of others, but when we checked on the house Tuesday afternoon, we found that all of the roofing material and aluminum work scattered in front and behind our place belonged to someone else. The ice we packed into the freezer did its job, and we walked away intact.

The same cannot be said for our neighbors, and countless others in the Lehigh Valley, as we took stock of the surrounding area. Many homes lost siding and capping. Roofing shingles littered the streets, downed trees and branches blocked many roads, and a house a few doors down from ours lost their roof completely. Injuries and fatalities were reported throughout the path of destruction left by Sandy.

As we continue to pursue job leads, **network like we've never networked** before, and brush up on our interviewing and resume skills, let us not

forget that our situations are temporary, and that no matter how painful and frustrating our job searches are, this situation IS temporary.

During the next few LVP meetings, **don't forget to use your networking** skills to check on your fellow members. With our membership growing in this tough economy, I am sure that some of them have suffered varying degrees of damage. Now more than ever it is important to reach out to those who need help and support, and be available to offer assistance and moral support to those who need it more. Please take the time to check in with your closest compatriots at LVP, as well as those you may not know as well, and make sure they are getting the help that they need.

Remember, at Lehigh Valley Professionals, **we ARE a community...a** community that cares about those we share a bond with. Let us continue to offer the support and encouragement that we are known for, and make this an even tighter, more caring group we know we are capable of being. Let us expand our concept of networking, and adjust our perspective to help those who need it most.

Gary Schall
LVP Executive Chair
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November 2

10 a.m. – 12 noon

TOPIC 1: Networking to find a Job and Opportunities at ABEC

PRESENTED BY: Gary Bender, ABEC, Chief Financial Officer

TOPIC 2: Twitter and the Job Search

PRESENTED BY: Dale Wilson, LVP Training Committee

New Member Orientation

11:30 am — 12:00 pm

November 9

10 a.m. – 12 noon

TOPIC 1: The Idea Lady

PRESENTED BY: Rita Guthrie, Open Door Public Relations

TOPIC 2: Twitter and LVP: Networking on Twitter

PRESENTED BY: Dale Wilson, LVP Training Committee

November 16

10 a.m. – 12 noon

TOPIC 1: Emotional Intelligence on the Job Hunt

PRESENTED BY: Jillian Stone, Owner, Stone Mountain Solutions

TOPIC 2: Maintaining a Positive Attitude

PRESENTED BY: Gary Schall, Executive Chair, LVP

New Member Orientation

11:30 am — 12:00 pm

November 23

Happy Thanksgiving

November 30

10 a.m. – 12 noon

TOPIC 1: The Holiday Job search

PRESENTED BY: Tom Emmerth, Alumni Committee Chair, LVP

TOPIC 2: Body Language

PRESENTED BY: Roy Bastian, Program Committee, LVP

New Member Orientation

11:30 am — 12:00 pm

Continued Training

October brought some special treats our way when the ghost of Training Chair Past, Rick Smeltz presented “Your Daily Job Search Document” on Oct 5. Dale Wilson helped us clear the cobwebs off our references with “Reference Management” on Oct 12, while Rick Erdman shed illumination on the mysterious concept of “Informational Interviews” on Oct 19. Michael Leonard, Sr. opened up the candy jar and elevated more than our blood sugar with his compendium of over the top tips on a wide assortment of training and presentation topics. Finally, Joe Wolfe was frightening as ever with his ideas on “Interview Prep & Follow Up” on Oct 26.

November brings us a bountiful harvest as Dale Wilson, our resident Tweet King, serves up a heap-**ing helping of social media with “Twitter and the Job Search” on Nov 2. Dale then dishes up a healthy dose of seconds with “Twitter and LVP: Networking on Twitter” on Nov 9. On Nov 18 our very own beloved fearless leader Gary Schall will help feed our minds and spirit with “Maintaining a Positive Attitude” and Roy Bastion will help us burn off some calories with “Body Language” on Nov 30. So what happened to Nov 23? LVP will be taking the day off to recover from stuffing our faces the day before. And please remember that we all have a great deal to be grateful for, so let’s be sure to take some time this month to do just that.**

Happy Thanksgiving Everyone,

Joe Wolfe
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Dale Wilson
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Rick Erdman
2nd Co-Chair
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Marketing

The past October has marked a major milestone for the marketing committee’s first co-chair David Helfrich. After many months on the job search, I am happy to say that our friend has finally landed. I want to offer a great big heart-felt congratulation to Dave. I truly hope your new position is fabulous.

Coincidentally, LVP has seen many long-timers landing in the past few months. To all of you, the marketing committee says “good for you.” **This goes to show what perseverance can do.**

For the rest of us job seekers and as those of us who are employed, we must remember to keep our “marketing tools” current. **Make sure you always have current business cards, an up-to-date resume, and continue to maintain and update your LinkedIn profile.** Is there something that you can do to go the extra mile in your self-promotion, such as your own website, a personal blog, joining professional organizations/groups, volunteer work? Lastly, no matter what your employment situation, continue to network, network, and network. I cannot begin to tell you how valuable a tool this is. In fact, it should be your most important tool in your self-marketing arsenal.

Kristin Orach
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IT World

November is here. The leaves are falling steadily, the time of day will fall back one hour, and the Thanksgiving holiday meets us with an abundance of food, and full stomachs. As we come together to acknowledge our many blessings and share food and festivity with our families and loved ones, let us not forget some of the things we should be thankful for – health, families, experience, knowledge, and membership in an organization like the LVP.

Work is continuing on the new website, along with testing of the resume module. Updates of presentations, LVP Communicators, and schedules have been made to the websites, so continue to check the website for the latest information. A problem with the forgotten password/password retrieval option on the website was reported and was fixed by the website administrator.

We are soliciting help for the creation of the new website and recruiting members to join the committee. If you have skills in web design and development or have knowledge and experience in building web sites under the Content Management System (CMS) platform, we would like your help. Please contact members of the committee with your interest as follows: Shaun Sykes – shaun.sykes@mail.com, Bob Slivka – bslivka@fast.net, Frank Cioce – fcioce2@yahoo.com, Paul Bunting – paulbunting@verizon.net, or Ken Herr – kenherr@ptd.net.

Working behind the scenes, we are here to service the IT, web and technical needs of the LVP. 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 -Chairman
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Programs

What We Learned In October

October was another month filled with great program topics. Starting the month with a follow-up session to **“Developing your WOW Statements”** by Gus Garcia in August, our own Joe Wolfe facilitated energetic and interactive interest groups designed to meet the **“WOW statement”** challenge laid out 6 weeks earlier. The following week Dan Citrenbaum asked this question of the LVP Members: **“Can a Franchise be Right for You?”** The Week after Mike Conway, Director of St. Luke’s Health and Fitness Program, gave a well received lecture/discussion about **“Maintaining Good Health during Your Job Search”**. Based on the variety and number of questions asked by members, I would say this topic is near and dear to our hearts [pun intended]. I should mention that the following week was a testament to the professionalism and talent of the program and training committees who deftly adjusted to a changing program bill. **Members who weren’t in the know enjoyed Mike Leonard’s very energetic “Best Practices -- a Compendium of the Top Tips for All Networking and Job Search Activities”** They enjoyed Mike’s Presentation not knowing he had moved his talk up by 3 weeks to fill a sudden vacancy. Thank you and well done Michael. Lastly, Gary Bender, speaking from many years of experience with Air products and Chemicals, RJ Reynolds, and more recently as CFO of ABEC, shared his thoughts on **“Networking to Find a Job, and Opportunities at ABEC.”**

The Program Committee continues to book December and January. As always, your thoughts and suggestions for improving future programs are always welcome.

Roy Bastian
Program Committee Co-Chair
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How I Landed

Hello All,

I have gone to work for ConsultNet under a six month contract with a permanent sign-on option (possibility?). The client's site where I will work is Clyde Bergemann in Malvern. They are a material handling company working predominantly with power generation industry. The position is in my much loved area of interest, project management.



My road to this opportunity started at the Steel Stacks Job Fair back in July of this year. My decision to go was significant because I went only as an afterthought. I worked the show as efficiently as possible and ended up giving my 30 second speech to ConsultNet which led to a **"tell me more" conversation.** Af-

ter several more follow-up phone calls, they came up with a client who was interested in my background and wanted to interview me. I had a smooth, high confidence interview. I point this out because my success in the interview had everything to do with all the lessons of preparation and presentation one learns and/or sharpens at LVP. The **conventional things such as my "7 Stories", responding** without that unrehearsed drone, etc. were fine. However, I know from feedback what really got their attention was my preparedness with 1) good questions 2) an "I-Best" (knocked there socks off!) and 3) custom email and snail mail thank you letters. The extra attention here was noted. It also helped that I was very qualified for the job. The moral of the story is to do diligence to the whole process. No shortcuts. You are assessed from start to finish.

Having said that, I want to thank each and every one of you for the support to get back in pay mode. Unfortunately my special shout-out list is longer than your patience. I do want to thank the EC for tolerating my Napoleonic moments along the way. I will go quietly into alumni mode and work behind the scenes to the extent that I can. At least I know I have a home at LVP. Again, thank you all.

Regards,

Frank McDowell III
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For Our Alums

The LVP Group is here to serve all of us, just as we are all here to serve the group. LVP activities are primarily organized and managed by the LVP Executive Committee (EC), which is made up of 21 members. On this committee we have three Executive Chairs (an Executive Chair and two Executive Co-Chairs) and six committees with three representatives from each (a Committee Chair and two Committee Co-Chairs). The efforts of these volunteers are what have made LVP so successful over these last ten years. Maybe some of you have served on the EC in the past. If so, thank you for your service.

To fulfill the goal that LVP is run for the group and by the group in a democratic way, once a year, the LVP membership elects all 21 members of the Executive Committee to serve for the coming year. On December 7, 2012 we will be holding these elections for our leaders for the next year. These elections represent a vital part of LVP, selecting its leadership.

To complete this effort, nominations will be solicited by email from the entire membership. A Teller Committee of three members will be appointed to supervise this election. From these nominations, a ballot will be prepared that will be sent to all members. If someone cannot attend the December 7 Meeting, they can vote electronically. The Teller Committee will verify and tabulate the ballots. The results should be available at the December 14 Meeting. An LVP Elections Guidelines document has been prepared to guide our Teller Committee and membership.

Tom Emmerth
Alumni Committee Chair
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Asking for help is OK

Are you someone who likes to ask for help or someone who prefers to do everything alone?

What's the difference? One way makes your career easier and the other prolongs the process if you are having a problem. Can you guess which one?

Ask yourself this, "If someone asked you for help, would you help them?" Most people would say yes. So, if you are OK helping someone else, why wouldn't you let someone else help you?

No man (or woman) is an island. We are not meant to reach our goals alone. We are meant to be successful through the assistance of others. Imagine the possibilities if you let this thought sink in. Your entire career (and life) could be completely transformed. And, you would have a pathway to solving your problems and reaching your goals.

So, how can you ask for help in your career?

Tell Yourself That Asking For Help Is Ok. Most people do not like to ask for help. We like to do everything on our own and prefer to tackle challenges without assistance. We view ourselves as strong and asking for help as weak. We worry how we will be viewed if we ask for help. Maybe our request will bother the person we are asking or paint us in a negative light. Asking for help is not a sign of weakness; it means we have thought through an idea or challenge and were not able to solve it alone. It means it's time for someone else (besides ourselves) to help with the process. The cliché "two heads are better than one," has been around for many years for a reason. Help makes everything easier.

As LVP members, we are a network of individuals helping ourselves through helping each other. Look at your glass as half full and take advantage of the resources in your network at LVP. During this time of temporary unemployment, use what you have to make this experience great. You only have one life, so why not make it a life you love.

I'm rooting for you!

Phillip St. James
Chair, LVP Membership Committee
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*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.

