

LVP Communicator

A Monthly Newsletter of the Lehigh Valley Profession-

October, 2012 Vol. 4, No. 10



October 5

10 a.m. – 12 noon

TOPIC 1: Follow-up on Recent Presenter Challenges: Developing WOW statements

PRESENTED BY: LVP Program and Training Committee

TOPIC 2: Your Daily Job Search Document

PRESENTED BY: Rick Smeltz, LVP Training Committee

New Member Orientation

11:30 am — 12:00 pm

October 12

10 a.m. – 12 noon

TOPIC 1: Can a Franchise be Right for You?

PRESENTED BY: Dan Citrenbaum, Entrepreneur Options

TOPIC 2: Reference Management

PRESENTED BY: Dale Wilson, LVP Training Committee

October 19

10 a.m. – 12 noon

TOPIC 1: Maintaining good Health during your Job Search

PRESENTED BY: Mike Conway, Director, St. Lukes Health and Fitness Program

TOPIC 2: Informational Interviews

PRESENTED BY: Rick Erdman, LVP Training Committee

New Member Orientation

11:30 am — 12:00 pm

October 26

10 a.m. – 12 noon

TOPIC 1: Emotional Intelligence on the Job Hunt.

PRESENTED BY: Jillian Stone, Owner, Stone Mountain Solutions

TOPIC 1: Interview Preparation and Follow Up

PRESENTED BY: Joe Wolfe, LVP Training Committee

View from the Top

We Are Not Alone

Yes, we know we are not alone. Every Friday we get together with fellow LVP members to talk about our trials, tribulations and triumphs we experienced in the past week. We know there are literally hundreds of us who are actively participating in LVP activities. There are, however, others that are participating without the recognition and camaraderie we share at LVP.

I'm talking today about our significant others. They are our wives, husbands, girlfriends or boyfriends. They experience the same loss, the same angst that we are going through. In some cases, they, too, are not currently employed. In many cases, it is their paycheck that covers expenses for the month. Where we can get together with others in the same situation, many times they have to deal with these issues alone. They have to answer those questions from their friends and coworkers about why we **haven't landed something yet. They** may even have to address the same isolation we sometimes face when those same people who used to socialize with you as a couple now distance themselves from your **significant other because they don't know** how to deal with your situation. We may end up feeling our significant **other's frustration at THEIR situation** for the same reason they end up feeling **OUR frustration...we aren't in** their shoes.

I have heard from several significant others that they wished they could have a gathering similar to what LVP **does on Fridays...something where** they can gather and talk about some of the things THEY are dealing with. With that in mind, I would like to throw out a question to the general LVP membership: Would your significant other be interested in some sort of regular gathering of others in the same situation?

I am not suggesting a parallel LVP organization. I am, however, talking about the possibility of significant others getting together for a couple of games of bowling, or maybe coffee **and pastries at a Panera Bread's or Dunkin Donuts.** If you think this is something your significant other might be interested in, send me an email with his or her email address. If you think your significant other might be interested in being the organizer for these gatherings, let me know as well.

I know from personal experience that getting together on Friday with others in the same situation as I am in has made a big difference in my outlook for the future and overall wellbeing. Maybe this can do the same for those we love. As I said before, we are not alone.

Gary Schall
LVP Executive Chair
gmschall@yahoo.com

Recap of LVP 10th Anniversary Celebration

On September 15, we celebrated LVP's tenth anniversary with an event at the Bethlehem Township Municipal Park, Pavilion I. 70+ people attended this event that began at 11:00 AM with hors d'oeuvres and networking. After a program at noon, those in attendance enjoyed picnic fare and fun until 5:00 PM. Many of our alumni attended and it was great for our active members to meet those that came before them. A number of spouses (significant others) also attended and it was enjoyable to meet them as well. There were also a few prior speakers and at least one employer in attendance. A good time was had by all and all enjoyed the truly wondrous spread of edible delights.

Many thanks go out to the 10th Anniversary Committee for their hard work over the last few months to make this great event happen. Sharon Trimble, Wendy Packard, Deb Thompson, and Jeff Vitelli with help from many did a fantastic job making this happen. Please congratulate them when you see them for a job well done.

The program at the celebration was especially nostalgic. Gary Schall was our Master of Ceremonies and expressed the thanks of the active members for providing the current LVP environment. Mr. Ken Guerin, the Executive Director of PIC of the Lehigh Valley spoke for CareerLink®. He expressed not only the value that LVP provides to CareerLink® and the unemployed professionals in the Lehigh Valley but to him on a personal level. He is an alumni member too. Jeff Vitelli represented our many prominent meeting program speakers by sharing their messages of congratulations. Mr. Thiep Pham, founder of LVP, was our keynote speaker and shared his thoughts with various quotes from Henry Ford. His message described our "coming together", "keeping together", and "working together." Details are in the September issue of your LVP Communicator.

It was great to see and catch up with our many LVP alumni who attended. We must get together more often.



Tom Emmerth
Alumni Chair
temmerth@compuserve.com



If you're still looking for a job, now is a great time to assess some of your job hunting techniques. It is always a good idea to take a step back every once in a while to confirm that you're on the right track and doing all the right things.

From time to time, it is necessary to stop and determine what you think is working best and what is not. If you find yourself temporarily off course, don't worry—it's okay. Keep in mind that finding a job is not an exact science and you will experience a lot of trial and error along the way.

The most important thing is to stay optimistic and motivated. In addition to maintaining that positive outlook, here are some simple ways to stay on the right track:

1. **Get the Skills You Need.** Are you finding that you are not qualified for jobs that you are applying for because you don't have the right skills or educational background? Now may be a good time to consider looking at furthering your education. Don't forget the possibility of WIA funding through CareerLink® and options such as schools, from traditional to online, that can offer you the flexibility that you need to get educated, get more interviews and secure that job you have always wanted.
2. **Keep Practicing.** You might think that going on several interviews for different jobs might be a bad sign, but actually, the more interviews you go on, the more practice you get and the more opportunities you have to refine your interview techniques. So stick with it. Every interview will be a learning experience that you can apply to your next interview.
3. **Seek Out the Help of Friends.** Ask a few of your closest friends or family members for some honest feedback on your interview techniques or to review your resume. Friends and family have your best interest in mind and will provide honest feedback. They also have their own experiences to share of what works and what doesn't. Also, don't forget to utilize your LVP contacts throughout your job search to provide you with advice along the way.
4. **Be an Informed Job Seeker.** When interviewing with a potential employer, don't just talk about yourself. It may sound crazy, but instead of just tooting your own horn, research the company by reviewing their latest press releases or reading to find out the latest news about the company through industry magazines so that you can be knowledgeable and ask more specific questions. You can also demonstrate your value by explaining how you can help their company with a specific product or area of their business.
5. **Reassess Your Job Alerts.** Automated job alerts are a must job search tool to ensure that you're not missing out on any great job opportunities. Now that you are in the process of reevaluating your job search you may also want to reevaluate your job alerts to confirm that they are yielding the best possible results. Make certain that you are targeting only the types of jobs you really want. Modify your alerts or set up new alerts to be automatically alerted of opportunities that truly match your job search criteria via email.

Good luck with your search, I'm rooting for you!

Phillip St. James
Chair, LVP Membership Committee
p.stjames@yahoo.com



The fall season is here, and the month of October brings that autumn feeling in the air. We feel a change in weather, we see the multiple colors of red, green and yellow, falling leaves, pumpkins, and Halloween looms to scare and tickle our fancy. The IT/Web Committee continues our role behind the scenes through the change of the seasons, providing quality technical service to the LVP organization at large.

Starting this month, there will be a new feature added to our article periodically that we call Tips and Tricks. The features are designed to update our members on new and innovative points, and enlighten and educate the group.

Tips and Tricks -

Why does my keyboard have a key with the MS Windows logo?



Seems a bit silly to dedicate a whole key (or two) just as a substitute for clicking on the “Start” button, right? Well, that key is rather handy, actually. It works like your <Ctrl> or <Alt> keys inasmuch as combining the **<Windows> key with other keys will produce a neat result. Let’s examine some of the clever shortcuts using the often neglected <Windows> key...**

<Windows> plus <E> = Launches Windows Explorer (my favorite!)

<Windows> plus <D> = Shows Windows Desktop

<Windows> plus <R> = Launches the “Run” dialog

<Windows> plus <F> = Launches “Search” dialog (think “F” for “Find”)

<Windows> plus <L> = Locks workstation

<Windows> plus <Pause> = Launches “System Properties” dialog (this will impress your geekiest of friends!)

NOTE: The function (or lack thereof) of <Windows> key combinations not listed above will vary between different versions of MS Windows. Thankfully, there is no pre-designated key combination that will immediately erase your hard drive. Furthermore, I am not at liberty to disclose the key combination that reveals winning lottery numbers.

Most folks realize that there is more than one way to skin a computer. Of course, we all have our preferred ways of getting the job done. Using keyboard shortcuts as an alternative to clicking on a series of menu items or an icon is one way to boost your productivity. Happy computing!

Shaun Sykes
IT/Web -Chairman
shaun.sykes@mail.com

Frank Cioce
IT/Web Co-chair
fcioce2@yahoo.com

From Your PA CareerLink® Lehigh Valley Connection



Another successful Raymond E. Spencer PA CareerLink® Lehigh Valley Job Fair was held on September 19th and touted The New Look of Manufacturing. Billboards, cable television ads (through Viamedia), WFMZ Channel 69 News ads, cable weather crawl ad, newspaper ads (Morning Call, Express-Time, Reading Eagle, and Times News), Hola radio spots, RCN Community Bulletin board, and various online events calendars touted the event that drew 3,909 job seekers. We had 85 employers (included in this number were some training providers, many of whom also had job openings they shared). Employers in attendance were looking to fill over 3,971 job openings, many with professional level positions.



Each year members of the Society for Human Resource Management (SHRM) critique resumes. Thank you to LVP Active and Alumni Members Linda Martin, Debby Mayberry, Deborah Thompson, Susan Roberts, Lori Ofner, Anthony Pawlowski, Marlene Ruby, Michael Scheerer, Jeffrey Scheck, Kathy Savage, and Jane Touchtone and SHRM members who critiqued resumes. We assisted 298 individuals with that service.

This year we held workshops as well which included: Unemployment Compensation, Using LinkedIn in Your Job Search (thank you LVP member and presenter Joe Wolfe for a job well done), The New Look of Manufacturing, and Career Pathways for Advanced Manufacturing.

Additional thank you to LVP members Ruben Saenz de Viteri, Bimo Sunupoernomo, Marlene Ruby, and Marylou Simmons who volunteered in our computer area, escorted employers to their booths, and handled the workshop area. Thank you to all the LVP members who gave their time to see the LVP booth had coverage all day. Results so far have yielded 6 new members and more to follow due to having a LVP booth at our job fair.

I have received positive feedback that job seekers and employers alike were pleased with the event and the good news of hires will be made. Good luck to all who attended.

Karen McAndrew-Bush
kmcandrew-bush@careerlinklv.org

Programs

August was a bonus month in terms of program offerings at LVP – there were five Fridays and five great presentations. Motivational speaker Jim Donovan led off with “Take Charge of your Life and Attract the Work you Desire”. The August 10 presentation moved from the inspirational to the practical with Mary Evans, a CPA with Evans Wealth Strategies, offering “Financial Strategies for Job Seekers”. Our own Rick Erdman took the floor mid-month with the presentation “Marketing Yourself in the Interview.” Gus Garcia’s presentation “I, Product” reinforced the point that as employees we are problem solvers who need to meet the needs of the company. The final program on the August slate was presented by Michelle Frechette, a state civil service recruiting specialist. She offered guidance on the ins and outs of applying for civil services jobs.

September’s presentation started with preparation for the PA CareerLink® Lehigh Valley Job Fair. Presented by Alumni Committee Chairman Tom Emmerth, his presentation, “How to Work a Job Fair”, was both informative and motivating. On September 14th the group was visited by Author/Speaker Rod Colon who brought his real-world experience to us through an interactive presentation based on his “Seven Step Job Search”. On September 21, Rick Nolte brought to the group his Entrepreneurial Source approach to self employment as a unique solution to our Job Search. To close the month, Wayne Barz, Manager of Entrepreneurial Services at Ben Franklin Technology Partners of Northeast PA, spoke to the group with an insider’s view of small and start-up business’ for job seekers.

Katrina Idleman
Katrina_idleman@yahoo.com
Roy Bastian
roy.bastian@gmail.com
Program Committee Co-Chairs

Marketing

September 19th marked the date for the annual CareerLink® job fair. I am wondering how many of our members had a chance to attend this annual event. Moreover, if so, did you make valuable use of the “face-time” you got with potential employers and other attendees at the event. While it may be difficult to obtain a job from job fairs such as this, we must remember to consider these functions as an excellent forum for networking opportunities. Consider this: we must market ourselves as the great people we are. If we do not, no one is going to do this for us. For example, I ran into many people I knew at the job fair in addition to the employers. While I did not make many in-roads with employers that day, I did get several leads and ideas from the people I happened to “run into” during the job fair. Will any of them pan out? Well, you just never know, do you?

Additionally, LVP hosted a booth at the job fair for our group once again. It was quite a busy day for us as we had many inquiries about our fabulous group. Our discussions focused on the various topics our group can provide members such as networking, training and our variety of speakers. I would like to thank all of our volunteers who helped to make the day a success for LVP.

Until next month,

Kristin Orach
korach@ptd.net
Dave Helfrich
davidhelfrich@ptd.net
Janis Stacy
janisstacy@yahoo.com

How I Landed

Hello All,

I've landed after a record setting journey. I will be working as an SAP Analyst at an international company located within 2 miles of my home. This will be even closer than the 3 mile commute that I had for over 20 years.

Newspaper ads by my employer were first brought to my attention 2-3 months ago at Right Management. I applied for one job and was approached about a different, but similar job, two months after applying.

My journey began in early 2009, when I went out the door at LSI along with 10% of the workforce that year. With a long career in software development for the semiconductor industry, I decided to stay in the region. I built upon my software background to transition into information systems by acquiring an MSIS (Master Science Information Systems) at DeSales University.

I paid for the first class. I then obtained funding from the following for which I am thankful: WIA (Workforce Investment Act), ARAA (Stimulus Plan), and finally TAA/TRA (Trade Act). TAA/TRA only became an option after Congress amended the act in spring 2009 to cover non-manufacturing industries and jobs lost to India and China.

I gained CRM and other IS/IT experience on WDIY's IS committee and did a five month contract after graduation in May 2011 as a Data Analyst, utilizing Microsoft Access to analyze the health and vitality of the arts in 3100 counties across 13 demographic groups.

Important keys to my search:

- ▶ Understand your strengths and build upon them,
- ▶ Maintain a positive attitude by getting out and connecting with people,
- ▶ Volunteer to keep active,
- ▶ Seek knowledge (for your career and job search) through education, webinars, internet, books, professional organizations, and resources like LV Professionals, CareerLink®, and Right Management (if you get outplacement service),
- ▶ Recognize every opportunity as a networking opportunity.

The IS IT Focus Group was valuable in gaining additional insights to interpreting jobs in the field, aligning my interest to well matched positions, staying connected with opportunities and education. Thanks to everyone on the committee and to LVP.

Charles James
cbhjames@gmail.com

Continued Training

Traditionally August is a hot month, and the same was true at LVP. Dale Wilson hosted the last of our résumé breakout groups. Then he conducted the first part of “Red Hot Networking,” presenting ideas to kick your networking skills over the top. Then the group was treated to Rick Erdman’s debut with “Marketing Yourself” presented during the program hour. For the training session, Joe Wolfe presented “Your Marketing Brochure Trifold”. The next week Dale conducted a follow up to “Red Hot Networking” and brought us “Your Two Minute Pitch”, an expansion of the 30 second pitch on August 31.

While September might have had us thinking of cooling temps and kids returning to school, your Training Committee kept the heat turned up. Tom Emmerth kicked the month off with “How to Work a Job Fair” to help us get ready for the big fair on the 19th at Ag Hall. Training followed up with “Red Hot Job Fair Tips” with tips on altering your approach and taking the stress off the event by Joe. On September 14 the training committee presented an unheard of quadruple tag team approach to “The Omnivert’s Guide to Job Fairs” tips for all personality types, by Rick, Dale, Joe, and Roy Bastian. On September 21 Rick Nolte’s panel of previous LVP members fielded questions on becoming entrepreneurs and the month closed with another tag team by Rick and Dale on “Cover Letters and Thank You Notes”.

As the leaves turn glorious hues of amber, sienna and vermilion and kids turn their thoughts to bags of treats and scary costumes, we will bring back the ghost of Training Chair Past - Rick Smeltz – who will offer his sage advice with “Your Daily Job Search Document”. Dale will present “Reference Management” to help you get your referral ducks lined up and Rick will cover “Informational Interviews” to help you score the winning goal in the big show. Closing the month will be Joe with some scary ideas and methods on “Interview Prep & Follow Up”. So make sure you come to the meetings for the best advice, instruction and inspiration available anywhere at any price.

Joe Wolfe Training Chair
jmwtyr@rcn.com

Dale Wilson, 1st Co-Chair
dale0914@aol.com

Rick Erdman, 2nd Co-Chair
RCE555@aol.com

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,

