



LVP Communicator

A Monthly Newsletter of the Lehigh Valley Professionals

April, 2013 Vol. 5, No. 4

The View from the Helm

UPCOMING EVENTS

April 5:

LVP Meeting

10a.m. – 12 noon

Program: Volunteer Panel

Presenters: Jane Trotter, Vice President of programs for Volunteer Center of the Lehigh Valley; Ismael Arcelay, from Mayor Pawlowski's office; and Joyce Marin, Director of Community Partnerships for St. John's Lutheran Church.

Training: Reference Management

Presenter: Roy Bastian, Training Team

New Member Orientation

11:30 a.m. – 12 noon

April 12:

LVP Meeting

10a.m. – 12 noon

Program: "Focus Groups"

Presenter: Marlene Ruby; 2nd Executive Chair of LVP with EC collaborators

Training: Focus Groups Continue

Presenter: Membership

April 19:

LVP Meeting

10a.m. – 12 noon

Program: "Time Management in the Search for Hidden Jobs"

Presenter: Bill Wilkins, Private Investor, CEO Level.

Training: Telephone Interviewing."

Presenters: Carla Adams and Jeff Vitelli

New Member Orientation

11:30 a.m. – 12 noon

April 26:

LVP Meeting

10a.m. – 12 noon

Program:

"Alignment is Everything"

Presenter: Joseph Facciano, Jofash Enterprises

Training: "Information Interview I: Developing a Marketing Plan"

Presenters: Roy Bastian and Carol Burress

United We Stand, Empowered We Land

It used to say "United We Stand, Divided We Land." I said that once at a meeting and for the most part, I really liked it. So did many other members. It came to me, like so many other thoughts in a moment when I was relaxed and open to, shall we say for lack of a better term . . . "Divine Inspiration". Sometimes that happens. I will bet it has happened to most if not all of us and perhaps more than once. But that aside, what does it really mean? Simply this: LVP members have a place to be united in their transitional quest for procuring employment. LVP as a whole provides members

"Everyone gets knocked down now and then; its how you get back up that counts!"

with information on improving their job search tools and techniques and networking strategies. And now, LVP is poised on doing even more. Already Focus Groups are being asked for help and are gratefully and happily responding. People I never knew are coming to me, in person and online and telling me that they heard of LVP and all the wonderful things we have done and are taking on. Little by little, step by step, it is working.

And now I offer you another change to that of Empowered We Land. Why? Think about that for a moment. Are we not empowered by all we have learned and experienced at LVP and in our job transition? Transition is a phase of our lives that will never leave us the same again. It has touched us, our friends and our families. And now we reach out even

more to our communities, the Lehigh Valley and even beyond. Just as the unemployment situation has touched our entire country, so too will the benefits of transition touch us. Benefits? Yes, benefits. I am a firm believer of "that which does not kill us makes us stronger" and I am also a firm believer that if we can learn from what we go through, then we are all the richer for it; for with knowledge comes power. We each own our transition phase and what we do or do not do while in it. No matter what external forces are at work in our lives, we have the ultimate power over ourselves. We can give that power away or we can utilize it to benefit ourselves and those around us. We make the choice and, make no mistake about it; it is *our* choice to make. The power is ours if we only recognize it as such. Each of us controls what we do, when and how we do it.

We have learned the difference between a master's tools and an apprentice's tools (like learning how to write better resumes and how to target them to particular jobs) and like masters, have also learned to wield those tools for maximum results (learning the finer aspects of interviewing and how to take ownership of that interview). We have learned how to network better, smarter and more resourcefully. And these things I mention are but a few of the many things we have learned and have mastered or are mastering. LVP is not only tools and techniques, but it is also support. We share, we care, we help and we listen; either per-



Joe Wolfe



Rick Smeltz



Marlene Ruby

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sonally or in groups. You are not alone. If this is not empowerment, I do not know what is.

Some say that when life deals you lemons make lemonade and I do love the positive wisdom behind that. However, I would put it to you that transition is not life dealing us lemons but is instead helping each of us to find the strength from inside that can be forged to be unbreakable. I am by no means perfect or any different from anyone else in transition. I get rejection notices or don't get replies to job applications. Things do not always go my way. When I get knocked down, I may get angry or even upset, but ultimately I dust myself off, think of a new line of approach and try to see where another strategy may be more successful. Why? Because it's not about getting knocked

down. Everyone gets knocked down now and then; its *how you get back up that counts.*

So when you look in the mirror to adjust your tie or necklace or whatever clothing and accoutrement you may be wearing for that next interview, job fair or networking event, take a moment to give yourself a nice big smile and a big pat on the back. You deserve it. You are a far better person now than you ever were before and are all the better for it.

That is why I say, loud and proud: **United We Stand, Empowered We Land.**

Joe Wolfe, LVP Executive Chair
jmwtyr@rcn.com

Rick Smeltz, LVP 1st Executive Co-Chair

Marlene Ruby, LVP 2nd Executive Co-Chair

How We Landed

Kevin DePietro

I wanted to thank everyone for their support and guidance in what was a very difficult time. Loosing a job can be an embarrassing and humbling experience. Although the closing of my office had me going through the process with everyone else, I still felt alone. Finding Lehigh Valley Professionals proved to be amazing. I learned it is not our fault, we all have value, and we are all in this together. Rule number one was to network and get out there. Everyone at LVP gave me the confidence to do that.

I did not realize there was so much to learn. I found out quickly how unprepared I was. The presentations were informative, well prepared, and not condescending. Among other things, I learned how to assess my strengths, identify my needs, write a resume and prepare for an interview. I learned to practice my answers to questions I never really thought of such as "tell me about yourself" and "aren't you overqualified?" I would recommend everyone take advantage of these meetings. Even if you do not feel you have anything to gain, your experiences may help others. I gained just as much talking with those

sitting with me as the presenters, and that is saying a lot.

Don't be shy. Speak to as many people as you can at every LVP Meeting.

I was fortunate to have one of my former coworkers refer me to one of her neighbors at Bazzini Holdings. With my new confidence, and learned interview skills I was able to share how my past experiences would be beneficial to them. I received a call on Friday afternoon, and will start first thing Monday. This means I will be unable to come in and announce my experiences in person, but I do want to thank everyone. You all had a role in me getting this position. You are all such caring and talented people. I know you all will land soon.

Good luck to all,
Kevin DePietro
kevinde@ptd.net

Mark V. Ehrlich, M.B.A.

I am happy to announce my landing. I was fortunate to have two offers at the same time. I accepted the first offer and then very shortly thereafter I received a second offer for a higher level position. I contacted the first company and very politely declined their offer explaining

the situation. I would appreciate feedback on how I handled the situation and any constructive criticism for handling it better in the future should I find myself in the situation again.

My advice for the group is:

1. Never give-up.
2. Be yourself as the interview is a two way street. I had a six hour interview with the company that I am working for. I took pages of notes which I then typed and have started to construct an action plan.
3. Work hard. Employers expect it but want you to succeed since they will in turn be successful.

Best wishes to all.,
Mark V. Ehrlich, M.B.A.
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Michael Leonard, Sr.

After seventeen months, I have finally landed. I would like to thank all of the LVP Committee Chairs and team members for their support over the almost two year period. I would also like to thank

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Karen McAndrew-Bush for her leadership and continued work with LVP.

I found my new job while taking my wife's car to the repair shop. A little sign on the side of the road stated: "Hiring Within." I took a chance and wound up with a full time paid position as a trainer for Wyndham Worldwide, a Fortune 500 company. The pay and compensation plan were more than I would ask for.

My advice for the LVP Group is:

1. Look everywhere. You never know where the next opportunity will come.
2. Practice your one minute elevator speech. The vice president asked me to give him mine as he was rushed and had another appointment.
3. Go over behavioral questions as the Director of the company asked me a key question: "We only have one position and 10 people applying for it; why should I pick you?" My answer: "Some are under qualified some are over qualified I am absolutely qualified." I believe this statement sealed my deal. Best wishes to all.

Michael Leonard, Sr.
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For Our Alums

In many cases, your LVP is far different than when you were an active member. Perhaps the economy is far worse. Also, the length of a job search is far longer. This has



Thomas Emmerth
Alumni Chairman
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resulted in the great "success" of LVP as a significant job search resource for professionals. The downside is that our

weekly meetings are very well attended. We are averaging attendance well into the 80s and some weeks 90+ members attend. We felt that we are losing some of that personal one-on-one support for each other.

Therefore we have implemented Focus Groups. These are small occupation or industry focused groups that meet weekly to discuss member job searches in a focused way. Within these small groups, members can reduce search times, enhance focused professional skills, expose members to focused opportunities, keep current with industry and career path trends, and especially to provide focused volunteer assistance to local businesses and the community.

Initial Focus Groups are the following:

- IS/IT
- Sales/PR
- Supply Chain/Purchasing/Logistics
- Manufacturing/Operations
- Engineering
- Management/Insurance/Finance
- HR/Training/Social Work
- Health Care/Pharma

As an LVP Alumni member, how can you help? If you have an interest in one of these areas, discuss issues with the specific Focus Group leader. If you have expertise in one of these focused areas, attend a meeting to share this. If you need some consulting help in one of these areas on a volunteer basis (or more), again call the Focus Group leader. Contact me via email and I will facilitate the introductions. The IS/IT Focus Group is already working on two projects for local nonprofits. As is often said, "What can we do to help?"

Marketing



This month's submission from the Marketing Committee will be focusing on our social media efforts. We would like to remind you about the various

online personas that LVP currently has. For our LinkedIn group (www.linkedin.com), click on groups and type in Lehigh Valley Professionals in the search box) has an impressive number of subscribers. As of the end of March, there are currently 2023 subscribers. To those who have already signed up, thank you. To those of you who have not subscribed yet, we are waiting for you. As a subscriber, you will find numerous discussions designed to help you land that next best job. In addition, there ARE job postings in there, so sign up to expand your job search options.

Our twitter feed (www.twitter.com/lvprofessional) is not quite as popular. There are currently only 82 followers of our feed. If you do not have a twitter account, set one up. It is free and you can find some very useful information here. What you WON'T find is a tweet of what someone had to eat or concert pictures. What you WILL find are useful tips on your job search or resume, and retweets of job postings done on twitter. Follow us. You won't regret it.

Our Facebook page (<http://www.facebook.com/LVPNG>) is currently in need of some likes. There are only 59 likes for Lehigh Valley Professionals. I KNOW many of you really like us, so it's time to show it on Facebook. Our Facebook page includes a calendar of upcoming events, past activities and links to items of interest to LVP members. Like us on Facebook and keep up to date.

Gary Schall, LVP Marketing Chair
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Membership

As the new, new Chairperson of the Membership Committee, it is now my turn to provide you with an article for the LVP Communicator for the month. But before I go any further, I want to thank both Phillip St. James and Nick Jurisko for their help and guidance very early in my tenure as Membership Chair. While I was only on the Membership Committee with both Phil and Nick for a very short time, they both reinforced the importance of teamwork and cooperation. I had to reach out to both recently with questions and concerns, and was gladly helped without any hesitation on their part. While they have both landed, their continued commitment to assist LVP continues. Remember we are here to help each other and to form lasting bonds both personally and professionally.

I am actually getting off easy for my first month, as the article is a follow-up of the previous month. This month's information is the second half of an article from Brazen Life, a life style blog's "22 tips to Re-Focus and Re-Energize Your Job Search."

12. **Create a personal brand.** This is more than a logo and tagline. Everything about you, be it tweets, Facebook pages, articles, etc., should have a unified personality, voice and value statement. Your brand should differentiate you from the pack.

13. **Be visible.** Go to events. Post interesting articles. Connect others. Don't sit behind your computer all day.

14. **Update your network on your progress.** You're the protagonist in your own story, fighting the evil unemployment empire. About every six weeks, let them know how the next chapter is going.

15. **But don't over ping them.** If someone in your networks gets three separate "help" emails from you in a week, they're going to go cold.

16. **Approach interviews like a consultant.** This will help you get into the right mindset that 1) it's less about you and more about how you can help them, 2) you listen and get curious and 3) you demonstrate your genius instead of just talking about it.

17. **Breathe and smile.** People smell fear and desperation in interviews. To combat your sweat glands, breathe and smile. They are the basic ingredients to being relaxed and personable.

18. **"Thank God for unanswered prayers."** Forgive me if I just quoted Garth Brooks, but he's right. Sometimes you dodge a bullet by *not* getting the job.

19. **Study up on search firms.** Executive search firms have very specific protocols and etiquette. If you're lucky enough to attract their attention, read up on their rules of engagement.

20. **Create your own job.** If you see a market niche, don't be afraid to propose your own job. At the very least, they'll be impressed by your initiative, and you're in a candidate pool of one.

21. **Be you.** By being you, you're guaranteed to be an expert and come across as genuine, which two really good qualities in a job candidate.

22. **Enjoy time off.** When you're working, you'll long for the time when you could have taken three-day weekends. Make the most of this time off while you can.

So those are the last 11 tips from this article. I hope that they have helped.

Tony Dragotta
Membership Chair
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Training

Spring brings an annual promise of change, renewal and growth. It is a message taken to heart each week by your Training Committee. Our commitment is to facilitate each individual's path. Our goals are:

1) Foster an environment of sharing, mutual support, and life long learning.

2) Provide essential and modern training topics to LVP membership as part of our weekly meetings.

3) Provide a platform for personal growth by giving individual members an opportunity to learn, practice, and improve their training skills, whether it is developing new training topics, creating new PowerPoint slides, or sharpening their public speaking skills.

Volunteers are always welcome at any level of participation.

Beyond the formal presentations, there is much more training available to LVP members. First, I encourage everyone to search out useful and important job related training for their job search and to share those findings with other members. Don't underestimate the value of each tip or trick you find. Share it. Second, I highly encourage all active members to use our monthly meetings as a mutual training ground. Please use each meeting as an opportunity to practice being professional. Practice a morning routine for looking good. Arrive on time and feeling good. Arrive with the purpose of working your craft: shaking hands, meeting people, projecting positive body language, delivering your 30 second speech, or just chatting with fellow members. These are all powerful tools to practice and have ready for a successful job search. I can think of no better or more forgiving group to help you train for your next great opportunity. So, practice, practice, practice.

Roy Bastian
Training Chair
roy.bastian@gmail.com



IT/WebWorld

April is the month of showers, April Fool's tricks and pranks, Income Tax submittals, and Arbor, Earth, and Administrative Professional days. As the temperatures start to warm, and Spring looms in the air, the focus of the IT/Web Committee continues to be LVP IT and IS support, maintenance and management of websites and accounts, and work on our new website for deployment.

Tips 'N Tricks: **The Function of Fn**



Hello laptop users. The <Fn> key may appear on certain compact external keyboards as well, but this *Tips 'n Tricks* article is intended primarily for you and your laptop's integrated keyboard.

You may recall a recent *Tips 'n Tricks* article where we discussed the <Windows> key. Similarly, the <Fn> key also works as another <Shift> key, just like the <Ctrl> or <Alt> keys.

How do you know which keys will work in combination with the <Fn> key? Look closely at the <Fn> key. Most likely, the printing on the key (if not the whole key) will be a different color or employ a different font. Or, the <Fn> key may bear a symbol or a border. Look for that color, font, symbol or border on other keys on the keyboard. Those will be the keys that will have a special purpose when used with the <Fn> key.

So, what is that special purpose? Ignoring customized keyboard mapping, that purpose is determined by your laptop's manufacturer. Personally, my favorite <Fn> key feature is the switch to activate the keyboard lamp built into the lid of certain laptops. This is extremely helpful when using a laptop without illuminated keys in low light conditions (yes, the MacBook keyboard lights up...

settle down, Apple users).

Read the full article here: <http://db.tt/B0kz12Tx> (NOTE: This link is CASE-SENSITIVE).

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LVP Executive Committee

The Executive Committee is staffed by volunteers. Here are the current members:

Joe Wolfe – Executive Chair
Rick Smeltz – 1st Executive Co-Chair
Marlene Ruby – 2nd Executive Co-Chair

Alumni Committee
Tom Emmerth – Chair
Tim Doherty – 1st Co-Chair
Dezso (Nick) Nyitray – 2nd Co-Chair

IT/Web Committee
Shaun Sykes – Chair
Frank Cioce – 1st Co-Chair
Bob Slivka – 2nd Co-Chair

Marketing Committee
Gary Schall – Chair
Melissa Eisenhart – 1st Co-Chair
Diane Thomsen – 2nd Co-Chair

Membership Committee
Tony Dragotta – Membership Chair
Diane Rudolph – 1st Co-Chair
Kim Tredo – 2nd Co-Chair

Program Committee
Jefferson Vitelli – Chair
Joyce Marin – 1st Co-Chair
Bev Saunders - 2nd Co-Chair

Training Committee
Roy Bastian – Chair

As you can see there currently are openings for 2nd Co-Chair on the Program and Training Committees and 1st Co-Chair of the Membership Committee.. Members interested in volunteering for any Chair/Co-Chair positions or Committee positions should contact the respective Chair or Co-Chair(s) of that committee.

LVP Web Resources

Here are the links to the official LVP pages (you can get to the page just by clicking on the hyperlink):

Website – <https://www.lvprofessionals.org/>

LinkedIn Groups –
<http://www.linkedin.com/groups/Lehigh-Valley-Professionals-1181577/about>
LinkedIn Company Page – <http://www.linkedin.com/company/lehigh-valley-professionals>

Facebook –
<https://www.facebook.com/LVPNG>

Twitter –
<https://twitter.com/LVPProfessional>

Yahoo Groups -
<http://finance.groups.yahoo.com/group/lvppng/>

Please be sure to bookmark (add to your favorites) these pages.

What We Learned Last Month

The month of March began with the sowing of seeds in LVP as our own 2nd executive chair, Marlene Ruby, guided the membership into the formation of Focus Groups. This was done with an exercise that empowered small industry-based groups to assist members who presented a job search challenge by brainstorming creative solutions. This session launched the member-driven initiative to realize the Executive Committee's vision of a more powerful LVP.

The following week allowed the focus groups to continue developing relationships with work on each other's resumes. There will be periodic Focus Group Programs, at least one each month, as many of the Focus Groups continue to meet and develop their role in the LVP "What can I do to help you?" mission.

On the Ides of March (3/15) Career Coach John West Hadley joined us with "What's Blocking your Job Search?" To help us answer that question, he had members complete their own ChangeGrid. This is a very useful visual tool which plots perceived abilities and challenges to tell us where we need more skill development, where we need to take action, where to move out of our comfort zone, and where to raise the bar.

Dick Cipoletti, founder and owner of RCC Associates, a local recruiting firm and an LVP friend from at least four previous programs, returned on March 22nd with an updated PowerPoint presentation on "Job Searching in the Digital Age". As always, his information was timely, wise, and specific to the Lehigh Valley. Members digested it all in a lively question/answer period.

If the month began with sowing seeds, we ended with a harvest feast: what it looks and feels like to return to the workforce. On Good Friday, five LVP Alumni who best embody the spirit of "Networking for Life" gave up a part of their holiday to participate in an Alumni Panel. Thiep Pham, founding member of LVP, Dave Newton, two-time member and past executive chair, Jim Palmquist, multiple-time LVP member and now President of Pennsylvania's AARP, Diane Elliot, LVP member in 2009-2010 and now Executive Director of New Bethany Ministries, and Ted Denman, self-described mover of people, products, and businesses, answered questions prepared by Joe Wolfe and Roy



Jefferson Vitelli

Bastian and ably moderated by Joyce Marin. The panelists fielded further questions from the floor, and all five stuck around for open networking when the meeting ended at noon. The room was still buzzing after 1:00 PM. Thanks to all who contributed to making this one of the most empowering events that this Program Chair has facilitated in my tenure.

And many thanks to the members who have come forward to offer suggestions, and initiate contacts with a batch of presenters who promise that the summer's bounty will just get better.

LANDED (continued from page 3)

Matt Matulewicz

I started a consulting role as a project manager working at Chubb Insurance on April 29th. I found the job by connecting with someone in my network and will be working directly for them. My story started 10 months ago. This being my first experience with unemployment, I was of the mind that since I was a good worker with skills, I would be able to submit

my resume to openings and the offers would come easily. That is when I learned what the black hole was all about. I had heard of networking and thought I knew what it meant, but quickly found out there was a whole new level that I was unaware of. For most of us, the techniques will take us out of our comfort zones. But that is what it takes to really do this effectively. If you are more introverted, the approach will not come easy. You have to just do it and the more you practice, the better you will become. Face to face meetings are the best. So I have become a big believer in the networking process for the purpose of finding and helping others to find jobs.

Through LVP, at one of the meetings, Rod Colon spoke about his process. I bought his book and followed his process. I found the process to be very focused and it helped to keep me on track. One of the things Rod mentioned while speaking was a book called "Never Eat Alone" by Keith Ferrazzi. This book gives examples of how to break through the reticence of networking in different situations and what to do when. I recommend this book.

Another area that has helped me is to take advantage of every opportunity for learning and networking that you are offered. I have personally joined several groups that can be found on meetup.com and others. These are excellent opportunities to learn new things and network with others in the industry. I believe the new focus groups are a great way to give back to the community while gaining important experience. This is a way to show on your resume how you have been active during this time. I have been involved in the IT focus group working on the website project for New Bethany Ministries. We are making good progress there and I will continue to support that effort going forward. Best of luck to you all.

Matt Matulewicz,
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