



# LVP Communicator

A Monthly Newsletter of the Lehigh Valley Professionals

January, 2013 Vol. 5, No. 1

## View from the Helm

### Happy New Year

January 2013 is here already. Many people tend to look at the start of the year as a time of new beginnings and turning over new leaves (or is that leaves?).

Correspondingly, LVP is also starting anew, with a newly elected Executive Committee (EC). The members have put in place a great team with wonderful attributes that blend together like a living, breathing work of art that Michelangelo would be proud to sign.

And preparations are underway putting one of the main themes of the new year into motion; that of increased visibility. In the months to come, the EC will be working on getting the Lehigh Valley Professionals name out to every business, organization and opportunity they possibly can. It is a massive undertaking, and I have the utmost confidence that we have the team that can achieve that goal. We can see the fruits of our labors sooner rather than later.

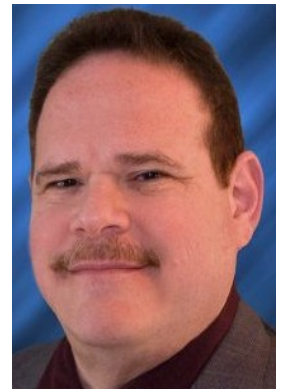
So we have Increased Visibility. What then? I'm glad you asked. Increased Visibility is Phase 1, Focus Groups are Phase 2. Focus Groups are a great way for members to network, work together, learn and achieve. They can show potential employers, or those who know potential employers, what the members of LVP have to offer. They are "What

can I do for you?" incarnate and a way to take networking to the nth level.

For those who would be a part, there is a role for all of us, both members in transition and alumni. Focus Groups are the *Preparation*, reaching out to the community that can generate *Opportunity*. And when Opportunity and Preparation meet, Success ensues.

I am deeply honored to have been elected Executive Chair of LVP and excited to be a part of this direction. I would ask that you join me and raise a glass to toast the New Year, our new direction, our talented members and the possibilities to come.

Happy Landings!



Joe Wolfe

**Joe Wolfe**

LVP Executive Chair  
[jmwtyr@rcn.com](mailto:jmwtyr@rcn.com)

**Rick Smeltz**

LVP 1<sup>st</sup> Executive Co-Chair

**Marlene Ruby**

LVP 2<sup>nd</sup> Executive Co-Chair

### UPCOMING EVENTS

**January 4**

**LVP Meeting**

**10 a.m. – 12 noon**

**TOPIC:** Program & Training; Mock Interview Prep Part 1. Members will pair off and alternate answering tough interview questions.

**PRESENTED BY:** Rick Smeltz, Executive Committee Co-Chair, Lehigh Valley Professionals

**January 11**

**LVP Meeting**

**8:30 a.m. Sharp – 10:30 a.m.**

**TOPIC:** Program & Training; Mock Interview Prep Part 2. Members go 3 rounds answering "tell me about yourself" and other interview questions in small breakout groups.

**January 18**

**LVP Meeting**

**10 a.m. – 12 noon**

**TOPIC:** Mock interviews conducted by SHRM members. Side events include Buying a New PC by Rick Smeltz; Relaxation and De-stressing by Jefferson Vitelli; and a best dressed photo op for members needing a profile pic.

**January 25**

**LVP Meeting**

**10 a.m. – 12 noon**

**PROGRAM:** "Lessons from Sandy: Taking your Job Search by Storm."

**PRESENTER:** Abby Kohut, Principal -- Absolutely Abby.

**TRAINING:** *Networking Concepts for 2013*

**New Member Orientation**

**11:30 am – 12:00 pm**

# LVP Election Results

LVP activities are primarily organized and managed by the LVP Executive Committee (EC), which is made up of 21 members. The efforts of these volunteers are what have made LVP so successful over these last ten years.

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 held this election for our leaders for 2013. These elections represent a vital part of LVP, selecting its leadership. The following were elected:

<b>Committee/Chair</b>	<b>1st Co-Chair</b>	<b>2nd Co-Chair</b>
<b>Executive Chair</b> Joe Wolfe	<b>Rick Smeltz</b>	<b>Marlene Ruby</b>
<b>Marketing Chair</b> Gary Schall	<b>Melissa Eisenhart</b>	<b>Diane Thomsen</b>
<b>Membership Chair</b> Phillip St. James	<b>Sue Matthew</b>	<b>Nick Jurisko</b>
<b>Alumni Chair</b> Tom Emmerth	<b>Tim Doherty</b>	<b>Nick Nyitray</b>
<b>Program Chair</b> Jeff Vitelli	<b>Joyce Marin</b>	<b>Spencer Davis</b>
<b>Training Chair</b> Roy Bastian	<b>Rick Erdman</b>	<b>Spencer Davis</b>
<b>IT Chair</b> Shaun Sykes	<b>Frank Cioce</b>	<b>Bob Slivka</b>

Congratulations and many thanks to all who have been elected to serve.

**Tom Emmerth**  
Nominating Committee Chair  
*temmerth@compuserve.com*

## Getting Together—for Our Alums



**LVP active and alumni members and friends gather for some holiday networking.**

I would like to wish all of our LVP Alumni a very happy and prosperous New Year in 2013. I know that many long term friends were made while you were an active LVP member, and the holidays were a great time to get together with old LVP friends. We have included a picture taken at one of these gatherings. Remember that one of the key goals of LVP is “networking for life.” Your Alumni Committee has as one of its primary goals to keep you informed of ongoing LVP activities. This is the primary purpose of this newsletter. We will publish one each month in 2013. Also, we had a very successful 10<sup>th</sup> Anniversary Celebration last year that many alumni attended. We will do more of this in 2013.



**Tom Emmerth**

Another goal is to engage our alumni in our ongoing LVP activities. This year we will be initiating an activity around the Informational Interview. We will be asking you to participate by meeting one-on-one with new active LVP members, describing your job and industry, and helping them to network in the Lehigh Valley. When we call, I trust that you will listen to our proposal and volunteer to participate.

And, finally, if you ever have a free Friday morning, you are always welcome to attend a weekly meeting and to get a flavor for what is happening now.

I hope that we see you soon,

**Thomas Emmerth**  
Alumni Chair  
*temmerth@compuserve.com*

## How We Landed

I am sure by now that the group I started with have moved on and new people taken their place. My journey began in 2009. I lost my job. I discovered what great things CareerLink® has to offer and I became a Lehigh Valley Professional. I got lots of job leads but found that since I did not have a BA, it was a hindrance. CareerLink® helped me solve that issue and I went back to school. I graduated in 2011. I took an accelerated program and since I was into a BA program already, it did not take long to finish. With my degree in Information Technology, I was able to get a job with a company that was willing to take a chance on me through the CareerLink® WIA program. Soon I will be there a year. It is a small company located in Valley Forge, IKMS. I am a Systems Administrator.

What I learned from the entire experience: Don't sit at home and think someone will come knocking at your door. Get out there and market yourself. I am in the information management field. I connected with my present employer at a breakfast presentation for a trade organization where we are both members. It did not happen right away. I connected with him months before he was ready to hire. I kept in touch and when the company was looking to fill the position, he contacted me to apply.

Do what it takes to get where you want to go. I worked for companies under a 1099 for jobs that sometimes were only a week in duration. It gave me more skills, results to put on my resume, and more contacts. Find and use resources. CareerLink® and LVP are wonderful places with people that provide great help. I stay connected with the contacts I make. I recently got a lead in my field of records management from a colleague I worked with over 4 years ago.

Presently, I am thinking about going back to school for a masters degree. Yes, I am almost 60 years old and with a masters I can only get better and may land in another career.

Good Luck to all.

**Wilma Lucent**

wlucente@verizon.net

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I am excited to have started a new job a week ago as an Application Engineer with W.L Gore Co. working on new emission reduction technology. It is a perfect fit to my background and interests!!



Paul Barilla

I found the job posting through LinkedIn. The interview process consisted of a phone screening and an all day site meeting (which had to be postponed because the original date fell during Hurricane Sandy).

Lehigh Valley Professionals was very useful and supportive during my unemployment. I found the networking opportunities, the weekly speakers and presentations to be especially useful and on the mark.

Please change my status to Alumni. Regards, and best wishes to all.

**Paul Barilla**

barilla2871@gmail.com

### **LVP Communicator**

is the monthly newsletter for Lehigh Valley Professionals (LVP). It is distributed via the web at [www.lvprofessionals.org](http://www.lvprofessionals.org) and by e-mail at the beginning of each month.

Managing Editor: Tom Emmerth  
Layout Editor: Timothy E. Doherty

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 every Friday (except holidays) at 10 a.m. at the PA CareerLink® Lehigh Valley, located at 1601 Union Boulevard in Allentown.



## Marketing

First, let me wish all of you a safe, healthy, happy and prosperous New Year. The New Year brings with it a new lineup in the marketing committee. I would like to welcome Melissa Eisenhart as the first co-chair, and Diane Thomsen as second co-chair of the Committee. We will be meeting in the next few weeks to map out the direction of the Marketing Committee. One of the things that will be taking place this year is a two pronged approach to marketing Lehigh Valley Professionals. The first is going to be the face-to-face marketing effort. This is the go out, knock on doors, and let those companies in the area know what LVP has to offer and how LVP can help them.

The second prong is going to be the online marketing of LVP. LVP has a Twitter account, a LinkedIn group, and a Facebook presence. All of these are going to be brought under the umbrella of the marketing committee, where activities associated with LVP, such as program and training session notifications, are announced through these outlets, giving all of us another method of staying in touch.

The mechanics of all of this are still being worked out. If you would like to be involved in this, please contact me. The Marketing Committee is always on the lookout for motivated individuals to help get the word out about LVP.



Gary Schall

**Gary Schall**  
LVP Marketing Chair  
[gmschall@yahoo.com](mailto:gmschall@yahoo.com)

## Programs

### *What We Learned in December*

Well, the world didn't end on Dec 21<sup>st</sup>, 2012, as some had predicted based on the end of the Mayan Calendar. Instead, if we believe in such things, the human race simply launched into a New Era. And guess what? LVP is ready for the challenge.

On December 7<sup>th</sup>, we elected a new LVP Executive Committee, shuffling some key positions, and reinforcing a working team with fresh volunteers and new visions. Also on Dec 7<sup>th</sup>, one of those visionaries, Joyce

Marin, newly elected 1<sup>st</sup> co-chair of our Program Committee, lead the group in a very dynamic participatory exercise, "Envisioning Your Future." She gave a few volunteers from the membership an opportunity to tap the diverse talents of the group to support a passionate project. On the 14<sup>th</sup>, CareerLink® LV was closed, but on Dec 21<sup>st</sup>, members were celebrating our Holiday Party with a truly amazing display of the group's culinary tastes and talents. For the last meeting of 2012, on Dec 28<sup>th</sup>, Jacqueline Jenkins, CEO (that's Chief Enlightening Officer) of StillRise LLC, brought us a very enlightening presentation on "Your True Colors."



LVP Members "Envisioning Their Future"

## PROGRAMS *(continued from page 5)*

This gave the group a simple personality profile, emphasizing the strengths of each personality style, and how the group can work effectively by recognizing and tapping those strengths.

LVP moves boldly forward into the New Year with a focused vision of our mission: to become more visible. The Program Committee Team, in close collaboration with the EC's vision, is prepared to spearhead that advance with scheduled programs. We are preparing for the annual Mock Interview sessions on Jan 18<sup>th</sup>. Abby Kohut, always an LVP favorite, is making a visit from her cross-country road-trip on Jan 25<sup>th</sup>. Other LVP Program luminaries from the past who have agreed to return this spring include Steve Gunn, Eric Cramer, Bill Wilkins and Dick Cippoletti. At least once per month, the program will be membership driven through Focus Group Activities that draw upon the immense professionalism of our own leadership team. Members All: Your ideas count. Please keep them coming.



**Jefferson Vitelli**  
Program Committee Chair  
[jffrsnutll@gmail.com](mailto:jffrsnutll@gmail.com)

## IT /Web Corner



Shaun Sykes

January welcomes in a New Year of 2013 – a time for Happy New Year wishes, cold winter weather, and a positive re-start or re-boot to the system. The unemployed professional population recharges their batteries as they look for new opportunities, job leads, and networking connections, leading them to decision makers that can hire them. We in the IT/Web Committee look to service your needs and continue our focus on the new LVP website.

We welcome four new members into the IT/Web Committee, each with enthusiasm, fresh outlooks, and skills that will enhance the group as a whole. Renato Abilla, Jr., Terry Chrapowcz, David Elcock, and John H. Hicks are these new members.

Our focus is to work together, address and tackle the issues hindering the completion of the new website, and service the LVP community as a whole. The goal we have is to finish and deploy the website in 2013. Further updates will be given to you when available.

As always, if there are any IT related issues that arise or you experience any outages or problems with the website, please inform the members of our committee or any member of the EC in a timely manner. Support personnel will be notified.

**Shaun Sykes**  
IT/Web Chairman  
[shaun.sykes@mail.com](mailto:shaun.sykes@mail.com)



## Training

We wound down a great year in December starting with LVP's very own Roy Bastian (and soon to be new Chair of Training, even though he didn't know it at the time!) on Dec 7<sup>th</sup> telling us how our "Body Language" can keep us off the Naughty List. There was no meeting on the 14<sup>th</sup>, giving us all a little time to maybe do some last minute shopping and to also take some time to think about the deeper meaning of the holiday. On Dec 21<sup>st</sup> LVP had its Christmas Party and speed networking event which was a tremendous success to say the least. Not to mention all the great food everyone was kind enough to bring in. On Dec 28<sup>th</sup> Joe Wolfe popped open some bubbly tips to help prepare us for ringing in a New Year and meeting the challenges of the "2013 Job Search". He also elaborated on the Focus Group concept that LVP would like to implement and which promises to be a great boon to the membership in many ways.

January of 2013 has LVP off to an Interview Intensive as Training and Program team up to help members prepare for their Mock Interviews on January 18. To start things off, LVP's knockout of a Training Chair of the not too distant past, Rick Smeltz will give us all a ring side seat to "Interviewing: The Main Event" which will then lead into members pairing up to knock out some tough interview questions and also provide some feedback on January 4. On January 11, Training and Program tag team again to provide members with the opportunity to go 3 rounds of "Tell me about yourself" answers and also answer other interview questions that can trip up the unwary. On January 18, Karen McAndrew-Bush will present us with an employer studded panel that will conduct the actual Mock Interviews we've been training for. Rick Smeltz will also be hosting a session on what to look for when buying a new PC and Jefferson Vitelli will be helping us stay calm, cool and collected with his Relaxation and De-stressing session. And for those of you willing to put your smiling faces out there, there will be a photo op going on too! Whew! Finally Jan 25 will have us learning or reviewing Networking Concepts and how we can all turn it up a notch or two.

Wishing everyone a most joyous, prosperous, healthy and happy new year!

**Joe Wolfe for Roy Bastian**

**Roy Bastian** – Chair

[roy.bastian@gmail.com](mailto:roy.bastian@gmail.com)

**Rick Erdman** – 1<sup>st</sup> Co-Chair

**Spencer Davis** – 2<sup>nd</sup> Co-Chair

## **How We Landed** (continued from page 4)

As you may have already heard, I landed. I started my new job Jan. 14 as the Director of Content Development for the Empire Education Group. As requested, I'm passing on some of the things that have helped me in my job search.

First, and in my mind most importantly, take advantage of everything that is offered by LVP. The speakers have a lot of good information to pass on to you and the training during the second part of each meeting is invaluable. A lot of great tips on the various parts of a job search.

Second, give a lot of thought to "what you want to be when you grow up". Remember to narrow the focus of the kind of job you are looking for.

Third, determine what you want to do. Think about the 3 or 4 skills that are necessary to do the job and how you demonstrate those skills. Then use the information to craft your branding statement. That will give your statement focus & relevance.

Fourth, network....network, network, network!

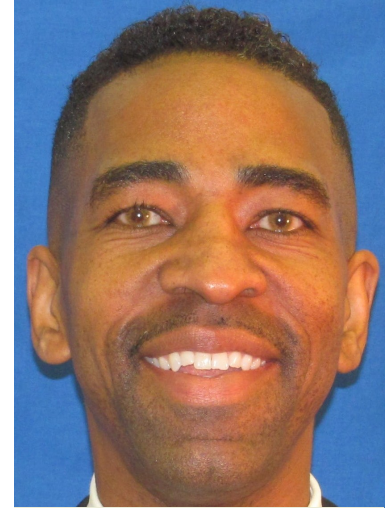
Fifth, get involved in something....an LVP committee, volunteer opportunity, etc. This was brought up during the past couple of meetings. The reason being, to keep your skills fresh and not to forget what it's like to work. They were right....the pace is fast back in the workforce. I was fortunate enough to only have been out of work for 8 months, yet by the end of today, my head was spinning.

Finally, if there is anything I can do to help you in your job search, please let me know. Mr. Emmerth, please change my status to Alumni. Good luck to you all,

**Rick Erdman**

### Nine Things Never to Say in a Job Interview (part 2 of 2)

When you're searching for a job, landing an interview can feel like a huge success -- and it is, but for most open positions, the interview is only one step in a long hiring process. For some jobs, dozens of people may be interviewed, and the competition will be fierce. I got these "no-no's" from an article written by Charles Purdy, Monster Senior Editor. It was named: **Nine Things Never to Say in a Job Interview**. Last month's article contained the first five things. Here are the final four.



Phillip St. James

#### **6. I got fired from my last position.**

You never want to lie in a job interview -- but there are more graceful ways to explain that you were fired. "My boss and I had very different ideas about what our department should be focusing on, and it soon became clear that I'd be happier in a new role -- like this one." Keep the focus on what you learned from the past, and bring the focus back to why the job you're interviewing for is the right one for you.

#### **7. I just want a job -- any job!**

This may very well be true, but desperation is not appealing. The interviewer needs to know that you want the particular job you're interviewing for -- and that you're a great fit for it.

#### **8. I don't know.**

If you really don't know the answer to an interview question about you or your background, try "I'll find out and get back to you by the end of the day." But if the question is about what you'd do in a hypothetical workplace situation -- or is an off-the-wall or brainteaser question such as "How many golf balls would it take to fill this room?" -- your response should show your thought process. Go ahead and think aloud: "First, I'd have to determine the volume of the room. Then I'd have to subtract the volume of the furniture. ..." And so on.

#### **9. My biggest weakness is that I work too hard.**

Your interviewer knows this answer is a bunch of malarkey. So how do you answer the "what's your biggest weakness" question? Choose something not directly related to the role you're applying for that you've made positive efforts to improve. For example, you could say, "I can be nervous about speaking in front of large groups -- so I enrolled in Toastmasters and then volunteered to present some seminars at my former employer. So that's becoming less and less of a problem for me."

I wish you continued success as you acquire interviews from your job search and always remember I'm rooting for you!

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