

APRIL EVENTS

Apr. 4th LVP Meeting

10a.m. – 12 noon

PROGRAM: "LINKEDIN SUCCESS STRATEGIES FOR YOUR JOB SEARCH"

PRESENTER: JOE FACCHIANO

TRAINING: "INTRODUCTION TO MOOCS: MASSIVE OPEN ONLINE COURSES"

PRESENTER: RICK SMELTZ, LVP TRAINING CHAIR

12:15 TO 1 P.M.

NEW MEMBER ORIENTATION

Apr. 11th LVP Meeting

10a.m. – 12 noon

PROGRAM: "MAXIMIZING YOUR SOCIAL MEDIA PRESENCE"

PRESENTER: JEN WEAVER, LVP MARKETING COMMITTEE CHAIR

TRAINING: "HOW TO WORK A JOB FAIR"

PRESENTER: TOM EMMERTH, LVP ALUMNI COMMITTEE CHAIR

Apr. 18th LVP Meeting

10a.m. – 12 noon

PROGRAM: "2ND ANNUAL LVP ALUMNI PANEL"

PRESENTER: PANEL MODERATED BY KIM TUCKER-LANDON, LVP PROGRAM COMMITTEE 2ND CO-CHAIR

TRAINING: Q&A AND SPEED NETWORKING WITH LVP ALUMNI

12:15 TO 1 P.M.

NEW MEMBER ORIENTATION

Apr. 25th LVP Meeting

10a.m. – 12 noon

PROGRAM: "MAKING THE TRANSITIONS"

PRESENTER: AMY MCCAULIFFE-COOPER

TRAINING: TO BE DETERMINED

FOCUS GROUPS CELEBRATE 1st ANNIVERSARY

Milestones are significant events or stages in life. They can be markers of progress, development or pillars showing distance to or from a place. Milestones are easy to remember, as they usually highlight a time of notable change and often significant growth.

March 1, 2013 is a milestone for Lehigh Valley Professionals. It marks the launch date for our Focus Groups. At that time, we had a vision to expand, enlighten and further enrich your experience at LVP.

Focus Groups are formed around occupation, industry cluster, service project, career transition or special interests. Members can expect to: maintain, learn and expand their

professional skill sets; keep current with industry and career path trends; develop core network connections; and possibly provide volunteer assistance to local businesses and the community.

The mission of these groups is to:

- Promote appropriate employment of each group member as soon as possible;
- Provide a vehicle for personal career development and team collaboration opportunities to serve Lehigh Valley community organizations.

We have seen the power of small groups that cultivate respectful, collegial relationships to inspire members to stretch beyond their capabilities as individuals. Like any new initiative, we were curious to see how the

(Continued on page 2)



The Engineering focus group at the LVP meeting celebrating the focus groups' first anniversary.

How We Landed

(Continued from page 1)

Ross Reed:

I have landed a 5-month contract position back at my old company, Dun & Bradstreet. One thing that is always stressed at LVP is networking and that is how I landed this position. Since I left D&B, I have kept in contact with a number of people, including my former boss. A couple of weeks ago I sent him an email to say hello and to see if he knew of any job openings. He wrote back telling me about this contract position. To be eligible for the job, I joined Hired by Matrix and I start next Monday. If I had not continued to network with people from my old company, I would not have found out about this position. While I am there, I will continue to network with the hope of either extending the contract or landing a permanent position. So if you have not touched base with some of your old contacts in some time, it may be worth it to drop them a quick line just to say hello. You never know what can happen.

Ross Reed
ross.reed@ymail.com

Fred Tierno:

I will be starting a new chapter in my working career as a Shift Production Coordinator with a chemical company outside of Reading. I want to thank the LVP group, especially the Executive committee and their members, for putting together an excellent networking group. I learned valuable skills from the guest speakers and the training programs that were put together each and every week.

I found the position on one of my 33 job board notifications that I viewed daily in my job search. Sometimes you are not always the top candidate, but if you are persistent in your search, you might be the candidate selected for the position. I applied for this position several times and finally received a phone interview and after several subsequent interviews, I landed the position.

Thank you,

Fred Tierno
ftierno58@yahoo.com (Continued on page 3)

structure would work given the dynamic nature of LVP.

Proudly, we celebrated our first anniversary during the March 21 general meeting. We have grown from two to seven groups. To be sure, each has experienced the normal ebbs and flows expected of all new groups; and, of course, we will always have the constant change of landing members leaving and new members joining. Does it work? After one year, we have settled into a firm foundation with Focus Groups integrally woven into the fabric of LVP.

Where are we now? Representative leaders from each group offered a brief presentation about their group. Some highlights include:

Marketing

- High energy group, planning networking events and connecting to employers;
- Made major contributions to LVP last year by rebranding the organization, redesigning the LVP website and refreshing marketing materials;
- In last six months, 8 members landed and 5 started consulting or freelancing work.

Entrepreneurs / Free Lancers

- Work on projects to develop in areas different from their current positions;
- Help each other to “get known”;
- Conduct self-assessments and freshen up marketability skills.

Engineers

- Have 40 members, active and alumni;
- Maintain complete list of members to stay connected;
- Created separate Yahoo group account to share specific job leads and conduct discussions.

Self-Care (started as Health Care)

- Of 12 original members, most have landed;

- Place emphasis on self-care and creating balance for all job seekers during search process;
- Provides resources for LVP members: Lehigh Valley Resource Guide, organizes walks, and distributed seed packets.

Accounting / Finance

- Not your normal “bean counters”;
- A lot of turnover as a result of landings;
- Searches out information from inside organizations to gain inside perspectives.

Diversified

- Most recently created out of the need to engage professionals who are outside the “hard vertical” careers and those exploring new career paths;
- Promotes out of the box thinking to find unique solutions;

Information Technology

- Was formed six months before Focus Groups were formally organized; numerous landings;
- Served CareerLink with extensive technology support during the move to 555;
- Volunteer teams have helped local community organizations with their websites.

Every group freely provides mutual support in enhancing members’ job search tool kits, a plethora of practical ideas and countless job and networking leads. All meet on a regularly scheduled day and time.

Ready to try out a new aspect of the LVP experience? Ready to propel your career search forward? Join a Focus Group, spring into action and enjoy creating new milestones for yourself.

Marlene Ruby
Focus Group Liaison
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How We Landed

(Continued from page 2)

Drew Everett:

I have officially landed with ABEC in Bethlehem. The job offer was a direct result of attending LVP's first "Networking for Life" event held on Feb 27th at the Weyerbacher Brewery. At this event, Jon Wilcox introduced me to an LVP alumnus, Dave Newton, who is currently employed at ABEC. When I got home that night I immediately sent my resume to Dave via email. The following Tuesday, an ABEC hiring manager contacted me to discuss a potential new position. This led to a 1-1/2 hour phone screen and then an 8-hour interview.

I can personally vouch for how important it is to continue scheduling "Networking for Life" events, such as those held at Weyerbacher Brewery and Strayer University. I feel it is important for us to make a concerted effort to draw more LVP alumni to these networking events. Good luck to everyone in the job search. I wish you all the best and thank you for your support and friendship. It has been a long process for me with plenty of up and down moments, emotionally.

I never thought I would say this after a year of searching, but please change my status to "alumni".

Drew Everett
drewmeverett@yahoo.com

Mike DeBuono:

After being out for a little longer than I care to admit, I have landed. My new position is that of a sales representative for Hillyard, a manufacturer and distributor of commercial cleaning equipment and supplies.

I got the job via a posting on a job board that appeared back in November. After a couple of interviews, including one where I made an impromptu

Membership

For most of us, job searching can be full of self-doubt and unhappiness. The last two months we suggested practicing some of the following tips on happiness. These are from an article, "12 Things Happy People Do Differently" by Jacob Sokol (www.marcandangel.com), where he summarizes studies conducted by positivity psychologist Sonja Lyubomirsky. Last month we listed the second four items. Here are the last four:

Savor life's joys. – Deep happiness cannot exist without slowing down to enjoy the joy. It's easy in a world of wild stimuli and omnipresent movement to forget to embrace life's enjoyable experiences. When we neglect to appreciate, we rob the moment of its magic. It's the simple things in life that can be the most rewarding if we remember to fully experience them.

Commit to your goals. – Being wholeheartedly dedicated to doing something comes fully-equipped with an ineffable force. Magical things start happening when we commit ourselves to doing whatever it takes to get somewhere. When you're fully committed to doing something, you have no choice but to do that thing. Counter-intuitively, having no option – where you can't change your mind – subconsciously makes humans happier because they know it's part of their purpose.

Practice spirituality. – When we practice spirituality or religion, we recognize that life is bigger than us. We surrender the silly idea that we are the mightiest thing ever. It enables us to connect to the source of all creation and embrace a connectedness with everything that exists. Some of the most accomplished people I know feel that they're here doing work they're "called to do."

Take care of your body. – Taking care of your body is crucial to being the happiest person you can be. If you don't have your physical energy in good shape, then your mental energy (your focus), your emotional energy (your feelings) and your spiritual energy (your purpose) will all be negatively affected. Did you know that studies conducted on people who were clinically depressed showed that consistent exercise raises happiness levels just as much as Zoloft? Not only that, but here's the double whammy... Six months later, the people who participated in exercise were less likely to relapse because they had a higher sense of self-accomplishment and self-worth.

I wish you all much success in your pursuit of happiness and your next position.

Diane Rudolph
Membership Committee Chair
dianerudolph22@gmail.com

How We Landed

presentation to the hiring managers (three, to be exact), I was hired shortly thereafter.

I must thank LVP for all it provided me in my career search. I do not think I have the words to adequately express my gratitude. To say that LVP comprises some of the most intelligent and thoughtful people I have met, would be an understatement. Thank you all for a job well done.

For all you new members, consider joining an LVP committee. Not only will you meet some interesting people, but you will also be

helping your self as well as others. If you think you want to join a committee that does something you may never have done before, consider it. You may just discover a hidden talent you did not think you had. Whatever committee you choose to join, they will be glad to have you.

Thanks again to LVP and for those still looking. Believe in yourself and the rest will follow.

Mike DeBuono
michael.debuono@yahoo.com

Training

March 7th - Training was provided on developing your 30-Second Speech and where and how to deliver it.

March 14th - Training was delivered to the membership on developing a personal brand that consisted of each individual looking internally to develop one that is unique to them and expresses their value to potential employers.

March 21st - Marlene Ruby conducted training on "Passing the Personality Test." The training was applauded by many as one of the most beneficial training sessions that they have attended.

March 28th - No training was conducted so that our guest speaker, Eric Kramer, could have the opportunity to answer questions from the membership.

April 4th - A presentation on MOOCs (Massive Open Online Courses) provided training on the types of college level free courses offered and listed the advantages and disadvantages of each MOOC site. Remember to visit <http://www.mooc-list.com/> for a current list of MOOC courses available.

Rick Smeltz
Chairman of Training
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Networking For Life Event

Our second LVP networking event was held on Thursday, April 3rd from 4 to 7 pm at the Center Valley campus of Strayer University. The purpose was to create a time for social networking between LVP Members and members of the community. We had a nice turnout with plenty of time to get to know each other better. Strayer University offers undergraduate and graduate programs in high-demand fields such as accounting, business, criminal justice, education, health services administration, information systems and public administration. The next LVP networking event will be held in the beginning of June. Our third event includes a goal to get 100 people together. Start planning your invitations. We will release a date and location soon.

Jen Weaver
LVP Marketing Committee Chair
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View From The Helm

The first time I came to an LVP meeting, in October of 2012, I sat quietly and observed what was happening in the room. I had been to many meetings in my life—big and small, work groups and social groups, conferences, regional and national, some that required air travel—but I had never seen a meeting like this. People were buzzing about their week and what they were finding out there in the job market and having other serious conversations. People were freely introducing themselves to me and asking how my week went and what kind of successes I was having. It turned out that the speaker was an acquaintance of mine, Rita Guthrie (who I thought was also unemployed), so I felt a little more comfortable and found myself making a few comments during the meeting.

I lived the LVP process, learning to network, revise my resume and interview better. I participated in Focus Groups, worked on the Training Committee, joined several networking groups and volunteered. I listened to the speakers, took notes, made interview presentations and tried all the recommended methodologies of job searching. In the process, I learned the most valuable lesson—now, I knew the type of work I REALLY wanted to do.

In today's job market, where jobs are few and the competition is fierce, it may be in our best interest to find our true passion and go for those positions that we really want. You will be in the driver's seat at the interview, where no one else can match your skill, experience and your PASSION to do the work. Stop applying for the wrong jobs and you may have the edge on getting the job you would do for free. I am still driving toward that goal.

Go Forward.



Paula Nelson
LVP Executive Chair
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LVP Communicator is the monthly newsletter for Lehigh Valley Professionals (LVP). It is distributed via the web at www.lvprofessionals.org and by e-mail at the beginning of each month.



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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 555 Union Boulevard in Allentown.

For additional information call, 610-437-5627, ext. 218

Program

Here is the latest from your Program Committee. In March, Carol Ritter spoke about “How To Be an Out-of-the-Box Speaker,” Dick Cipoletti shared his thoughts on “Job Searching in the Digital Age,” and Eric Kramer presented his unique “Successful Strategies for Winning Interviews.”

Also, our own Marlene Ruby provided an eye-opening discussion of the personality test. This presentation was particularly noteworthy as it helped everyone affected by these candidate consideration killers and provided rules for passing the test.

Key speakers for April will include Joe Facchiano and his topic, “LinkedIn Success Strategies”, our annual Alumni Panel, and Amy McAuliffe Cooper and her topic, “Making the Transitions.”

If anyone is interested in serving as a Program Committee member or has ideas for future programs, please contact Jeff Vitelli at 610-417-3203 or jffrsnvtll@gmail.com.



Joshua Ratz,
Mechanical Engineer
LVP Program 1st Co-Chair
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IT/Web

April has arrived, the month of showers and warmer temperatures. Having survived three months of snow, ice and wind, we now settle into spring weather and atmosphere. We celebrate Palm Sunday, Passover, Good Friday and Easter. We observe April Fool’s Day, our tax due date (April 15th), administrative Professionals Day and Arbor Day.

As the warmer, longer days bring anticipation towards summer bliss, do not be swayed into dropping your guard or settling for the things that unemployment may plague you with. Keep your heads, spirits and employment searches up and try to network yourself into new opportunities. While you continue your trek towards new frontiers in the employment realm, the IT/Web Committee continues attending to the IT/IS needs of the LVP membership and pushing the website project to completion.

Things have been progressing with the redesign project for the www.lvprofessionals.org website, and here are the updates:

- Phases completed (1, 2): External website pages, including the home, Employers & Community, Members and Alumni landing pages. Features include Facebook and feature pages of Newsletter, Newsletter Archives, Calendar and employment category Summary/Profile Listing.
- The Member update page (through the Legacy Login access link) has been changed to include the member summaries, LinkedIn profiles and accessed employment category

ries (choice of 1-3). Summaries received have been added to the database. Final testing is ongoing. Implementation is expected in the near future.

- Phase to be completed (3): Material has been gathered for the remaining internal pages and material of the website. What is now viewed in the legacy section will be transformed into redesigned and updated web pages. Members and alumni will have access to the secured pages, with entry in the login sections on the member and alumni external landing pages.

People working on the project and planning phases: The group that is working on this project, beside me includes Paul Bunting, Susan Schall, Mark Dennis, and Tom Emmerth (project leader). Our graphic designer is Janet Welk.

Please remember to address your technical issues to us individually, or reach out to us collectively at our committee email account of LVPIT-WEBC@gmail.com. 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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Eric Kramer presents his unique “Successful Strategies for Winning Interviews.”

“Luck is what happens when preparation meets opportunity.” – Seneca

Some people think that actively marketing themselves may come across as pushy or arrogant. On the contrary, marketing yourself is what sets you apart from everyone else. There is only one YOU.

Any good marketing person uses a SWOT analysis before starting any sort of marketing. It is simple to complete one for yourself.

S – Strengths

What sets you apart from any other applicant? List three of your (many) strengths.

W- Weaknesses

What three things do you think you need to work on to improve yourself for hiring?

O – Opportunities

What is happening in your job field or industry that you can capitalize on?

T – Threats

What is holding you back from getting where you want to go?

And the hardest part comes next. Execute. Talk about your strengths, work on your weaknesses, and take advantage of all of the opportunities you can find. And what about those threats? Be aware of them and do not let them stop you.

Your career transition is temporary. In the meantime, use all of the resources that LVP has to offer to help with your SWOT analysis. Come to meetings. Join committees. Volunteer. Add something new to your resume. Maybe we can move some of those weaknesses to your strengths.

Happy Hunting,



Jen Weaver
Marketing Committee Chair
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On Being Unattached to Outcomes

We go to work, do our job and expect to get paid. If we work long and hard enough, we also expect a raise and perhaps a promotion. But if that doesn't happen, then what do we do? Expectations unmet can lead to disappointment and negativity. If carried around long enough, they can pervade our demeanor and in time, our work relationships and environment begin to deteriorate. Speaking of time, ever notice how quickly time passes when you are totally engaged and engrossed in a given task? There is a big difference between the two, no?

What if we were to apply that mentality to everything we do? Perhaps we do something purely for the sake of doing the task and are unattached to the outcome. This is an

interesting twist. Imagine going to work purely for the sake of doing your job simply because there is something that needs to be done and you are the right person for it. Now imagine applying that same attitude in your job search. Imagine going to an interview and not caring if you even get the job. How about going to a job fair purely for the sake of going and meeting people? When we immerse ourselves in the task for the sake of it, our entire persona takes on a more positive character, exuding confidence and tranquility. And that positivity flows to everyone we contact. Approaching anything in life with the attitude of nothing at stake, nothing to lose, no desired outcome at risk, puts us in a form of control not normally experienced when dealing with “at risk” situations.

Give it a try. What have you got to lose?

Joe Wolfe
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Membership

The next round of mock interviews are scheduled for June 6th. Here is an outline of the work involved in scheduling.

Week of April 1st---Begin to form panel of HR Volunteers, confirm availability of space at CareerLink, LVP Volunteer to manage spreadsheet.

April 11th---Begin sign-up sheet, encourage members to note the date that they sign up, to avoid duplicate signups, establish and announce process for electronic signups for members not present at meetings. Collaborate with Training Committee to plan mini-trainings.

May 23rd ---Complete initial spreadsheet, and post assignments to members. Confirmation, courtesy calls to SHRM volunteers. Members have 2 weeks to connect to assigned interviewers. Press Release. Publicize

to media.

May 30th---Dry run of choreography. Assign roles:

Time keeper/Shepherd Forman, Shepherds,

Interviewer Greeter/ Panel Moderator ,

Reporter/writer for Communicator Article.

Press contact for Media representatives.

Photographer's assistant.

Mini-trainers.

June 6th. Mock Interviews.

Everything in place. Moving to the internal rhythm of the cosmic dance.

June 13th---Evaluation. to include all the key players