

FEBRUARY EVENTS

Jan. 31st LVP Meeting

10a.m. – 12 noon

PROGRAM: "DEALING WITH REJECTION"

PRESENTER: ROY BASTIAN AND DANA ZAMOLYI, FORMER LVP TRAINING CHAIRS

TRAINING: "NAVIGATING THE PATTERNED INTERVIEW"

PRESENTER: TRAINING TEAM

Feb. 7th LVP Meeting

10a.m. – 12 noon

PROGRAM: "MANAGING THE INNER CRITIC"

PRESENTER: STEVE GUNN, CAREER COACH AT STEVE GUNN AND ASSOCIATES

TRAINING: "BODY LANGUAGE"

PRESENTER: TRAINING TEAM

12:15 TO 1 P.M.

NEW MEMBER ORIENTATION

Feb. 14th LVP Meeting

Canceled because of inclement weather

PROGRAM: "INTERVIEW BEST IN 15 MINUTES"

PRESENTER: ERIC KRAMER

TRAINING: Q&A FOR ERIC

Feb. 21st LVP Meeting

10a.m. – 12 noon

PROGRAM: "FOCUS GROUP/BREAKOUT SESSION" IN PREPARATION FOR MOCK INTERVIEWS

PRESENTER: PROGRAM/TRAINING TEAM COLLABORATION

TRAINING: SEGUE FROM BREAKOUT SESSIONS

12:15 TO 1 P.M.

NEW MEMBER ORIENTATION

Feb. 28th LVP Meeting

10a.m. – 12 noon

PROGRAM: "MOCK INTERVIEW SESSION # 1"

PRESENTER: SHRM PANEL OF INTERVIEWERS

TRAINING: MANY MINI TRAINING SESSIONS BY LVP MEMBERS

The View from the Helm

Bringing in 2014 with a BANG!

As January 2014 rolled in, we saw snow, high winds, and the Polar Vortex. I am challenging the membership of the Lehigh Valley Professionals to withstand the force of winter weather and renew your job search efforts with equal vigor.

The job market is difficult. Is there new job growth? Are college graduates trained to do the available jobs? Is there discrimination against older workers? Should unemployment benefits be extended? Should Congress get up and DO something about the economy and jobs? These questions can be debated ad infinitum. But the truth is that it is up to us to do everything we can to push back against whatever is in our way.

Let us start the New Year afresh by renewing

our networking contacts, participating in Focus Groups, joining the leadership team of LVP by stepping up to a position on the EC and by volunteering. If we continue to generate the powerful atmosphere of positive energy that is LVP, by giving our time and talents, good things are bound to come back to us in return.

There is no greater force than LVP. We will win by using EVERY resource, at LVP and in the community, to prepare ourselves to be the ONLY candidate that an employer could choose for that perfect job.

Happy Landings in 2014.

Go Forward.

Paula Nelson
LVP Executive Chair
nelsonp1@ptd.net



How We Landed

I have been offered (and of course accepted) a job at the Halfway House in Allentown as their admissions coordinator. I am excited to work with the folks at Halfway House.

Of course I am supposed to offer some words of wisdom as to how my time at LVP has helped me land. Honestly I don't feel wise; rather I feel like I survived. With that in mind I will share some thoughts. I found many of the presentations to be quite helpful, not always when they were given, but helpful when I was ready to hear them. In other words I was very thankful that I could find the presentations on the LVP website so that I could review them when I was ready to benefit from them. To be sure I gained a lot of good information for my interviews from these presentations.

I received the job offer because I was able to make connections with the CEO of Treatment Trends through the volunteer work I did at the United Way. Or in other words it was networking with the United Way. I can tell you that for me the connections made all the difference. My new boss (oh that feels good to say) is another member of LVP.

Connections and networking are what did it. So I was given the connections, but I still needed the skills I learned in the presentations for the interviews. So what did LVP give me? It was a little bit of everything, and it was all important. So these are my random thoughts. Get what you can from LVP, and by all means make all the connections you can. Good luck on your landings.

Tom Neel
thomasaneel@gmail.com

How We Landed

Melissa Eisenhart:

This year Santa brought me a job for Christmas. I am very excited to be starting my new position as e-Marketing Specialist for First Commonwealth Federal Credit Union.

LVP was a great resource for starting the job search process, preparing for interviews and networking. I received the information and help that CareerLink was not able to provide to me on the professional level. I want to thank Marlene Ruby for introducing and heading the Focus Group concept. The Marketing Focus Group became an instrumental part of my job search. The support and creativity this group brought to me and my job search has been invaluable. I also want to thank Joe Wolfe for having the drive and providing the leadership that moved LVP in a new direction. The

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Network For Life Event:

Thurs. Feb. 27th 4 to 7pm
Weyerbacher Craft Brewery
905 Line Street, Easton, PA

Registration is Limited

RSVP NOW

Call 484-821-2929 or e-mail
LVPnetwork@gmail.com

Enjoy free beer tasting and a guided factory tour of one of the fastest growing craft beer brewing facilities in North America. Network with hiring managers, HR personnel, LVP alumni and other experienced networkers. Put your informational interview skills into action and pave the way to landing a job. This event is free. Register now to save your spot.

Program

What We Have Learned and What We Are Learning

Welcome Lehigh Valley Professionals to the first LVP Communicator since September. Over the past four months, we had some great presenters that brought value to our LVP Program experience. To this writer, the following presenters made a significant difference.

September - Wayne Barz from Ben Franklin Tech-Partners (the start-up companies/incubators program).

October - Linda Friedman's "When PIGS Fly" (Persistence, Innovation, Generosity, Strategy - networking tools).

November - Abby Kohut's "Don't Think

Outside the Box, Think Outside The World" (Absolutely!).

December - Gary Dologite's Resume Critique, and January - Maya Ollson's "Shooting from the Hip" (best way to answer interview questions).

The focus for February is preparation for the first of three Mock Interview sessions scheduled in 2014. On February 28th our guests from SHRM actually intend to conduct these interviews.

Additionally, to all active LVP members, the Program Committee is seeking a 2nd Co-Chair. If anyone is interested, contact Jeff Vitelli at 610-417-3203 or Joshua Ratz at 610-760-1729.

Joshua Ratz
Program 1st Co-Chair
joshuaratz1@gmail.com

Alumni

Networking Tips – Targeted Networking

You've heard of targeted jobs, targeted careers or targeted companies. Similar principles apply to networking and you will need parts of the aforementioned topics to make Targeted Networking work for you. Following are some cool tips to keep your networking hot through the winter months ahead.

Targeted Networking has three goals:

- Get them to know you.
- Get them to like or follow you and interact with you.
- Get them to want to recommend you.

Start with your targeted companies and rummage through LinkedIn employee listings to find someone you either know or who knows someone you know. Ask them to join your network. Alternatively, you can look at what groups they are in and join them. Once that is accomplished, start postings on topics of interest to them

and/or the company and/or the field the company is involved in. Likewise, comment on postings they may have made or liked or commented upon. This way, they get to know more about you. Eventually you will want to work your way up to an informational interview.

Lacking Targeted Companies, you can always work on your Targeted Job or Career Path. Either way the techniques are the same. Find someone in your job/career of choice and get them to get to know you.

Targeted Networking is "quality" over "quantity". It generates more "intimate" contacts that have met and interacted with you so they will be more apt to recommend you to a hiring manager or notify you of openings before they're posted.

Cool Tip: Flesh out your LinkedIn profile page with your accomplishments and examples of your work ethic.

Joe Wolfe
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(Continued from page 2—Melissa Eisenhart)

rebrand of LVP was an amazing experience that gave me the outlet to be creative, project manage and work with the most amazing, talented people. I am so proud to have been part of the Marketing Committee and the Marketing Focus Group that accomplished a total rebrand of LVP and created a complete marketing strategy for LVP in less than nine months.

I know the volunteer work I did at LVP and on my church website and social media platforms allowed me to answer the question, “What have you been doing since you were laid off.”

Don’t underestimate the power of your LinkedIn profile and LinkedIn groups. I have been able to stay current in my field by not only working with other marketing professionals but also reading posts and participating in discussions on LinkedIn Groups.

Networking has also been an essential part of my job search. My networking included attending Chamber events, Meet Ups and then connecting on LinkedIn with people I met. I also reconnected on LinkedIn, email and by phone with people from my past network. During my transition, I remained involved in a professional communications organization, which also helped me stay current and connected.

After going through a job loss, you can become quite disheartened and that is where the weekly LVP meetings and the Monday Morning Marketing Focus Group meetings made all the difference for me. I encourage everyone to step out of your house and take your search “on the road.”

People are always transitioning in and out of LVP and I encourage everyone to become more involved and take an active roll in the Executive Committee or a Focus Group.

Melissa Eisenhart
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Membership

For most of us, job searching can be full of self-doubt and unhappiness. However, we need not be miserable during this transition time. Instead, we can view this period as an adventure and a time of rediscovery instead, and if we focus on the things in our lives that make us happy, we might just uncover the next road we should take in our career. By practicing some of the following tips on happiness, may your lives be enriched and your mind expanded to new ideas for the future.

Jacob Sokol (www.marcandangel.com) has written an article, “12 Things Happy People Do Differently,” where he summarizes studies conducted by positivity psychologist, Sonja Lyubomirsky. Over the next few months, we will summarize all twelve. Here are the first four:

Express gratitude. – When you appreciate what you have, what you have appreciates in value. So basically, being grateful for the goodness that is already evident in your life will bring you a deeper sense of happiness. And that’s without having to go out and buy anything. It makes sense. Try to be more aware of how fortunate you are and let those thoughts warm your heart.

Cultivate optimism. – Winners have the ability to manufacture their own optimism. No matter what the situation, successful individuals will always find a way to put an optimistic spin on it. They know failure only as an opportunity to grow and learn a new lesson from life. People who think optimistically see the world as a place packed with endless opportunities, especially in trying times.

Avoid over-thinking and social comparison.

– Comparing yourself to someone else can be poisonous. If we’re somehow ‘better’ than the person we’re comparing ourselves to, it gives us an unhealthy sense of superiority. If we’re ‘worse’ than the person we’re comparing ourselves to, we usually discredit the hard work we’ve done and dismiss all the progress we’ve made. Most of the time, this type of social comparison doesn’t stem from a healthy place. If you feel compelled to compare yourself to something, compare yourself to an older version of yourself.

Practice acts of kindness. – Performing an act of kindness releases serotonin in your brain. (Serotonin is a substance that has TREMENDOUS health benefits, including making us feel more blissful.) Selflessly helping someone is a super powerful way to feel good inside. An extra benefit of this kindness kick is that not only will you feel better, but so will the people you’re helping and the people who might be watching your act of kindness. How extraordinary is that? Bystanders will be blessed with a release of serotonin just by watching what’s going on. A side note is that the job of most antidepressants is to release more serotonin. Move over Pfizer, kindness is kicking ass and taking names.

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

Diane Rudolph
Membership Committee Chair
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How We Landed

Jim Shephard:

After 1 year of searching and a lot of UPS & DOWNS, I have accepted a CFO/Controller position with Forest Incentives in Warminster, PA.

As I mentioned at a recent LVP meeting, I heard of this position through what I believe

was Updating/Changing my resume on the job boards. A couple of months ago we had a speaker who suggested making slight changes to our posted resumes online. I took this advice and within two days a recruiter contacted me after seeing my resume on Monster. The only thing I did was to delete my resume and re-post it.

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Training

Training during the months of January and February focus on preparation for the mock interview sessions that will be held at the end of February. Unfortunately, training got off to a slow start in the first two weeks of January due to the weather and poor road conditions. Roy Bastian was ready to deliver his presentation on "Dealing with Rejection" but unfortunately did not have an audience to present to that day. Dana Zamolyi joined Roy Bastian at the end of January and delivered this valuable presentation.

The second week in January was scheduled for "Resume Review by Profession" but I canceled the event because I did not trust the road conditions based on the forecasts of our local TV meteorologists. Luckily, in my absence, Ed Schulz, was able to deliver a personal account of his prepared presentation on how he landed. I am sure that his detailed account of his career search provided many of those in attendance with additional methods to employ.

During the third week of January, Marlene Ruby and I lead a session on "Mock Interview Session Practice," where we broke up our members into small groups by professional discipline. Each person in every group had an opportunity to be interviewed and received valuable feedback from fellow membership professionals in their discipline.

Training for week four was "Resume Review by Profession," where, again, we broke up the members into small groups to review each other's resumes and provide valuable feedback. Please let me know if you find the member breakout sessions helpful.

Rick Smeltz
Chairman of Training
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How We Landed

(Continued from pg. 3—Jim Shephard)

Also, through networking, I met someone else who had interviewed for the same position and was asked some off-the-wall questions that he shared with me. I thought how I would have answered these questions based on what I had learned about the company's culture during my first interview. When I went in for my second interview a few days later, I was

Ed Schulz:

Right after I sped home from a recent LVP meeting, I took the call from the Director of Applications Engineering at PMC-Sierra. We talked for almost 90 minutes. At the end of the call, he said he would immediately call the Sr. Technical Recruiter to send my offer letter, which he did. I signed to accept the offer, and sent it back.

My first paid day on the job was January 21. I will be a Firmware Staff Applications Engineer in the Enterprise Storage Division of PMC-Sierra right here in Allentown. I will be responsible for delighting customers who develop big disk arrays for data centers: EMC, IBM, Xyratex (soon part of Seagate). There will be some travel involved, but nothing excessive.

How did I learn about this job? It popped up in my daily search of the job boards on December 20. I recognized it as a great match, so I applied immediately. On Tuesday 1/7, the hiring manager called me at home. The next day I was on site for non-stop interviews from 9:30 to 3:45 (including lunch out). The next day the Sr. Technical Recruiter called to discuss salary and start date. Friday was my call with the Director, followed by the offer letter.

My cover letter addressed every one of the many requirements in the job description. The "hook" at the top of my resume worked. I just had to wait two weeks for the hiring manager to instruct the HR fil-

hit with these same questions and evidently, they liked my answers.

Thanks for all the help and encouragement and best of luck to my fellow LVPers. Keep the faith.

Jim Shephard
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ter to expand their experience criteria, since they had not yet found the perfect mid-level candidate. And so my name popped out.

How did I sell myself?

- Studied the job description so I could focus on my stories that best apply to their needs.
- Prepared to address the few areas of weakness among the job requirements:
- by analogy: I've done similar things before
- I have the ability and interest to learn quickly
- Left no doubt that I will love the job, using stories from my career.
- Quickly identified their remaining concern: Would I Stay? They had lost a few top-level Applications Engineers, and they don't want it to happen with me.
- Used every persuasive argument that I could imagine to assure them that I would not be a flight risk. Again, made heavy use of stories and examples from my past to support my point.

It's been a privilege to get to know so many of you. I thank the LVP volunteers who work so hard to provide the tools and support to help us move on. May you all find your match in 2014.

Ed Schulz
edschulz@ieee.org

Marketing

The Marketing Committee/Focus Group is planning to grow exposure to LVP for 2014 by moving forward on the following initiatives:

- 1) Along with the Membership and IT Committee, we are working on the process for getting our members' Professional & LinkedIn profiles onto the LVP website. Please check LVP Yahoo Groups for more information.
- 2) Are you outgoing and willing to help bring employers to LVP? Join the LVP Ambassador Program. The Ambassadors are tasked with reaching out to employers to encourage them to use LVP in filling their professional positions.
- 3) Help grow our Social Media presence. Please support us by liking, following and contributing to any LVP posts.
Facebook:
www.facebook.com/LVPNG
Twitter: **@LVProfessional**
LinkedIn Group:
Lehigh Valley Professionals
- 4) Conduct Network for Life events sponsored by LVP. Our first event is at Weyerbacher Brewery on February 27th from 4-7pm. Registrations are limited. All LVP members and alumni, as well as any local employers are welcome.

I invite you to join the Marketing team to help support the ongoing needs of LVP. If you are creative, in communications, sales, marketing, or other related professions, or are just interested in helping out and learning, please join us. Your support can be added to your resume. For more information, please email me at jlweaver@ptd.net or Rich Howell at rjohnhowell@hotmail.com.

Jen Weaver
Marketing Committee
Chair
jlweaver@ptd.net



IT/Web

Welcome to January 2014, the first month of the year, marking a new start for the membership of Lehigh Valley Professionals. We celebrate New Year's Day and Dr. Martin Luther King, Jr.'s Birthday and watch the myriad of award shows to keep us occupied [Critic's Choice Movie Awards, Golden Globe Awards, Grammy Awards, People's Choice Awards, SAG Awards (Screen Actor's Guild) and Stellar Awards]. Our goals ahead: potential growth in employment; improvement with professional documents, skills and training; and expanding local LVP, LinkedIn and other networks.

As you ring in a new year, filled with new challenges, obstacles, triumphs and rewards, know that the IT/Web Committee is here for you and is working behind the scenes to meet your needs and maintain the technical requirements of LVP at large.

The redesign project for the website, lvprofessionals.org, has entered phase 2, where we are working on the member-profile section and list of 16 employment categories. The pages will feature member names, member summary and LinkedIn profile links. Tom Emmerth is overseeing this portion of the project, with Paul Bunting, Susan Schall and Shaun Sykes working as web designers/developers.

Phase 3 of the redesign project (interior secured material for members and alum-

ni) will begin as we work to complete phase 2. Member information and pages will be featured as well as LVP guest speaker and training presentations. Alumni will continue to have access to the website, with member contact and training material.

Remember that the website redesign project is a "work in progress" and is not yet fully completed. Access is still available to the legacy login and website material. For access, click the Members button from the home page and then click the Legacy Login link on the Members landing page. You will then be able to access member pages as normal.

Please remember to address your technical issues to us individually, or reach out to us collectively at our Committee email account of LVPITWEBC@gmail.com. If you experience problems, outages, delays, or issues with the current site, reach out to us or the Executive Committee in a timely manner. Support personnel will be notified.



Shaun Sykes
IT/Web Chairman
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*Managing Editor: Tom Emmerth
Layout Editor: Gary M. Schall
Copy Editor: Lee Vedder*

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

