

## JULY EVENTS

### Jul. 4<sup>th</sup> No LVP Meeting

CareerLink closed for holiday

### Jul. 11<sup>th</sup> LVP Meeting

10a.m. – 12 noon

**PROGRAM:** "FEAR OF SUCCESS"

**PRESENTER:** MYLES MILLER

**TRAINING:** "DEVELOPING YOUR PERSONAL BRAND"

**PRESENTER:** RICK SMELTZ

### Jul. 18<sup>th</sup> LVP Meeting

10a.m. – 12 noon

**PROGRAM:** "FOCUS GROUPS"

**PRESENTER:** MARLENE RUBY

### Jul. 25<sup>th</sup> LVP Meeting

10a.m. – 12 noon

**PROGRAM:** "RESUMES—WRITING YOUR ACCOMPLISHMENTS"

**PRESENTER:** DAVE BLANKENSHIP

12:15 TO 1 P.M.

**NEW MEMBER ORIENTATION**

### Aug. 1<sup>st</sup> LVP Meeting

10a.m. – 12 noon

**PROGRAM:** "THE HIDDEN JOB MARKET"

**PRESENTER:** ABBY KOHUT

## The View From The Helm

**A**s we go into the early part of the month of May, we are seeing the unemployment rate dropping to the lowest it's been in 5 1/2 years. 288,000 jobs have been added to the market in April. So as not to politicize the issue, I want to note that there are hidden factors in these numbers but these have always been present in the unemployment counts historically. Up is Up.

This is a good sign for all of us. We are certainly seeing several members of our leadership team landing. But we do have new folks coming in, too. For those of us who remain as active members, we are obliged as their predecessors to continue the mission of LVP, to network and train and practice until we have a steady stream of exiting members.

So let us get motivated to stay as active as we can in our searches. The weather is getting

nicer and our attitudes and outlooks should improve, as well.

We just had the Coca Cola Park Job Fair, and I hope to hear some success stories that resulted from those that participated. We will be also having our next round of Mock Interviews in early June. But what I really want to focus on and encourage our members to do is work diligently on the upcoming Network for Life event that will be taking place on June 5th, at the Days Hotel—Jetport Lounge. We can only help ourselves by getting as many people there as we can to network with and find leads and GIVE leads as well. Giving openly comes back as a gift.

Go Forward!

Paula Nelson  
LVP Executive Chair  
nelsonp1@ptd.net



## How We Landed

### Paul Bunting:

After 20 months of unemployment I have landed a full time permanent position at DataWorks International in Bethlehem, PA as a Database Developer.

Matt Matulewicz, an alumni of LVP who I worked with on some LVP IT projects recommended me for the position. I applied in early February and interviewed later that month. My references were contacted in mid-March. After a long six weeks I received a job offer. The salary was good but I did negotiate a 10% increase by providing salary statistics for similar jobs in the Lehigh Valley as well as my past salary history. The job is

4½ miles/10 minutes from my house and that is a big plus.

Looking back, my profiles on LinkedIn, CareerBuilder, Dice and several other job boards provided me with many opportunities all over the country (not many in the Lehigh Valley unfortunately). Hundreds of applications at 14 target companies as well as in response to email alerts resulted in dozens of phone screenings. Those screenings gave way to in-person interviews for 15 different positions at 12 different companies. The presentations and training sessions at LVP were very helpful in all steps of the process. The CareerLink staff (especially Iraida, Angela and Don) were very helpful and

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## Upcoming Events

*You are invited to*  
**LEHIGH VALLEY PROFESSIONALS**  
**3<sup>RD</sup> ANNUAL FAMILY PICNIC**

**Date**

*Saturday, August 16, 2014*

**Time**

*11:00 am - 4:00 pm*

**Place**

*Louise Moore Park  
Country Club Road  
Easton, PA 18045*

**RSVP by Aug 8<sup>th</sup>**

[lvp.picnic@softyme.com](mailto:lvp.picnic@softyme.com)

*with your name, phone, number in party, and type of dish you're bringing*



*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: 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*

## MAKE YOUR "CONNECTIONS" AT JETPORT!



**Thursday, August 14, 2014 – Open House 5pm to 7pm**

**Registration is Complimentary.**

**Days Hotel, Jetport Lounge, 3400 Airport Road, Allentown**

Networkers start your engines. Back at Jetport again by popular demand—mix and mingle with talented professionals from the Lehigh Valley at the super-social Days Hotel Jetport Lounge near LVI Airport. Career professionals, employees, employers, hiring personnel, college graduates and experienced networkers are invited to hold the date and join the fun. The evening program is hosted by Lehigh Valley Professionals, a no-fee personnel recruitment resource for companies, organizations and recruiters seeking high-caliber professionals and consultants of all disciplines in the Lehigh Valley area. Registration is limited to the first 150 people.

Meet you at Jetport!

Please visit [www.wowlehighvalley.com](http://www.wowlehighvalley.com) to register.

Cash Bar and Food Service Refreshments will be available.

**RSVP NOW! Call 484-821-2929 — or e-mail [LVPnetwork@gmail.com](mailto:LVPnetwork@gmail.com)**



## Alumni

### **Focus Grasshopper**

When we are at work, a lot of input is vying for our attention: the latest news, the latest emails and the latest things we have to do, among others. To be successful at work, we must filter out the distractions and focus with precision on what needs to be done, lest someone else focuses on what we are not doing. Filtering helps us to wade through the mire of what may sometimes be seen as overwhelming items that need our attention. In order to accomplish our task, we decide what is important and how important it is.

And so it goes with transition. There are many things vying for our attention and not all are as beneficial as others. Perhaps one of the more difficult things about focusing is also how much we can easily overwhelm ourselves, putting more pressure on ourselves than any manager or supervisor where we work. But filtering and focus is critical less we become too scattered.

So make your to-do lists, keep to your regimen, block the extraneous diversions and achieve laser like focus on what you need to do. But remember to focus on what is most critical of all: the positive. If we focus on the negative, we will be perpetuating undesired outcomes. By focusing on the positive, we create a more nourishing and supporting environment in which to accomplish our tasks. Or to put it another way, when you focus on problems, you have more problems, but when we focus on possibilities, we have more opportunities.

Joe Wolfe  
jmwtyr@rcn.com

## How We Landed

*(Continued from page 1—Paul Bunting)*

encouraging during the whole process.

I dealt with stress, frustration, loss of confidence and concern about being perceived as too old. I was able to keep that all in check by volunteering, working part-time as a tutor at NCC, keeping my skills up with free online training and by networking. I am involved with LVP and the LVP IT Focus Group, St Francis Job Transition

### Jo-Ellen A. Darling:

I began a 3-6 month contract job at PP&L through Kforce Staffing & Solutions, a national staffing agency with offices in King of Prussia. Last year, I submitted my resume to Linda Sharkey, a Kforce recruiter, after an LVP meeting that she had attended. Another recruiter by the name of Maria Vivian contacted me in early April about the PP&L opportunity because my resume was in their database. I also went to job fairs and introduced myself to all the recruiters and gave them my resume - Tom Emmerth's presentation covers all the important things to do at a job fair. If anything it is important to get the resume in their database and follow up with them.

I think it's extremely important to have a great resume since it is often the first thing a recruiter sees about you. I actually continued to revise my resume about every other week for the past year, tweaking it and updating it (and LinkedIn) with things that would come to me as time went by. I think we always have a lot of experience that we don't realize we can add to the resume, so it's important to keep updating it. Basically, I do a three-part resume. The first part lists a summary of my skills. The second part lists "why I am

### Kevin Elphick:

I landed a position as Senior Engineer for an Industrial Automation company. My main functions are to locate, qualify and develop business in Southeast Pennsylvania and

Group, AITP, TPNG, 5 O'clock Club, Networking for Life and several other organizations.

Finally, the support from my wife and family was incredible, especially considering the strain that was put on them. I could not have done it without them.

Paul Bunting  
PaulBunting@verizon.net

qualified" (years spent in the business, then statements about the breadth of my experience and expertise and competencies I have gained in my career). The third part lists Relevant Experience, Other Experience, and then of course Education & Software Skills.

I've learned how important keywords are on resumes. I revised my resume for various opportunities, using the keywords from a given job posting to show that I have the ability to do at least some of what is required.

I also cannot overstate how important it was to pray and take care of myself during this time. I am very grateful to God and to LVP for this opportunity. I wish to thank everyone at LVP for being there and all the volunteering you do to help others, including myself. I want to thank the Executive Committee and especially the IT Focus Group for your comradeship and help during my career transition. I will always consider you friends.

Best to all of you on your job searches.

Jo-Ellen A. Darling  
Technical Writer, Editor & Proofreader  
[www.linkedin.com/in/joellendarlingfreelancer/](http://www.linkedin.com/in/joellendarlingfreelancer/)

Southwest New Jersey.

I attribute my landing to what I learned and experienced at LVP. The LVP process of education (through weekly career enhancement presentations), training (boot

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## Alumni

### Good Friday Panel Discussion

On Good Friday, the LVP Meeting entertained its second annual LVP Alumni Panel Discussion. The panel was composed of LVP Alumni who best represent the spirit of “Networking for Life”. The purpose of this program is to offer active members a chance to speak with Alumni who are currently working to get some feedback and ask some questions. A set of questions ranging from challenges faced returning to the workplace, most important skills learned from LVP, best networking practices for cracking the hidden job market and soliciting referrals for the same were presented. The discussion was moderated by Kim Tucker-Landon, our 2nd Co-chair of LVP Program Committee.

Many thanks to the following Alumni members for participating: Carol Burress, Jim Palmquist, Joyce Marin, Sue Matthew, and Thiep Pham, and Phillip St James.

The first question involved the transition back into the workforce after some time off. Discussion included getting used to an eight hour day again, paying attention to the new culture, reading your new coworkers, stressful as one is going from exile to the spotlight, and the mental and physical endurance required.

The second discussion involved maintaining important skills while job searching. Items noted were giving presentations to hone skills, serving customers, always being aggressive, taking care of yourself, both physically and spiritually. When discussing tapping the Hidden Job Market, suggestions were volunteering, teaching at the college level, and discussing one’s job search with an expanding group of friends.

The job search technique that brought the best result was asked. The answers varied from “do them all,” to volunteering,

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## How We Landed

*(Continued from pg. 3—Kevin Elphick)*

strap to journeyman job search skill development) and application of them in various networking opportunities (weekly focus groups, mock interviews, planned networking events and general LVP meetings) prepared me for the real world job search.

The last piece of my journey to landing began with networking with a presenter at LVP. We later connected and he introduced me to three of his associates. One of those associates recommended that I contact three of his client companies. I contacted all three of his recommendations and connected with one of them. This last connection began with

### Robert Smigielski:

I want to thank the LVP Program, Membership, Engineering, Marketing, and everyone else who encouraged me to keep working on landing at my next career opportunity. I landed a new job with a software firm called Timesys Corporation in Pittsburgh for a work-from-home Linux Engineer job. I am now working in the field that I have wanted to switch to for several years. So the lay off and job search were a blessing to get me moving toward my career goals.

I was able to get connected to the new job through a former coworker who learned that I was on the market. I applied the skills I learned at LVP for the phone screening, the face to face interview, and

### Shaun Sykes:

After many years of trial and error, disappointment, and frustration -I have landed a DNN (DotNetNuke) Web Developer position with Banc3 Federal - a company based in Princeton, NJ. Banc3 is a technology and engineering firm, that provides services to the Department of

an e-mail, then an hour phone conversation, which lead to a 2+ hour lunch interview that led to a meeting of his staff. This all titrated down to the job offer. NETWORKING DEFINITELY WORKS.

The real assets that enable us to land are provided by the LVP members and alumni. Each weekly meeting and all planned events happen primarily because of the contributions by the members and the alumni.

Thank you LVP.

Kevin Elphick  
kelphick@comcast.net

the negotiation of the offer. I am happy to say that I am employed with this small Linux system software development firm since April 1.

I want to thank you for the presentations, the presenters, and the discussions in the small groups (Engineering with Josh Ratz most especially). The sessions helped me to focus, evaluate, and develop my job search techniques and strategy. I was able to meet and network with many excellent people. And networking goes both ways; I was able to network and guide others. Thank you all.

Robert Smigielski  
ptdropper@gmail.com  
LinkedIn Profile: [www.linkedin.com/in/robertsmigielski](http://www.linkedin.com/in/robertsmigielski)

Defense, the U.S. military, and various federal, state, and local public clients. I will be working on client websites, providing web creation, maintenance, and solutions to their problems and issues that arise. This is a remote position, where I will be working from home.

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## Alumni

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working hard with LinkedIn, and networking extensively. The overriding advice was to not stay hidden at home on the computer but get out and meet people in different contexts. A discussion then involved best or favorite networking tips. LVP and previous work associations was mentioned along with many breakfasts and lunches with friends and business associates. In the process one must really practice listening skills.

After the break, time was provided for informal open networking for active members and Alumni to get to know each other.

Tom Emmerth  
LVP Alumni Chair  
temmerth@compuserve.com

## Programs

Here is the latest on the Program Committee. Over the last couple months, our keynote speakers included Joe Facchiano and his topic, "LinkedIn Success Strategies" and Amy McAuliffe Cooper and her topic, "Making The Transitions" and May included John Hadley's "What's blocking Your Search?", Jane Pennington's "Ageism", Mary Jo Roma's "Using social media to help you find the right connections", and Heather Jeannetta's "An Intro To the PA Civil Services" session. We also had our first mock job fair sessions, created by the Program Committee. Thank you to the following folks: Paula Nelson, Gary Schall, Gayle Merritt, Dave Newton, Joe Wolfe, and Jon Wilcox for their volunteering to be our mock employer representatives. For the month of June, we have the 2nd round of Mock Interviews, Gus Garcia's "I, Product", and Skip Torrenson's "Engaging Passion, Purpose and Spirit." If anyone is interested in serving as a Program committee member

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## How We Landed

*(Continued from page 4—Shaun Sykes)*

I found this opportunity through a recruiter who reached out to me after finding my resume, background, and employment history on Careerbuilder.com. I went through the employment process quickly, and expected to start the orientation procedure on May 1st, but a flood around their building and perimeter halted my progress that day. I completed orientation on May 2nd, and begin my next chapter of work on Monday.

I can see that landings are not only for aircrafts, spacecrafts, birds, or for other people; but they are for me as well.

Lehigh Valley Professionals has been a point of learning, skill building, information and job preparation, access to many different professionals – those I call colleagues now. You also provide counseling, a place where like minded, unemployed or under employed professionals can meet and discuss frustration, sorrow, grief, and strategy, and a place of sanity – steering us away from the brink of madness!

I have learned many things while an active LVP member, some things about the job market, the process of unemployment and new employment, and about myself. I have often been told that I have a very positive attitude and outlook while enduring the lengthy unemployment/transition phase. Well, the positive process starts with you – you have to see some positive outcome in all of this chaos, despite what others may say around you. If you don't envision greatness, or see a great future ahead, you will keep slipping down the hill, and may crash and burn after you reach the bottom.

Here are my tips for LVP members:

- Make sure you become a sponge, open up, and learn all the tips,

information, techniques, and strategies the members and visiting presenters have to offer you. You don't have to utilize everything that is presented to you, just store it for future use – you never know when it will come in handy.

- Meet and greet many of your fellow LVP members/make a friend/gain some colleagues. As in networking, you never know who you will meet here, and do not know who others are connected to or how they can help you. Just because others are not in your particular field, does not make knowing them a useless endeavor. I have personally received help and job leads from those in other fields or professions than mine.
- Join the LVP focus group or committee of your choice, and stay active while you're here. The LVP is your group, is run and controlled by you, and needs your help to function and continue running. This is the chance for you to give back and to lend your hand to the organization. Time goes by quicker when you are part of the organization, as opposed to a member who stands by, takes it all in, and leaves without taking part in anything – a Friday Spectator so-to-speak.
- Network with all the people you can, and utilize your contacts on LinkedIn. As you build your network of people, you can utilize your connection with them, and who they know, to connect you with employment decision makers within companies you are interested in. Take it from an initial skeptic - it has worked for me, and I value the connections I've made.

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## Programs

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or has ideas for future programs, contact Jeff Vitelli at 610-417-3203 or [jffsrnvtll@gmail.com](mailto:jffsrnvtll@gmail.com).

Joshua Ratz  
Mechanical Engineer and LVP Program  
1st Co-Chair  
[joshuaratz1@gmail.com](mailto:joshuaratz1@gmail.com)

## IT/Web

June has arrived, which begins our summer season and activities. This is a month for grade/grammar, high school and other secondary educational institutions graduations, religious observance of Ramadan and the feast of St. John the Baptist, and commemorate our fathers and those men who exhibit fatherhood to us for Father's Day, D-Day, King Kamehameha the Great, and Flag Day. As we look towards a warm and relaxing summer, filled with festivities, vacations and outdoor activities, let us keep striving for employment opportunities around us, and networking opportunities from our inner and outer circles of contacts.

The LVP IT Focus Group has been working on instructional documentation and training material on the website for the members. Here is the progress report:

The LVP Membership Website User Instructions manual has been developed by Jo-Ellen Darling, featuring completing and updating member profile information (regular information, Linked In address/ LinkedIn Profile, job categories and profiles/Member Summary). The manual will be featured on the website, and will be available for membership use.

An instructional capture data view tutorial for member profile information updates and other information is being developed by Susan Schall. The tutorial will be used for

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## Marketing

### LinkedIn Groups

***Insanity: doing the same thing over and over again and expecting different results. - Albert Einstein***

I was pleased to present a hands-on training for using LinkedIn Groups as part of your personal marketing strategy to LVP Members. Here is a summary.

1) Why use LinkedIn Groups as part of your personal marketing strategy?

- There are over 87 million users in the U.S.
- There are over 2.1 million LinkedIn Groups.
- Average number of Groups users are in = 7
- % of recruiters that used LinkedIn to vet candidates = 95%

2) What Groups should I Join?

- Local Networking Group (How

about LVP?)

- Job Search Group (Indeed.com has its own group)
- Industry Groups – Join the industry you most recently worked in and the one that is your dream job
- College Alumni Groups

3) Now What?

- Post content – this could include a link to a relevant article or a question you have for the general group. It is important to build credibility for yourself in the group before reaching out to individual people.

Next month I will tell you how to search for leads and contacts within LinkedIn Groups, and what to do when you find them.

Jen Weaver  
Marketing Committee Chair  
[jlweaver@ptd.net](mailto:jlweaver@ptd.net)

## How We Landed

(Continued from page 5—Shaun Sykes)

- And above all, stay positive, focused, open to change or innovation. We all have expectations of our next job opportunities, but don't let your tunnel vision of the 'perfect job' cause you to miss out on great positions and opportunities. Keep your options open, and keep looking – there are jobs out there with your name on them!

I want to thank the membership for their inspiration, training, mentoring, camaraderie, and network. You've made this transition period a positive one.

I have gained a lot here as Executive Committee member, chair and co-chairman of the IT/Web Committee, and member of the LVP. I value my time spent here with all of you, and will cherish and use the things you have fueled me with.

I will be switching my status to alumni. I am open to contact and connection from all who wish to reach out to me. Take care, one and all – I look forward to reading your landing story in the near future.

Shaun Sykes  
[shaun.sykes@mail.com](mailto:shaun.sykes@mail.com)

## IT/Web

*(Continued from page 6)*

membership information and training.

A general membership tutorial training exercise is being developed by Tom Emmerth to show and review the re-designed website, and give instructions on how to utilize the site efficiently. The tutorial will be used for new and established members.

Remember that the website redesign project is a “work in progress,” and is not fully completed yet. 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.

There was an internet outage experienced on the lvprofessionals.org website during the first weekend of June (May 31st and June 1st). People trying to access the website received the following or similar errors: Service Unavailable, HTTP Error 503 - The service is unavailable. Updates of the internet outage with Comcast were given Frank Westmoreland, the website administrator. The website is now operational and functioning as normal.

This is why we ask that you 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](mailto:LVPITWEBC@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.

Working behind the scenes, we are here to service the IT, web and technical needs of the LVP.



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

## ***Don't Forget!***

*Make sure you get your RSVP in.*

*You are invited to*  
**LEHIGH VALLEY PROFESSIONALS**  
**3<sup>RD</sup> ANNUAL FAMILY PICNIC**

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*with your name, phone, number in party, and type of dish you're bringing*