

APRIL EVENTS

Apr. 3rd LVP Meeting

10a.m. – 12 noon

NO MEETING—GOOD FRIDAY

Apr. 10th LVP Meeting

10a.m. – 12 noon

PROGRAM: “UNLOCK THE POWER OF LINKEDIN—HOW TO SESSION”

PRESENTER: TOM DOWD

Apr. 17th LVP Meeting

10a.m. – 12 noon

Program: “CONTRACT WORK—DOES IT HURT MY CHANCES OF FINDING A PERMANENT JOB?”

PRESENTER: LAURIE WINIARSKI

TRAINING: “AVOIDING AGE BIAS”

PRESENTER: CYNTHIA DEUTSCH

NEW MEMBER ORIENTATION—12:15 TO 1 P.M.

Apr. 24th LVP Meeting

10a.m. – 12 noon

Program: “SELF-EMPLOYMENT, ENTREPRENEURS AND FRANCHISES”

PRESENTER: RICHARD NOLTE

TRAINING: “PRACTICING YOUR ELEVATOR SPEECH”

PRESENTER: BLAIR TIGER

May 1st LVP Meeting

Program: “GETTING FOUND”

PRESENTER: GARY SCHALL

TRAINING: “TO BE ANNOUNCED

NEW MEMBER ORIENTATION—12:15 TO 1 P.M.

May 8th LVP Meeting

10a.m. – 12 noon

PROGRAM: “HOW MICOMMUNICATION CAN HURT YOUR JOB PROSPECTS”

PRESENTER: ESTHER HUGHES

The View From The Helm

Loss.

We all have dealt with it; the loss of a job, the loss of a loved one, the loss of good friends. It hurts. That loss makes you want to crawl into a hole and never come out. How do you deal with loss?

Crawling into a hole is not the answer. All that does is to magnify that loss, making it all the harder to deal with. All I can offer you is my approach to loss. You grieve for your loss. You reassess your future. You move forward.

Grieving for your loss is only natural and appropriate. When I lost my job after 21 years, I cleaned out my desk, got in my car, and cried. Like many of us who were in long term positions, I thought I would be retiring with this company.

The next day began my reassessment period. I spent several days writing (and rewriting, and rewriting) my resume, applied for unemployment, and focused on where to go from there. Reassessment is not a onetime process. It is on-going. You initially decide to take one path, only to find yourself changing directions later on. That is okay. You are

planning your future. You should be constantly reevaluating your plans as the need arises.

Move forward. I made the decision to start my own company. This is also an on-going process. I am very close to launching my business, and I am sure there will be reassessments as it progresses.

The key is to focus on the good things prior to your loss. Surround yourself with friends and family, share in your grieving and reassessments, and together you can move forward. Like many of you, I have found new purpose and a second “family” in LVP. Our organization has a lot of very good people in it who have great ideas, empathy for your situation and sympathy and understanding in your loss. Do not be afraid to reach out to others in the group for help and understanding. You will only find yourself in a better place for it.

I know I have.

Stay Positive!

Gary M. Schall
LVP Executive Chair
gmschall@gmail.com



Marketing

I am new to Lehigh Valley Professionals. In February, I attended my first LVP meeting and found the members to be so warm and welcoming. What a treat it was to be with others who are also in search of their next career adventures. I was not alone after all.

I have been in journalism for 14 years, worked in public relations for a year and always had a knack for sales. However, dipping my toes in the pool of marketing is something I have pretty much just left as a curiosity. Now, I have the opportunity to

learn more about marketing from people who are experts in the field and develop skills I can put on my resume. Wow, what a fortuitous occasion.

In March, I joined the Marketing Committee and now I am working with them to plan the next Networking at Nite event, which is set for mid-May at SteelStacks. It is exactly the type of experience I was hoping to explore – the perfect combination of event planning, advertising and of course, meeting influential

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Alumni

We recognize that as an LVP alumnus, you would like to forget about your time here and move on. However, the job search and networking skills that you learned here are life skills. We have always talked in our meetings about the following:

- “Networking for life.”
- “80% of all jobs come through networking.”
- “The number is even higher for higher level positions.”

We are asking you to not give up on your LVP Network and stay involved with us at LVP in some of the following ways:

- Continue to send us job leads, especially in your new company
- Continue to refer friends who need the help that LVP can provide
- Make yourself available to members who can use your insight on specific professions or specific companies
- Continue to open doors to employment opportunities for LVP members at the company where you currently work
- Continue to provide advice to LVP leadership to make LVP the best that it can be
- Keep our members in your network
- Attend one of our Friday meetings if you have a day off. Some of your fellow alumni do occasionally stop by. You are always welcome.
- Give a presentation at a future meeting
- Attend one of our evening networking socials. Many of your fellow alumni do attend.
- Please remember that we are here if you need us in the future

Please keep us informed about your happenings. I hope to see you soon to catch up.

Tom Emmerth
Alumni Chair
temmerth@compuserve.com

What We Learned

March 6th - Caroline Ceniza-Levine from **SixFigureStart** presented a workshop on “**Conduct In-Depth and Effective Research**”. We learned how to differentiate yourself from your competition with a step that many jobseekers skip. This workshop included: what to research about your job search targets; how to find inside information; and how to use offline, online and in-person research techniques.

The second speaker today was **Bill Miner** of our training committee who presented a discussion on “**How to Network**”. Bill provided many simple suggestions to make our networking experiences less stressful while being more productive.

March 13th - Alex Freund, the “landing expert”, presented an interactive discussion on “**The Interview: You Are Onstage**”. Many of our LVP members participated in this presentation. Alex identifies the four elements that interviewers focus on and presented actual examples by calling upon LVP members in mock interview scenarios. It was entertaining and many interview “unknowns” were exposed and explained.

March 20th – Marna Hayden, President and founder of **Hayden Resources Inc.**, spoke to the group on “**Team Interviews: Managing the Experience to Your Advantage**”. Marna’s presentation covered interview preparation and execution in a Team Environment. We also reviewed matching your objectives to a company’s needs and culture. She also discussed how to relate to each member of the interview team effectively, as well as

leaving the right impression and message when you leave.

Chip Haftl, Bill Minor, Blair Tiger of our training committee presented: “**Interviewing 101: Appearance**” This was a serious but at times comical look at interviewing appearance. The group touched on many sometimes overlooked aspects of our appearance at the interview. The team gave us many constructive elements to think about before going to an interview.

March 27th – Mock Interviews Mock Interviews were held for members of LVP. During this time our Training Committee presented numerous short training segments.

We wish to thank the following individuals for volunteering their time to conduct the interviews:

- **Bryan Jung**, Human Resources Generalist at **RCN**
- **Laura Schmieder**, Recruiter/President of **Premier Placement, Inc.**
- **Catherine M. Gasewicz, MSHRM**
- **Tony Reede**, Senior Manager, HR Plant Operations at **Daiichi Sankyo, Inc**
- **Sarah R. Laudenslager**, Employment Specialist II at **Country Meadows**
- **Christopher A. Brod, PHR**, Human Resources Manager at the **American Board of Internal Medicine (ABIM)**
- **Danielle N. Adams**, Business Consultant/Coach at **QueenSuite, LLC**
- **Dick Cipoletti**, Recruiter/HR Generalist at **RCC Associates**
- **Karen Daly Smith**, VP Programs at the **Volunteer Center of Lehigh Valley**

Marketing

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people from the Lehigh Valley.

The Internet has opened up a plethora of job opportunities for applicants to pursue. Unfortunately, it has also opened up a plethora of competition. Employers are bombarded by hundreds of applicants, a slew of faceless names. In this age of technology, meeting and interacting with people is paramount to finding your next job. That is where Networking at Nite comes in. I am really looking forward to helping the

Marketing Committee make it a success.

Lehigh Valley Professionals really is a true gem. Not only does it give its members informative talks presented by engaging speakers, but also it provides these opportunities to mingle with human resource professionals and company executives. That personable interaction can really make a difference in finding that next job, maybe even a dream career.

Kristine Porter
porter514@rcn.com

IT/Web

In celebration of Earth Day on April 22, PrimoPDF is a utility that can help you minimize your impact on the environment and your wallet.

PrimoPDF is a free application that enables printing to PDF from virtually any Windows application with one click.

So how does PrimoPDF support the spirit of conservation and recycling of Earth Day? Here is how I use it. After making a purchase from an online retailer or paying a bill via the web, you often get a confirmation code verifying the transaction. Typically you are instructed to print the web page for your records. How often have you printed what you thought was a short confirmation message only to find the resulting printout to be multiple pages of advertisements, coupon codes and other extraneous information?

By choosing to send your print to PrimoPDF rather than your printer, you can examine the resulting file and print only the page that you really need or choose not to print at all and simply save the file for future needs.

PrimoPDF will help you manage unnecessary printing, saving you time and money, and more importantly, conserving trees, reducing printer ink cartridge replacement and decreasing waste.

Get PrimoPDF here: <http://goo.gl/1CjIrd>

Marc Longo
IT Committee 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.

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



Membership

Volunteering

It is very hard to believe but we are a 1/3 of the way through 2015. Where has the time gone? All the weather events have certainly kept us busy especially if you have family members that rely on you for transport like kids or parents. Another thing that keeps us busy is volunteering.

Lehigh Valley Professionals (LVP) would not exist without the volunteers who plan, organize, set up and execute all the events we have going on in the group. Besides the numerous guests and LVP members who speak, educate & conduct training every week, we have had a Networking Event and mock interviews. If you are new to the group or you have been a LVP member for a while but have only attended meetings; consider volunteering and joining one of the committees.

Volunteering looks good on a resume especially if you have been unfortunately

out of work for many months. It promotes personal networking, increases your professional contacts and reinforces the LVP group activities. Volunteering also helps the current committee members carry the load and ensures a smooth transition if a committee member has the good fortune to land a job. So whether it is the Alumni, Program, Membership, IT or Marketing Committee; there is a place to use your present skills or to learn some skills that may just help you in your future.



Ted Zukowski
Membership Chair
theodorezukowski@yahoo.com

How We Landed

Terry Laudenslager:

Thank you for all you do. Like many of you, I joined LVP when I was at a very low point in my life. I did not know what I wanted to do with myself after 28 years of working at the same place with the same people. I was devastated, bitter and my self-esteem was on hiatus. I only knew the membership chair who encouraged me to sign up to be on the membership committee, which I did. After that I

joined the diversified focus group and found that others were going through the same thing as I. Following the advice given at the general membership and focus groups, I had my resume reviewed by CareerLink and LVP volunteers. With each revision, I felt a little more confidence coming back. I attended the Mock Interviews offered by LVP and gained more confidence. I continued to search job gateway and the other job boards. I reached out to colleagues during the holiday season, updated my LinkedIn and LVP profiles, enrolled in the WIA program and best of all I met some really terrific people. As time passed, my self-esteem improved. I had several interviews and lunch meetings. I also responded to an email on Yahoo Groups written by a LVP alumnus looking to hire. I experienced the ups and downs and really downs of job hunting.

Then it happened. I landed. I was offered a part time position about a month after I

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How We Landed

(Cont'd from page 3: Terry Laudenslager) had the first interview with an agency. I accepted the position and hoped it would turn into a full time position as the agency grew. I was eager to rejoin the workforce, meet new people and take on new challenges. After getting clearances and transcripts sent, I anxiously waited for a start date. That process took about 2 months from the first interview to getting a start date. After the LVP general membership meeting on 3-13-15, I returned a call that I received during the meeting. It was from an old colleague who I had lunch with a while ago and I was offered a full time position at his agency.

Both positions offered me the opportunity to work with a diverse group of people but I had to follow my heart and the direction that God advised me. I could not turn the opportunity down and I could start as soon as 3-16-15. Later that evening I got a call and was given a start date for the part time position I was preparing myself for. Two job offers on Friday the 13th. Isn't that ironic? I feel very blessed and thankful. Calling a LVP alumnus to turn down a start date was very difficult to do, but my heart will always be with working with individuals with significant intellectual disabilities to achieve a higher level of vocational functioning.

My advice to all you is to meet new friends, sharpen your skills by getting involved with LVP or other volunteer opportunities, follow the excellent advice offered by Lehigh Valley Professionals and CareerLink and enjoy your time off as it will soon come to an end. Be grateful for what you have accomplished and look forward to new opportunities. I will always keep this group of talented individuals in my mind should I have the opportunity to recommend hiring. As you land in your new positions, I ask that you please encourage or embrace the opportunity to work with individuals with disabilities. Statistics show that the existing workforce benefits by hiring individuals with disabilities. It also improves the public's perception of your company as 92% of Americans look more favorable on

businesses that hire people with disabilities, it also improves moral and expands innovation.

Terry Laudenslager
terry.laudenslager@yahoo.com

Selma Ritter:

I wanted to let you all know that I landed. Today, I accepted a full-time Paralegal/Office Manager position in Fleetwood. It all happened very fast.

I would like to thank each of you for your support and friendship during the last few months. The LVP group encouraged me immensely, which helped with the "highs and lows" in seeking employment. I always knew I would find a job. It was just a matter of when.

I learned a lot being a part of LVP. The speaker and training sessions were great and helped me to understand the real world of finding a job and what employers are seeking. I took advantage of the services available at CareerLink, attended LVP and volunteered my time, which helped greatly.

My suggestion to you is that if you are not volunteering, get involved. It provides great networking exposure and helps with the negative feelings while looking for a job. I pray you all find the position you are seeking and deserve.

Selma Ritter
sritter7@ptd.net

Paul Teseny:

I guess I should officially notify everyone that I too have landed. I have been hovering for a couple of months and now I am working all the time. My primary client is a customer of my previous employer. The owner of VPI Industries and I got on well together, however they did not like my employer. In January their contract was up and instead of renewing, they called me to design some new products for them.

I am currently finishing a redesign of the Nomad turntable. This is an all-in-one turntable, just plug it in, plug in your headphones, put on a record and you're listening to vinyl. It also has jacks on the back, so you can connect it to your entertain-

ment system. So, I am designing high-end audio products once again, particularly turntables (record players). You can see them here: <http://www.vpiindustries.com>

I am getting paid to pursue my hobby. You never know where life will take you; sit back and enjoy the ride.

It has been a real pleasure meeting and working closely with all of you and being a part of LVP. When you get someone else to take over the Program Committee, let me know and I will meet with them about organizing and conducting the Mock Interviews.

Paul Teseny
cintex@enter.net

Joe Veshinfsky:

This may be one of the more unusual landing messages sent out since it has been a few years since I have attended any meetings and likely do not know any current members except if anyone has recently been laid off from LSI or Avago. I was laid off for the second time early in 2005 and started to attend the LVP meetings. Later that year, I took a contract position with my original employer which I considered to be a soft landing since it was known that while former employees could be used as contractors, it was extremely unusual for them to be hired back into the company.

About a year later, I took what was supposed to be a full time job with an engineer who had started his own testing company. I was his only employee other than a part time technician. The first year or so of the job was interesting as he needed someone to document the QMS procedures and write a quality manual in order to prepare for possible ISO registration. However, the technician was let go and I ended up taking over his responsibilities of setting up and running tests and doing less engineering activity. There were also times when business was slow that I was not able to work a full 40 hours. I obtained the Certified Quality Engineer status through the American Society for Quality (ASQ) as a way to hopefully find a more suitable posi-

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How We Landed

(Cont'd from page 4: Joe Veshinfsky)

tion. Even though I already had multiple engineering degrees, I hoped the certification would help distinguish myself from others for quality related jobs.

Over the next three years, I selectively applied to job openings that met my criteria but more often than not would not even hear back from the companies or would find out that they had hired a recent college grad instead. There were other interviews where I would decide that I had no interest in working for the company based on how the interview was conducted or on things that were learned during the interview. I likely would have tried much harder to take one of these positions if I was not already working. I had worked for a good company before and was determined to try to find something similar in the local area.

A while ago, I saw a job posting that I had applied to about a year before but had never heard anything. The job requirements were a very good match to my experience and the job appeared to be quite interesting. I started checking contacts and found an ASQ member that worked at the company along with a friend who had just started. I reached out to both people and provided my resume and let them know I had applied to the company. I did not know the ASQ contact well enough to ask them to recommend me and my friend had just started working so it did not seem appropriate to ask them for a recommendation. I also went to a job fair where the company was participating and was able to talk directly to the HR people. They did seem to have some interest and said they would be sure to forward my resume to the hiring manager. Some time went by and nothing was heard from the company so I assumed that this would end up being just another position where I would not receive consideration.

My friend was later attending company training for new employees and at the end of the training the group was asked if they knew of anyone that would be interested in any of the new job postings. My friend

mentioned that my resume should already be on file for one of the jobs. HR contacted me the next day to set up an interview for the following day. By the time I got back to work after the initial interview, I already had an email asking to set up a second interview. The second interview occurred but I did not hear back from anyone by the time they had said they wanted to make the final hiring decision. I contacted the hiring manager and was told the decision may be delayed by another week or so, but the next day received a phone call that a job offer would be made. I accepted the offer and have just completed the first week as a Quality Engineer at ABEC Inc. The company is growing ex-

tremely rapidly and they seem to value experienced people who can come in and help put needed procedures in place.

I truly believe that my resume would have likely been overlooked except that the person I knew at the company mentioned my name when given the opportunity. Since starting work, I have also learned that my manager and the HR team are also very new to the company so that not applying for the job based on not being considered before would have been a very large mistake.

Joe Veshinfsky
jveshinfsky@aol.com



Wednesday, May 13, 2015
Open House 5 to 7 PM
Steel Stacks, 101 Founders Way, Bethlehem PA 18015

Goal: Improve your Career and Help Others

Networkers, this is your chance to iron-out any kinks in your networking commitment. LVP has arranged for a return engagement Network at Nite event at the exciting, beautiful Steel Stacks venue in Bethlehem. Come show your career mettle, mix and mingle with talented professionals from the Lehigh Valley at this colorful, historic destination. Career professionals, employees, employers, hiring personnel, college graduates and experienced networkers should hold the date and steel-in for the festivities.

Cash Bar and Food Service Refreshments will be available.

To sign up or learn more visit <http://lvprofessionals.org/content/networking-nite>

