



# LVP Communicator

A Monthly Newsletter of the Lehigh Valley Professionals

July, 2012 Vol. 4, No. 7

## View from the Top

### A Time to Remember

The summer is in full swing. Independence Day is a time for picnics, vacations, and spending time with families. For some of us, it is also a time spent searching for that next great job. It is easy to get down during any holiday, but we should all remember that things will get better, and things ARE getting better.

Here is my take on things. Regardless of what the “experts” say about where things are going, keep in mind that the economy is improving. The unemployment numbers may not show it, but a good part of that is the fact that more people who have left the unemployment rolls thinking there was nothing out there for them are getting back into the search. In the last quarter, more companies beat the earnings expectations the “experts” laid out for them. They have been sitting on about one trillion dollars of cash and are ready to start spending it. That means investing in equipment, and more importantly for us, investing in people.

Uncertainty has been a big factor with businesses adding more people. One major question mark was what was going to happen with “Obamacare”. The Supreme Court has removed that question mark. Now, this is not an endorsement of any particular policy or political

party. This is just a statement of fact. Like the policy or not, it was one item that kept companies from making decisions about hiring. With a level playing field now, these companies know what to expect, and can begin to plan accordingly.

As we sit back and enjoy the fireworks this month, waiting for those companies to start investing in more people, use that time to reinvest in you. Take the time to update your resumes. Make a phone call or two to those places you applied to earlier that you might not have heard anything from. Brush up on your elevator speech, and have those business cards ready to hand out, not just to prospective employers, but to people you talk to. You never know when someone might know someone who is looking for a person with the skills you have to offer.

The summer is heating up. What better time to light a fire under your job search. Now is the perfect time for all of us to look forward to better times ahead. I see a bright future for all of us...**bright enough that I'm wearing my sunglasses all the time now.**

Good luck and happy landings!

Gary Schall  
LVP Executive Chair  
gmschall@yahoo.com

## Calendar

July 6

10 a.m. – 12 noon

TOPIC 1: Parking Lot Exercise

PRESENTED BY:

LVP Program Committee

July 13

10 a.m. – 12 noon

TOPIC 1: Making your Resume shine

PRESENTED BY: Joe Wolfe, LVP Training Chair

TOPIC 2: Body Language

PRESENTED BY: Roy Bastian

**New Member Orientation –**

11:30 am — 12:00 pm

July 20

10 a.m. – 12 noon

TOPIC 1: Welcome to the New Web Site

PRESENTED BY: LVP IT Committee Panel

July 27

10 a.m. – 12 noon

TOPIC 1: More Tips from Abby

PRESENTED BY: Abby Kohut, Absolutely Abby, Principal

TOPIC 2: Business Cards

PRESENTED BY: Joe Wolfe

**New Member Orientation –**

11:30 am — 12:00 pm

## How I Landed

Back in February I was contacted to be part of a one day focus group, comprised of ex D&Bers, to discuss what we used to do at Dunn & Bradstreet with a company called **Creditsafe**. **We would get paid \$250 and get two meals. I thought “why not.”** Mid-way through the morning session the organizer pulled me aside and asked if I was interested in getting a job out of this because the people from Creditsafe were interested in me. Naturally, I said that I was interested. At the end of the day I spoke to the two people from Creditsafe and they said they would be in touch with me. This led to a series of emails and phone calls back to their head office in Wales, UK. They then started discussing bringing me over to Wales. On June 16, I flew over to Wales and on the Monday morning I went through a formal interview. This resulted in them offering me a contract, which I happily signed. The rest of the week was spent meeting people, going on a sales call, and learning their system. I will be the **Product and Trade Exchange Director for Creditsafe USA and will be responsible for acquiring company’s accounts** receivable files to be used in the Creditsafe Business Credit Reports. None of this would have been possible if I had not accepted the invitation to take part in the focus group. Over 100 invitations had been sent out and only 10 of us accepted. It just goes to show you that you do not know when that next opportunity will present itself to you. I thought all that would happen is that I would make \$250 and instead I got a position.



I would like to thank everyone associated with LVP. I truly feel the things I have learned here had helped me be ready for when my opportunity finally arrived. In addition, knowing that each Friday I would be surrounded by people who knew what I was going through was a big comfort. I wish all of you the best of luck in your job searches and future employment.

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

*Managing Editor: Tom Emmerth  
Layout: Ken Herr*

*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 at the PA CareerLink® Lehigh Valley,*



## *LVP 10th Anniversary Celebration*

As announced in last month's LVP Communicator, planning is moving swiftly ahead for Lehigh Valley Professional's 10th Anniversary Celebration. We have a very vigorous and cooperative group of volunteers who have met regularly and are tackling the plethora of organizing tasks. We have a date: Saturday, September 15th, from 11:00 AM to 5:00 PM. We have a contract signed for use of the Bethlehem Township Municipal Park Pavilion 1. It is shaping up to be a casual summer barbecue atmosphere, with potluck contributions from all of us supplemented by donations solicited from select area businesses.

The committee is circulating a sign-up list during weekly meetings to gauge interest and get a head-count. A sign-up sheet for potluck contributions is coming soon. Members and alumni who have not been able to attend meetings should correspond by e-mail with Wendy Packard ([wendypackard@rocketmail.com](mailto:wendypackard@rocketmail.com)). Help is still needed with Public Relations (Media, past presenters, employers, etc). Please step up, and help us make this an event the Lehigh Valley will long remember.

J.B. Vitelli  
Program Committee Chair  
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## *Membership Corner*

**There are ten things "The Ladders" website lists that you can do to chill out and relax a little before, during and after your big "Pitch" (aka interview). I will share the first five in this month's issue. The last five will follow next month:**

1. Show up with a "good" level of knowledge after doing a "reasonable" amount of research. You would be surprised at the number of people who haven't looked at the company's homepage. Google its name and check out the stock ticker before showing up for an interview.
2. Be on time, unflustered, with a clean, well-presented copy of your resume. Sure, this sounds like "Interviewing 101", but you know that you have violated this rule at least once in your life because you didn't leave the house ten minutes earlier than you "thought" was safe. Do yourself a favor — it's far better to be wasting 10 minutes in the lobby than stressing out in transit.
3. Dress the part — businesslike and professional — no matter how party-rocking the company is. Except in cases where the culture is aggressively anti-corporate, a coat and tie or string of pearls never makes you look bad.
4. Be kind to every employee you meet. As a matter of fact, be kind to everybody within 2 miles of the interview building — the receptionist, the parking lot guy, the janitor and the intern. It is shocking to hear the number of people who think good manners and kindness are only to be trotted out in the interview room.
5. Remember JFK? (Or remember what your parents told you about JFK?) Ask not what the company can do for you; answer instead "What can I do for this company?"

I hope these tips will help reduce some of the anxiety or nerves you feel during your "interview". The last **five will be in next month's article.**

Have a great month; I'm rooting for you!

Phillip St. James  
Chair, LVP Membership Committee  
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Welcome to July. Nearly half of 2012 is over. For the last few months I have been discussing the use of **a positioning statement on your resume. In fact, I posted an example of mine in last month's communicator. After I copied the text over, it became apparent that I do not have a "catch" for my positioning statement.** I promised that I would have one for this month. After thinking this over for several weeks, I have concluded that this is much harder to do than I thought it would be. With no further adieu, here is my shtick:

**"Creative, knowledgeable, experienced marketing professional with a touch of everything else."**

Am I happy with this? I am not sure. However, I am thinking it might be a good conversation starter.

What are your thoughts? I am encouraging feedback from the entire LVP group. Please help me. I am anxious to share some thoughts from other members. Is there anything in particular that has worked for you? Let me know.

P.S. A shout-out to my first co-chair, Ross Reed, for landing what promises to be an excellent position. Good luck to you, Ross.

Until next month,

LVP marketing committee

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## Continued Training

The Training Committee has had some face lifts recently with Dale Wilson becoming 2nd Co-Chair while Michael Leonard, Sr. remains as 1st Co-Chair with Joe Wolfe becoming the Training Committee Chair. The month of June saw training from Roy Bastion on Personal Branding, while Joe Wolfe did a 30 Second Speech session and Bill Kruger and Joe Wolfe followed the next week up with a 30 Second Speech Workshop/Breakout session. June also saw the start of the resume reworking training, with a presentation on turning your resume into a masterpiece and the first of two breakout sessions on the last Friday. July will continue with the next breakout session. **July will also play host to the IT Committee's introduction and training of the new LVP website.** September will bring us to our 10th anniversary celebration and then a Job Fair hosted by PA Career-Link® Lehigh Valley. The Training Committee is building up to these important events, showing members how to put together a top notch presentation packet for none other than: Themselves!! These events will be showcases for our 30 second speeches, 2 minute speeches, business cards and **of course, resumes. And don't forget your on line presence with LinkedIn. This is another showcase** where you can put your branding to good use and show potential employers another version of you that they cannot see on a resume.

Joe Wolfe

Training Chair

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## Programs

As summer has heated up, predictably, so has the work of Professionals in Transition of LVP. Attendance has continued to push the room capacity, a sure sign that folks are inspired by the weekly program presentations and want to keep coming back for more.

June began on the 1st with a visit from Esther Hughes who appetizingly posited the silver settings of a gourmet feast as a metaphor for the job search. On June 8th, our own Roy Bastion demonstrated that we have in **our midst a wealth of talent, reincarnating Jack Hillman's "Dealing with Rejection" presentation. On June 15th Catherine Young gave us lots of good resources from the Five O'clock Club Job Search Methodology,** and her own practice as a Career Coach. Kim Capers and her Colleague Tom Dunaway from Capital Blue Cross elucidated our members on accessing Health Insurance Coverage during the period of unemployment, on June 22nd. And the month closed out on the 29th with Bob Wendt, research director for PA CareerLink® **Lehigh Valley's Workforce Investment Board, talking to us about the State of the Lehigh Valley.**

**As July shapes up to be hotter yet, we will begin with a participatory "Parking Lot Exercise", partly designed as a way to identify member's thorniest job-search dilemmas and to generate ideas for future programs based on people's needs.**

Jeff Vitelli  
Program Committee Chair  
[jffrsnvtll@gmail.com](mailto:jffrsnvtll@gmail.com).

## IT World

July is here. It is a time to recognize our independence as a separate nation, commemorate our foundation, and celebrate what it truly means to be American. Amidst the fireworks and national celebration, we in your LVP IT Committee remain committed and focused to LVP and website endeavors.

You may have noticed outdated or missing information on the website during the past month. After a recent upgrade, the information viewed pointed to an older version of the site on an older drive. Frank Westmoreland, the website administrator, has corrected this issue. Keep us informed of any strange or abnormal things you view going forward.

We have had several meetings concerning the resume submittal process, and data migration to the new website. Plans are in development to document, to streamline, and to innovate the processes in the near future. Tom Emmerth is working with us, and has volunteered his skills for project management.

The committee will be making a presentation of the new website to the LVP Membership during the July 20th meeting. The format of our presentation will be slide show, website comparisons, LVP Active Forums Module, Resume Module and more. The structure of the presentation will be in a group format.

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