

## AUGUST EVENTS

**August 2<sup>nd</sup>**

### LVP Meeting

**10a.m. – 12 noon**

*PROGRAM:* "FINANCIAL STRATEGIES FOR JOB SEEKERS"

*PRESENTER:* MARY EVANS, CERTIFIED FINANCIAL PLANNER.

*TRAINING:* "ELEVATOR/30-SECOND PITCH"

*PRESENTER:* "DANA ZAMOLYI, LVP TRAINING COMMITTEE 1<sup>ST</sup> CO-CHAIR

**August 9<sup>th</sup>**

### LVP Meeting

**10a.m. – 12 noon**

*PROGRAM:* "STRATEGIC PLANNING PROCESS: GROUP BREAKOUT SESSION"

*PRESENTER:* MARLENE RUBY, 1<sup>ST</sup> EXECUTIVE CO-CHAIR OF LVP

*TRAINING:* "PERSONAL BRANDING"

*PRESENTER:* MARKETING FOCUS GROUP

**12:15—1 P.M.**

### NEW MEMBER ORIENTATION

**August 16<sup>th</sup>**

### LVP Meeting

**10a.m. – 12 noon**

*PROGRAM:* "LEVERAGING RELATIONSHIPS TO LAND A JOB"

*PRESENTER:* ESTHER HUGHES

*TRAINING:* "BUSINESS CARDS"

*PRESENTER:* RICK SMELTZ, EXECUTIVE CHAIR OF LVP

**August 23<sup>rd</sup>**

### LVP Meeting

*PROGRAM:* "EXPANDING NEW HORIZONS – OUTSIDE THESE FOUR WALLS – CREATIVE, SELF-SELECTED GROUP ACTIVITIES AS DESIGNED DURING AUG 9<sup>TH</sup> STRATEGIC PLANNING"

*PRESENTER:* GROUP MEMBERS

*TRAINING:* "EXPANDING NEW HORIZONS, CONTINUED"

*PRESENTER:* GROUP MEMBERS

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## The View from the Helm

### Making a Difference

I would like to wish the warmest congratulations to Joe Wolfe, who has been our Executive Chairman at Lehigh Valley Professionals for the past 7 months, on his new job. I'm sure that he will make a difference in a very positive way to his new employer as he has done for LVP. Marlene Ruby and I now move up into our new role as 1<sup>st</sup> Executive Chair and Executive Chairman, respectively, to fill the big shoes that Joe left for us to fill. We are both committed to fulfilling the vision that Joe had for LVP and to make a difference for our membership in our new roles. Joe has made his mark at LVP and it is certainly a mark that will be felt and appreciated for some time by those of us benefiting from his vision, passion, and determination.

This brings us to the topic that I would like to discuss this month. That is "Making a Difference". There are many of us that are quite happy with just doing what is required; those that don't want to rock the boat or change direction because everyone is doing just fine the way things are now; right?

Well I beg to disagree. We all owe it to ourselves and to those that we care about to reach out of our comfort zone and try something new... maybe even something adventuresome. Looking back on your own life, what do you remember? Do you remember when you did the status quo or do you remember when you did something new and exciting? I'll bet that you remember those special moments that made you happy, or reflected on something that you are proud of, even though it seemed difficult at the time. Yes, it is these events that made your heart pound with excitement as well as those moments that you volunteered or did something special for someone.

I have personally found that when I reach out of my comfort zone to make a difference it satisfies an internal hunger to continuously improve and to evolve as a better human being. Continuous improvement is a theme that we all need to strive for, whether

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Rick Smeltz



Marlene Ruby

## How We Landed

### Joe Wolfe

Most of you know my story: laid off in September of 2009, found a job in June of 2010, and laid off again in June of 2011. After the second layoff it took me some time to come back to the meetings; but I did, eventually, in early 2012. Shortly afterwards, I agreed to do a training session on LinkedIn and the rest, as they say, is history or, at least, some of LVP history.

Aside from my wife, there was one other source of strength and inspiration that I drew

from: prayer. As much as I know LVP is an occupationally oriented forum, there is much more to transition than just the business side of things and I turned to my spirituality as much as to my wife. I fervently prayed for strength and to find the way to take care of my family.

Eventually, I came across a job that hopefully would have the potential to at least be a

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## A View From the Helm

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It is learning something new, trying something different, or volunteering to help a cause, it will be these times that you will remember and be remembered for. I encourage all of you to reach out of your comfort zone and make history something you will be proud to remember. Make a difference!

Rick Smeltz  
Executive Chairman  
rds meltz@ptd.net

Marlene Ruby  
1st Executive Chair  
mkruby@verizon.net



What's this? See page 3 to find out.

## Membership

I hope everyone is doing well and continuing to network. As I find articles I feel would be helpful, I save them and pass them on to you to aid in your job search. The latest is from *The Career News*, titled

### “Five Tips for Being a More Confident Networker”

- 1. Learn How To Break The Ice:**  
Struggling for ice breakers? Instead of trying to memorize one-liners, keep things simple. A simple “Hello, my name is \_\_\_\_\_” is more than sufficient if said with a smile. Or, “So, what brings you here?”

**2. Get Warmed UP:** Don't start battling without a few practice swings. Make sure you talk to a few people before you hit up your main target. It will ease your nerves and make you feel more comfortable.

**3. Be Aware Of Your Body Language:** In order to give off a positive impression, uncross your arms, keep a strong smile and hold strong eye contact.

**4. Ask Great Questions:** If you are uncomfortable doing the talking, then ask interesting and thought provoking questions. Here's an example:

"Oh, you're an architect? What's it like building something that you know will be around for hundreds of years?"

**5. Have Fun:** Whenever you attend a networking event, focus on having a good time. People will be attracted to your good attitude. If you're enjoying yourself, people will enjoy your company. And, even if all else fails, you can at least say you had a great night.

Tony Dragotta  
Chairperson, Membership Committee  
t\_dragotta@yahoo.com

## AUGUST EVENTS

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### August 30<sup>th</sup>

#### LVP Meeting

10a.m. – 12 noon

PROGRAM: “HOW TO WORK A JOB FAIR”

PRESENTER: TOM EMMERTH, LVP ALUMNI COMMITTEE CHAIR

TRAINING: “RESUME II”

PRESENTER: ROY BASTIAN, LVP TRAINING COMMITTEE CHAIR

### August 31

LVP Annual Picnic

Saturday, August 31, 2013

Allentown Rose Garden Picnic Area

## Marketing

As another season begins to change, so do our marketing projects. In early Spring, Lehigh Valley Professional's Marketing Focus Group was formed. We were quickly called into action and started the rebranding of LVP. We created a new logo, a brand look and feel for our group, which included brochures and our PowerPoint presentations. The PowerPoint presentation template has been adopted and utilized by the training committee and the new ambassador presentation.

As summer started the members of the Executive Committee agreed we could not move forward with our ambassador program until we updated our website.

The Marketing Focus Group began the rebuilding of LVP's website in conjunction with the IT Focus Group. We are currently changing the look so that the site reflects our new brand and addresses the user experience issue the old site posed. We have identified four main users of our site—employers, community organizations, members, and alumni—and are working to ensure all users' site access is simple and navigation is easy and intuitive. We will be revealing the phase-one completion of the new site before the end of summer.

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## How We Landed

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bare-bones back up to my now extinct EUC. The job started in July. It was not the job of my dreams but it had potential to get some good money going if I could step up to the plate and meet the challenges that I knew I would face. I am grateful for the chance to keep holding on and paying our bills. I know that it will not be easy and my work is cut out for me, literally. I need to make sales and put in a great deal of overtime to boot. At least until something better comes along, either in the company or elsewhere.

Thanks to the dedication and the hard work of all of the EC during my tenure as Executive Chair. Mostly everything was in place for Rick and Marlene to take over. We felt that the plans put in place were pretty much at the point where things would be continuous. I said my good-byes on July 26 and tried to pleasantly surprise anyone who hadn't guessed what might have been going on already.

What I have gained from LVP is truly beyond measure. I cannot thank everyone enough for

their encouragement, support, and assistance; and while I may no longer stand in front of you, cracking all sorts of bad jokes and bidding you all a "Goooooooooooo morning!" I will always stand with you.

Joe Wolfe  
Retired Executive Chair  
[jmwtyr@rcn.com](mailto:jmwtyr@rcn.com)

## Carol L. Becker

I just want to let everyone know that I landed a job at the Lehigh Valley

Health Network. This job came through the LVHN website. I applied on 6/21/13 and was called on 6/27/13 to set up interviews. After six interviews, which occurred on 7/1/13, 7/2/13, 7/3/13 & 7/8/13, I was offered the job on 7/22/13. I am an Administrator Secretary to the Vice President of Internal Audit & Compliance and to four directors. I already have a rapport with many of the employees there through volunteering and through a series of interviews I had for other LVHN positions to which I had applied.



What I learned through this experience is that you still network. I'm now connected to people from all walks of life that have supported me and helped me through this journey. The LinkedIn website has been my best tool. There I have hooked up with people I interviewed with and have had meaningful dialogue with those who I believe can help me later if other positions open up.

I have also learned that you need to volunteer at companies to show their employees what you can do for them. I volunteered at LVHN, Good Shepherd, and Neighborhood Health Center of the Lehigh Valley. Absolutely Abby also helped me with a few things. One was being overqualified and how I should address that in an interview. The second was how to find a hiring manager or a person on LinkedIn at a company where I could send my resume directly after I applied on line. Thank you all for your help and support. You may now update my status to LVP alumni member.  
Carol Becker; [carollb@ptd.net](mailto:carollb@ptd.net)

## *Pennsylvania* **CareerLink**® Relocates LEHIGH VALLEY

We've moved!. As many of you already know, the PA CareerLink® Lehigh Valley office moved August 23<sup>rd</sup>. We are up and running at our new location, just down the street, at 555 Union Boulevard (the east wing of the Western Electric/AT&T/Agere building), Allentown, PA. Our new facility has an expanded Career Resource Room with plenty of direct sunlight, a large meeting room with bright natural light and glass walls, and a more modern facility to provide services to job seekers.

We have already begun our new program year (July 2013) with expanded services, workshops, and triage functions to be able to connect quickly with job seekers and provide one-on-one services early on in the job search process.

Our telephone number will remain the same as will our hours of operation. We look forward to providing continued services and support to LVP members.

Karen McAndrew-Bush  
Employer Services Manager  
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*Photo by Rick Smeltz*



## Marketing

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As we soon transition into fall, we will begin phase two of the website upgrade and assemble our ambassadors. Phase two of the website will require our members to update or create a professional summary and send the link to their LinkedIn profile to our membership committee. The Membership Committee will review your information and send it to the IT Focus Group who will add it to the LVP website. Please look for more information regarding this process in the near future. With our new updated website and marketing materials the ambassadors will be able to professionally represent and present LVP to Lehigh Valley companies and community organizations.

Melissa Eisenhart  
Marketing Committee Chair  
meisenhart@ptd.net

## IT/Web World

August, a month of traditionally warm and humid weather, marks the ending of Summer, the return of the school year for colleges and universities, and the local festivities of the U.S. Open and Artsquest Musikfest. As the family vacations end and the majority of the population begins to look toward the upcoming Fall schedules, the IT/Web committee maintains its focus on quality service and support to the LVP community at large.

Tips N Tricks



Greetings, overheated job-seekers. This installment of Tips 'N Tricks is going to

veer away from the usual focus on Information Technology. This time, let's share a few ways to remain comfortable while saving a few dollars. We can survive the punishing summer weather while we **Eat, Sleep, Breathe** and – *if all goes according to plan* – **Work**. In other words, **Cool I.T.**

### EAT

Summertime fruit salads, cold cut sandwiches, and Rita's Ices (sure, why not?) are popular meal choices during the summer. Naturally, a hot meal can be quite satisfying even on a warm day. But you don't have to fire up that nasty old oven to enjoy a hot dish. Consider using your microwave or small toaster oven to heat your food. They will get the job done reasonably well without making your kitchen unbearably hot.

If you don't mind taking a ride (in your air-conditioned automobile) to the supermarket, grab a delicious rotisserie chicken and escort it home. If you time your trip well, your friendly grocer will mark down the chicken to half-price when the next batch comes out of the oven. Seriously, can you even buy and cook a whole chicken for \$3.00? I think not.

*NOTE: If you've been warned by your doctor (or your spouse) to avoid eating an entire chicken in one sitting, slice off the breasts and save them for a future meal. Later, you can cut the breasts into strips or small chunks for chicken salad sandwiches, a chicken-topped garden salad or a tasty chicken pizza (see recipes online). Sure, you can just wait until no one is watching and eat the whole chicken anyway. But if you suspect you might get caught in the act, simply bring home a second chicken to bribe the potential snitch into silence. Works like a charm.*

Read the full article here: <http://db.tt/9q9ySP3q> (NOTE: This link is CASE-SENSITIVE)

**Frank Cioce**  
IT/Web Co-chair  
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**Shaun Sykes**  
IT/Web Chairman  
shaun.sykes@mail.com

## LVP Web Resources

Here are the links to the official LVP pages (you can get to the page just by clicking on the hyperlink):

**Website** – <https://www.lvprofessionals.org/>

**LinkedIn Groups** –  
<http://www.linkedin.com/groups/Lehigh-Valley-Professionals-1181577/about>  
**LinkedIn Company Page** – <http://www.linkedin.com/company/lehigh-valley-professionals>

**Facebook** –  
<https://www.facebook.com/LVPNG>

**Twitter** –  
<https://twitter.com/LVProfessional>

**Yahoo Groups** -  
<http://finance.groups.yahoo.com/group/lvppng/>

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# The Importance of Feedback

The proof is in the pudding. Survey results give us an honest measurement of how we are functioning and provide a base for suggestions and improvement. It aids us in identifying successes and deficiencies and encourages member dialogue and input.

Measuring results is just one process in knowledge sharing. In order to ensure success we must use a combination of collaboration tools. These tools will assist our LVP members in their job search efforts. When our LVP members land a job we would love to attest that there is a direct correlation to knowledge gained from our programs.

## Survey Results, Highlights, and Comments:

**Skip Torresson:** How would you rate the speaker's understanding of the topic he/she was speaking on? 78% Excellent

"The timing of Skip's presentation to the group was good. The idea of job-search and career transition as a spiritual journey is a theme that seems to resonate with many."

**Pana Columbus:** How would you rate the relevance and usefulness of information given during the presentation in understanding LVP's mission and member needs? 40 % Excellent /very useful

"I liked thinking out of the box exercises."

**Abby Kohut:** Would you use this presentation to aid in your job search effort? 79% Yes, definitely

"Since she is a recruiter, it will be nice if she can communicate with LVP when she comes across positions."

**Gus Garcia-** How would you rate the speaker's understanding of the topic he/she was speaking on? 53% Excellent

"I thought I knew what to say, but when I was forced to write it down, I quickly realized I was unprepared. What an eye opener!"

If you have any questions and would like to view in depth information about survey results for programs please contact me.



**By Bev Saunders**  
Program Committee Co-Chair  
bevsanders@rocketmail.com

## An Additional Program Committee Note from Chairman Smeltz

In the near future, the Program Committee will be sending out a survey to our membership that will ask for input regarding the topic categories for future programs that would be of interest to our membership. This is a very important method of gathering input so that LVP can match the interests and needs of our membership with the types of presentations that will be provided by our guest speakers. Your cooperation in completing the survey is extremely important.

## For Our Alums

The primary purpose of having an LVP Alumni Committee is to keep you, our Alumni, engaged in the Group after you land. Many of you do this by staying active in the Yahoo Email Group and sending us job leads from your company or from your residual job search activities. Some actively solicit for other positions in their new company. Others have returned as speakers or helped with our periodic Mock Interview Days. Many will accept phone calls with questions about their company. There are many instances where you are "paying it for-

ward" in these and many other ways. On behalf of everyone in Lehigh Valley Professionals, I want to thank you for all that you do.

We are also here for you when you need us. The current business environment is heavily projectized. A company will build a team to carry out a project and after the project is complete, disband the team. Therefore, a certain number of our Alumni return to active status. We have recently had this happen as projects ended and old friends have returned. The benefits that you realized during your first time with us are still here. Some of us have realized this friendly environment for two or their cycles. Again, we are always here for you. Please come back if you need us.

There is a new program within LVP, namely our Focus Groups. These are small and personal gatherings organized around specific occupations of industry segments. Most of these groups meet weekly and concentrate on the specifics of members' job searches with the goal of helping each other at a personal level. If these groups can be helpful, please participate in them.

**By Tom Emmerth**  
Alumni Committee Chair  
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