



LVP Communicator

A Monthly Newsletter of the Lehigh Valley Professionals

February, 2013 Vol. 5, No. 2

UPCOMING EVENTS

February 1:

LVP Meeting

10a.m. – 12 noon

PROGRAM: Simplifying Social Security

PRESENTER: Corrie Drosnock, Allentown, PA Social Security Office

TRAINING: Development Planning 101 by Dave Elcock, LVP Member

February 8:

LVP Meeting

10a.m. – 12 noon

PROGRAM: The Inner Critic

PRESENTER: Steve Gunn, President, Steve Gunn & Associates

TRAINING: Your Personal Brand by Roy Bastian, LVP Training Committee Chair

New Member Orientation

11:30 a.m. – 12 noon

February 15:

LVP Meeting

10a.m. – 12 noon

PROGRAM: A Special Valentine's Treat to be Announced

PRESENTER: Eric Kramer, President & Chief Innovation Officer, Innovative Career Services

TRAINING: Q&A session with Eric

February 22:

LVP Meeting

10a.m. – 12 noon

PROGRAM: "How to sell the Plague"

PRESENTER: Author Rich Plinke

TRAINING: Résumé 1 – the start of a 3 part series on perfecting your résumé masterpiece.

New Member Orientation

11:30 a.m. – 12 noon

Coming Soon...LVP Focus Groups

A community dedicated to promoting best practices is a hallmark of LVP, since the beginning. Continuing that tradition, we are excited to offer Focus Groups as a new opportunity to enrich and enhance your professional experience. It's a Win...Win...Win.

Focus Groups are designed to:

- Promote appropriate employment of each group member as soon as possible; and,
- Provide a vehicle for personal career development and team collaboration opportunities to serve Lehigh Valley businesses and community organizations.

Groups will be formed around occupation, industry, service project, or career transition special interests. Members can expect to maintain, learn and expand their professional skill sets; keep current with industry and career path trends, develop core network connections, and provide volunteer assistance to local businesses and the community.

While a few groups, such as those with interests in information technology and healthcare have already formed, the idea is to ex-

pand by creating possibilities for everyone to join a group relevant to their interests. Membership is optional, AND highly recommended. Anyone who is interested in re-energizing their search, looking for new perspectives, and maintaining an inspired, positive focus is certain to benefit (Win #1). The LVP organization benefits with new ways to increase awareness of our extensive talent pool (Win #2). The community benefits from skills to meet much needed services (Win #3).

The March 1 general meeting will kick off the new focus group efforts. Concepts and practices will be presented along with interactive work to "try it on". Be sure to save the date.



Marlene Ruby

2nd Co-Chair

LVP Executive Committee

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The View from the Helm

The times they are a changin'

How many times have we heard that before? Yet perhaps truer words have not been spoken, especially regarding the times we now live. The economy is changing and the world is changing. The way we look for employment changes right along with it, a subject we've already touched on in a few trainings and presentations.

It all reminds me of another old saying: "The only thing permanent in life is Change." Traditionally, the New Year brings with it resolutions. Those personal vows, pledges or promises we make are for the ultimate purpose of . . . Change.

Change will happen whether we will it or not, and there are always two things we can do when change comes our way: Go along for the ride or fight it. As far as fighting Change goes, I have learned that in most cases, "Resistance is Futile".

So what is a person to do? We can be swept up in the changes as so much flotsam or perhaps, a wiser course, would be to try and steer ourselves in a more harmonious direction with the flow. The difference here is crucial. In trying to steer along we still maintain some semblance

of being the captains of our course, regardless of how turbulent the waters may become. Or we can simply flow along and let life take us where it may as cargo. I have always preferred the harmonious approach while attempting to maintain whatever control I possibly can.

LVP will also be steering in a similar way along the waterways of increased visibility, the goal of which is to simply become more of a presence in the Lehigh Valley. In doing so, LVP will be boldly heading where it previously never has before, at least as far as I'm aware. And every good captain knows when navigating uncharted waters, course changes are inevitable.

The winds of Change may blow cold, but LVP has the best officers and crew it ever has. The feedback from the HR reps at the Mock Interview session made that extremely clear and I am incredibly proud of how well those interviews went and of the wonderful feedback received.

I hope the membership feels the same because you should be proud of yourselves for what you have achieved and weathering the "storm of transition" with such grace. Last week we

had four landing announcements, which is another thing I can't remember happening for a long time. Hopefully this will be something we can make a trend.

The formation of Focus Groups is another crucial component of future success, with each group playing its own significant part in the larger picture. I strongly encourage everyone to think of the groups they would like to form or be in as we unfurl our sails and set our course for new opportunities. Happy Landings.



Joe Wolfe

LVP Executive Chair

jmwtyr@rcn.com



Rick Smeltz

LVP 1st Executive Co-Chair



Marlene Ruby

LVP 2nd Executive Co-Chair



David Elcock

I am happy to announce my landing at Sanofi Pasteur as an HR Business Partner. This is a seven month contract position.



A recruiter contacted me about the position in December. After a series of phone and face-to-face interviews, I received the formal offer earlier this week.

Since joining LVP in August 2012, I've been impressed with and inspired by everyone's support, encouragement, and enthusiasm. At

times when I was most frustrated and deflated (and there were plenty) one or more of you offered these most valuable words: STAY POSITIVE and DON'T GIVE UP.

Thank you, LVP, for amazing information, insights, and networking. You helped me to stay focused and motivated.

I have never been in the company of such talented CEOs. I look forward to being an even more active alumnus. Your Fellow CEO,

David Elcock, PHR

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<http://www.linkedin.com/in/davidelcock/>

Doug Albert



I have landed back at Mack Defense in Allentown. I started on February 1, 2013. This is very exciting to me, as I was not good

at being unemployed. I was distracted, and upset, and unmotivated, and mad at myself, and unsure what to do next. In short, I was all the things that everyone is when they are unemployed. I learned a lot from everyone at LVP. I am honored to have been part of such a passionate group of people ready

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Membership Corner

For Those Over 40 and Out of Work

Don't despair! Just because you were let go, you still have game. You have experience and talent. What you learned and the skills you developed over the years matter. You just need the chance to use them. Just because you find yourself without a job doesn't mean you have no worth or no skills. Never... ever... forget that.

To use your skills again, you need to do a couple of things:

1. Stay sharp.
2. Get a support group like LVP. We have each other and it helps us a lot. Don't go about your layoff alone.
3. Keep your pride. Challenge the system. Don't let your age keep you from reentering the work force, or for settling for something less.
4. Learn new skills while at LVP. The reality is that the world is changing. Be willing to learn new ways of doing things.

For Those Just Starting Their Career

Older people still have what it takes. I was younger once and remember entering the workforce with so much enthusiasm. Here is some advice for younger workers:

1. Don't assume those over 40 don't know how to get things done using today's

technology. Some of them don't... but some do.

2. Listen to people who have been in the workforce for a while. They may have some sage advice that will prevent you from making a serious mistake, or will propel you to stardom. Take advantage of their experience.
3. Remember, you too will one day be one of the more "experienced" workers.

LVP is for all ages, so make sure you take full advantage of the opportunities that come with being a part of this fantastic organization! I'm rooting for you.



Phillip St. James

LVP Membership Chair
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For Our Alums

After you have landed, you might have requested to have your status changed to Alumni. Well, the best way is to do this is to do it your-

self. The member information about you is kept in the LVP Member Database which is accessible on the LVP Web Site

www.lvprofessionals.org. We ask that you keep this information up to date to aid in future networking. From the LVP Web Site homepage, please select "Members/Job Seekers."

Sign on to the Members area and select "Contact and Membership." Here is where you should update your contact information. The key fields are Current Employer, your email address, and especially Membership Status. Please enter the company where you are currently employed. Please enter the email address that you will be using going forward. Considering the Membership Status field, Remaining "Active" means you are still in job search mode, you wish to continue receiving and sending emails to the group, and wish your resume to still be posted on www.lvprofessionals.org. If you have ended your job search, you should indicate you wish to be "Alumni" status. Alumni means your resume and profile will be removed from the LVP website, but you will still receive and can email the group. Now, doesn't that sound easy?



Thomas Emmerth
Alumni
Chair

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Marketing

The marketing committee is starting to shape up nicely. We have picked up a few more members from the new member orientation meetings. Thanks to all of those who have stepped up.

Speaking of stepping up, Melissa Eisenhart is heading up the social media aspect of the marketing committee. She has already started working on LVP's presence. If you have some expertise to share in this area, you can contact Melissa directly at meisenhart@ptd.net.

In addition, Diane Thomsen will be heading up the direct contact

aspect of the marketing committee. If you have the personality and the drive needed to handle face to face meetings, we would like talk to you. You can contact Diane directly at dianenthomsen@gmail.com.

We are also in the process of updating the leave behind literature. With all the changes going on, there are some pieces of literature that are now outdated. We will be making use of Joe Wolfe's suggestion of a tri-fold, and we are talking about possible updates to the LVP handshake logo.

The marketing committee is gearing up for a lot of changes. Our goal is to make sure that everybody knows who Lehigh Valley Professionals really are, and make us their go-to location for well qualified professionals. Stay tuned. There's a lot more to come.



Gary Schall

LVP Marketing Chair
gmschall@yahoo.com

Training

An amazing kickoff to January happened in the form of Mock Interviews and the preparation for them. The first two weeks found Training and Program teaming on January 4th and 11th to help members prepare for their Mock Interviews. On January 4th, LVP's Training Chair champ of the not too distant past, Rick Smeltz, gave us a ring side seat to "Interviewing: The Main Event."

This lead to members pairing up to knock out some tough interview questions and also provide feedback to each other. On January 11th, members grouped up to go 3 rounds of "Tell me about yourself" answers and other questions posed at random by their group. On January 18, Karen McAndrew-

Bush presented us with an HR studded panel that conducted the Mock Interviews. Rick Smeltz hosted a session on what to look for when buying a new PC, Jefferson Vitelli helped us stay calm, cool and collected with his "Relaxation and De-stressing" session, and Marlene Ruby stepped up to tell us about LVP's new Focus Group concept. While all of this was happening, Edwin Davis of edwindavisphotography.com and Anthony Marciano of www.anthonymarcianophotos.com volunteered their photographic expertise to take head shots of the members. Afterwards, the HR reps gave some of the best and complimentary feedback we have ever had at an interview session. Finally January 25th had us re-

viewing some old tips and learning new ones with Networking Concepts and how we can all turn it up a notch or two presented by our new Executive Chair, Joe Wolfe.

So how on earth do we top all that? We don't. So there'll be no more training? Only kidding! On February 1st, we'll have a new face doing our training session. LVP's very own Dave Elcock will warm our hearts and minds by presenting "Development Planning 101" with some great key ideas, concepts and nuts and bolts tips on how to get ourselves revved up and on course. On February 8th, we will have Training Committee's Chair Roy Bastian playing cupid with info on how we can talk

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Programs

Mock Interviews a Resounding Success



We all learned valuable lessons in January. Let's give many thanks to Rick Smeltz for all his help on the 4th. I know I definitely learned a lot from watching the YOUTUBE video he shared. This provided wonderful interviewing tips for all of us.

The practice sessions helped us all to prepare for the mock interviews on January 18th. We had sixteen HR professionals interviewing over ninety of our number in less than two hours. I think a good time was had by all and valuable lessons learned. I do know we impressed the good folks from SHRM. We must keep up the good work.

ABBY RETURNS

Abby Kohut definitely took us all by storm on January 25th. What better way to improve one's interview techniques than to ask a HR



person directly? She answered all of our questions and for those of you who were not able to make it to the 8 PM conference call later that day, here is the link: www.absolutelyqualified.com. You can still listen in to her words of wisdom. Remember, you still must practice. How does one get to Carnegie Hall? One must prac-

tice, practice, practice.

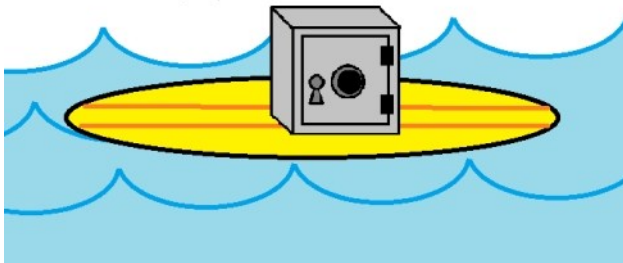
By Spencer Davis
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IT/Web World

February, the shortest month of the year, continues the cold month weather conditions of a traditional winter in our area of the United States. This is a month for the Black History celebration, Academy Awards and Grammy ceremonies, and the Super Bowl. Among the vast televised spectacles and media frenzy, our committee remains focused on the IT and web needs of the LVP membership.

Safe Surfing



Well, you get the idea!

Has your job search been inhibited with concerns of the dangers of the Internet? Have you or someone you know been a victim of identity theft? Surely you've received suspicious emails - perhaps even some from legitimate contacts whose accounts have been compromised. Scary stuff, right?

But, is it really warranted to avoid the Internet entirely? If that approach appeals to you, perhaps you should never again hand your credit card to a restaurant employee who goes off and does who-knows-what. Heck, your credit card doesn't even have to leave your hand for your account to be susceptible. Thieves have employed the use of "skimming" devices and "shoulder surfing" at ATMs to capture their victims' information. That's even scarier.

Sure, there is no shortage of ne'er-do-wells out there looking to prey upon the rest of us. However, the Internet is a useful tool. We just need to be aware of risks and take appropriate precautions. The good news is that those precautions are usually just a dose of common sense...with a little sprinkling of geekiness.

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

The IT/Web Committee consists of:
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Shaun Sykes - shaun.sykes@mail.com.

Please feel free to contact us individually for LVP IT and IS issues, questions and inquiries you have, or you can reach out to us at our new group email address: LVPITWEBC@gmail.com.



Shaun Sykes

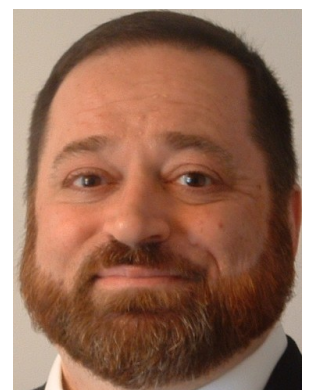
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to help in whatever way possible. Some of the things that LVP taught me that I know helped me:

- ▶ Network with old friends. Connect with all your old friends and let them know you are looking. Many people are more helpful than you think.
- ▶ Send Thank-Yous after interviews. Always get cards from everyone you talk to.
- ▶ Dig into the company you are interviewing with. Really find out all you can before going in.
- ▶ Create a brag book that you can bring out if you get the chance during an interview.
- ▶ Don't be afraid to re-apply to a company that turned you down if you see something else that suits you.
- ▶ Don't be afraid to negotiate salary. You have nothing to lose if you do it respectfully and work! with a trusted friend to build your case before attempting it.
- ▶ Take part-time jobs to keep you busy and in-touch with people who are not judging you. Best of luck to all of you, the economy is turning around, I am sure of it!!

Doug Albert
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Lorraine Damico

Though I had a larger consulting gig during 2012, I did not stop my search for full time employment to gain a steady revenue stream. During the last 14 months of my search, I've applied for at least 100 jobs, met with 6 companies, made it through a number of interview rounds for some, but no offers came until recently.

I've used I-best concepts and interview questions and answers. I used word crowd software to analyze job descriptions, to customize my cover letters and resumes. I've joined networking groups and attended job fairs I've also been attending Toastmaster meetings to practice speaking and make new connections.

LVP meetings, updating LinkedIn pages, the creation of a consulting web site, a consulting Facebook page, a resume info graphic, a resume service for a re-write, resume coaching, mock interviews, real interviews, and connecting with ex-colleagues were all part of my strategy. The main thing in the end was being willing to be flexible about the timing and the role, including starting for less money than before as well as being open to a lateral job title.

What made the difference? Finding the ex-president of a company where I worked for 22 years. He



helped me secure an international job 17 years ago. He changed his profile on LinkedIn and I found out he joined a company here in the Lehigh Valley as the COO. After meeting with him in April and then connecting every few months, I finally had the fourth round interviews to meet the senior management to get their approval to move forward with an offer for employment.

I have already started and will begin part time work (24 hrs. per week) under a 1099 contract until the VC funding comes through in a few weeks/months. After that, I move to full time with a six month review for a pay raise, since I started off well below my former level from 2011.

I will be saving as much money as I can to build a bigger emergency fund. Full time consulting was not my goal, but it may make sense in the future.

LVP has a solid value proposition, along with CareerLink. I appreciate all the input and the continuing education. May your success also come in 2013.

Lorraine Damico, MBA

Director, Operations, Lehigh Valley Business Group

Co-Manager, LinkedIn Medical Devices - PHL Group

Director, WW Marketing, Saladax Biomedical

Cell: 484-226-8562

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now working for American General Life Companies in Easton Pa.

I found out about the job during the September Job Fair at Ag Hall. I was walking down one of the aisles when a friend I used to work with called out my name. She was working the American General booth. I gave her my resume and she introduced me to her manager. I had my first interview the following week.

Their hiring process is long, but they have an intensive 17 week training program once you are on board. While this is not what I pictured myself doing, the current circumstances made it necessary for me to be open minded. I had my insurance license in about 2-3 weeks as everything could be done online except for taking the actual licensing exam. The income potential is unlimited, the hours are flexible and I can work from home which is something I had been doing for most of the past 10 years. So far I love it.

I am so grateful for all the tips/training on resumes, interviews, using LinkedIn and I enjoyed all the wonderful speakers.

If anyone is interested in a sales position, please let me know as they are still hiring. It's a great company to work for and they have a 401K, AND a pension program. Best wishes to all of you!

Catherine Rapose
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cell: 610-573-3755.

Jan Smoyer

As some of you know, after almost a year of unemployment, many applications and a number of interviews, I landed a position at The Neighborhood Health Centers of Lehigh Valley located in Allentown as their Business Manager.

The process started with applying on September 20 for the position. Weeks later at one of the LVP training sessions, we were divided into small groups to work on an exercise. I just happened to mention to one of the men in my group that I applied for this position. He said that his wife works there.

So, he asked his wife to pull my resume from the large pile. As a result, I had my first interview on November 28. I didn't hear anything for weeks, but received two rejection letters in December from other positions that I interviewed for in November. After that I wasn't very hopeful that I would get this job, but I got a call for a second interview, which I had on December 20th. Again, weeks past, but no word until I got a call two weeks ago asking for professional references. As it turned out, unknown to me, several of my references had an affiliation with this organization. I got a call on Wednesday and an offer was made.

To the new members, I just want to say that Lehigh Valley Professionals is a wonderful group! Everything they say, do and teach is very valuable and was very helpful to me! So, take full advantage of this great resource!

I want to thank LVP for all the helpful information and support. This organization has a lot of very nice and kind people. So, I will miss my LVP family.

I wish you all the best and success in your job search.

Jan Smoyer

Eric Ting

I am going to work for Synopsys, Mountain View, CA as a software development manager. My first day with Synopsys will be Feb. 11th.

I found the job opportunity through a friend at Synopsys. The interview process consisted of phone screenings by HR and the hiring manager, and an all day on-site interview.

I want to thank all the inspiration and instruction from LVP. I used many of the learned skills obtained from the meetings in my job search.

Eric Ting

Mike Flanagan

At long last I have landed. I am now an IT Technician for the Pennsylvania Department of Transportation, District 5 based in Allentown.

I actually started on January 7th but having MLK day off I found some time to compose this short email. Although I was not the most visible and active member of LVP, I found that when I was able to attend the weekly Friday meetings I always came away with something gained. Many of the guest speakers were knowledgeable, informative and inspirational. The workshops, resume help and interviewing tips helped me to be aware of what I had to offer and what I needed to make myself noticeable in this competitive job market.

I took advantage of the WIA training and funding and took numerous civil service examinations. I interviewed for many positions over the past year and was one of the final candidates several times only to see the position offered to someone else. However, I never lost hope and realized that my day would come. I concur with those who have written "Landed" emails. Take advantage of what the LVP has to offer. It is a wonderful organization. Thanks and good luck to all of you in finding your next rewarding position.

Rebecca Stump

After a long and emotional search, I have finally landed a one year contract position at Sanofi Pasteur

in Swiftwater, Pa. Many of you know that I have had my eye on Sanofi for quite sometime. I had an interview with them in November for a Statistician role in their CGI (Clinical Global Immunology) group that unfortunately didn't pan out. One of the other three candidates (all from Yoh) was offered the position.

I was given no particular reason that I was not picked, as is often the case in this job search.

So, in the meantime, I kept

my eye on the job boards, as well as LinkedIn. I applied at another six jobs, including one that my neighbor personally followed up on for me. Amidst all of this my father had a mini-stroke on New Year's Eve and has spent the last few weeks at the Good Shepherd Home in Allentown. Timing is always interesting, as you all know. I was en route to Good Shepherd to meet with the case manager to go over my father's release, and got a call from a recruiter at Scientific Research with an offer.

One of the positions for which I applied was this contract role at Sanofi, and the recruiter told me that they had made an offer, without an interview.



Supposedly, the hiring manager was very impressed with my resume and felt I was exactly what they need. The irony is that this position will provide documentary and technical support not only to Process Validation but also to Cleaning Validation (with which I am familiar, but in which I have no actual experience). Nonetheless, the hiring manager felt the learning curve would be negligible. I am hoping that during my time there, I can find an internal posting to stay on with the company, but we'll see.

I start my new position as a Validation Specialist on Monday morning at 7:30AM, provided the background check and drug screening go well.

It's been a pleasure and privilege getting to know all of you. I wish you the very best in your job searches.

Keep your spirits up; sometimes landings occur when you least expect them. I'm sure something wonderful is waiting for each of you. Best Regards.

Becky Stump
(267)-374-1087

Catherine Rapose

I apologize for the delay in sending my official "Landed" email but today was the first opportunity I had to catch up on some emails. I was glad to be able to make the January 11th meeting and bring the required donuts.

As I indicated at the meeting, I am

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about what makes us so attractive. This means special with “Personal Branding.” On February 15, Training will defer a Q&A session to our hot topic presenter, Eric Kramer, author of Ibest interviewing techniques (an LVP favorite). This should keep your blood pumping and your temperature elevated, even though Valentine’s Day will be just over. Finally February 22 will bring us the first part of a 3 part Résumé session with part 1 treating us to updated ways in which we can get employers to love us enough to give us interviews.

Joe Wolfe for Roy Bastian



Roy Bastian
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Pennsylvania CareerLink®

LEHIGH VALLEY

Looking for resources in your job search? Have you checked out our local CareerLink Lehigh Valley www.careerlinklehighvalley.org website yet? You will find it most helpful and can subscribe to a few of the documents (bottom left on the home page to sign up for Outlook, Employer of the Week, and the New Job Postings).

There are useful links on the left side of the home page. One is for our L.V. CareerLink Outlook, the monthly Job and Labor Market Publication that shows Job and Labor Market Overview, Employment Trends, Companies Hiring, Wages and Web Resources. Click on the Fast Facts link to be provided with details of Top Employers, Top Occupations, Top Industries and Top Occupational Groups with Help Wanted Online Ads for the month. Check the Staffing Service and Recruiting Firms Directory (update due in February) to be utilized for contacts for direct hire, temp-to-perm and contract employment.

For employment with the Commonwealth of PA, you may want to click the link on our site first regarding their online application process (bottom right). Then apply on their State Civil Service Commission website www.scsc.state.pa.us and schedule your test. You can then walk into their test office in our center when

they are open. To find out the days and hours they are open, click on the PA Civil Service Test Dates link on our local site.

Other helpful links include Occupational Outlook Handbook, Career Pathways for Energy, Career Advice News Feeds, and Entrepreneurial Assistance to name a few. Under the Job Seeker area you can find resume, cover letter and thank you letter samples, interview questions and how to answer them, plus links to occupational wages and publications available through the Department of Labor’s Center for Information and Analysis...and much more.

Check out the www.lvprofessionals.org website, you will find it most helpful.

Karen McAndrew-Bush
Business Services Manager

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: Timothy E. Doherty



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 1601 Union Boulevard in Allentown.