



# LVP Communicator

A Monthly Newsletter of the Lehigh Valley Professionals

June, 2013 Vol. 6, No. 6

## The View from the Helm

### JUNE EVENTS

#### June 7

##### **LVP Meeting, 10 a.m. – 12 noon**

Program: "Focus Groups: Spotlight on IT."

Presenter: Marlene Ruby, LVP 2<sup>nd</sup> Executive Chair, and Focus Group Liaison with members of IT Focus Group.

Training: Focus Group Meetings

#### June 14

##### **LVP Meeting, 10a.m. – 12 noon**

Program: "Seven Stories Exercise"

Presenter: Program/Training Collaboration

Training: Group Break-out Session

Presenter: Membership

#### **New Member Orientation**

11:30 a.m. – 12 noon

#### June 21st

##### **LVP Meeting 10a.m., – 12 noon**

Program: "Marketing I, Product"

Presenter: Gus Garcia, Product Margin Manager at LSI.

Training: "Follow-up on Wow Exercises"

Presenter: Joe Wolfe

#### June 28

##### **LVP Meeting, 10 a.m. – 12 noon**

Program, "Exposing the Hidden Job Market."

Presenter: Abby Kohut, Principal, Absolutely Abby

Training: "Q and A for Abby"

Presenter: Abby Kohut

#### **New Member Orientation**

11:30 a.m. – 12 noon

### Perchance to Dream . . .

**P**assion. Alignment. What do these have to do with dreams? And what do dreams have to do with a job search? Good questions. Of course, we are going to answer them. In our time spent in transition a great deal is spent on finding a job. Given all the routes there are to investigate, and depending upon your style of approach, you can spend anywhere from 10 to 20 to 40 hours a week job searching. Even more. But, as the saying goes, all work and no play can make Jack or Jane a dull networker. Now we are not talking about REM dreams. We are talking about YOUR dreams. The ones you may have in your waking moments. The ones you might have had when you were a kid. Or perhaps, even more importantly, the ones you haven't given yourself a chance to have.....yet.

Words like "passion" and "alignment" are integral parts of what makes each one of us special. Most Americans in general were not brought up in a way that fostered them finding their passion and pursuing a field or career path in alignment with it. That is why we would urge each and every one of us to spend some time on oneself while in transition and see what dreams may come. And when you do find them, let them breathe. Let them roll around in the lush green grass and bask in the warmth of the sun. And when dreams are fueled by passion, and in alignment with our soul's purpose, our core being, there is greater probability that those dreams may come true. It may lead you to something better than a career; something you never imagined yourself actually doing. It may be a side hobby, interest or pursuit; or it may very well be your next career. Or something that just helps you keep your sanity during these wonderfully crazy times we find ourselves in.

The most important thing above all else is that you let yourself dream. Give yourself permission to do it. It is OK. You are entitled. You deserve it, and with everything else you will be busy with while being in transition, you will appreciate some indulgence in "you". Take some deep breaths, relax. Visualize yourself doing something or perhaps being someplace. When you are done, think about where you were or what you were doing. Is it something you do now? Or something new? After that, dive in. Do some research if it is something new. Look it up online, on your social media sites or on LinkedIn. Then start talking to some people about it; it can be a great networking topic. You might even find an interest group about it or perhaps there are people in the LVP Focus Groups to speak with..

Now we are not advocating getting completely lost in your dreams or dumping your life's savings in pursuit of them. (OK, that should take care of the legal disclaimer clause.) But a little indulgence can go a long way. So go ahead, make a game plan. Think about what you might have to do to make that dream a reality. Map it out. In general or step by step; your choice. Heck, flowchart it if you're so inclined. Go on and design a business card around it. Get it free on Vistaprint. Give yourself a title. Have some fun with it. Putting things in print, whether it is an action plan or a business card, goes a long way towards making it feel "real". These are but a few of the things that we can do to create our reali-



Joe Wolfe



Rick Smeltz



Marlene Ruby

(Continued on page 2)

## The View from the Helm

(Continued from page 1)

ty and even create a new reality for ourselves, thus giving our dreams a chance to awaken.

Transition doesn't *only* have to be about getting a new job. It can be a great time for a little introspection; a way to find ourselves or discover something new about ourselves. Some of us may have the necessary ingredients to even go forth and *re-invent* ourselves. All it requires is a little indulgence, perseverance, focus and perhaps some sleep. Ah, to sleep, perchance to dream.

**Joe Wolfe, LVP Executive Chair**

jmwtyr@rcn.com

**Rick Smeltz,**

**LVP 1<sup>st</sup> Executive Co-Chair**

rdsmeltz@ptd.net

**Marlene Ruby**

**LVP 2<sup>nd</sup> Executive Co-Chair**



**The donut—traditionally provided at meetings by LVP members who have landed.** (Photo: Elizabeth Dallas)

## Marketing

This is an exciting time to be a part of LVP. It is hard to believe it has been almost two months since the Marketing Focus Group's presentation which launched the PowerPoint prototype for our Ambassadors. Since that time the committee's synergistic efforts have produced campaign brochures for both new membership, business outreach, and an Expo ready PowerPoint, once again proving our commitment of "Connecting professional experience to business."

Exciting events continue for the group with new subcommittees being organized due to LVP's continuing outreach process. There are new chair appointments as Gary Schall has decided to step down in order to pursue an exciting career direction. We all thank him for his leadership and service. Melissa Eisenhart now serves as Marketing Committee Chair, Jo-Ann

(Continued on page 4)

## How We Landed

From chocolate frosted to glazed to colorfully sprinkled toppings, the donut has become LVP's symbol in the rite of passage for those members who have landed. This month's issue of *The Communicator* offers more food for thought from the newly-employed.

### Kenneth Dyer



This job came through CareerBuilder. I applied on the 30th of April and was called that night for a phone interview. They told me they

1st to set up the next interview. I went in on the second interview and had three that day. I then returned on the 7th for the fourth interview and was offered the

job on the 8th. So it took eight days from start to finish.

Now, what did I learn? You still network. I now have a network of people from all walks of life that have supported me and helped me through this journey. The best tool I have used has been the LinkedIn website. I have connected with people I interviewed with and have had meaningful dialogue that I believed would help me later if other positions opened up. Plus it helped me to ask what it was that I did not do well on and why I did not get the job. Thus I knew better what to do the next time.

I have now landed at St Luke's as the Practice Administrator for the Nephrology Department (Kidneys). I already have a rapport with many there and I had not started. This is because I opened the door through various means

(Continued on page 3)



## How We Landed

(Continued from page 2)

to talk now rather than wait until the day I started.

Thank you all for your help and support.  
Kenneth Dyer, samyken@hotmail.com.



**Camille  
Nargiza  
Jedwab**

I would like to announce that I was offered an IT Recruiter position at C&L Group and started on Monday,

June, 3. I have not been to LVP meetings for a while since I had a baby, but I have been keeping in touch with some of you and certainly keeping abreast with LVP news.

My job search began when I completed my master's degree in May 2011. I joined LVP in the winter of the same year and I found this group instrumental in empowering me in my quest for employment. I have met wonderful people and networked with many professionals.

A job search can be disheartening. There were times when you think you have done everything but you do not receive the desired outcome. Despite being overwhelmed by this feeling, do not give up. I have been looking for permanent work for over two years.

Networking is key, so is volunteering. I would say, do use your time to volunteer and make a difference while you're searching for work. You can make great connections and build your resume.

I would like to thank LVP for their support and resourcefulness. I will be sure to forward any job leads to you if I hear of any and certainly, being hired as a Recruiter, I will keep in mind the wonderful talent you all are.

Camille Nargiza Jedwab  
[nargizajedwab@gmail.com](mailto:nargizajedwab@gmail.com)

## Paul Oravetz

After 14 months, numerous phone interviews, finishing as runner up four times, and 24 face to face interviews, I have finally landed. It is an Operations



Supervisor position in Easton on second shift. This is not the best situation for my young family but I am back to work, working for a great company, and glad my nightmare is over.

LVP has been a great help to me and the people have been a lifeline in a very scary time of my life. I thank you all sincerely. Things that sustained and helped me were my faith, PERSISTENCE, patience and the serenity of prayer.

I have a legal pad with pages of jobs I applied to stretching back to last February. Persistence pays off. Remember to call contacts you make months later to see if anything has come up.

I look forward to getting my life back to normal now, or whatever is the new normal in this economy. I would like to stay on the LVP e-mail list. One lesson I learned from the last time I looked for a job is to stay in the thick of job notifications and have your finger on the pulse because you never know if you will be back in that situation. I look positively to the future but I am keeping all my information flows always open.

Best of luck to all, Paul Oravetz..  
[oreyo@rcn.com](mailto:oreyo@rcn.com)

## Warren Rute

I have landed a position with my former employer. It is a position in Harrisburg and will necessitate a long commute, but I am overjoyed at having a steady income again (aside from unemployment).

This is another win for networking and maintaining good relationships with past colleagues. I have kept a good relationship with one of the company HR representatives who I worked closely with when I was previously employed. A few weeks ago she called me to tell me about an open

position that I might have interest in. If she had not done that, I would have missed out on the opportunity. I applied and three interviews later I was offered the

position. Needless to say there is an HR person who will be receiving a bouquet of flowers very soon.

Warren Rute  
[wrute@rcn.com](mailto:wrute@rcn.com)



### LVP Executive Committee Chairs

Joe Wolfe, Executive Chair  
Rick Smeltz, 1<sup>st</sup> Executive Co-Chair  
Marlene Ruby, 2<sup>nd</sup> Executive Co-Chair  
Tom Emmerth, Alumni Chair  
Tim Doherty, Alumni 1<sup>st</sup> Co-Chair  
Shaun Sykes, IT/Web Chair  
Frank Cioce, IT/Web 1<sup>st</sup> Co-Chair  
Melissa Eisenhart, Marketing Chair  
Jo-Ann Pendleton, Marketing 1<sup>st</sup> Co-Chair  
Eileen Lapsansky, Marketing 2<sup>nd</sup> Co-Chair  
Tony Dragotta, Membership Chair  
Diane Rudolph, Membership 1<sup>st</sup> Co-Chair  
Jefferson Vitelli, Program Chair  
Joyce Marin, Program 1<sup>st</sup> Co-Chair  
Bev Saunders, Program 2<sup>nd</sup> Co-Chair  
Roy Bastian, Training Chair  
Dana Zamolyi, Training 1<sup>st</sup> Co-Chair

## Marketing

*(Continued from page 2)*

Pendleton as First Co-Chair, and Eileen Lapsansky as Second Co-Chair. We are excited about Melissa's visionary leadership. We look forward to the Social Media project now underway which I know will once again result in rock star success.

Congratulations to all our new LVP Ambassadors. We offer thanks to all who responded by answering the call to serve. We can not overemphasize the importance of the Ambassador's role. We view this position as the main line of outreach to the business community. I know they will all do an extraordinary job in conveying the importance of LVP's services to our area's commerce. With our Ambassadors in place we are now focusing on presentation training.

There is still time to join our Ambassador group. If you are interested in representing LVP as an Ambassador, please contact one of our committee chairpersons. We also welcome any suggestions as to companies, along with their contact person, interested in this informative presentation. This is an exciting time to be a part of LVP.

By  
Jo-Ann Pendleton, First Exec Chair, LVP

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Eileen Lapsansky  
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## Training

May 3rd marked the first LVP meeting of the month. Joe Wolfe provided an energetic and renewed perspective toward using social media for a successful job search with focus on the "Hidden Job Market." One side note: behind the scenes the training schedule underwent an unexpected shuffle so I want to thank Joe for presenting in a pinch.

On the 10th of May training was given by Karen McAndrew-Bush on Understanding On-the-Job Training Funding for Your Job Search". Karen serves as the Employer Services Manager, at PA CareerLink® of the Lehigh Valley, where our weekly meetings are held. Her topic outlined the process and options provided by CareerLink® for those of us changing professions or seeking new training.

May 17th saw the training debut of Dana Zamolyi as she presented the second part of a two part training suite covering a very important and powerful job seeking technique, Informational Interviewing. You may recall Carol Burress introduced the first segment, Personal Marketing Plans, in her own training debut on April 27th. This month, Dana continued with a review of specific techniques and best practices used to prepare, secure, and succeed at informational interviewing. Also, for those willing to stay a few minutes longer, Dana taught a few additional techniques for hacking into the interview process to our benefit. To both of our new trainers, Carol and Dana, thank you for a job well done.

Rick Smeltz reviewed "Hyperlinked Job Search Document, an Efficient Method" on May 24th. He demonstrated how to conduct a calendar based, strategic, and systematic search for our entire web related employment campaign. Rick also shared several options for maintaining the myriad of username/password combinations for all the web pages we visit.

Finishing out the month on May 31st, Roy Bastian presented a beginners guide to the "7 Stories Exercise" by detailing the anatomy of a good professional story using the STAR/SOAR model. Examples were reviewed. This beginner's guide was presented as primer for additional 7 Stories/STAR/WOW training to come in June.

In closing, lets look to the future. I would like to announce that Dana Zamolyi has volunteered to be the 1st co-Chair of the LVP Training Committee. Congratulations Dana and thank you.

Roy Bastian  
Training Committee Chairman  
[Roy.Bastian@gmail.com](mailto:Roy.Bastian@gmail.com)

## Programs

A large number of us may have lost employment due to the recent economic downturn that unfortunately resulted from business closings, downsizing, and organization reorganizing. Whatever the reason we can honestly say that we are on a journey; an adventure of deciding to stay on a current path or take an entirely new direction. In order to be successful in this adventure it will take preparation and planning. Our job search is strategically similar to the objectives of a business plan. In conjunction we can use our weekly meetings to stay on course.

The Program Committee's aim is to ensure that our speakers are knowledgeable and attentive to our needs. They should be able to compel us with insightful content that will enable us to make wise decisions and eventually land our dream job. Please make certain that you are an active participant, even when you may feel the topic is not your cup of tea. It is so easy to get distracted, especially when you cannot see the purpose or that the stress of job searching is overwhelming. By being actively engaged you are willfully taking control of your situation and more

*(Continued on page 5)*



**Members of the LVP IT Focus Group make a presentation to the LVP general membership.** (Photo: Elizabeth Dallas)

June has arrived and marks time for celebration of graduations (grammar school, high school, and other higher learning institutes), Father's Day, weddings, the beginning of summer and summer solstice, Kamehameha Day, and remembrance and commemoration (D-Day, Flag Day). As the warmer weather beckons you to activities outdoors, and the summer season helps you to forget the past winter, do not forget that the IT/Web Committee is here to maintain IS/IT systems for LVP and help the general membership at large.

### Tips 'N Tricks



In recent LVP *Communicator* issues, we have discussed different aspects of **Data Security**. In the December 2012 issue, the [Data Backup](#) article encourages us to protect our data with *redundancy* in the event our media is lost, stolen or damaged. In the February 2013 issue, the [Safe Surfing](#) article urges us to protect the data on our equipment and in our transmissions with *best practices* and

*software tools* while connected to the Internet.

Although we've become accustomed, or perhaps desensitized, to our loss of privacy in general, there is little reason to accept such compromises in our digital lives. If someone wants to throw you a surprise birthday party, they can just ring up your Aunt Tilly to learn your date of birth. There is no need to snoop through your tax return files. Rarely is the intent behind such intrusions benign.

The two main paths to ensuring the privacy of your data are to **Erase** or to **Encrypt**. Generally speaking, you'll want to *erase* what you no longer need and *encrypt* any sensitive data/media you want to preserve.

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

**Frank Cioce**  
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### Programs

(Continued from page 4)

importantly positively affecting your spirit and outlook. Give each speaker a chance and you will be pleasantly surprised.

Take time to process the weekly presentations. During the week refer back to your notes as a reference guide and for needed inspiration. Seek a rapport via email or LinkedIn with the speaker if their message had a personal impact and/or if you had some success using their technique, methods and or suggestions.

Bev Saunders  
[bevsaunders@rocketmail.com](mailto:bevsaunders@rocketmail.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/>



## Membership

Greetings to all LVP members. I hope you had a great Memorial Day holiday. Also, thank you to all who served and made it possible to have the freedoms we all enjoy. I would like to welcome all new members and encourage everyone to utilize all of the resources available to you through LVP. Networking is an extremely useful tool and that's what LVP is all about.

In last month's LVP Communicator, I shared some tips from an article titled "22 Secrets to Discovering Your Dream and Living It". Here are the next several tips.

**8. List your passions**-Make a short list of your passions and rank them from top to bottom. This will be a guiding point to making your dream a reality.

**9. How can you turn your passion into your work?**-Can any of your passions be turned into your life's work? What professions use those passions and how can you get into those professions?

**10. Create a clear vision**-Take time to think about what your dream job would be, how you see yourself doing it and how it would benefit you and others. The more real it seems in your mind the more likely it will become a reality.

**11. Create a Roadmap**-Once you have a clear picture of your destination, create a roadmap to get there. But plan backwards: what is the last step you would have to do before attaining your goal? What is the step before that? By doing this, it focuses all your efforts on that first step to attain your dream job.

**12. Brainstorm**-There are many ways to get to a destination. Brainstorm several ideas to get there and put them together on your roadmap. Having a defined destination and taking the first step will get you started.

**13. Do Research**-Learn as much as you can about your dream job. Become an expert on the subject through web surfing and networking with others about the subject.

**14. How are others doing it?**-Find others who are living your dream. Read about them; contact them to find out what steps they took to get there. Then use that info for your roadmap.

In the next article of *The Communicator*, I will conclude the tips listed in this article.

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

## Alumni

I am suggesting that as our Alumni you periodically stay in touch with us. You had a positive experience while an active LVP member, you wrote an inspiring "I Have Landed" message and moved on to your next opportunity. Then, we have asked that you stay engaged by checking out parts of this LVP Communicator each month and stay active enough with the Yahoo Group list to send us job leads that you encounter. In addition, you could send us a message if something great happens with your career. Yes, we continue to care about you.

Some of you have done this within the last month, and I would like to share some of these.

**Bob Smith** wrote to share the following career news: "I joined ARAMARK Healthcare 18 months ago. I was recently promoted and very proud to share my success with you and the crew. I have been promoted as the new Director of Food & Nutrition at Holy Redeemer Hospital and Health System. I have responsibility for four operations, \$15M and 159 employees. I have a one hour drive from the Lehigh Valley every day,

but I don't mind for this great career opportunity. I have the opportunity to work in both hospital and long term care and love what I am doing. 18 months ago I would never have imagined this opportunity would come my way but when it did, I was prepared. I hope that you all are well."

**Dave Elcock** reported the following: "Things are going well at Sanofi Pasteur. However, I will leave my assignment there to begin a full-time position as a member of the HR team with the Allentown School District. I applied for the position back in December and they made a final decision recently. I am excited. Please pass along my regards to LVP."

Finally, **William Strouse** sent the following: "While I was out of work in 2011, I stopped by a few meetings and months later landed a temp job in Horsham Pa. The hour and a half commute each way opened a door for me there, and I landed a full time salaried job with that very company 3 months later. Dying to come home to help raise my growing family, this month I finally landed a job at LVHN. I wanted to pass along this notice to my friends at LVP as I don't know where I would be without the support and encouragement." Will then described the many opportunities available at HVHN with the purchase of their new EPIC system and encouraged us to apply. Please let us know how you are doing. We are always here for you and we care!

Thomas Emmerth  
Alumni Chair  
temmerth@compuserve.com

