



LVP Communicator

A Monthly Newsletter of the Lehigh Valley Professionals

September, 2010 Vol. 2, No. 9

Comments from the Chair

We're putting more marks in the "W" column, closing out August with two straight weeks of multiple landings (five and four landings, respectively). This has to be some kind of record for LVP. Is it a trend; probably not if you apply statistical analysis methodology. But it speaks volumes about the favorable statistics for those that stay the course of networking.

We have heard each person finding employment recently tell stories of how networking paid off for them through various communication channels. Because we all like success, we tend to emulate it. It's in our genetic code. So the message is quite simple; do what the people that landed did. Network. Network. Network. And come to the LVP meetings.

I'll use the last comment as a clumsy segue for how to make networking happen.

The Lehigh Valley Professionals "networking group" can provide a huge amount of help to you in the networking arena. It's no coincidence that the LVP Executive Committee (EC) is on a tear to make itself a well oiled machine so that you can learn and use more useful information when you are out pressing the flesh of

opportunity. We are not changing the organization so much as we are beefing up its game to better serve you and ultimately the employing businesses. Keep in mind that they are our ultimate customers, so our operations need to perform.

We will improve our brand through the employer presentations that the Marketing Committee is rolling out soon. The IT Committee is cleaning up the web site to make it crisper and easier to navigate. The Membership Committee is working in turn with IT to improve the membership resume uploading process to the web site thereby improving searches for your skills by employers. The Program Committee continues to bring in quality speakers while juggling better quality training for to the membership. And, the Alumni Committee is making inroads into getting the alumni more actively engaged in their LVP alma mater.

So if you are serious about landing, work with our toolset and we will be glad to eat your donuts.

Regards,

Frank McDowell

LVP Chair, fmcdowelliii@aol.com

Calendar

September 3: Meeting 10 a.m.—12 noon

*"A Guerilla Method for
Job Hunting"*

Speaker: Brian Martin
Digital Trust

New Member Orientation — 30 min. Immediately Following Mtg.

September 10: Meeting 10 a.m.—12 noon Program and Speaker TBA

September 17: Meeting 10 a.m.—12 noon

*"Put Your Inner Coach
to Work"*

Speaker: Kristi Daniels,
Owner and Coach
Thrive 9 to 5

New Member Orientation — 30 min. Immediately Following Mtg.

September 24: Meeting 10 a.m.—12 noon

*"Achievement =
Mindset + Action"*

Speaker: Chris Curran
President and Founder
Goal Ability, LLC

Any member or alumni who has experience that they can share with the group or has a recommendation for a presenter should contact Mark Gabovitz, Program Chair, at mgabovitz5@verizon.net

I do not think that there is any other quality so essential to success of any kind as the quality of perseverance. It overcomes almost everything, even nature.

— John D. Rockefeller



How I Landed

From day one of my lay off I knew I could not let this get to or beat me. I had a lot to fight for: A loving wife, great family and recently, our first home. So the next day I woke up with my wife, got her off to work and went straight to the business of finding a new job.

It wasn't easy. I must have re-written my resume six or seven times. I want to express many thanks to the great people at LVP for their help. Perusing job postings was sometimes difficult. Whenever I read one and came to the one or two qualifications that I didn't have, it seemed like I went through all the classic stages of grief.

I found my job at the Macungie Job Fair. In addition to networking, I truly feel that getting out and talking to people, especially those who have access to job positions, is one of the best things you can do. If nothing else, you will

hone your responses and your 30 second pitch. It took me almost 9 months to land but I feel very blessed to have done so.

I used meditation and positive affirmations every day along with a healthy dose of prayer. I am reminded of a saying: "Even more than doers, we are deciders. Once our decision is clear, the Universe supports and empowers us." We may not always be able to see things clearly but I do believe in things working out the way they need to.

One of the most important things to realize is that we're not alone. Whether it be a person (spouse, loved one, friends or fellow LVP members) or your religion, reach down inside and find the best part of you that won't give up and keep on trying until you get the outcome that is best for you at the time.

— Joe Wolfe
jmwtyr@rcn.com

August Programs

Well the dog days of summer are almost over; hopefully everyone survived and even had a chance to enjoy this time of the year. I was a bit uncomfortable attempting to keep AC costs to a minimum, but enough of that.

On August 6, Billy Weber spoke about "Financial Planning during the Job Search." He gave us great insight into some of the things to be considered. Billy has offered to return, if there are other financial subjects that anyone would like to hear addressed. Please let me know.

Next, Phil Howe, The Wescoe School of Muhlenberg College, presented "When Opportunity Knocks Will You Be Ready". Although some of the comments to me were that some of the subject matter was a bit deep, the presentation was still interesting.

Cherry Woodburn presented the "Power of the Story to Sell Yourself in Cover Letters and Interviews" on the 20th. We found that the value of stories to present ourselves to others is a valuable skill to continually enhance. Many great ideas were presented.

On August 27, Joseph Facchiano spoke on "Effective Networking for Career Advancement". A past presenter, Joe's always provides much wisdom to us.

Finally, I have found that putting these programs together is not nearly as easy as it would seem. LVP is a self help group. If anyone — Alumni or Active member — who has experience in a subject that would benefit our group, please see me or e-mail me, and we can discuss possibilities.

— Mark Gabovitz

Program Chair
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LVP Communicator is the monthly newsletter for Lehigh Valley Professionals (LVP). It is distributed via the web at lvprofessionals.org and by e-mail at the beginning of each month.

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, located at 1601 Union Boulevard in Allentown.

For additional information call, 610-437-5627, ext. 218



Membership Corner

Volunteering is not only a great way to give back to your community, it is another source of networking. There are a lot of great businesses and agencies in our local community that are always looking for volunteers. According to the Morning Call, there are 240 agencies in need of volunteers. These businesses and agencies are a great way to get your foot in the door and perhaps find you next career. Check out this site for a complete list:

www.volunteerlv.org

Another benefit to volunteering is that it looks great on a resume. It shows initiative, drive and positive use of your down time while in transition. Here at LVP we have a great group of volunteers that help to make LVP Professionals a great organization. So if you want to get more involved with LVP, see one of your committee chairs listed in this issue of the Communicator for more information.

—Debbie Koder
Membership Chair, *debkoder@yahoo.com*

Marketing Best Practices

The marketing team has a busy September coming up. First, committee members will begin making presentations to local corporations. In addition, we are focusing on an event that will promote CareerLink, LVP recruiting, and market the LVP membership to businesses in the Greater Lehigh Valley. This event is the CareerLink Job Fair to be held September 22nd at the Allentown Fairgrounds. LVP participation is being spearheaded by Marketing Co-Chair Rick Carroll. Please contact Rick with any availability you may have to help out with this all important event.

In order to make this event a success, CareerLink is seeking volunteers from the LVP group to assist them in several areas. This is one way that LVP members can give something back to the CareerLink staff who supports our group in so many ways. Please find time to help out with

this very important initiative.

LVP will have a separate booth (table) at the job fair as well. In addition to members of the marketing team staffing this booth, we would be very grateful to anyone else who would be interested in supporting this effort.

Whether helping CareerLink or LVP, the time commitment would only be for an hour or two. Obviously, the more of us who help out, the shorter the duration of each of our time allocations and the more time we will have to walk the Career Fair ourselves.

Hopefully we will see everyone on the 22nd.

The Marketing Team
— Scott Switzer *switzfour@aol.com*
John Sefko *john.sefko@gmail.com*
Rick Carroll *rickncarroll@verizon.net*



IT World

The IT Committee is pleased to report that operations continue to run smoothly. Sheri Munday our IT second co-chair has landed. We wish her all the best. We will be looking to fill this position in the near future.

Membership and IT committees jointly have been investigating ways to improve the LVP web site. The goal

is to make it more navigable and provide information for the LVP membership.

We continue to process new members and post resumes. However there are still many who have not yet submitted a profile and resume. Remember that posting a profile and resume is the only way that an employer can find you.

— Ken Boyko
IT Chair, *kcbjob@yahoo.com*

For Our Alums...

Early in the year, the Alumni Committee surveyed our LVP Alumni to ask how we could better serve you. The survey respondents requested networking opportunities among LVP alumni. The Committee has begun planning the first of these events.

Our current plans are to hold four meetings or events per year in September, November, February, and May. Alternatively, we could have a summer event like a picnic or Iron Pigs Game. These would be held in the evening as Alumni work

during the day. The first meeting description is the kickoff to this process. This meeting could be held at a local restaurant with a private party room. We would provide some light snacks or a luncheon buffet. A cash bar would also be available.

This meeting would be similar to professional society meetings that we have attended. The agenda would include networking during registration, reporting the state of LVP and activities of LVP Committees, and a speaker on a relevant L.V. business subject. Continued networking could

last as long as we wanted to stay.

Our motivation for Alumni meetings as follows:

1. Build a lifelong network of professionals in the Lehigh Valley
2. Develop friendly relationships between LVP alumni and LVP active members
3. Keep LVP alumni informed of LVP current activities
4. Engage alumni in LVP work.

Please let me know what you think about these meeting ideas.

— Thomas Emmerth
Alumni Chair
temmerth@compuserve.com

A Note from PA CareerLink® Lehigh Valley

It's that time of the year to let you know about the PA CareerLink® Lehigh Valley Job Fair. It is being held on Wednesday, September 22, from 10:00 a.m. to 5:00 p.m. at Agriculture Hall, Allentown Fairgrounds, 17th & Chew Streets, Gate 3, Allentown, PA. For LVP Alumni members there is an opportunity for the companies you work for to showcase their job openings and meet job seekers from various backgrounds from hourly to the salaried professional level. Contact me via email at lvbusiness@careerlinklv.org to request registration information.

For active LVP members, it is your chance to discover many of the diverse regional companies with professional-level openings. New this year is a "Here to Help" component of the Job Fair. Community and Social Service Agencies will be highlighting their services and resources to help individuals weather the

tough economic times at this dual event.

The professional level job opportunities (based on employers registered so far) include: Engineers, Regulatory Affairs, Nurse Educator, Sales, Marketing, Programmers, Software Developers, Project Manager, Business Analysts, Warehouse Supervisors and Manager, Registered Nurses, Community Living Supervisor, Substitute Teachers, Support Counselors, Director of Development, Adjunct Instructors, Customer Service Manager, Retail Store Management and Cost Accountant.

Again the PA CareerLink® Lehigh Valley Job Fair / Here to Help Event is September 22, 10:00 a.m. to 5:00 p.m. Agriculture Hall, Allentown Fairgrounds.

— Karen McAndrew-Bush
PA CareerLink® Lehigh Valley