



LVP Communicator

A Monthly Newsletter of the Lehigh Valley Professionals

December, 2012 Vol. 4, No. 12

View from the Helm

Happy Holidays

The holiday season is upon us. As we make our plans for December, let us strive to reflect on the past year, reinvigorate



**Gary Schall , LVP
Executive Chair**

our search for the New Year, and renew past friendships and contacts. As we undergo a changing of the guard here at LVP, allow me to reflect on the past year.

I am stepping down from the position of Executive Chairman of LVP. I have been calling for volunteers to step forward and take an active role in the leadership of this great organization, and a number of you have taken up the call.

There is a really good group of individuals running for the EC position, and I am happy to step back and allow others to flex their leadership abilities. I have enjoyed leading this group, and have learned a lot from you, as I hope you have from me.

I am NOT, however, stepping away from LVP. In fact, I look forward to taking an active role in the marketing committee, where I will be helping to promote LVP and its vast knowledge base to employers throughout the Lehigh Valley. I will still be at the regular meetings, because I know there is a lot more I can gain from the programs and training sessions offered. I will continue to promote LVP and its members to anyone willing to listen. I will also continue to participate on the training side as well.

I encourage all of you to rally behind the new Executive Chairman and give that person the same enthusiasm and support you have given me over the past year. Let us all ring in the new year with a renewed optimism for the future, as we watch more members switch from the active side to the alumni side, and enjoy the multitudes of doughnuts those landings will bring.

I want to wish all of you a joyous holiday season and a safe, healthy, prosperous and happy New Year!

Gary Schall

LVP Executive Chair
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UPCOMING EVENTS

December 7

LVP Meeting

10 a.m. – 12 noon

TOPIC 1: Group Exercise: Getting Help from Your Network

PRESENTED BY: Joyce Marin, Program Committee Co-Chair, Lehigh Valley Professionals

TOPIC 2: Body Language

PRESENTED BY: Roy Bastian, Program Committee Co-Chair, Lehigh Valley Professionals

December 14

No LVP Meeting

LVP Holiday Break

December 21

LVP Meeting

10 a.m. – 12 noon

TOPIC 1: **LVP Holiday Party**

TOPIC 2: Group Exercise and Speed Networking

December 28

LVP Meeting

10 a.m. – 12 noon

TOPIC 1: Your True Colors

PRESENTED BY: Jacqueline Jenkins, Chief Enlightening Officer, Skillrise, LLC

TOPIC 2: Job Searching for the New Year

PRESENTED BY: Joe Wolfe, Training Committee Chair, Lehigh Valley Professionals

New Member Orientation

11:30 am — 12:00 pm

Is the United Way Loaned Representative Program for you?



LVP Loaned Representatives enjoying a bit of fun at the kick off of the United Way of the Greater Lehigh Valley campaign at the State Theater in Easton. Front from left: Vince Gorman, Phillip St. James; Rear from left: Deborah Thompson, Shaun Sykes.

The United Way of the Greater Lehigh Valley's purpose is to create opportunities for a better life for everyone who lives in our community. They focus on three main areas: Education (Helping Youth Graduate from High School); Older Adults (Helping Older Adults Stay as Independent as Possible); and Basic Needs (Helping Lehigh Valley Residents Receive Support for Emergency and Basic Needs). They solicit funds from 500+ companies in the Greater Lehigh Valley, that help 47 qualified partnering agencies (such as Meals on Wheels, YMCA & YWCA, Boys and Girls Clubs, New Bethany Ministries, The Salvation Army, The Literacy Center, New Directions Treatment Services – to name just a few) help those in need. Companies also partner with COMPASS Community Schools, the students and their families.

You can think of it as an umbrella source that facilitates help from the business community, for the partnering agencies, that help the people of our community.

The Loaned Representative Program was originally designed to take the corporate executive from various companies to the next level, while they helped their community and gained management and organizational skills. The program is now open to unemployed professionals, who now have the opportunity to help their community, work with companies in the Lehigh Valley, and gain the same experience as their employed counterparts.

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LOANED *(continued from page 2)*

Five members of LVP (Vince Gorman, Phillip St. James, Frank McDowell, Shaun Sykes, and Deborah Thompson) started the Loaned Representative Program in late August, and manage United Way campaigns with employee coordinators from inception to closure. The work is involved, but the benefits to us are rewarding – a chance to keep our skills fresh, manage accounts with companies in the Lehigh Valley, present material and educate the business community about the United Way and their endeavors with the community, and a vast and growing network of connections.

So is the United Way Loaned Representative Program for you? Ask the LVP volunteers who are participating in the program, and get more details for yourself.



Shaun Sykes
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Programs

What We Learned In November

As the fall foliage gave way to the bare branches of winter, our professional networking group braced ourselves for the cold months ahead with an enriching sequence of programs. On November 2nd, Gary Bender, CFO, wearer of many hats at ABEC, and an old friend of Lehigh Valley Professionals, told an inspirational story of how concentrating on carefully planning landed him close to his ideal position on his own job search journey. He also brought a long list of open positions at his company and spent extra time networking with people interested in those positions after the meeting.



Rita Guthrie and alter ego, The Idea Lady.

On Nov 9th, Rita Guthrie, the “Idea Lady,” owner of Open Door Public Relations, and master at connecting people with common interests, shared tips on how to turn interactions into opportunities.

On Nov 16th, Jillian Stone, Owner of Stone Mountain Solutions, a business consulting agency, spoke about the importance of Emotional Intelligence on the job search. She certainly demonstrated her point when the PowerPoint presentation she had intended to use was not accessible. Jillian plunged ahead with a very enlightening presentation and lots of interaction from the group.

CareerLink® was closed on Nov 23rd, and members took a needed day with families and Thanksgiving Day leftovers. To gift wrap the month of November and in preparation for launching in earnest into the holiday season, Tom Emmerth, our own Alumni Committee Chair, returned with his ever-popular and always refreshed program on some tips for keeping your job search in high gear over the holidays.

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How I Landed

I'm happy to let you know that I've accepted a position as the QA/RA Compliance Manager at Arista Biologicals, a small company located in Allentown that produces diagnostic reagents.

How did I get there? I saw a CareerBuilder job posting that looked suspiciously like a post from Arista Biologicals, who had been one of my suppliers at a previous job. I was going to apply through CareerBuilder but then thought "what the heck." I picked up the phone and called, reintroduced myself, and asked if the job posting was theirs. It was. I emailed my cover letter and resume to three people at the company, including two people I had worked with personally in the past. My interview was like a family reunion and I received an offer the next day.

How did I stick with the job hunt? Losing my job in March was a blow. I gave myself (limited) time every day to replay/rework/digest what happened – and then I reoriented to the gift of the present moment and the possibilities of the future. I made my new job the job hunt. I set my alarm, set a starting time, and organized what I wanted to do that day. I assessed what I did well and decided on several paths to pursue. I played a little every day. I tailored my resume for every job I applied. An unexpected benefit: I found myself more and more confident in what I had accomplished, which improved my interviews.

I talked to people and learned from them. I attended LVP, joined Toastmasters and contacted people that I had worked with in different capacities. I read job change books. I read books in the quality field and signed up for a class on quality auditing. I updated my LinkedIn profile. Every step I took brought new possibilities.

Thank you to each of you for showing up at LVP, sharing your stories, insights, energy, frustrations, and belief in the future. I look forward to reading many more landing stories as an alumni member of the group.

Katrina Idleman
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For Our Alums

From all currently active members of LVP, we wish you, our LVP Alumni, Seasons Greetings and a healthy and prosperous New Year. These newsletters are primarily developed to keep you informed of our many activities. For example, please review the article about our recent involvement with The United Way. As you can tell from the other articles, business is very good here at LVP. As you give thanks during this season, please include your job support group in your thoughts and prayers.

We will be having a Holiday Party on December 21 starting at 10:00 AM at Careerlink to thank one another for the help and support during the past year. Details are described above. If you can work this into your schedule, please join us. As we emphasize "networking for life" within the group, we always consider you to be partners with us. Additionally, if you feel that you can help the group in any way, please contact me or another newsletter contributor. We want to hear from you. We need you.

Tom Emmerth
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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.



WHAT WE LEARNED *(continued from page 3)*

December holds promise of more of the same quality of programs: a focus group session, a Holiday party networking event, and a session on “Your True Colors.” We are planning for a Mock Interview session in mid January and will spend the first part of the year sprucing up interviewing skills in preparation for this.

Jefferson Vitelli
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IT /Web Corner



December, the last month of the year, and the Christmas season is upon us. The temperatures get colder, we celebrate the religious and secular holidays of Christmas (the birth of Christ), Hanukkah, New Year's Eve, and others, and we gather with family and loved ones for happy celebrations. The mood changes among the population, and we forget our troubles and concerns to wish each other Merry Christmas, Happy New Year, or Happy Holidays. Though this time can seem overwhelming to those who are unemployed, join in on the celebration of this season, and enjoy the world around you.

Aaahh!!! My hard drive died! Now what?

So, it no longer happens only to other people. You've been quite rudely made aware that hard drives are not immortal. Is life still worth living? Should you run away and join the circus or the French Foreign Legion? Nah.

All may not be lost. Just because your computer is not behaving normally doesn't necessarily mean that there is a physical problem with the hard drive. And even if there is physical damage to your drive, that does NOT mean your data is gone forever.

We'd like to share with you a three-step process to maintain your composure, try to recover your data and avoid future disasters. Read the full article here: <http://db.tt/YDrU3JiH> (NOTE: This link is CASE-SENSITIVE)

We look forward to a bigger, better year in 2013, and one with much more opportunities, networking, and many landings for all in the LVP.

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PA CareerLink® Lehigh Valley Corner

Looking back at LVP for 2012, there was an average of 79 individuals at the Friday meeting (highest number in attendance was 104) with an average of 6 new members a week (highest number in one week was 18, following our Raymond E. Spencer PA CareerLink® Lehigh Valley Job Fair) adding 275 members year to date.

As you know, the Lehigh Valley Professionals' website, www.lvprofessionals.org allows members to have his/her profile(s) and resume(s), in up to 3 categories, posted. I encourage Active Members to follow information given to have your resume posted. I received 78 requests from employers, who saw member resumes on the LVP website, wishing to speak to members about a job opening. These requests came with limited marketing of the website. Just think what the requests could be when the marketing committee "hits the streets."

Most requests have been for positions in Sales/Marketing, Project Management, IT, Engineering and Human Resources. Additional requests have been for Purchasing, QA Testing, Estimator, Finance Manager, Loan Officer and a Counselor. Unfortunately, not all members and/or companies get back to me with outcomes from requests. I only know of one person hired from the requests (some are still pending).

I encourage Alumni and Active Members alike to keep the LVP website, the no-cost recruiting resource, top of mind when you hear of professional-level openings for LVP members. The website continues to equally service members and employers alike and is an excellent source for employers to find top local talent.



Marketing

The Marketing Committee's most recent initiative has been to move into the area of Twitter. Twitter is another form of social networking for those who are not familiar with what it does. Twitter is less formal than LinkedIn as a business tool, but more formal than Facebook.

I am sure many of you are wondering why we should be looking at Twitter as another networking tool. Below are just a few of the reasons LVP should look to Twitter as another tool in our arsenal:

- ▶ Modern and increasingly used communication and networking tool
- ▶ Shows LVP is adopting new technology for our marketing and educational tools
- ▶ Will open doors to companies who have been difficult to speak with
- ▶ Can be used to promote our LVP website
- ▶ Great marketing tool for LVP, our members, our speakers and corporations in the Lehigh Valley

The first objective of the LVP Twitter account is to grow our number of followers. I am asking all alumni and active members of LVP to check out our Twitter feed and to start following LVP. You can find us at "#lvpros". The more followers we have, the more we will be able to attract new companies to "follow" us as well. Happy tweeting!

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Training

November brought us a bountiful harvest and some winds of change as the Training schedule deferred to the energy of the group after Gary Bender's presentation on Nov 2. Dale Wilson, our resident Tweet King, served up a heaping helping of social media with "Twitter and the Job Search" on Nov 9. Then Dale dished up a healthy dose of seconds with "Twitter and LVP: Networking on Twitter" on Nov 16. On Nov 23 I'm guessing most if not all of the LVP membership were recovering from giving thanks for a bountiful harvest the day before. To close out the month, our very own beloved fearless leader Gary Schall helped feed our minds and spirit with "Positivity" but not before Tom Emmerth gave us all some great reasons to keep our job search going during the holiday season with his "Holiday Job Search" presentation..



December will find us winding down the year as LVP's very own Roy Bastian tells us how our "Body Language" can keep us off the Naughty List on Dec 7. On Dec 14 everyone gets to do some last minute job applications or holiday shopping as there is no meeting that Friday. Dec 21 brings the LVP Holiday Party and a Speed Networking event. Challenge yourself to see how many new contacts you can make while having cookies and milk. On Dec 28 Joe Wolfe will pop open some bubbly tips to help prepare us for ringing in a New Year and keeping our job searching tools shiny and bright with "Job Searching for the New Year".

On another note, we tend to describe ourselves as being "In Transition", yet we are not the only ones in transitional situations at this time of year. Let us all try to spread some holiday cheer by reaching out to those around us in need, even if we share nothing more than a kind word and a smile with our fellow human beings. I personally feel there are few things in life that can make you feel better than helping someone. I know because I have the exceptionally blessed opportunity to experience that with LVP almost daily. Thank you for allowing me into your lives and to help you however I can. I am a much richer person by far for it.

Happy Holidays Everyone and a most Joyous and Prosperous New Year.

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Dale Wilson – 1st Co-Chair -- dale0914@aol.com

Rick Erdman – 2nd Co-Chair -- RCE555@aol.com

Nine Things Never to Say in a Job Interview (part 1 of 2)



When you're searching for a job, landing an interview can feel like a huge success -- and it is, but for most open positions, the interview is only one step in a long hiring process. For some jobs, dozens of people may be interviewed, and the competition will be fierce. I got these "no-no's" from an article written by Charles Purdy, Monster Senior Editor, entitled *Nine Things Never to Say in a Job Interview*. Don't take yourself out of the competition by saying one of these job-interview killers:

1. What sort of perks do you offer?

Save talk about benefits and perks for the negotiation stage, that is, after you've gotten a job offer or until the interviewer raises the issue. (A recruiter for a large computer manufacturer relates that many interviewees ask about "how many free products" they'll get after they're hired. But if you ask this question, you'll never get hired.)

2. What does your company do?

Believe it or not, recruiters and hiring managers say they get asked this question all the time. Before you go into your job interview, research what the company does and come up with some specific ways you can help it do whatever it does better.

3. My last boss was a real %\$#!

Complaining about your last job only reflects badly on you. Even if you're telling the truth, it makes you look like a complainer and poor sport (exactly the type of person no one wants to work with). It's great to talk about challenges you faced, but the focus should be on the positive results you achieved.

4. I love your glasses.

Never compliment interviewers on their physical appearance. Doing so can come off as inappropriate or just plain creepy. Paying compliments is fine, but they should be related to the professional realm. For instance, you might want to praise a recent success the company or interviewer has had.

5. My feet are killing me!

Complaining about physical discomfort will be perceived as negativity or as you making excuses for not performing well in the interview. An HR manager in Silicon Valley tells of a candidate who complained of a headache caused by "partying too hard last night." Needless to say, this candidate didn't get the job.

In next month's LVP Communicator, we will discuss the last four of these items.

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