



UPCOMING EVENTS

March 1:

LVP Meeting

10a.m. – 12 noon

PROGRAM & TRAINING JOINT SESSION: Introducing Focus Groups

PRESENTER: Marlene Ruby,
LVP 2nd Executive Co-Chair

March 8:

LVP Meeting

10a.m. – 12 noon

PROGRAM & TRAINING JOINT SESSION : Résumé II and III

MODERATOR & HOST:
Joe Wolfe, LVP Executive Chair

New Member Orientation

11:30 a.m. – 12 noon

March 15:

LVP Meeting

10a.m. – 12 noon

PROGRAM: What's Blocking Your Search?

PRESENTER: John Hadley, Principal - John Hadley Associates, LLC
TRAINING: Your 30 Second Speech, LVP Training Committee

March 22:

LVP Meeting

10a.m. – 12 noon

PROGRAM: Career Planning and Job Searching Today
PRESENTER: Dick Cipoletti, President - RCC Associates
TRAINING: Social Media for the Job Search, LVP Training Committee

New Member Orientation

11:30 a.m. – 12 noon

LVP Communicator

A Monthly Newsletter of the Lehigh Valley Professionals

March, 2013 Vol. 5, No. 3

The View from the Helm

Spring Ahead . . .

March is here and when March cometh so cometh Spring. This is a time for renewal, regeneration and new growth. What is good for nature is also good for the LVP membership. March 1st will find the forming of Focus Groups under Marlene Ruby's expert guidance. Focus Groups will give members many opportunities and benefits, as we have discussed before and in previous issues of The Communicator. For individual members, spring is a great time to break out the fertilizer and Miracle Grow, till the soil of networking, nurture new connections and strengthen old ones. Without a doubt, networking is the job hunter's tool of choice. But networking is more than just making connections. The Power Networker knows that true networking success comes not only from connections but from the strength and value of those connections.

Power Networking is a blend of quantity and quality in just the right doses. There is no doubt that the number of connections can be extremely beneficial. Many times I have run across people who ended up getting to know their most helpful connections from a surprisingly indirect path. The Power Networker knows that connections spread across a variety of industries and job career paths can be of great benefit. Variety is not only the spice of life but an integral ingredient to successful Power Networking. Just as an accountant can work in healthcare or construction, so the IT guru may know of an opening in his or her company in your field, even if it is not in IT.

Quantity is one side of the coin, quality is the other. The quality of your connections is another ingredient that will also contribute greatly to your recipe for success. Power Net-

workers know that they have differing levels of connections, typically close, closer and closest. Close connections are like causal acquaintances. They know of you but may not necessarily know you. The closest connections are those you interact with on a regular basis; sharing information, tips and other helpful knowledge. The key here is interaction, because real networking is more than just saying "Hello" every once in a while.

Last but not least are the types of connections. Power Networkers and smart networkers know that it is getting to know the right person, typically a few hiring levels above you, comparable to managers and those on your level, comparable to co-workers. Like a garden stocked with a variety of vegetables, Power Networking can keep you healthy and well fed through the leanest of times. It is important to have a good blend of connections, because the bottom line is that you never know where your next job lead may come from.

And here is the *Pièce de résistance*. Only about 5% to 10% of available jobs are actually advertised. Yes, FIVE TO TEN PERCENT! How do the remaining 90 to 95 percent of available jobs get filled? Some get filled by inside hires or moving employees up. But that doesn't account for the bulk. The remaining amount of available jobs get filled by recommendations from other employees or other people in similar fields or occupations. And where do those recom-



Joe Wolfe



Rick Smeltz



Marlene Ruby

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The View from the Helm

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mendations come from? I'll give you one guess. So I encourage everyone to get their gardening tools and fertilizer ready and start cultivating your Network for Life. United We Stand, Divided We Land.

How We Landed

Phillip St. James

I have been on temporary assignments during much of 2011 and the later part of 2012. However, I never stopped my search for full time employment. I



have applied for 1000's of jobs, met with many companies and had many interviews. Nothing ever came to fruition until recently. I was offered a full time position with the United Way of the Greater Lehigh Valley.

I have used I-best presentations, left tri-folds behind and researched every company where I ever interviewed. I used word cloud software to analyze job descriptions and to customize my cover letters and resumes. I joined networking groups and attended job fairs. I also volunteered within LVP and outside of LVP, which ultimately gave me the sense of purpose I needed to boost my self-esteem.

Volunteering was what made the difference for me. I started volunteering with the Allentown School District, which turned into a Site Managers position where I worked for 7 months. I volunteered with the United Way of the Greater Lehigh Valley for three months before it too turned into a paying temporary position. Both of the volunteer opportunities not only put money in my pocket, but they also allowed me to continue to build on the skills I hadn't used in a long time.

In addition, I was able to stay current in the skills I needed for the positions I was seeking. I started at the United Way of the Greater Lehigh Valley on Feb.19.

I found that being flexible about the timing, the role or title, and starting a job for less money than before, is a reality.

God has a plan for our lives and I realize now that everything happens for a reason. If I had not been laid off, I wouldn't have had the opportunity to experience all that LVP has to offer or meet all the great people that have come into my life since being a part of this fantastic organization. I have enjoyed every moment I have been at the helm of the Membership Committee. I can't say enough about the committee members I have led over my time here. Thanks to all of you for making my experience at LVP one that has changed my life.

Stay focused and your eagle will eventually land. I'm rooting for you.

Phillip St. James

phillips@unitedwayglv.org

Anna Babbitt

I have landed with Ascensus, in Drescher, PA. I cannot tell you how thrilled and grateful I am for the relationships I have made at LVP. When I first joined, I was nervous. I was not sure how I would feel or if I would be accepted. This was the first time in my entire career I found myself in this predicament and certainly by no fault of my own. I

remember the day I was "let-go" with no reason. Honestly, I was kind of relieved. I wasn't that happy where I was and I thought "I'll be able to find something quickly." I have an MBA and plenty of great work experience in my field, which is retirement. Little did I know just what it was like. I know several people that have been in this situation and I now have a better sense of empathy and understanding with what they are going through.

This was not an easy road for me. I took this time to do some self-reflection and self-improvement. The things that I learned at LVP were part of that process. I remained faithful, knowing that when one door closes, another one opens. There is a greater plan for us individually. The greatest thing for me was the realization that the path I was on would have lead to a dead end. Going back to my roots is where I will have the greatest success and growth.

With each interview, I learned something. I grew from each one, even if I didn't get the job. This last interview that I had with the VP of Client Services, taught me a lot. The funny thing is, he probably doesn't even know. I learned that it is okay to be yourself, relax, take a deep breath and think about how you are going to re-

spond. He didn't want to hear my rehearsed answers. He wanted to know how I thought on my feet and how I responded to pressure. In the end, he complimented me. I was grateful for the lesson. My advice is to hang



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LANDED

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in there. Use LVP to its fullest and get involved, both inside and outside LVP. Volunteering gave me a sense of purpose. It was a reason to get up in the morning and get dressed. There will be high points and low points. Thankfully, LVP helps to get through the low points. We are all in this together. We want to see people succeed and land their dream job. Talk with each other. Support each other. I cannot say that I am an expert at networking, but I learned a lot while I was with LVP and will stay connected to many of you. Please do the same.

Best Regards and Best Wishes,

Anna Babbitt

annababbitt@gmail.com

Al Saunders

Yes, it is official now. I have landed with Bridge-stone/Firestone. I saw a posting on Monster in early January for a Fleet Manager at the Bridgestone



Distribution Center in Breinigsville PA. Yes, I said Monster. I applied online and received the standard response email but also an out-of-office email from the HR Manager (so now I had a name).

About 2 weeks later I received a call and set up my first interview for January 21st with the Hiring Manager (my future boss) and the Safety Supervisor. The following Monday, I had the second interview with the DC Manager and the HR Manager. Both interviews went very well from my perspective and I went into wait mode. I connected with the HR Manager on LinkedIn and waited for a call-back. On Feb 8th, that call came and I went on my third interview. The first question I was



asked was about my being "over-qualified". Drawing on the advice of many wise presenters at LVP, it was easy to turn the answer to a positive, focusing on immediate returns without long training time for me. I flew through the rest of the interview and walked out feeling ready for the job.

A week later on Wednesday afternoon, I received a call from the Hiring Manager announcing that I would be receiving an email with an offer for the position. On Thursday, I reviewed the offer and prepared a list of questions for HR to clarify the terms. I spoke with the HR Manager, negotiated the final details of the compensation package, and accepted the position. I will go through pre-employment processing and should start on Monday March 4th.

Once again, LVP proved invaluable preparing me for this process. I have continued to grow and develop my network and will carry these lessons into my new position and for the rest of my life. It has been a pleasure knowing all of you and I hope I do not come back here again (except to visit). God speed to all in your own search and may you all land soon!

Al Saunders

AFYOUTH1@aol.com

Sue Matthew

After I had lost my position at New York Life Investment Management, I let the vendors that I worked with know that



they would not be dealing with me any longer. I had gotten to know some of them pretty well. One such friend ended up working for Sands Casino as property manager.

He told me to send him my resume and if there was a position he would put a good word in for me. He showed his manager my resume and it was suggested that it would benefit them for me to apply to the Sands Casino. Once there, it would be easier for them to transfer me into the property management department when or if a position became available. I applied for a couple of positions and was

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LANDED

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finally accepted for the valet dispatcher. It is a low paying job but will lead to my dream job in the future. Sands Casino is very good to their employees so there are many benefits to working there.

I want to thank everyone for their support and guidance during this difficult time. I have learned so much thanks to Lehigh Valley Professionals. This organization is an amazing place for people to learn networking, resumes, cover letters, self confidence, and making an impression with businesses.

My only real advice to everyone is to be yourself. When you are in an interview, relax and turn it into a conversation. The person interviewing you will have more respect and admire you for just being yourself. Show your appreciation for them taking the time to see you. They really want to get to know you. They already know your skills from your resume.

I really enjoyed coming to the LVP meetings and being part of the Membership Committee. I got to meet some really great people. I hope each of you land soon. You are all very talented so your time will come.

Thank you again for all your help and support. Good Luck to you all.

For Our Alums

Sue Matthew

suemattthew78@yahoo.com

LVP's primary communications source for email is our Yahoo Group (lvppng@yahoo.com). This is where all of the email comes from. For our Alumni, we encourage you to stay in touch with LVP through this communications medium. If all of the individual email messages are too much for you, there are other options, all controlled by

you. Here is what you can do:

Sign on to <http://finance.groups.yahoo.com/group/lvppng/>

-- Select "Edit Membership" at the top. You may have to sign in to Yahoo Groups first.

-- Under Message Delivery, select the option that best suits you.

1. Individual Email -- The option to choose if you want to get each group message and special notice individually and immediately, as it is posted. This keeps you in touch at the highest level.
2. Daily Digest -- The option to choose if you want to see all messages but limit the amount of email you receive. We'll compile an email of up to 25 messages and send daily. Attachments are not included with this option.
3. Web Only -- Don't get notified of the latest happenings. You must read the messages by going to YahooGroups.com yourself. We hope that this is the minimum option to choose as you can STILL SEND us notices of job opportunities and special advice on our job searches.

These options can be changed by you at any time. If this email really bothers you, please still read our monthly LVP Communicator issue, where we summarize what is currently happening in your LVP. This is posted at the beginning of each month on the LVP Web Site

Thomas Emmerth
Alumni Chair
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(www.lvprofessionals.org).

Now, doesn't that sound easy ?

Marketing

The Marketing Committee is ramping up for a very busy 2013 after a slow start thanks to a Marketing Chair who temporarily got his feet stuck in the mud. We had a good turnout for our first meeting of the New Year, and it looks like we have over 20 members who have stepped up for LVP's Marketing efforts.



Gary Schall
LVP Marketing Chair
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As far as LVP's social media presence goes, we are starting to become more active in the use of our accounts on Twitter, Facebook and LinkedIn. If you are not yet on LinkedIn.com, first, don't tell Joe Wolfe...just join. After you sign up, send me an invitation, and follow that up by joining the LVP group on LinkedIn. It is easy to find. Just click on the Groups tab, then type Lehigh Valley Professionals in the search box, and click on Join. We also ask that you like us on Facebook, and if you use Twitter, follow us there as well.

We are also working on direct contact efforts. We are compiling an updated list of companies that can benefit from the expertise contained within the boundaries of LVP, and Melissa Eisenhart has supplied a tri-fold leave-behind touting the benefits that LVP can offer.

By publishing time, those who have voiced an interest in the Marketing Committee will have received a short survey form to fill out so that we can populate both the social media group and the direct contact group. From there, the Lehigh Valley is going to get a big introduction to who we are and how we can help.

Membership



Nick Jurisko
Membership Chair-
nicknj@rcn.com

As the new Membership Committee Chairperson it is my responsibility to provide an article for our LVP Communicator every month. The fact that I took over as head of Membership only last week does not change that responsibility. So I first freaked out. But then I thought that I should contact my predecessor and ask for help. Sure enough Phillip had an article in his file ready to go and sent it over to me.

THANKS, PHIL

As I was reviewing the article, a thought occurred to me that maybe my first article should start by thanking Phillip for his help. Not only about supplying me with an article but for all his help while a member of LVP. For all of my 24 months in LVP Phillip has been Membership Committee Chairperson. That is a long time. It represents 104 plus Fridays asking new members to turn in their completed paperwork at the break. It also includes 54 or more EC meetings and 54 plus new member orientations. I am not sure how many times he made coffee or cleaned the coffee pot after a meeting but I am sure he did his fair share. With this position comes the task of recruiting new members to your committee as well as sometime having to tell a prospective new member that they did not qualify for LVP. This is something I am not looking forward to.



So thank you Phillip for all your service to the Membership Committee and LVP. We all appreciate your efforts in everything you did to make Membership and LVP a better place for us and future members coming into LVP.

REVITALIZING YOUR JOB SEARCH

This month's article is from Brazen Life a lifestyle blog's "22 tips to Re-focus and Re-Energize Your Job Search." Some of these tips we already know but it is always good to have a reminder of them. We'll deliver this article in two monthly installments. Here are the first 11 Tips:

1. **Know thyself.** Before diving into a job search, take the time to figure out your passions, skills, ideal work environment, ideal colleagues, etc., so you know what you want. Really, it's *that* important. Do not proceed to "Go" until you do this.

2. **Get your messaging down.** Again, don't start networking until you do this. Take a good stab at your one-sentence, 30-second, and 1-minute elevator speeches.

3. **Now forget your messaging.** You'll sound fake if you recite verbatim your stock answers. If you want to appear warm and personal, be conversational, not scripted.

4. **Don't confuse networking with relationships.** You may have had coffee with someone, but that doesn't mean you're BFFs. Keep it professional until it really turns into a friendship.

5. **Cultivate relationships.** The best way to do this is to figure out ways to help the other person. You'll build more relationships if you're giving something back.

6. **Don't go in cold to networking meetings.** Unless you want crickets chirping during pregnant pauses, do your homework and prepare some relevant questions ahead of time. Use networking meetings as opportunities to gain information from your questions.

7. **Listen much more than you talk.** As Mama said, you have two ears and one mouth. Listen in that ratio. Pose your questions, then step back and let the other person answer.

8. **The secret sauce – interpersonal skills.** Your social skills, body language, grace, and warmth will say much more than anything that comes out of your mouth. Be aware of how you carry yourself.

9. **Leave them wanting more.** Respect other people's time by cutting your networking meetings off after 30 minutes. That will make you more likeable, which will make you more hireable.

10. **Revamp the tried and true for 2012.** In this day and age, how many people still have their fax number on their business cards instead of listing their Twitter account? How about introducing color in your resume?

11. **Forget handicaps.** Everyone has a handicap for you: Wrong title, not enough experience, etc. Your job is to find the *one* person who sees your potential.

That's it for now. In April we'll have the last 11 tips from this article or if you cannot wait, you can always check out Brazen Life.

Training



Spencer Davis
Training Committee
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Believe it or not another month has already passed. Let us do a brief recap of what we've learned.

On February 1st, Corrie Drosnock from the Social Security Administration presented. Remember the high thirty five.

The top thirty five wage earning years are used to calculate your social security. Then, Dave Elcock followed with his "Development Planning 101." I cannot summarize his words in one sentence, nor will I try.

The week of the 8th we all remember well for the giant snow storm that did not happen. Steve Gunn, the president of Steve Gunn & Associates, showered us with knowledge on "Dealing with your Inner Critic." Roy Bastion, our Training Committee Chair, then gave us assistance on our "Personal Brands."

Eric Kramer returned on February 14th. We all learned loads from him, I know. I am planning on using some of the I-best principles very soon. Remember the question to ask at EVERY interview. "Based on my background and experience, what do you think would be the greatest challenge for me in this position?" This is a great interview question to end the interview.

February 22nd was certainly fun filled as Rich Plinke demonstrated to us "How to Sell the Plague." What we really do in an interview is to sell ourselves. Our training committee then educated us on resumes. Keep on coming back for more information as new programs and trainings happen every week.

Programs: What We Learned Last Month

This month will mark a year since this writer landed in the shoes of Jack Hillman, former chair of the Program Committee, when he landed a great job. I am remembering how daunting it felt to assume the responsibility for keeping up a lively program schedule that responded to the ever-changing needs of our membership.

I am also remembering the words of Phillip St. James in his recent "Exit Interview" as chair of the Membership Committee. Like Phillip, I know we are here for a reason, and I have grown immensely on my professional learning curve as Chair of the LVP Program Committee. I did not have a home computer when I joined LVP and look at me now. I am managing an Excel spreadsheet with our Master Schedule, sending out a weekly agenda to a Yahoo Group list of several hundred people, and building a network of relationships with top career coaches, trainers, and innovative thinkers. What an opportunity this year has been. Thank you all for supporting my professional development. As we all circle our respective landing strips, we need to train our replacements. So, take a deep breath, know that you will have lots of good support, and step forward.



February has been job-seekers just dessert as we digested the nutrients fed to us by

the SHRM panelists at our Mock Interview feast in January. On February 1st, Corrie Drosnock from the U.S. Social Security Administration's Allentown Office reminded us that it is never too early to begin planning for retirement. There are things we can do, even while unemployed, to maximize our benefits. Coach Steve Gunn returned on February 8th with a refresher course on "Dealing with your Inner Critic." Eric Kramer, whose "Interview Best" (I-best) program has been one of the most widely used strategies in the tool-boxes of LVPers who have landed, came back on Feb 15th to brush up our Active Interviewing skills. With humor and personable grace, Rich



Jefferson Vitelli
Program Committee
Chair
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Plinke, self-styled Sales Satirist and author of "How to Sell the Plague", reminded us on Feb 22nd that if we are serious job-seekers, we are in the sales business.

Thus LVP is poised to march forth with programs over the next month to nurture a new LVP initiative, developing Focus Groups, intra-group relationships, and a talent-pool to offer valuable services to the larger business community as a way of increasing our visibility.

IT/Web World

March, a windy month that comes in like a lion and out like a lamb, brings us Daylight Saving Time, Spring equinox, revelry in St. Patrick's Day, and religious celebration from Palm Sunday to Easter. The month will be busy for the IT/Web Committee with plans and movement, as we press towards our goal of website completion and deployment.

The IT/Web and Membership Committees will be working together on the membership registration and the resume and profile submittal processes in the coming month. New processes are being prepared, which will innovate and stabilize our system through deployment and beyond. Some of our tasks going forward: documentation, training, testing, and transfer of duties for the new web site.

In coordination with the LVP training sessions on resume preparation, we will prepare the membership for website registration and submittals to us. The first process will be scheduled registration on the new site, consisting of initial registration and profile editing. The second process will be scheduled membership submittals of updated and current resumes and profiles.

Updates and schedules for user registration, and resume and profile submittals will be forthcoming. Please keep this in mind and ready yourselves for instructions. Your cooperation in this matter is appreciated.

Working behind the scenes, we are here to service the IT, web and technical needs of the LVP. If problems, outages, delays,



Shaun Sykes
IT/Web Chairman-
shaun.sykes@mail.com

or issues are experienced with the current site, reach out to us or the EC in a timely manner. Support personnel will be notified.

Please remember to address your technical issues to us individually, or

reach out to us collectively at our committee email account of LVPITWEBC@gmail.com.

Meet the EC

The Executive Committee is staffed by volunteers. Here are the current members:

Joe Wolfe – Executive Chair
Rick Smeltz – 1st Executive Co-Chair
Marlene Ruby – 2nd Executive Co-Chair

Alumni Committee

Tom Emmerth – Chair
Tim Doherty – 1st Co-Chair
Dezso (Nick) Nyitray – 2nd Co-Chair

IT/Web Committee

Shaun Sykes – Chair
Frank Cioce – 1st Co-Chair
Bob Slivka – 2nd Co-Chair

(Continued from previous column)

Marketing Committee

Gary Schall – Chair
Melissa Eisenhart – 1st Co-Chair
Diane Thomsen – 2nd Co-Chair

Membership Committee

Nick Jurisko – Membership Chair
Tony Dragotta – 1st Co-Chair
Gayle Merritt – 2nd Co-Chair

Program Committee

Jefferson Viteli – Chair
Joyce Marin – 1st Co-Chair

Training Committee

Roy Bastian – Chair
Spencer Davis – 1st Co-Chair

As you can see there currently are openings for 2nd Co-Chair on the Program and Training Committees. Members interested in volunteering for either Chair/Co-Chair positions or Committee positions should contact the respective Chair or Co-Chair(s) of that committee.

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/>

Please be sure to bookmark (add to your favorites) these pages!

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.

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

