

## MARCH EVENTS

### **Mar. 6<sup>th</sup> LVP Meeting**

**10a.m. – 12 noon**

**PROGRAM:** “WEBINAR—CONDUCT EFFECTIVE RESEARCH”

**PRESENTER:** CAROLYN CENIZA-LIVINE

**TRAINING:** “NETWORKING EXERCISE”

**PRESENTER:** CHIP HAFTL

**NEW MEMBER ORIENTATION—12:15 TO 1 P.M.**

### **Mar. 13<sup>th</sup> LVP Meeting**

**10a.m. – 12 noon**

**PROGRAM:** “THE INTERVIEW: YOU ARE ONSTAGE”

**PRESENTER:** ALEX FREUND

### **Mar. 20<sup>th</sup> LVP Meeting**

**10a.m. – 12 noon**

**Program:** “PREPARING FOR TEAM INTERVIEWS”

**PRESENTER:** MARNA HAYDEN

**TRAINING:** “INTERVIEWING 101”

**PRESENTER:** TRAINING COMMITTEE

**NEW MEMBER ORIENTATION—12:15 TO 1 P.M.**

### **Mar. 27<sup>th</sup> LVP Meeting**

**10a.m. – 12 noon**

**Program:** “MOCK INTERVIEWS”

**TRAINING:** “MINI-TRAINING SESSIONS”

**PRESENTER:** TRAINING COMMITTEE

### **Apr. 3<sup>rd</sup> LVP Meeting**

No Meeting Scheduled

### **Mar. 6<sup>th</sup> LVP Meeting**

**10a.m. – 12 noon**

**PROGRAM:** “UNLOCK THE POWER OF LINKEDIN—HOW TO SESSION”

**PRESENTER:** TOM DOWD

## *Alumni*

**N**othing is Permanent.

There is an old saying: “The only thing permanent in life is change.” Despite the conundrum, it is nevertheless true. Even the very word used to describe being between jobs, transition, according to Webster’s, means: a: passage from one state, stage, subject, or place to another and b: a movement, development, or evolution from one form, stage, or style to another. I think I rather like these. Notice the positive spin on these definitions, especially with words like “passage”, “movement” and “development.”

So, where am I going with this, you wonder. Where is this leading? (Pun intended!)

These are great questions. The answer of course, lies with you. The power lies with you. Never doubt that, ever. For we always have a choice to do or not do. To those who come to LVP, learn new things, meet new people (networking) and put new ideas to the

test, I say, “Bravo!” And you should applaud yourself, too. In so doing you transcend from being a passive bystander to an active participant and you will reap the rewards and benefits. This challenge will make you stronger and better if you let it. I know, and so do many others before you.

Think and remain positive at all times. Start your day affirming the positive and end it similarly. Despite your condition, be giving and help others. Above all else remember this phrase: “Yea, though I walk through the valley . . .” and be mindful of the transitory nature of walking through. The point is to know that this period in your life is indeed only temporary, but can lead to something even greater than you had before. Think it. Live it. Be it. And it shall come to pass.

Joe Wolfe  
jmwtyr@rcn.com



## *In Memoriam*

Most of you are accustomed to seeing a message from the Executive Chair opening your Communicator issue. Today we open with a message from Joe Wolfe, former Training Chair, former Executive Chair, and regular contributor to both the Communicator and the Lehigh Valley Professionals group on LinkedIn.

Joe Wolfe’s message seems prophetic. Shortly after submitting his article for the Communicator, Joe Wolfe passed away suddenly and unexpectedly.

Joe has always been a friend to LVP. Like all of us, he arrived not knowing what LVP was about and dealing with the uncertainty of the job market. He soon embraced the philosophy of LVP and gave back to the organization. He

started out as a trainer, talking about business cards and LinkedIn, even though he had no public speaking experience. It wasn’t long before he was leading the Training Committee. When the call went out at the end of the year for candidates for Executive Chair, Joe again stepped up, winning the election that year.

Under Joe’s guidance, LVP membership was encouraged to take control and make things happen. His motto was “What can I do to help you?” During his tenure active participation in the various committees expanded, focus groups centered around members’ fields of interest came into being, and he encouraged the Marketing committee to come up with a

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# The View From The Helm

## Lehigh Valley Professionals 101

We all know about Lehigh Valley Professionals. Heck, it is right there at the top of the page. The question is, what IS LVP?

LVP is a place to network. We give you a safe place to practice your elevator speech, share leads and exchange ideas. LVP is a port in the storm. No need to explain your circumstances. Everyone there has gone through the same experience. You are among friends.

LVP is a learning center. We offer you experienced speakers to help you polish your resume, improve your online presence and become better networkers. We also offer talented trainers from within the organization to show you how to write better cover letters, build solid business cards and follow up to make sure your name is the one to remember.

When you open your job search toolbox, you will find it stocked to the brim with polished new tools to help you land that next killer job.

LVP's core job is to supply you with those tools. What is **NOT** one of LVP's tasks is to wield those tools for you. You can have the shiniest hammers, the latest in laser level technology and the most expensive power tools ever, but they are nothing more than oversized paperweights if they sit in your toolbox, unused. The only person who can make those tools work for you is **YOU**.

We have shown you many ways to shine on LinkedIn. **YOU** have to build that profile. We have given you many options on business cards. **YOU** have to assemble them. We have given you networking events

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# What We Learned

**February 6th - Joseph Facchiano** of **Jo-Fash Enterprises** presented **"Developing the Right Mindset for a Job Search."** Joe's discussion focused on how the grieving process applies. He explored how the denial and anger phases affect our interaction with those who are able to help us, including how we interview. He showed us how our mindset and self-image can either sabotage our success or lift us to new heights we've never dreamed of. Joe has influenced thousands of professionals with his message of alignment, mission and purpose. Hopefully he influenced you.

**February 13th - Marlene Ruby** currently serving as an LVP Board Member presented a **"Focus Group Refresher."** When members signed in they had the opportunity to join in with one of the groups for the day. After a brief "Back to Basics" discussion, the Diversified Focus Group demonstrated a sample focus group session. Then everyone had the opportunity to participate in a real-time mini group session. As the day unfolded, we gained: (1) a deeper understanding of how Focus Groups work, and (2) some concrete, ideas that can help springboard our search activities forward.

**February 20th - Karen Lockard** with **ED-SI**, which operates the Workforce Investment Act (WIA) at CareerLink, presented, **"How You Can Benefit from the Workforce Investment Act."** Her presentation provided an overview of the Workforce Investment Act

(WIA) program, eligibility requirements and services available.

The second speaker this day was **David Blankenship** from the LVP Training Committee. Dave discussed the LVP group on **Yahoo Groups**. We learned how to gain access and how to navigate through the options available.

**February 27th - Zach Pierce** HR and Payroll manager at **Dual Temp Company** presented, **"Applying Military Targeting to your Job Hunt."** Zach told us about how he got hired, how to focus on a desired outcome by working backwards and about using worksheets to keep track of our progress.

The second speaker this day was **William Miner**, who explained to us that there's a big difference between an objective statement and a professional summary. We learned that there are four elements that we should always try to have in our professional summary: desired or current profession along with years of experience, relevant skills; any certifications or professional memberships and industries served.



Paul Teseny  
Program Committee Co-Chair  
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# In Memoriam

*(Continued from page 1)*  
redesigned logo.

Even after landing, Joe Wolfe continued to contribute to the LVP. He was responsible for many of the posts in the LVP LinkedIn group. He continued to forward leads to the Yahoo group, and was responsible for the Alumni Committee's Communicator articles. Even his landing messages offered insights into his faith, his love of family and his willingness to help others through his examples, and to let everyone know they, too, will succeed.

I know that my world, personally, is a little less bright. Joe had a way of lighting up any room he was in, whether it was his booming voice crying out "GOOD MORNING LVP" at the start of each meeting, his infectious smile, his insistence on manning the grill at picnics, or his self-deprecating humor. I am sure that many of you will join me in extending our condolences and wishing his family peace in this time of pain and loss.

Gary M. Schall  
LVP Executive Chair  
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## The View From The Helm

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and websites to get noticed. **YOU** have to make use of them.

Your primary job is to build that new career. You can choose to try and build it using a rusty hammer and cracked wooden ruler, or you can build it using a toolbox filled with tons of new and useful tools. Choose wisely.

Stay Positive!

Gary M. Schall  
LVP Executive Chair  
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## IT/Web

Spring has sprung and now is the time to clean up your ... computer! Along with cleaning the garage and sprucing up your yard, spend some time to update your PC.

One way to clean up and speed up your PC is to update device drivers, the programs that enable Windows to access hardware components like video, printers, webcam, and so on.

Golden Rule of Drivers: If it ain't broke, don't fiddle with it. If your network connection drops out occasionally or your printer is not printing correctly, a first step is to update the driver. If your hardware is working as expected, you are better off not updating the drivers. An exception to this is video drivers, which are updated frequently to boost performance. The difference in speed in switching from the built-in Windows drivers to the official NVidia or ATI/AMD drivers will be noticeable.

Use a tool such as SlimDrivers Free (<http://cnet.co/1eY4GNO>) and remember to create restore points, just in case. Restore points enable you to roll back to a working version if something goes wrong.

If you doubt your ability to properly update your drivers or use a restore point, do not use this article as a reason to break your PC.

Marc Longo  
IT/Web Committee Chair  
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## Membership

### Promoting LVP

Lehigh Valley Professionals (LVP) is run solely by volunteers who, while transitioning into a new job, are also spending the extra time and effort to perform tasks to maintain LVP. This can be a definite burden depending on the task and their own job search activities. As we all know, looking for a job is harder than actually working at a job. Part of that difficulty is finding a position to apply to and many of these positions depend on speaking with a recruiter. While it is great to find a position posted by a recruiting agency to apply to, it is even better (and easier) when a recruiter at the agency comes looking for you.

To that end, whenever I have the opportunity to speak with a recruiter in regards to a position, I have been making it a point to discuss my work at LVP and all the other work that is accomplished by the great members of LVP. I talk about the services and the benefits of the group and how we have a website where members post their job profile which is a link to their LinkedIn resume. To the recruiter, I point out the no cost opportunity to use a searchable job database of qualified professionals in the greater Lehigh Valley

area. And because of the actual geographical pool of our members, the membership also contains folks from outside the Lehigh Valley area who may end up living closer to the position the recruiter is looking to fill.

The recruiter is ALWAYS interested, so besides my own information, I also send a copy of our newsletter, the latest agenda, the website URL and our LinkedIn URL. This information has the effect of rounding me out as a candidate, shows my writing ability and gives the recruiter an opportunity to find other candidates for other positions the recruiter may be hoping to fill. If all the recruiters we speak with heard about LVP from all the members on a consistent basis, who knows? Perhaps we wouldn't need to post our resume anywhere except LinkedIn & LVP.



Ted Zukowski  
Membership Chair  
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## How We Landed

### David Blankenship:

When I started my job search about twenty months ago, I was thinking my path would be similar to what I had experienced in the past. I would work for a company, have benefits, holidays, regular paycheck, etc. My thinking slowly changed to consider other avenues. I sat in on the Entrepreneurs focus group just to hear what directions other people were considering. My focus was primarily on the Lehigh Valley region. I found I was not mentally prepared to take advantage of job opportunities outside of my local, self-imposed framework. One time, a recruiter called me on a Friday after our LVP meeting and asked if I could be in Atlanta the next Monday for a training

project. I fumbled that opportunity because I was not prepared to jump on it. I had to think through the process and be ready to say "Yes" to the unknown future.

I was called by a consulting group about a contract trainer position as a result of my resume - and key phrases - being found on a career board. [Tip: keep your resume current and refreshed on job boards, especially your career profile on our own LVP site. This is a wonderful benefit for all LVP members.] I talked with the consulting firm on the phone and then via Skype. Get ready for those video interviews by practicing with relatives and friends. Then another phone interview with the client followed. They liked me and want-

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## Marketing

### Don't Ever Give Up. Discover Your Passion.

Hi, it's Joy Hemming. I'd like to share some thoughts regarding my job search experience over the last seven months. You will surely encounter your peaks and valleys, but the very best way to continue forward, is to speak up and network. I find that I feel better about myself when I attend LVP meetings and focus group get-togethers, and just plain talk with my peers. It is there that I receive suggestions on how to get leads and information on companies I do, or do not, want to work for. But most of all, I meet people and make many friends with a kindred spirit.

We are all in this transitional situation together. We need to support and inspire each other and share understanding words with fellow LVP members. At this time in our lives, we all need people to help give us hope. We must never give up. If you truly want that next job, you must be passionate in your quest, and you will succeed.

At times in job interviews, people have said to me, "You are very passionate about what you do." Well, I love what I do. But as I search my soul, I am now considering new, different opportunities. When our recent meeting speaker, Joe Facchiano, advised us to "find what you really want to do," I did. Whether it is a position you have always wanted or a direction you never want to consider again, look to your heart for the honest answer. Search for your passion. Search for what will fulfill you both professionally and personally!

Ask yourself this. If by some miracle, you could have whatever "job" you want today, what occupation would that be?



Joy Hemming  
Marketing Co-Chair  
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## How We Landed

*(Cont'd from page 3: David Blankenship)*  
ed me on board. As it turns out, I do not have to relocate. I will be travelling, but home will still be in the Lehigh Valley.

I am thankful for my experience with LVP, the learning, the friends I have made and the opportunity to keep my skills from decaying. I found it especially rewarding to be involved, first with the Membership Committee and then the Training Committee. I will put a plug in here for volunteering. It took a while, but I volunteered in the Resource Center at CareerLink. It does not have to take a lot of time, two or three hours a week, but it is rewarding and you are on top of all the resources available to you. Hope to see you at the next LVP networking event.

David Blankenship  
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### Gerhard Stoeckel:

I wish to announce my landing as a Senior Electronics Technician (directly hired to Lutron Electronics, Inc.) to those who did not hear my announcement at the February 20th LVP meeting. I returned to Lutron as a direct hire, having been released by them in June 2014 as a contracted worker.

As an over 60-year-old worker, I suspected I might be forced into retirement, following my June lay off. Immediately after that lay off, I began to investigate the resources at Career Link and attend their various training sessions. Eventually I became involved with the WIA program. When six months lapsed after the lay off date, I had totaled only two interview invitations. Finally in December, I began steps to apply for training at the Lehigh Carbon Community College through the WIA program, to obtain additional skills needed to meet the only available jobs. Then suddenly, just days before I would start that training, jobs related more closely to my field began to appear. I cancelled the training and instead began adding my WIA OJT voucher with my resume to potential employers. In a complicated series of events, I received two job offers within

a week of each other. I chose the more attractive offer.

I empathize deeply with all of you who continue looking for that right job to become available. I have reached deeply into myself for some revolutionary understanding of my own experience so that I can present you with the formula that releases you from the daily weight of unemployment, but I have come up empty handed. I am not the person who has the answers. This 'Dance' or 'Game' in which we participate involuntarily remains unclear to me. But I have gained an appreciation that the game starts not at the time we become unemployed; instead, it goes on without interruption. It was going on while we were employed and will continue even as we regain employment. It is during our employment that we build the networking and personal history substance that acts as the 'ammunition' we use during our unemployed periods. It is too bad I learned this late in my career. Hopefully all of you have previously conducted your work-life as if you were constructing your resume in real-time, and establishing your network in preparation to move on to your next job.

These 'landing' announcements are requested by LVP to provide readers with thoughts that may assist or inspire those still waiting to land. In my case, circumstances would suggest that it was the persistent 'un-relaxed' pursuit I took during the winter holiday season that led to interviews and job offers. But I feel there are stronger reasons why I finally succeeded.

1. The Job Market - Anyone searching for jobs since June of 2014 would probably agree that there was an increase in posted jobs just as we began to approach the new year. At least this is what I observed about my job field. So the odds of finding an appropriate job improved in my favor. But if I had relaxed and discontinued my job search during the Christmas season, I may have missed the window of opportunity that led to two job offers.

2. Networking - Although networking did not lead to my first interview, I discovered

# How We Landed

(Cont'd from page 4: Gerhard Stoeckel)  
that a former coworker was already employed by the supervisor who interviewed me. The former coworker may have added a vote in my favor to my interview results. And with Lutron (the job I decided on), I had already established relations with coworkers and supervisors during my performance as contractor with them. I think the previous good work and conduct I performed during the contract period led to many persons encouraging my hire.

3. Interviewing skills - I can genuinely say that the combination of LVP and Career Link training sessions had a large positive effect on improving my interviewing skills. I feel that I entered interviews with more confidence and that I was prepared and equipped with information and answers. And that freed my mind to work in the 'offensive' mode instead of the 'defensive' during the interview.

4. Attitude - At each interview, I tried to clearly project the enthusiastic desire I had towards making a positive contribution towards the success of the business. I attempted to be sure the interviewer saw me as someone who was self motivated, carried no potential baggage containing problems for the employer, and was confident that I could enter the job as an asset.

5. One important lesson I learned was to NOT dismiss a job because it appears to be outside of your area of ability. The first job interview came about through a recruiting agency. When they presented the job to me, I realized it was for the same job that I previously wrote off as being beyond my knowledge and area of developed skills. The recruiter encouraged me to allow her to submit my resume anyway stating that a lot of the requirements were more of an employer wish list. They actually realized that few candidates had the experience they desired. In short, after the interview and tour of the employer's facility, I had no doubt that I was possibly even over qualified for the job. So I suggest you take the attitude 'It can't hurt to try' when in doubt about your qualifications

for a job.

Thanks to all of you at LVP, and I pray all of you may achieve your goal soon. Remember, LVP is your best friend during this time of unemployment. Listen, learn, and network.

Gerhard Stoeckel  
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## Stephen Jones:

It has been just a little over a year since my last paying vocation. Though I went through applying for various positions and treating my forced semi-retirement as a full-time job, my energies were really dedicated to finding a business that was for sale somewhere close to the Valley. After 30+ years working in Corporate America, I really felt the desire to drive my own destiny.

I officially closed on the purchase of GlassDoctor of Lehigh Valley. The main franchise website is: [glassdoctor.com](http://glassdoctor.com). The company has been here in the valley for about 8 years. The couple I bought it from started it from scratch and they were looking to retire.

It has been a very long trek to get to this point, but if you are of a temperament to be adventurous, at least look into it. Before pursuing this purchase, I looked at hundreds of opportunities, various franchises, stand-alone outlets, campgrounds, Laundromats, and car washes. There are hundreds of opportunities right here in the valley and the sad fact is most of these businesses will not even get considered by potential buyers because they are not properly marketed. Do your homework and ask for guidance if you want to set your own future.

I greatly appreciate all of the input and support that I received from the members of LVP, particular thanks to Zee and Jon during our enlightening discussions in the Entrepreneur Break-out group.

I wish everyone the very best of luck in their pursuits, never settle and never stop

persevering.

Stephen Jones  
jonesy3339@gmail.com

## Susan E. Roeschke:

I am very happy to finally announce that I have landed. I have accepted the position of Prevailing Wage Coordinator at Tyco Integrated Security in Allentown. Ironically, I accepted the offer on the date of my three-year anniversary of the elimination of my last position. Oddly, I never worked with prevailing wages. My transitional skills of tax law comprehension and compliance landed me my job.

Trying to find a new position was the hardest job I ever had. I was successful in getting the interviews (I averaged one per month) but I could not land. I kept on trying to analyze why I was not landing. I thought I was a valuable employee with over 20 years experience working for three Fortune 500 corporations. I took advantage of the Mock Interviews offered at LVP hoping to find a flaw in my interviewing skills so I could correct it. Although I received great advice from my interviewer, they all told me that I interviewed well. One of my interviewers even offered me a job lead. So what was wrong with me? It took awhile to sink in but I finally figured it out. There was nothing wrong with me. I was trying to land a position in one of the worst job markets since the great depression. Employers had a flooded market and in some cases thousands to choose from. I now feel lucky to have had as many interviews as I did. I always kept thinking that someone would recognize my value, it is the law of odds, and then Tyco did.

I want to thank everyone involved with LVP. You are first rate professionals making a difference for many. If you take anything away from my experience it is: NEVER GIVE UP, YOUR TIME WILL COME.

Susan E. Roeschke  
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