



# LVP Communicator

A Monthly Newsletter of the Lehigh Valley Professionals

February, 2010 Vol. 2, No. 2

## Calendar

February 5: Meeting  
10 a.m.—12 noon  
"Creating the Job of Your  
Dreams"

Speaker: Kristi Daniels  
Thrive 9 to 5

New Member  
Orientation — 30 min.  
Immediately Following  
General Meeting

February 12: Meeting  
10 a.m.—12 noon  
"Is Starting a Business a  
Real Option for You?"

Panelist: Fran Net, Comm.  
Action Dev., & Jan Phillips,  
Entrepreneur; Moderator:  
Jim Palmquist, LVP Member

February 19: Meeting  
10 a.m.—12 noon  
"Understanding Individual  
Health Insurance Options"

Speaker: Lisa Bellito  
Highmark BlueShield  
"COBRA Update"  
Speaker: Thomas Dondore  
HRS/TND

New Member  
Orientation — 30 min.  
Immediately Following  
General Meeting

February 26: Meeting  
10 a.m.—12 noon  
"Social Networking and the  
Job Search"

Speaker: Keith McIlvanie  
Be the Bee, Social Media

## From the Chair

We have had a good start to the year 2010. Although the economy still is challenging, we had more members land between Christmas and the end of the month of January than we have during the same period in the last couple of years. That is a positive sign not that things are improving nationwide, but that what our membership is doing in terms of networking is working.

All must stay positive and work together to practice our skills and share our networks. I want to thank all who share leads. One lead sent by an alumni helped a member land just today. Another member is interviewing with an alumni who knows that LVP members define quality in all that they do. So as we look forward to companies starting to hire and replace the workers

lost during the tough times past, we can count on each other to help us all reach our full potential, in the quest for a new position and in the building of long lasting and durable networks.

Remember those famous words from our silver haired LVP network facilitator in asking the following question of your network, "What can I do for you?" Your career, your esteem, your reputation, your bank account, all will thank you for following that advice.

I want to end by thanking the Executive Committee members for all that they do. Their selflessness inspires me.

Regards,  
Dave Newton  
LVP Chair, [dnewton7@verizon.net](mailto:dnewton7@verizon.net)

## Our Alumni Commitment

This newsletter was primarily developed for you, our alumni, so that you can keep up with LVP happenings. From your feedback, your association with LVP was a positive and beneficial. As you can see from our reporting, LVP is still very active and strong in our in commitment to our member's job searches. The demand for our services is unprecedented. The quality of our current active members remains of the same high caliber as when you were a member. The leadership team continues to work diligently to make the LVP experience beneficial to all.

We are asking you to help us a few ways. The first is to continue to read LVP Communicator and, if appropriate, make comments and ask questions regarding content. Second, if your company has specific job openings, ask the hiring manager to check out member resumes on our web site. Finally, if time permits, visit a future meeting to get a personal sense for how we are doing. Remember that LVP is still here for you. Let us know what that means.

— Thomas Emmerth  
Alumni Chair, [temmerth@compuserve.com](mailto:temmerth@compuserve.com)



## How I Landed

I would compare my job search to the way a NASCAR racing driver operates during a race. You start on equal footing with the rest of the pack, but as the race progresses, you make adjustments to how you drive or to the car to achieve success. With input from friends, family, peers, and our HR volunteers I reinvented myself and must have revised my resume a dozen times. My network was increased to include diverse contacts in the beautiful Lehigh Valley, and I found Resources USA, LinkedIn, and other websites to investigate companies and leads. Each of these was discovered from presentations at weekly LVP meetings.

Actually, I landed this position by applying to a similar one at Fisher Clinical Services via Career-Builder. Simultaneously, someone in our group was investigating an-

other unrelated position and asked the group for a contact. I wanted to use that same contact to determine if my skills were transferable, and he provided the name of one of the HR reps as able to furnish additional input. While I thought this might be a dead end, I called the rep anyway. She reviewed my application and said that the position was already in the midst of interviewing, but that another similar opportunity had just been advertised and recommended I apply. I did so, and was interviewed roughly within a week with follow-ups a few weeks later. A day or two later, I had an offer! What a wonderful Christmas present!

So I am guessing you could say I used perseverance, tools, people, and some luck to land this position.

— Bob Steigerwalt  
rpsteigerwalt@att.net

## Marketing Best Practices

The 2010 economic outlook is more upbeat. With an eye toward garnering more attention for LVP, the marketing committee has added new members who are ready, willing, and able to help in getting LVP greater interplay with Lehigh Valley Employers. A major goal is to develop and implement a “Branding” campaign to create a heightened awareness of the many benefits of using LVP’s resources for hiring professionals. Goals of the campaign include unifying our identity with all of LVP’s communications. We will use the current webpage design as the inspiration for this “Branding.” This will be consistent with the regular distribution of our message through media outlets including radio, newsprint, trade journals as well as presentations to business groups throughout the Lehigh Valley. Exciting changes are on the way.

Each of you can help by sharing this message with the Human Resources Department and hiring managers in your own organizations. The headline for using LVP in your hiring decisions could be :

“High-Caliber Professionals,  
No Recruiter or Ad Fees, and  
No Relocation Expenses.  
Pre-screened Candidates  
Save Time — and it's  
Confidential. Please See  
[www.lvprofessionals.org](http://www.lvprofessionals.org)”

— Vince Gorman  
Marketing Chair  
vgorman@ptd.net



## IT World

The influx of new members over the past few months has created more work for us, and we’ve been fortunate getting volunteers to help with some of it.

In between interviews, Maryann Cszasz processes and uploads resumes, and talented photographer, Marco Calderon, has submitted many beautiful photos of area businesses to use on the new website.

Since there have been questions about how to use all the features in our Yahoo! Group, it was suggested we create a video that demonstrates how to navigate through it all. We will add this to the current site, when completed.

Please e-mail Lehigh Valley pics to: [lvppng\\_IT@yahoo.com](mailto:lvppng_IT@yahoo.com)

— Pat Arberg  
IT Chair, pata2@verizon.net

## Membership Corner

Although we, thankfully, have had 11 members “land” between Christmas and mid-January, LVP membership is climbing at a faster pace than usual. In the first three weeks of January we had 39 new members join our ranks. The landings give us all hope and the donut/member ratio is getting better, but it’s still not where it needs to be.

The membership committee is actively working on first week calls to new members and four week call backs. The purpose of the Membership Committee is to make certain that once members are qualified they feel comfortable and connected our group. If a member has not connected with the group, it is our job is to see what we can do to help. For this process to be successful, the four week call backs are critical. It’s our way to connect and find out how LVP can serve them or connect them to another member with similar a background.

When I made the first contact with 20 new members, I was delighted to learned that 11 new members wanted to step up to the plate and volunteer for LVP. Their eagerness was heartwarming and their names have been forwarded to the appropriate committee chairs.

All this leads me to believe that LVP is doing something right! Dave, Karen, chairs, co-chairs and every member who gives their time to make LVP work are living examples of the true meaning of giving.

In case you didn’t notice, our actions speak louder than words. Volunteering is the lifeline of this group and we’re not only existing, we’re thriving and paving the way for future professionals to have an organization they can rely on when they’re in transition.

— Chris Hirschman  
Membership Chair  
chirschman@msn.com

## Program Highlights

January was a busy month! Abby Kohut of Staffing Symphony started off the new year with a presentation on job searching in 2010 that included tips, tricks and ideas to get employers attention for interviews and that new position!

On January 15, Joe Trella and Dr. Dave Gilfoil, DeSales University, provided information about how to utilize your skill sets and transition to a staff or faculty position in academia. On January 22, members of SHRM Lehigh Valley assisted members with mock interviews providing practice and exposure to interviewing techniques. At the same time, four of our members — Alan Leach, David Moore, Linda Nickles Johnson and Deborah Thompson — facilitated groups to help members gain more information about cover letters, thank you letters, networking and business cards.

Finally, on January 29, Charles Versaggi of CJ Versaggi & Associates, provided information about local government employment insights.

— Debby Mayberry  
Program Committee Chair  
Debbym1745@hotmail.com

"My list of ingredients for success is divided into four basic groups: Inward, Outward, Upward and Onward."

*David Thomas, Founder of Wendy's*

LVP Communicator is the monthly newsletter for the Lehigh Valley Professionals (LVP). It is distributed via the web at [lvprofessionals.org](http://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

