



LVP Communicator

A Monthly Newsletter of the Lehigh Valley Professionals

July, 2010 Vol. 2, No. 7

Comments from the Chair

To all Active and Alumni LVP members,

As we settle into newly elected leadership roles for LVP, we are reminded that the challenges of being in transition haven't gone away. Our prime objective of course is to ensure that you have a forum for exchange of ideas and access to enhanced tools to make your transition smoother.

This is important because it is understood that your mission is to land; land by any means necessary. For you this means a regular routine of pulling out all the stops in an effort to simply get noticed, interviewed and employed. For a fortunate few, sending out a few resumes will get them their next position. Of course there is the other extreme of the protracted search. No matter where you are on that spectrum, it still requires a personal diligence to find and sufficiently impress a potential employer that you are the right next employee for their organization.

We all know there are no magic bullets but there are some very beneficial tools and techniques that can make the process more productive. Enter social networking, a very broad concept defined loosely as human interaction and communication that is mutu-

ally beneficial. The internet has proven to be a wondrous tool that has taken the world by storm and has given networking a real shot in the arm. But with all its power, it does not give you live contact and conversation with other humans. Yes, I know there are web cams which don't allow you to shake hands. So this means the web is only partially useful. Therefore, it is the pledge of your LVP leadership team to help you meet people in an environment that enhances your opportunities to land. LVP is an excellent forum for that. You have the opportunity to interface with dozens of people (on demand) to connect with, share ideas with and use as a sounding board for what is going on in the job market generally. Because LVP is the largest organization of its kind, you have the opportunity to maximize connecting with other people frequently. When that happens you will find out why we ask the question "how can I help you?" so frequently. With that much help you will have success.

Regards,

Frank McDowell

LVP Chair, fmcdowelliii@aol.com

Calendar

July 2: Meeting

10 a.m.—12 noon

"Designing Your Ideal Job"

Speaker: Joseph Facchiano
Owner, FocalPoint Business
Coaching of the LV

July 9: Meeting

10 a.m.—12 noon

"Managing Your Career"

Speaker: Phil Howe
Dir. Accelerated Program,
The Wescoe School —
Muhlenberg College

New Member Orientation — 30 min.

Immediately Following Mtg.

July 16: Meeting

10 a.m.—12 noon

*"The Job Search: Recruitment
Company Strategies"*

Speaker: Kate Mattson
Senior Account Recruiter,
Aerotek

July 23: Meeting

10 a.m.—12 noon

*"Importance of Project
Management Skills Today"*

Speaker: Corinne McBride,
Dir. Graduate Recruitment,
and Dennis Praeden, Dir.
Project Mgt. Program
Lehigh University

New Member Orientation — 30 min.

Immediately Following Mtg.

July 30: Meeting

10 a.m.—12 noon

*"Straight Talk About
Networking"*

Spk: Reggie Hockenberry,
Principal, HR Connect

Meet LVP's New Leadership Team

Executive Chair

Frank McDowell

1st Co-Chair: Tim Douty

2nd Co-Chair: Bill Spanogle

Marketing Chair

Scott Switzer

Co-Chair John Sefko and Rick

Carol

Membership Chair

Debbie Koder

Co-Chair: Dave Newton and

Mike Hood

Alumni Chair

Tom Emmerth

Program Chair

Mark Gabovitz

Co-Chair: Deb Mayberry and
Dave Newton

IT Chair

Ken Boyko

Co-Chair: MaryAnn Csaszar
and Sheri Munday



How I Landed

I am now at Kionix in Ithaca, NY as a Senior Applications Engineer working primarily on bench verification and RMA customer support. I am working on motion sensor chips that go into the Apple iPod, Nintendo Wii controllers, and other electronic equipment like cell phones and laptops. Kionix is a great small growing company with super benefits, relocation and salary. I am very fortunate to have this opportunity to get back in the game with a senior level position that will allow me to live the same lifestyle as before. My start date was June 1 and I will be moving in July.

The story goes like this: A recruiter called two of my previous co-workers at LSI looking for a Product Engineer; both of them referred him to me. So, don't burn any bridges. I typically sent out a status update on my job search to my network every month, so my old co-workers knew I was still looking.

After a phone screen by the recruiter and then a phone screen by the PE director in March, I was interviewed onsite April 1 for the Product Engineer position with 4 directors and 5 PhDs (what a long day!). How-

ever, I found out near the end of the day that the target salary was too low for me. So, after sending follow up thank you letters, I was told by the hiring manager at the beginning of May that he had hired another candidate for the position. However, I made a good impression with several of the other managers and they created a position just for me. I was called for a follow up phone interview for a different department and then was given an offer. After the initial offer, I was able to negotiate one extra week of vacation per year.

It has been almost one year to the day from layoff to offer. I must have sent over 500 applications to companies from looking at the job boards (primarily Indeed) and have over 200 contacts on LinkedIn. Although my job offer did not stem from any of the hard work from networking and applying on the job boards, I did get several interviews along the way that helped me practice. I am also well positioned to react to the job market if needed in the future. My best advice is to always stay in touch with your network since they ALSO want to see you succeed.

— Paul Crossen
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www.linkedin.com/in/paulcrossen

June Programs

The first meeting started off with guest speaker, Pat Rocchi, Consultant, who presented "The Six P's of Change". He discussed the persistence of change and how in the face of transition, his process can help to remove the barriers to change and allow individuals to handle them more effectively.

The following week, the entire session was dedicated to Mock Interviews. Twelve professionals from the Society of Human Resource Management of the Lehigh Valley graciously provided their time and expertise to interview over 70 members. They provided individual critiques and general commentary at the end of the event.

Todd Kurz, Franchisee/Owner of Sandler Training spoke about "What Holds Us Back?" at the third meeting. He discussed the three life skills of the Success Triangle – attitude, behavior and technical, and how your attitude is the key component to your success. He also discussed separating your identity from the various roles in your life and how to align yourself to reach your potential.

June concluded with Abby Kohut, Owner & President of Staffing Symphony, LLC who discussed "Using Social Media to Find the Gold". Her presentation centered on LinkedIn and included live demonstrations on how to navigate the system to utilize its advanced features. She also offered pointers for Facebook and Twitter for job searching.

Finally, I would like to thank Executive Committee and all LVP members for your support during my term as Program Chair. Mark Gabovitz will take over this position and will provide programming for September through June of next year. My best to all of you on your journey

— Debby Mayberry
 Program Chair, Debbym1745@hotmail.com

LVP Communicator is the monthly newsletter for the 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,



Membership Corner

As the new Membership Chair, I would like to thank all LVP members who elected me to this new position. I will do my best to move this committee forward with the help of my talented committee members: Chris Hirschman, Mike Hood, Kristin Sincavage, Dave Newton, Barry Sturm, Sheri Munday and Bill Russ.

I would like to share the behind the scenes efforts that the committee faithfully performs on a continuous basis. Besides seeing our smiling faces at the door, handing out numbers to track maximum attendance and asking you to check off your name on the attendance sheet, our main purpose is getting to know our members. As many of you may remember, being a new displaced worker is a confusing time. We are here to help guide them through this transition. We offer a bi-weekly LVP orientation class to explain the group's purpose and answer any questions new members may have. We make sure you can get a nice hot cup of coffee or tea to help jump start your morning. Once we receive a new application it is our job to review the application to see that the candidate meets the qualifications of LVP membership. We also call our new members after their first week to see if they found our meeting to be helpful, to answer any questions they may have and to confirm communications via the Yahoo group. We recall all members at the 4 week mark to maintain the LVP relationship.

We would like to hear when our members have landed. More importantly we need to know how you landed. These stories teach and motivate us. Please post to the Yahoo group site via an email message. I urge you to stay active as Alumni for the Alumni members are the backbone of this group and can be a great asset in our job searches.

—Debbie Koder
Membership Chair, debkoder@yahoo.com

Marketing Bests

The Marketing Committee has completed developing and finalizing the presentation materials for use by the Committee's Speakers Bureau. We are also finalizing the list of target companies that we will be visiting first to present our message of "employment ready local professionals who do not cost you finder's fees or relocation costs."

We want to make our presentations where we can have the greatest impact in getting LVP members back to work. Therefore, we would greatly appreciate your feedback as to companies in the Lehigh Valley that we should target over the coming months. The source of information which helps in developing those target clients is the marketing committee's internal "public" (customers) or the Lehigh Valley Professionals membership. Our external "public" (customers) is the greater Lehigh Valley business community.

The "success" marketing seeks is to guide hiring managers to use the LVP website to view the resumes of the breadth of

talent available to them through the group. We want to be sure that we are introducing key customers to the advantages of "going to the LVP website first". Send your suggestions (include contact name(s) preferably within HR and phone number) to Scott Switzer (switzfour@aol.com) or John Sefko (john.sefko@gmail.com) and we will add them to our suggested target list.

In addition, watch for Scott Switzer to appear on WFMZ (Channel 69) on "Navigating Your Life" with Dr. Nat Williams on Mondays at 8:30 p.m. He will be reading interview and resume tips on the air between show segments over the next several weeks. We hope to have LVP included in a full show segment sometime in the future.

We are seeking additional volunteers for the marketing committee.

— Scott Switzer
switzfour@aol.com

John Sefko
john.sefko@gmail.com

Marketing Co-Chairs

For Our Alums...

A few months ago we asked you our LVP alumni to take an online survey using the Zoomerang Online Survey tool. I must give credit here to Kevin Conley for developing the survey questions and to Ken Herr for coding these questions into Zoomerang. Kevin is in the process of analyzing the results in some detail. 71 of you answered this survey. We consider this an excellent response. If you participated, thank you very much. Your Alumni Committee will be using your responses to plan future LVP Alumni activities. I will be reporting these results to you in the next few LVP Communicator articles.

This month I will be reporting some preliminary results. 91% of you are very satisfied or satisfied with your LVP experience. 85% of you would

return if the situation warranted. 96% of you would refer a friend or relative to LVP. If a current or former employer were looking to hire professional employees, 99% of you would recommend LVP as an employment source. 52% of you reported that LVP was very important or somewhat important in helping you find professional employment. We are very happy that you think of us in such positive terms.

The survey asked you to select your satisfaction levels from a long list of services that LVP provides. The most important items where you were very satisfied were 1) job search skill enhancement and 2) the camaraderie with other LVP members. This does not imply that the other elements were unimportant. These were just the

highest satisfiers.

We also provided a long list of services that we could provide to you, our alumni. Your most important items were 1) access to an LVP directory, 2) receiving an LVP monthly newsletter, and 3) networking opportunities among LVP alumni. We have already accomplished the first two items. I discussed in last month's article the various directories that are available. This newsletter has been published since last October to fulfill the second need. Our next task will be to create the networking opportunities that you requested. I will provide more detail next month.

— Thomas Emmerth
Alumni Chair
temmerth@compuserve.com



IT World

With this year's LVP elections complete, I look forward to continue serving all the members of LVP as the IT Chair. I want to acknowledge the excellent work of our previous IT Chair, Pat Arberg. She has made a significant contribution this past year in organizing and establishing a strong Information Technology support group, in spite of taking on a full time position.

I would also like to acknowledge the IT Co-Chairs. Maryann Cszaszar is not new to the IT group. She has been working for some time updating the database with your resumes, profiles, and contributing whenever needed. Also, we welcome Sheri Munday as a new IT Co-chair.

As with any volunteer organization, we will need help from LVP membership. So I welcome those with IT experience to join the Information Technology Committee. Shortly I will post a meeting so that anyone interested can express their interest. We welcome your inputs and ideas.

Ongoing work includes evaluating current IT practices and the web site hosting. We are in the process of determining if changes can be made to better accommodate the LVP organization needs. The IT committee goal is to serve the LVP membership by providing the best and most up-to-date services.

— Ken Boyko
IT Chair, kcbbjob@yahoo.net