

# LVP Communicator

A Monthly Newsletter of the Lehigh Valley Professionals

November, 2010 Vol. 2, No. 11

## Comments from the Chair

First and foremost, I want to thank all of you for allowing me the opportunity to lead this great organization full of high-caliber, like-minded professionals. All of you are gifted individuals who will bring professionalism and productivity to your next employer.

Let me tell you what I see for all of us at LVP as we work through this transition. I see excitement, enthusiasm, hard-work, a focus on results and volunteerism. What is our mantra here at LVP? ... How can I help you... right? The fastest way to land is to simply help everyone and anyone. Like the old adage says, "you reap what you sow". Every human interaction is an opportunity for giving AND receiving. Every time you meet someone, ask yourself – what can I do for this person? How can I help this organization or company? What skills do I have that will make a difference in their lives? You may be asking yourself where is a good place to start to act and think in this manner. Well it is right here at LVP. Over the past few weeks, we have talked about the new mentoring program where we

want to buddy up each new member with an existing member to help them get quickly acclimated to our group. This is a perfect example of where you can help. So, sign up when you attend your next meeting because... the person you help may just be the person who helps you land your next job.

We have also talked about a number of co-chair openings which need to be filled. These are leadership positions, which will look great on your resume and LinkedIn. Do you think potential employers would look favorably on your participation in LVP if you were a co-chair? So please volunteer.

Everyone in this organization is a talented professional who has their own set of unique skills and experience. So... Get involved... Get noticed...

You can make a difference! And you might, just might, get yourself promoted from a volunteer job to a permanent paying job. I'm certainly banking on it!

Yours in Networking,

**Pete Peluso**

Executive Chair

*Live and let live is not enough;  
live and help live is not too much.*

— Orison Swett Marden  
American Author (1850-1924)

## Calendar

**November 5: Meeting**  
**10 a.m.—12 noon**  
*"Reinventing Yourself During Tough Times"*

Speaker: Connie Challingsworth

**New Member Orientation — 30 min.**  
Immediately Following Mtg.

**November 12: Meeting**  
**10 a.m.—12 noon**  
*"Raising Capital From Different Sources for a Business"*

Speaker: Mike Gausling  
Managing Partner  
Originate Ventures

**November 19: Meeting**  
**10 a.m.—12 noon**  
*"Holiday Job Search"*  
Speaker: Tom Emmerth  
LVP Member & Alumni Chair

**New Member Orientation — 30 min.**  
Immediately Following Mtg.

**November 26:**  
**Thanksgiving Holiday**  
**No Meeting**

## NEXT MONTH:

**December 3: Meeting**  
**10 a.m.—12 noon**



## How I Landed

It is with both elation and sadness that I inform you that I have landed. I have accepted a position with Protica Nutritional Research as MS Project Coordinator. That's the happy part, of course. The sad part is I have to leave behind an extraordinary group of individuals that, quite frankly, I will miss.

What I can also assure you, is the road to this point has been made far easier to travel because of the tremendous support and engagement (that's read networking) of the whole organization. I've made new friends and some solid business contacts along the way. For this I am deeply thankful given the circumstances of why we came together in the first place.

For those curious to know, the opportunity came out of the dark corners of the job boards. Yes, the job boards; which is why you have heard me say time and again, you

really do have to look at everything. The key of course is finding the right balance between recruiters, networking (60%), the boards, etc. The process is a full time job.

I will be turning over LVP leadership to the very capable Pete Peluso, currently seated as the Executive Co-chair of LVP. Please join me in congratulating him for being there to step up and continue serving the membership.

I intend to stay as active in support of each of you. At some point, I will, of course, move into alumni status.

Thank you for your kind support and confidence in having me as your leader for the last few months. It has been an honor and a privilege I will not forget. Good luck to all of you!

— Frank McDowell, III  
LVP Chair  
[fmcdowelliii@aol.com](mailto:fmcdowelliii@aol.com)

## October Program Review

October's program list again included a slate of exceptional speakers, lecturing on essential topics. We started the month off with Roy Blumberg, a financial advisor who discussed financial strategies for these difficult times. Next, Abby Kohut once again graced us with her presence and insight. Abby reminded us to think outside of the box (and the world) when trying to get noticed by area companies and hiring managers.

Rod Colon of "Empowering Today's Professionals" visited us the following week to discuss his seven steps to accelerating our job search. Rod suggested ways to maximize LinkedIn connections to land those

important network meetings and mentioned techniques to generate contacts out of 'cold-calls'.

Mary Evans of Evans Wealth Strategies spoke about the complicated, yet vitally important world of personal finance. Mary gave a broad overview of retirement planning and provided recommendations for some member's individual circumstances.

Janell O'Brien presented the final presentation for October offering current trends in various industries and relating her personal experiences working for Allied Placement Services. She also offered ways members can best utilize placement services in the Lehigh Valley.

During October, Rick Smeltz

gave a series of helpful job training presentations to the group.

The program committee was sorry to see Mark Gabovitz (not really as he landed a great position) go, but happy to have Jack Hillman fill in the vacuum as the new Program Committee chair. As usual, if you or anyone in your network know of someone who would be good to have as a speaker for a future meeting, please let Jack know.

The next two months will be slightly skewed due to the holidays. Pay attention to the calendar and plan accordingly.

— John R. Hillman  
Program Chair, [jhillwrt@aol.com](mailto:jhillwrt@aol.com)

# Membership Corner

Now is the time to get your resume posted.

As you know there are many benefits to being a LVP member. An important one is that we post your resume on the LVP website, [www.lvprofessionals.org](http://www.lvprofessionals.org) at no cost!

There are many companies that utilize the Lehigh Valley Professionals website when they are looking to fill professional-level positions here in the Lehigh Valley. Now is an excellent time to move your resume forward, as our marketing committee is now making face-to-face calls to local employers to share the website as a no-cost resource to hire professionals. It is to your benefit to have your 400 character profile and your resume posted on the LVP website. It is a simple and easy process. For additional details, please see:

[https://www.lvprofessionals.org/assets/New\\_Member\\_Checklist\\_9-5-10.pdf](https://www.lvprofessionals.org/assets/New_Member_Checklist_9-5-10.pdf)

Email your resume and 400 character (including spaces) profile and category (up to 3) you wish to be in to: [lvprofessionals@careerlinklv.org](mailto:lvprofessionals@careerlinklv.org)

Need your resume critiqued prior to submitting it to the web? There is a sign up sheet at each meeting for people who would like their resume critiqued prior to posting it. LVP offers this service for free. So what are you waiting for?

—Debbie Koder  
Membership Chair, [debkoder@yahoo.com](mailto:debkoder@yahoo.com)

# Marketing Best Practices

During the month of October, members of the Marketing Team made some very productive presentations to major corporations in the Lehigh Valley. In all of these calls there were some common and consistent comments made by the Human Resources and Recruiting Managers. We consistently heard that they are very much limiting their use of recruiters due to the cost involved along with the fact that many of the candidates presented were not good fits for their corporate cultures. Another comment was that they are cutting back on their use of CareerBuilder, Monster, and other job sites. Most of them stated that postings from their companies which show up on Indeed are picked up from their own corporate websites.

They state that almost daily they post new openings on their own corporate websites and that LVP members desiring employment with them should routinely go directly to their websites to view newly posted positions. In addition, ALL of the employers who we met with stated “we seem to always find that the people we hire come from those who

have posted their profiles and resumes at our website. So, if you want to work at companies like B Braun, Lutron, and other major employers in the Lehigh Valley, you should be sure to keep an up-to-date profile on file with them. That is the first place they look to fill positions. This is both the most convenient for them because they have small recruiting staffs and also there are mandatory applicant tracking records that need to be kept by corporations today. Having that information available on their website is the easiest way for them to stay compliant.

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LVP Marketing Team

# For Our Alums...

Early in the year, your Alumni Committee surveyed our LVP alumni to ask how we could better serve you. The survey respondents requested networking opportunities among LVP alumni. The Committee has planned our first of these events.

Our motivation for these meetings is the following:

- ◆ Build a lifelong network of professionals in the Lehigh Valley
- ◆ Develop friendly relationships between LVP alumni and LVP active members
- ◆ Keep LVP alumni informed of LVP current activities.

- ◆ Engage alumni in LVP work.

In the beginning, this meeting will be similar to professional society meetings that we have attended. The agenda will include networking during registration, reporting the state of LVP and activities of LVP Committees, and a speaker on a relevant L.V. business subject. Continued networking will last as long as we want to stay.

You should have received the announcement for this event. We will be meeting on November 11 at 6:00 p.m. at the Paddock Restaurant

on Walbert Avenue in Allentown. Our guest speaker will be Mr. Bob Wendt, Director of Research for the Lehigh Valley Workforce Investment Board. His topic is "The Lehigh Valley Economy, Past, Present, and Future" or paraphrased as "CHANGE! What a heck of a difference a decade makes!"

I hope that you can attend this event so that we can see many of you again and to catch up on your latest adventures.

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



## IT World

Please welcome

Brian Zions-Bernstein as IT/WEB Co-chair. He has already started to enter new members into the database. Thanks for your help Brian.

IT work this past month involved updating and making the web site a bit more navigable. Let us know if you have any difficulties.

A number of new profiles/resumes were posted this month. However, there are still quite a few active members without resumes. Expect an email to those without resumes. We will also send instruc-

tions for how to post them. Also, instructions can be found at the LVP web site [www.lvprofessionals.org](http://www.lvprofessionals.org) within the members' area.

We have just started to collect web site statistics. For September, we had 524 unique visitors looking at an average of 4.5 pages per visit. Many of these visits followed the PA CareerLink® Lehigh Valley Job Fair. The total visits to our site for the month was 701.

— Ken Boyko  
IT Chair  
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*LVP Communicator* is the monthly newsletter for 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*

