

LVP Communicator

A Monthly Newsletter of the Lehigh Valley Professionals

March, 2011 Vol. 3, No. 3

Calendar

March 4: Meeting **10 a.m.—12 noon**

Topic: *Cultural Competency: An Employability Strategy*
Speaker: Phyllis Alexander, Weed and Seed

March 11: Meeting **10 a.m.—12 noon**

Topic: *Interest Group Discussions (Networking with Similar Professions)*
Speaker: LVP Program Committee

New Member Orientation — 30 min.
Immediately Following Mtg.

March 18: Meeting **10 a.m.—12 noon**

Topic: *Practicing Your OTHER Elevator Speech*
Speaker: LVP Program Committee

March 25: Meeting **10 a.m.—12 noon**

Topic: *"Civil Service Jobs"*
Speaker: Pennsylvania State Service Commission

New Member Orientation — 30 min.
Immediately Following Mtg.

Comments from the Chair

"What have you done during the past week to grow or improve your network?"

Each week we bring this "Call To Action" to the membership and look for all to share their discoveries and successes. There are always stories, but given the size of our group, there should be many more. This tells us that we need to continue to bring more fresh ideas to the membership and continue to reinforce our "Network For Life" message.

For those still having difficulty maintaining engaging conversations when networking, here's a tip: ask open-ended questions. This means questions that ask who, what, where, when, and how, not those that can be answered with just a yes or no. This broadens the discussion and shows listeners that you are really interested in what they may have to say.

For our group's continuous improvement, our Executive Committee members will be benchmarking activities in other organizations similar to LVP this year to glean best practices and bring them home to our meetings.

During February our Membership Chairperson and IT Co-Chair landed in new positions. We need to fill the IT slot with your talent, so if you want to be involved in the action, volunteer. We announce openings at each meeting, so I hope to see you coming forward to take on these challenges and continue to develop your personal skills.

We look forward to seeing you at our next LVP meeting.

Yours in Networking,

Barry Cimino

Executive Chair

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IT World

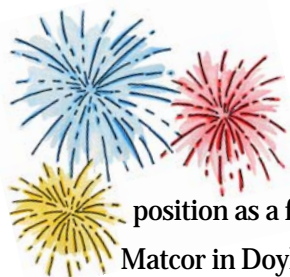
Congratulations are in order for Paul Bunting, IT/Web Co-chair, who has landed a contract position back at Olympus America in Center Valley, PA. He will still be assisting with some of the duties that the IT/Web Committee handles on a weekly basis. Thanks for all your assistance, Paul.

The IT/Web Committee is currently in the process of evaluating a resume module for the new LVP website. It has many great features, and as we move forward we will provide more information on this project. Stay tuned right here.

As part of our ongoing effort to maintain the current www.lvprofessionals.org website, we have added a Training Presentations page to the Members area. Also, the press release from the Marketing Committee has been added to the homepage with a link to the full document. Check it out.

— Brian Zions-Bernstein, IT/Web Chair, *brian.zionsbernstein@gmail.com*





How I Landed

I have finally landed a permanent position as a financial analyst with a company called Matcor in Doylestown after being out of work for a little over 2 years. I responded to a posting on Career-Builder in November and interviewed in early January. The role is a bit different from my previous one, but Matcor is a very small company and I will be wearing a lot of hats. It will be an interesting learning experience. The company sells products and services for corrosion prevention in infrastructure projects such as pipelines, underground storage tanks, bridges, concrete structures and the like so they will be poised to grow as we repair our crumbling infrastructure.

Those who know me remember how frustrated I became during the long transition period — having responded to literally hundreds of positions. So, if I can offer any sage advice it would be to be persistent and be ready for the one opportunity that comes along. Know

yourself and what you want and focus on positions that you have a realistic chance of obtaining. I was applying to many jobs in the pharmaceutical industry in the Philly suburbs and in NJ. But after many rejections and after discussions with people who worked in the industry I found out that I was wasting my time. They typically only hire folks with industry experience even though I have transferable skills. While I do subscribe to the benefits of networking I must tell you that almost every job I have ever had was obtained by responding to an advertisement. I would recommend that you seek out all avenues, because you never know where they will lead.

I wish everyone the best in this very difficult time and market. God speed to everyone in landing a position soon so that we can resume our lives the way they were meant to be.

Gary M. Krall, CMA
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From the Training Desk

In February, the Training Committee reached out to LVP members for suggestions on future training topics other than the core topics that were originally chartered. Based on the groups' response, we are beginning to plan and develop new training sessions that incorporate new topics, as well as provide the opportunity for our membership to practice their skills and techniques at the meetings.

This month, we had an interactive practice session conducted by Rick Smeltz for the "30 Second Elevator Speech" that our membership found helpful. Other training topics this month included two training sessions

by our Alumni Chairman, Tom Emmerth, providing the group with insight on how to navigate and find information on the LVP Yahoo Group and the LVP website. Tom also provided training on the use of the LinkedIn LVP Group for posting general discussion topics. Kim Wright ended our February training sessions with the first half of her training on the topic Job Search Techniques.

To address the request for more skill-based practice, the Training Committee is working with the Program Committee to have breakout sessions by occupation, so that brainstorming sessions and relative topic

discussions can take place within each group.

We hope that these discussions will enhance each group's ability to obtain employment within their unique industry.

— Rick Smeltz
Training 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 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



Membership Corner

I have just been appointed to be the Chair of the Membership Committee. My predecessor landed after eleven months of being out of work. Her new employer saw her resume on the Lehigh Valley Professionals website — www.lvprofessionals.org — and she is not the only member who received a job offer after their new employer saw their resume on our website.

Our Marketing Committee visits and calls on local companies and markets our LVP group for all of us. It is very important for us to have our profiles and **updated** resumes on the LVP website. When companies visit the LVP website, they have access to members' profiles and resumes. If the employer has an interest in a member, they send an email to lvprofessionals@careerlinklv.org to obtain the contact information for that member. There is no cost to the employers for this service. If you have not already submitted your profile and resume, please do so. Your resume and profile (no more than 400 characters – including spaces) should be sent to:

lvprofessionals@careerlinklv.org in separate e-mails. Your resumes and profiles can be placed in up to three different job categories. When you send the email, please indicate which categories where you would like your resume placed. Wouldn't it be great if our next job opportunity came from an employer seeing our resumes on the LVP website?

—Ellie Reichenbach
Membership Chair, msle58@yahoo.com

Marketing Best Practices

The Marketing Committee has had an interesting month. Several more accounts have been contacted and appointments were made where appropriate. We will be sharing what we have learned from our corporate calls with the group in the near future, just as we did last November.

With the assistance of Tom Emmerth of the Alumni Committee, we have begun plans to expand our coverage of accounts to include Chambers of Commerce and small business and nonprofit groups. More information about our activities related to this area will follow as they develop, but we already have an appointment to make a presentation on LVP to the Whitehall Chamber of Commerce membership in June and we are working on scheduling presentations for two other Chambers.

Since the membership of Lehigh Valley Professionals is best fitted to meet the needs of smaller developing companies who need broad expertise, we feel that it is essential

that we get to these groups. In addition to offering our membership for full time employment, we will discuss with them how LVP “professional consultants” could also be used for specific short term or hourly assignments if there is funding available. If there is no funding available (for example with nonprofit groups), then our “professional consultants” could be used to help them with projects under a “scholarship” or “internship” program which could at some point lead to a more formal paying position with the organization.

John Sefko, Chair
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Kristin Orach, Co-Chair
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Brad Cullinan, Co-Chair
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For Our Alums...

Your LVP Alumni Committee will hold its second Alumni Meeting on Thursday, March 10, at the Paddock Restaurant, Walbert Avenue and Columbia Street, Allentown. Light snacks (pizza, wings) will be provided and there will be a cash bar. This meeting will be similar to professional society meetings. The agenda includes reporting the state of LVP and LVP Committee activities, and a speaker. Networking

will continue as long as people want to stay.

The program, "State of the Lehigh Valley: Community Trends at a Glance," which was recently presented by the Lehigh Valley Research Consortium and RenewLV. The sell out crowd at Iacocca Hall at Lehigh University enjoyed the discussions. We are fortunate to have one of the pivotal players from this program present at our Alumni gathering. Although the venue is not quite as elaborate (remember our vast

budget), there is no doubt the dynamism of Dr. Michele Moser will outshine the meetings location. Michele brings energy and enthusiasm wherever she goes.

As an LVP alumnus you should have received a detailed announcement of this event. I hope that you can attend so that we can see many of you again and catch up on your latest adventures.

— Thomas Emmerth

Alumni Chair
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A Note from PA CareerLink® Lehigh Valley

We are seeing evidence of an increase in hiring. Our website: www.pacareerlink.state.pa.us has more positions posted now than it has had in the last two and a half years. In addition, new companies are moving or have moved into our area, such as: Allen Distribution; Global Harvest Foods; Windkits, LLC; RADETEC; Avantor Performance Materials; Daiichi Sankyo; Performance Coatings International; First Credit Services, Inc.; and Converge, Inc. Established and new-to-our-area companies who are hiring will most always be listed in our Lehigh Valley Outlook publication on www.careerlinklehighvalley.org.

In addition, we are seeing an increase in interest from employers looking to hire individuals who are qualified under the Workforce Investment Act (WIA) for On-the-Job Training (OJT) Funds. With American Recovery and Reinvestment Act (ARRA) Funds and a National Energy Grant (NEG) for OJT, along with our WIA OJT Funding, we are now able to provide employers up to 90% reimbursement of a qualified new hire's salary during initial training up to 26 weeks.

For any LVP member interested in being a part of WIA for the OJT Funds, attend a WIA Information Session. To sign up, see the Workshop Calendar at: www.careerlinklehighvalley.org or call 610.437.5627 ext 263.

Karen McAndrew-Bush
PA CareerLink® Lehigh Valley, kmcandrew-bush@careerlinklv.org

What we Learned

February started with an informative presentation by PA CareerLink® Lehigh Valley representatives Karen Lockard, Senior Employment and Training Specialist, on the "Workforce Investment Act Training Funds" and Kathy Kresge, Employment and Training Specialist, on "Trade Act Training Funds." This was followed for our second meeting, a presentation by Training Committee Co-Chair Kim Wright on the "Federal Job Search." Our third presenter of the month was Job Coach Steve Gunn who explained how "The Internal Critic" affects our job search, as well as the rest of our lives. February ended with a presentation from PA Department of Labor and Industry Workforce Representative Suzanne Mickner on "Unemployment Compensation," which expanded into a large number of one-on-one discussions for Suzanne. Thanks to all our speakers for their help and to our members for coming up with interesting ideas for the group.

— Jack Hillman
Program Chair, JHillwtr@aol.com