

LVP Communicator

A Monthly Newsletter of the Lehigh Valley Professionals

May, 2011 Vol. 3, No. 5



Calendar

May 6 : Meeting

10 a.m.—12 noon

Topic: *One-on-One Mock Interviews*

Speaker: Society of Human Resource Management

May 13: Meeting

10 a.m.—12 noon

Topic: *Financial Answers for Job Seekers*

Speaker: Mary Evans
Evans Wealth Strategies

New Member Orientation — 30 min.

Immediately Following Mtg.

May 20: Meeting

10 a.m.—12 noon

Topic: *Health Insurance for the Unemployed*

Speaker: Kim Capers
Capitol Blue Cross

May 27: Meeting

10 a.m.—12 noon

Topic: *Dealing with Rejection*
Speaker: Jack Hillman
Freelance Writer/LVP Member

New Member Orientation — 30 min.

Immediately Following Mtg.

Comments from the Chair

Is Your Networking Working for You?

At Lehigh Valley Professionals we stress “Networking for Life” and give you the tools to build and maintain these life-lines. Tools, however, are only of value if they are used. Many times we see ourselves as “great communicators” yet we don’t see the results we desire. Could we be doing something wrong?

It is easy to confuse networking with socializing or just being busy. Ask yourself a few questions to determine if you really “network”:

- ◆ Do you have a networking strategy, or do you simply attend events and meet as many people as possible?
- ◆ How often have you spoken with contacts from previous jobs? They may not know that you may be searching for something better.

- ◆ Have you planned a top-down strategy, with the “top” being your ultimate goal and flow through a plan to meet the right people at the right places or find the right contacts who can help you toward that goal?
- ◆ What about follow-up after meeting that promising new resource?

Each week we discuss our “Call to Action”; the sharing of these learnings during the past week. Someone always has a good story, but there are never enough. We all need to work more diligently on this one most focused and critical aspect of career and life-management.

I look forward to hearing all about your week’s networking activities at our next LVP meeting.

Yours in Networking,

Barry Cimino

Executive Chair

barry.cimino@gmail.com

IT World

For added membership value, post your resume on the LVP website, www.lvprofessionals.org. There are many companies that utilize the Lehigh Valley Professionals website when they are looking to fill professional positions here in the Lehigh Valley.

It is also 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, check out: 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.





How I Landed

I joined LVP last fall, after taking some time to regroup following an 8-year stint as an account relationship manager at a software company. The LVP meetings were a great way to get me out of the house and keeping me in the game, meeting new people, practicing my intro speech, and getting insights into new ways of conducting a job search (e.g., using LinkedIn). I had also been pondering my encore career: to stay in some sort of corporate role or to focus more on non-profit community organizations. Then, through the LVP Yahoo group, openings at Telerx were posted that matched my interests. I applied, had two interactions with the HR screener and was called for a face-to-face meeting on April Fool's Day (go figure!). My mindset was "let me find out what this position is really about and how I might help". I started the interview with my 30-second pitch, but immediately posed a question: "What are the characteristics of the ideal candidate you are looking for?" What ensued was a 90-minute active whiteboard session where we bounced

back and forth describing the needs of the role and how I had done similar things at different points in my career. By the following Tuesday, I had the offer letter.

My advice from all this: Remember that you do have something of value to bring to the marketplace. The challenge is to find what that is from researching the company via the web and LinkedIn, from assessing the job description, from the discussions with the HR screener, and from your networking colleagues. Landing your next assignment is a sales process, with you as the product. You need to be "out there" talking with many prospects to find opportunities that might be of interest to take to the next level.

Thanks to all of you who I've met over these recent months. Please do keep in touch, as we all continue to "network for life."

Dale Smith
Solutions Consultant, Telerx
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From the Training Desk

During April, Kimberley Wright provided training on two important topics which provided thought provoking methods to get the attention of perspective employers. The topics discussed were developing a résumé with content that provided the reason why you would be a valuable asset to their company. The utilization of word clouds, like those available on <http://www.wordle.net>, were talked about to see for yourself what your résumé is shouting out to those that read it. Expanding on that theme, Kim presented *Networking to Sell the*

World's Greatest Product: You! the following week. This training talked about developing and utilizing your valuable networking contacts. Discussed were how to present and introduce yourself to new networking contacts as well as overcoming obstacles.

As a reminder, all training presentations are available on the Lehigh Valley Professionals website located at <http://www.lvprofessionals.org>. You will need your LVP user name and password to access the files. They are in PDF format to minimize software compatibility issues. We concluded

April with a breakout session by professional discipline that both the Training Committee and the Program Committee jointly work together to provide our membership. Members exchanged valuable information and discussed best practices within their same profession. We plan to offer these breakout groups every 6 weeks going forward because of the overwhelming positive comments received by those that participated.

— Rick Smeltz
Training Chair
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Membership Corner

As a member of Lehigh Valley Professionals, we have access to a large pool of people who could potentially help us get our next employment opportunity. I believe our e-mail group (the LVP yahoo group e-mail) is a powerful tool. Hopefully, all approved members have signed up for the yahoo group. Through this e-mail group, we are able to send information to ALL members. If someone sends you a job posting that doesn't interest you, e-mail the group, and share the posting with other qualified members.

What if you have an interview with a company and you don't know anyone who works for that company? E-mail the group. Someone probably knows someone. What if you read an article on-line that would help the group with handling an interview? Why not share it with the group? And if you have landed, please share the happy news. We would love to congratulate you. Also, don't forget about us after you have landed. Please share any openings that your new company may have. But the e-mail group is not used for – solicitation or distribution in selling your professional services for personal gain, political information, pyramid schemes, chain letters, and similar information. The e-mail group is used for job-related items only. So let's please use the e-mail for the purpose it was intended.

—Ellie Reichenbach
Membership Chair
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Marketing Best Practices

The Marketing Committee looks forward to a very productive second quarter. Some very good contacts were made in April, which, hopefully, will lead to appointments to present the benefits of LVP to more groups and companies in the Lehigh Valley.

As everyone is aware, the discussions between LVP and PA CareerLink® Lehigh Valley include how we can benefit from combining resources and determining ways in which the marketing work done by LVP can compliment work by PA CareerLink® Lehigh Valley.

We are seeing greater interest in technical (including IT) and industrial positions, while marketing and sales opportunities continue to lag behind. The news of significant reductions in school district professional employees is certainly disconcerting to all of us and suggests more people will be competing for positions this summer and

into the fall. At the same time, we can anticipate new members joining LVP with additional networking contacts and expertise.

In the past two months, 25% of our committee obtained employment. Volunteers are needed to fill the openings so that we can continue to represent LVP to corporations, business groups, and other projects which will come from the ongoing discussions with PA CareerLink® Lehigh Valley. If you are interested in becoming part of our team, please see one of us at a weekly LVP meeting.

John Sefko, Chair
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Kristin Orach, Co-Chair
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Susanne Sheppard, Co-Chair
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For Our Alums...

Although LVP Members who have landed are moving on to another phase of their lives, we in LVP still need your help. We recognize that you would like to forget about this time and move on. However, the job search and networking skills that were learned are **life skills**. We have always talked in our meetings about “Networking for Life.”

One of the responsibilities of your LVP Alumni Committee is to remind our active and alumni mem-

bers of this need. To support this, we have developed and recently distributed an Alumni Manifesto that defines in some detail the justification, expectations, and instructions that LVP Alumni should understand to help them stay involved.

This manifesto is both philosophical and instructional. It contains the following sections:

- ◆ Why you should stay involved
- ◆ How you can help us
- ◆ Your “I Have Landed” message

- ◆ Keeping the LVP database up to date
- ◆ Managing your Yahoo! Group email
- ◆ Staying in touch
- ◆ And, a poem that makes the point

Please review this document and comment where appropriate.

— Thomas Emmerth

Alumni Chair

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What We Learned

April began with a reprise of Eric Kramer’s “Interview Best” program, which many of our members have used successfully since he spoke to us last year. As a way to prepare for an interview, this program is unsurpassed. This was followed by a dynamic presentation from Jim Byrnes titled “Put Your Brand On Your Job Search And Your Life.” Jim reminded us that as we search for our next opportunity, we need to show our personal brand in all we do. LVP member Laura Hamel followed with a discussion of “The Behavioral Interview” and provided suggestions on how to deal with questions aimed at finding a potential employee’s Emotional Intelligence. We concluded the month with another interest group networking session and discussion of a possible partnership with PA CareerLink® Lehigh Valley as a way to improve our services to the group. Many thanks to our presenters.

— Jack Hillman
Program Chair
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Remember...

Periodically we get requests from members to change e-mail or phone number information. Members can make changes to their own records. Just go to the LVP website: lvprofessionals.org, click on the “Members/Job Seekers” link, in the black bar at the top of the page, then on the next page enter your Member Login. The next page displays your name, and below that is a box with two links: My Member Information and My Profiles & Resumés. Click on My Member Information. Here, you can change your e-mail address, password, Membership Status (if you have landed you can change your status to Alumni or Inactive), change your employer information, phone number(s) and Committee Seat. Click Submit.

If you’re Inactive, we will remove your profile and resumé from the website. If you become Alumni status, you may still keep your profile and resumé posted if that is your choice.

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

