



# LVP Communicator

A Monthly Newsletter of the Lehigh Valley Professionals

November, 2011 Vol. 3, No. 11

## Calendar

### November 4

10 a.m. – 12 noon

Topic 1: *Dealing With Rejection*

Speaker: Jack Hillman, Author/Consultant

Topic 2: *Building A Resume*

Speaker: Gary Schall, LVP Training Committee

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

### November 11

No Meeting

### Veteran's Day Observation

### November 18

10 a.m. – 12 noon

Topic 1: *Confidence Building*

Speaker: Esther Hughes, Burst Inspirations

Topic 2: *The Two Minute Pitch*

Speaker: Bill Kruger, LVP Training Committee

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

### November 25

No Meeting

### Happy Thanksgiving

## Comments from the Chair

As most of you know by now, on October 24, 2011, I returned to full time employment. My job search campaign lasted over two years, hopefully much longer than it will take you to return to full time work, if that is your vocational objective.

As I related in my parting comments to the group on October 21, Lehigh Valley Professionals is currently at a major milestone in its history. Over the past almost 10 years, many have passed through LVP and left their imprint on it. When Thiep Pham, Karen McAndrew-Bush and others met for the first time back in 2002 to begin LVP to fill a need for the "professional" job hunter, they could have no idea what would come from that group of 19 individuals. This organization would grow to a well-organized association with six committees led by highly motivated members and weekly meetings of over 80 professionals attending.

If I was to have a crystal ball, I do not know if even it could tell me where this group will be by this time next year let alone in ten years from now. The economy seems to be improving somewhat and the upcoming November elections are certain to affect even more change.

Change is something, which I realized I would have to face as I found, after repeated unsuccessful attempts to find re-employment in the industry which I

worked in for over 35 years. The good old days have passed by and I found that I would have to start a new career in a new industry and start from scratch in both my knowledge of my new job and financially.

This is a challenge that many of you may also face if you have been out a year or more. It is essential for you to take a non-biased look at your previous career and determine if that industry is in decline or growth. If it is in decline, you will find that either there are no jobs for experienced people due to fewer positions or if there are jobs, there may be twenty or more people competing for the same position.

Keep your options open and look at the new "Green" industries or those that you can train into. We are all aware that the days of Bethlehem Steel and Mack Truck have gone and that the hospitals, financial industries, and Green Industries are where the next generation of jobs exists. Make use of your transferrable skills to land a full-time job in a new industry that you know will provide you an income for the next five years or more. Starting over is not easy, but sometimes it is the best alternative.

Best wishes and success to all of you.

**John Sefko**

*john.sefko@gmail.com*

“ Go confidently in the direction of your dreams. Live the life you have imagined.

*Henry David Thoreau*

Holiday greetings from the marketing committee. As the new chair of the marketing committee, I would like to congratulate the members of our committee who have landed in October. John Sefko, our former chair, started his new position the last week of October. Glenn Ehrich and Eric Eberhardt have also landed. On behalf of the marketing committee, I would like to offer my congratulations and best wishes to each of them in their new endeavors.

Because of John's landing, we have established a new group of volunteer chairs for the committee. I would like to welcome Ross Reed, who has now been elevated to the first co-chair, Dave Helfrich to the second co-chair and Janice Stacy to the third co-chair. Together, we will do our best to continue the legacy left to us by John. Our first and foremost objective is to continue LVP visits to targeted local companies in order to promote our brand and our members.

Lastly, I would like to welcome our newest members to the committee: Jennifer Morgan, Karen Long, Linda Sharkey and Joshua Ratz. We will work collectively as a team to accomplish the objectives of LVP and the marketing committee.

**Kristin Orach** *korach@ptd.net*  
**Ross Reed** *marreed@aol.com*  
**Dave Helfrich** *davidhelfrich@ptd.net*

## **For Our Alums...**

Greetings to our LVP Alumni. This newsletter has been developed primarily to keep you informed of the ongoing activities of the group. As you can see from the other newsletter articles, LVP is alive and well. Besides keeping our alumni informed, the Communicator provides a monthly historical report and written record, which PA CareerLink® Lehigh Valley management can use to report on LVP activities. The Communicator also provides an excellent marketing tool for communicating LVP activities throughout the Lehigh Valley

We hope LVP was a help and support to you during your transition time, and we continue to provide this service to those in transition today. One of LVP's current goals is to encourage an attitude of lifelong networking among our members. Please keep this in mind and stay in touch with us. If you can help in any way, please contact us at any of the email addresses provided.

**Tom Emmerth**  
Alumni Committee Chair  
*temmerth@compuserve.com*

## **IT World**

November is upon us, the Thanksgiving holiday promises festive times with family and loved ones, and the IT/Web team continues preparing the new LVP web site. In an effort to increase knowledge and align overall experience of the group, we have DotNetNuke training scheduled at the beginning of the month. DotNetNuke, or DNN is the application that we are using to create the new website. Jack Lojko, DNN authority, will conduct this training.

The IT/Web team meets once a week to continue designing and building the new website. We look forward to publishing it and replacing the current site. The current site is lacking some functionality that the new website will add. In addition, the new website is to be hosted by the same website provider as PA CareerLink® Lehigh Valley.

If any individual from the LVP would like to work with or join the group, speak with Brian Zionts-Bernstein. Feel free to speak with Brian or myself during the break or networking portions of the general meetings.

**Shaun Sykes**  
IT/Web Co-Chairman  
*shaun.sykes@mail.com*

## ***Continued Training***

Greetings from the new Co-Chairs of the LVP Training Committee. First and foremost, we ask you all to join in heartfelt congratulations to Kat Gallagher on landing a new position with Vericare. We want to thank Kat for her hard work and dedication to the Training Committee and her help transitioning to the new Committee Co-Chairs. As to this transition, we decided to break with tradition and share the Chair responsibilities. We decided to proceed this way to take advantage of the collaborative synergies between the two of us. This will allow us to expand the LVP Training Committee's offerings to the membership.

We not only have plans to provide new training seminars, but we have also added new presenters who can offer a different view of the material covered in the training sessions. In the month of October, we had three new presenters deliver the weekly training sessions. Marie Cole told us about the importance of "Managing Your References", Michael Leonard, Sr. gave us a different perspective on "Job Search Techniques", and Lynn McMillen showed us the details of "The Federal Job Search".

We also plan to start distributing weekly surveys to see how we are doing in meeting the needs of LVP Membership. These surveys will give us feedback on the topics and information presented among other important details so that we can create new training modules and improve existing modules. We welcome suggestions for new training subjects to help us all improve our job searching skills to land that new job. In addition, if you would like to present a training module, whether it is an existing module or a new one you want to create, let us know and we will work with you to help expand your skill sets.

**Bill Kruger** *varrick@att.net*

**Marie Cole** *mmcole@ptd.net*

Training Committee Co-Chairs

## ***October Programs at LVP- Dealing with Change***

October was a very informative month at Lehigh Valley Professionals, as they all are. We began October with another highly helpful presentation by Eric Kramer on "Active Interviewing." Eric has always had very effective means of dealing with the job search process in general and interviewing in specific. This was followed by Absolutely Abby's Abby Kohut who discussed "They say you're overqualified!" Abby provided helpful hints on how to deal with this growing problem for many of our members. Our third meeting of the month was our repeating Interest Group Discussions. I heard many comments from members asking us to break some of these groups down to be more specific. If you have a Special Interest, please send the Program Chair a message and we will see what we can do about adding these areas to our list. We ended the month with Rick Nolte's discussion on "Franchising for Entrepreneurs" as a way to become self employed without having to do all the research yourself.

As always, we are looking for ideas for future programs as well as people interested in helping run the program committee. If you have a program idea or wish to volunteer, please contact Jack Hillman or any other member of the Program Team.

**Jack Hillman**

Program Chair

*jhillutr@aol.com*

## How I Landed

As I announced at a recent LVP meeting, I have landed a position as a Product Manager with Sumitomo Cryogenics. I started on Monday, Oct 24. While I never imagined that my search would last almost 21 months, I want to emphasize how important it is to keep a positive attitude. During a recent interview (for a different company), I was asked why I was better qualified for the position than the next candidate was. My response to this "stock" question has remained consistent: "I bring a high level of enthusiasm to the position." I then went on to expand on how my enthusiasm (and experience) would benefit the company.



The idea of "networking for life" rings true. As I mentioned, networking should not be looked at as a way just to make contacts. It is also a great way for people to share best practices. I learned about the iBest process from networking. I learned about how to stay prepared and organized during my search by utilizing my "red book" (which I was pleased to see some others have started) from networking. I also learned about replacing the "Background Summary" line on my resume with a professional title (which just happens to match the title of the job that I am applying for) from networking. Notice a pattern?

I have enjoyed making new friends at LVP and appreciate the camaraderie that I experienced. This is a fantastic group and the Lehigh Valley is fortunate that there are so many dedicated folks that make this group run. You can bet that I will be keeping my eyes and ears open for opportunities and will pass them on.

*Best wishes,*

**Glenn Ehrich**

## Membership Corner

On Tuesday, October 25<sup>th</sup>, I was able to volunteer at the Eighth Annual Pennsylvania's Women's Conference in Philadelphia. Arriving at the conference center, I received the program and saw that there were many notable speakers: Gloria Steinem, newscaster Monica Melpass, Lu Ann Cohn, and the mayor of Philadelphia, Michael A. Nutter. The topics ranged from health issues, cooking, and motivational speakers through every other topic you could imagine.

During the time I was there, I chose to see Mel Robbins, a syndicated radio host, author and star of A&E's new television



show "Monster In-Laws". I chose her because the topic she would be speaking about was *How to Become Unstoppable*, and I was curious about how to be unstoppable. She shared her information through humor and personal life experiences. Mel shared with all of us that we are the only ones who stop ourselves from doing what we want to do. She also informed us that our brain has two modes: cruise control (always defaults to what you always do) and emergency stop (change the routine—brain says OH NO!). So how do we change this? Pick what you want to accomplish (make it specific), pick a spokesperson (someone who has accomplished what you would like to accomplish), and go public (tell everyone you know what you would like to do). To accomplish this you must force yourself to do the things you do not feel like doing or the things you do not like to do.

At this point, I am sure you are saying to yourself, "I know all this." So how do I get started? Join one of the committees here at LVP. Volunteer your knowledge and your time. We are all in the same position and need to help each other.

**Nancy Cinquino**

Membership Co-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.

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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.

