



# LVP Communicator

A Monthly Newsletter of the Lehigh Valley Professionals

June, 2012 Vol. 4, No. 6

## View from the Top

### Procrastination

The summer season is upon us. The weather has turned warm and sunny, and thoughts are turning towards family gatherings, summer trips and time outdoors. Many of us are tempted to visit Procrasti-Nation. No visa is needed to visit this nation, but we need to think carefully about this detour from our objectives.

Procrastination can take on many forms. It can be that sports website that beckons with the latest scores while you are trying to check out that job posting. It could be that movie you've been waiting to see on TV that keeps you from updating your resume. It could be that bright Sunday morning that draws you outside when you should be checking the job listings in the paper.

Don't get me wrong. We all need to take a break now and then. Sometimes stepping away from the search helps to make the search clearer and more focused. What we need to avoid is stepping away, and finding excuses not to step back. All of us are guilty of procrastination at some time...even me. This article was several days late because I succumbed to the call of a long weekend. It was half written when I took a break to enjoy the weekend, and apparently warm sunny weather is conducive to writer's block, because I could

not find the right words to continue.

So how do we avoid those extended stays in procrastination? We do that by scheduling time for procrastination. Yes, that's right. Put time for procrastination on your schedule.

By putting down time on your schedule, you can control just how much time you step away from your search. You can still enjoy family activities or that nice sunny day. Take the time to watch your kid's soccer game. While you do that, you can free your mind of the job search grind, and recharge and re-energize. When you come back to the job search, you can approach it with a fresh set of eyes and a renewed vigor.

The key, of course, is to return to the search.

**Gary Schall**

LVP Executive Chair  
gmschall@yahoo.com

## Calendar

### June 8

10 a.m. – 12 noon

TOPIC 1: Jack Hillman's "Dealing with Rejection"

PRESENTED BY: Bastian, Roy

TOPIC 2: Training: 30 Second Speech Part 1

PRESENTED BY: LVP Training Committee

### June 15

10 a.m. – 12 noon

TOPIC 1: The Six Missing Pieces of Most Job Searches

PRESENTED BY: Catherine Young, 5 O'Clock Club

TOPIC 2: Training: 30 Second Speech Part 2

PRESENTED BY: LVP Training Committee

**New Member Orientation –**  
11:30 am — 12:00 pm

### June 22

10 a.m. – 12 noon

TOPIC 1: Health Care for the Unemployed

PRESENTED BY: Kim Capers, Outreach Coordinator, Capital Blue Cross,

TOPIC 2: Resume Workshop Part 1

PRESENTED BY: LVP Training Committee

### June 29

10 a.m. – 12 noon

TOPIC 1: State of the Lehigh Valley

PRESENTED BY: Bob Wendt, Director of Research, Lehigh Valley Workforce Investment Board

TOPIC 2: Resume Workshop Part 2

PRESENTED BY: LVP Training Committee

**New Member Orientation –**  
11:30 am — 12:00 pm



Your LVP Leadership Team at a recent general membership meeting. From the left is Michael Leonard, 1st Executive Co-Chair, Gary Schall, Executive Chair, and Frank McDowell, 2nd Executive Co-Chair.

## ***LVP 10th Anniversary Celebration***

Do you remember where you were working in 2002? What the unemployment rate was in 2002? What was the state of the economy in 2002? It was in 2002 that Thiep Pham, an IT professional who was between jobs, conceived the idea to have individuals with professional degrees and work experience network together at PA CareerLink® Lehigh Valley to address the unique needs of other professionals. Thiep Pham, still active today as a model alumnus, proposed the idea to Karen McAndrew-Bush, who invited out-of-work professionals to a meeting, of which 19 attended that first meeting back in August 2002. Thus Lehigh Valley Professionals was born. Karen continues to be our Liaison at PA CareerLink® Lehigh Valley. Our registry continues to grow and is currently over 2,050 past and present members. So much has changed for us since 2002.

It's time to celebrate ten years of "networking for life." The LVP Executive Committee opened the discussion this month, and invited volunteers from the general membership to join an Ad Hoc Committee to organize an appropriate celebratory event, to which alumni, former presenters, and past and present stakeholders in Lehigh Valley Professionals will be invited. So far a half dozen folks have boldly come forward with experience as event planners, organizers, public relations, etc. It would be good to have a representative from our alumni join the planning committee. We're aiming for a date in late August at a location to be announced.

By the time you read this article, the committee will hopefully have met and begun sketching the blueprint for a got-be-there party.

The conversation continues. Stay tuned for the developing story.

**J.B. Vitelli**

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### ***How I Landed***

As some of you know I was laid-off from FLSmidth on 9/16/2010. I immediately joined LVP in order to brush-up on my networking skills. Joining LVP was the best thing I ever did while being unemployed. The reason was that I met a lot of wonderful people by being on the Membership Committee. I got over my fears by learning how to talk about myself (which is very hard for me to do) and I also learned how to ask for help when searching for a job. Things started falling into place as I became more confident in my abilities and it showed when interviewing. I am grateful for LVP.

After only 4.5 months I was contacted by Allied Personnel Services to see if I would be interested in an Engineering Technician position as a long-term temp. Of course I said "Yes." But first she asked me a very important question. She wanted to know how I felt about interviewing at the company that just laid me off. There was no hesitation on my part because working for FLSmidth was one of the best experiences I ever had.

I started my temp position in February, 2011, and as time went by I became sure that this was the position for me. Due to budgeting constraints, I was told that they could not hire me until 2012 and then it would have to be approved by upper management. After two months of waiting in 2012, it became a reality on 3/1/12 and



*(Continued on page 3)*

## From Your PA CareerLink® Lehigh Valley Connection



Who's hiring, where are the jobs, and how do I find occupational projects? Questions we are often asked. We work closely with the economic development entities in the Lehigh Valley and are often at the table prior to any announcement of a new company moving to the area. Then new companies' job openings are posted on our [www.pacareerlink.state.pa.us](http://www.pacareerlink.state.pa.us) website. In addition, companies hiring can be found in our monthly publication, Lehigh Valley Outlook, which is posted on our [www.careerlinklehighvalley.org](http://www.careerlinklehighvalley.org) local website. One can subscribe to this monthly publication to stay in touch with employment trends. Another monthly publication, Lehigh Valley Workforce Investment Area Fast Facts, can be linked to from our local website. Fast Facts provides the top 25 employers, top 25 occupations, top 25 industries, and the occupational groups with online active help wanted ads. It also provides growing and declining industries. The Bureau of Labor Statics has updated their national Occupational Outlook Handbook online at [www.bls.gov/oooh/home.htm](http://www.bls.gov/oooh/home.htm). You can view the nation's 20 highest paying occupations, 20 fastest growing occupations (2010 to 2020) and 20 most new jobs projected. One can search by salary or degree to find occupational information. For PA's Projected 2018 Occupational Workforce Composition, PA Occupational Outlook Handbook, and other career guides go to [www.paworkstats.state.pa.us](http://www.paworkstats.state.pa.us) and click Services for Individuals. These are all excellent tools for job seekers to utilize. Happy Landings!

**Karen McAndrew-Bush**  
Business and Industry Relations

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"How I Landed" (Continued from page 2)

my official start date was 3/12/12. FLS reinstated my seniority, my vacation, and offered me a salary that I am very happy with. With that said, I am very happy to be officially back at a company that appreciates me.

My opportunity began with a guest speaker from Allied (Janell O'Brien) at LVP. She made me realize that I had other options. This led to a wonderful experience at Allied Personnel Services for my current position. I would have no problem with knocking at their door again for help. I am truly grateful for all the help and support that Janell gave me.

Words of wisdom: Never give up, trust the people around you to help, never stop helping others and volunteer either at LVP, your church or local hospital. You will find that in the end you will be rewarded. Never remain idle because that's when bad things happen.

Kind Regards,  
**Cynthia (Cindy) Sheptock**  
Engineering Technician at FLSmidth, Inc.  
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Last month I spoke of developing your USP, unique selling proposition, or more currently called your positioning statement. Now that we have one created, what do we do with it? We can use our positioning statement for several things in one format or another. One of the most important uses for this statement is on the resume. These days the positioning statement has replaced the outdated use of the objective statement. A good positioning statement will very briefly let a potential employer know what you have done, where you have been and what you want to do.

Here is my positioning statement for example:

“Marketing and operations professional with 15+ years of progressive hands-on and managerial experience spanning various business sectors. Strong communicator with proven ability to effectively manage events, projects, staff, business and marketing operations. Proficient negotiator with customer service focus. I am interested in brand management based on my experience in corporate merchandising.”

Hmmm... not too bad. However, does anyone know what I am missing? Yes, you guessed it; I have no “catch”. Tune in next month to see what I come up. In addition, please, give us some feedback. Let us know what has worked for you.

**LVP marketing committee**

**Kristin Orach** - *korach@ptd.net*

**Ross Reed** - *marreed@aol.com*

**Dave Helfrich** - *davidhelfrich@ptd.net*

## ***Continued Training***

The Training Committee has had several new faces presenting this past month. Joe Wolfe and Dale Wilson collaborated to show us the Hidden Secrets of LinkedIn and Nargiza Jedwab gave us new insights into the Applicant Training System.

For the next two months, the Training Committee will be holding several interactive training workshops. Roy Bastian will be starting this off with a workshop on Personal Branding. In subsequent weeks we will cover the 30 Second Speech and Resumes. The goal of these sessions is to help you with creating your personal brand, revising the 30 second speech, improving your resume, and how all these tie in together. We will be asking for your cooperation with this different training format. Let Mike, Joe, and me know if you find this to be helpful with your job search. And if you think you might be interested in joining the Training Committee, let me know.

**Bill Kruger**

Training Committee Chair

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### Five Qualities of Remarkable Employees

*The Ladders* published the list below of what makes a remarkable employee. Take a minute and see if some of the qualities they have highlighted are some you have, or may want to adopt.

Great employees are reliable, dependable, proactive, diligent, great leaders and great followers... they possess a wide range of easily-defined—but hard to find—qualities.

Here are five qualities of remarkable employees published by *The Ladders*:

1. **They ignore job descriptions.** The smaller the company, the more important it is that employees can think on their feet, adapt quickly to shifting priorities, and do whatever it takes, regardless of role or position, to get things done. When a key customer's project is in jeopardy, remarkable employees know without being told that there's a problem and jump in without being asked—even if it's not their job.
2. **They're eccentric...** The best employees are often a little different: quirky, sometimes irreverent, even delighted to be unusual. They seem slightly odd, but in a really good way. Unusual personalities shake things up, make work more fun, and transform a plain-vanilla group into a team with flair and flavor. People who aren't afraid to be different naturally stretch boundaries and challenge the status quo, and they often come up with the best ideas.
3. **But they know when to dial it back.** An unusual personality is a lot of fun... until it isn't. When a major challenge pops up or a situation gets stressful, the best employees stop expressing their individuality and fit seamlessly into the team. Remarkable employees know when to play and when to be serious; when to be irreverent and when to conform; and when to challenge and when to back off. It's a tough balance to strike, but a rare few can walk that fine line with ease.
4. **They publicly praise...** Praise from a boss feels good. Praise from a peer feels awesome, especially when you look up to that person. Remarkable employees recognize the contributions of others, especially in group settings where the impact of their words is even greater.
5. **They speak when others won't.** Some employees are hesitant to speak up in meetings. Some are even hesitant to speak up privately. An employee once asked me a question about potential layoffs. After the meeting I said to him, "Why did you ask about that? You already know what's going on." He said, "I do, but a lot of other people don't, and they're afraid to ask. I thought it would help if they heard the answer from you." Remarkable employees have an innate feel for the issues and concerns of those around them, and step up to ask questions or raise important issues when others hesitate.

Your time spent at LVP is a time where you have an opportunity to fine tune or reinvent yourself before your next gig. Your next opportunity is just around the corner and when it comes, the tools provided by LVP will help you develop into a remarkable employee, but even better than that you'll move from ordinary to extraordinary.

**Phillip St. James**

Chair, LVP Membership Committee

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## **Programs**

May was another busy month for LVP, starting with an energetic “Introduction to Cultural Competency” given by Phyllis Alexander from the City of Allentown’s Weed and Feed Program. The following week we tapped into the collective knowledge and experience of the Lehigh Valley Professionals in a highly interactive “Interest Group Discussion” that asked members to share answers and then solutions to several seed questions. Then Co-founder and managing partner of Originate Ventures LLC, Mike Gausling, gave an insightful discussion of his entrepreneurial experience of “Raising Capital from Different Sources for a Business” His accounting of the early developmental days as co-founder and former CEO of Orasure Technologies was both inspirational and educational. Our last program for the month was a presentation by Steve Gunn, Personal Career Coach and President of Steve Gunn and Associates, who discussed “Dealing with Your Inner Critic”. He shared practical means for identifying when our Inner Critic is limiting our job search as well as a multi-step process to develop a kinder, gentler, or at least quieter, inner critic.

Programs are booked through June. As always, your thoughts and suggestions for improving future programs are always welcome.

**Roy Bastian**

Program Co-chair

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## **IT World**

June marks the time of high school and other graduations, commemoration of fathers, and the beginning of summer. As the days begin to get warmer, the IT/Web Committee keeps cool while maintaining the current website and finishing work on the new one.

We are pleased to welcome Frank Cioce to the committee ranks. Frank has 14 years experience in the IT arena, with a background in testing, user applications, design and hardware specialties. Frank’s training background, and ability to learn applications quickly will benefit the group moving forward.

The SSL Certificate/or Security Certificate has been purchased, installed and activated on the LVP website. You should be able to access the website without annoying error messages. Please test the site and inform me or other members of the EC if you are still experiencing security or error messages.

Please keep in mind the following: look over your resumes and those on the current website because they will have to be updated and re-submitted to the new LVP website. This is a new process that everyone will have to follow so prepare early so we all can make this a smooth transition. Updates on when you will need to submit your current resumes and other new website information will be forthcoming.

**Shaun Sykes**

IT/Web Co-Chairman

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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.

LVP meets at the PA CareerLink® Lehigh Valley,

