

JULY EVENTS

July 5

LVP Meeting, 10 a.m. – 12 noon

Program: **“How to Let go of the Past, and Face the Unknown Future With Grace”**

Presenter: Pana Columbus, Author, Life-Coach

Training: **“LinkedIn I”**

Presenter: Roy Bastian, LVP Training Committee Chair

July 12

LVP Meeting, 10a.m. – 12 noon

Program: **“Training and Jobs at Sands Casino”**

Presenter: Debby Driscoll, Casino Gaming Instructor at Northampton Community College

Training: **“LinkedIn II”**

Presenter: Roy Bastian, LVP Training Committee Chair

New Member Orientation

11:30 a.m. – 12 noon

July 19

LVP Meeting, 10a.m. – 12 noon

Program: **“Engaging Passion, Purpose and Spirit”**

Presenter: Skip Torresson

Training: **“OnLine Training”**

Presenter: Training Committee

July 26

LVP Meeting, 10 a.m. – 12 noon

Program: **“Focus Groups Spotlight”**

Presenter: Marlene Ruby et al.

Training: **“Focus Group Breakout Session”**

Presenter: LVP Members

New Member Orientation

11:30 a.m. – 12 noon

The View from the Helm

Decisions, Decisions

No doubt, at some point in your life, you have heard that some people are “go getters” or that some people are “doers.” You may have even heard that some people are “movers and shakers”. We can be many things. But whether we realize it or not, more than anything else in life, people are “deciders”. At any given moment in our lives we are constantly deciding on what we will do and will not do. Most of the time, the decision making process is so transparent and so automatic that we do not even realize it. If you are walking through a doorway and you notice that someone is walking behind you, you will decide whether or not you will hold the door for that person. Truth be told, you have even decided whether or not you will even notice that person behind you. It is important to realize that as decision makers we ultimately cultivate and shape our lives. It is not our actions that define us and make us who we are but the decisions we make. More than anything else in life, more than events and the times we live in, it is the decisions we make as a result of our circumstances and situations that determine what we will and will not do and who we will or will not be.

For instance, as career or job seekers, we decide all the time what job we will or will not apply for. Then we decide how to apply. After that, we decide what

resume to use and whether to use a cover letter or not. Ultimately we decide every word, every syllable, and every letter in our documents. We decide every action we do or do not take. So what is the significance of all this, you may be wondering? Simply this, that as deciders, our destiny is in our hands. More importantly, once we realize that it is our decisions that shape our worlds, we can begin our travels on a path that is more purposeful, more defined and ultimately more realizable.

Once our decisions are made, we usually follow through with action. If we decide to get up in the morning, we follow that with the act of getting out of bed and all the other things that follow. Washing, brushing one’s teeth, making coffee, having breakfast and so on. It is important to understand that our actions are based upon our decisions. Ultimately, it will be the strength of those decisions that determine not only what actions we take, but just how far we are willing to go.

In order to affect real change in our lives we need to make real decisions. I am not talking about the typical New Year’s resolution type of decisions either. I am not



Joe Wolfe



Rick Smeltz



Marlene Ruby

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A View From the Helm

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talking about over generalized decisions like “I should lose some weight” or “I need to read more often” or “I should be nicer to that annoying neighbor down the block from me.” I am referring to real and conscious choices that we are going to make in our lives, so much so, that we will not entertain any thought, action or circumstance that is not in accordance with those decisions. It is those types of decisions and the actions that follow that will affect real and positive change in our lives.

In the past we have often focused on “Why.” Now, I am going to ask you to try to focus on “What.” Constructive examples would be “What did I get out of this?” or “What is it about my job (or last job) that I really like (or liked)?” or “What is it about my job (or last job) that I really do not like (or did not like)?”. In cases of blockage or where we feel we are not gaining the momentum we would like, the better question to ask may simply be: “What is holding me back?” Asking the tough questions and being honest with ourselves is the only real course of action here. Of course, we have to decide to do that first.

“To thine own self be true.” I firmly believe that each of us has the ability to make of our lives what we will; not what others might make of it for us. Sometimes it’s just a matter of asking the right questions in the right way to get the answers we truly need to affect the changes in our lives we truly want.

United We Stand, Empowered We Land

Joe Wolfe, LVP Executive Chair

jmwtyr@rcn.com

Rick Smeltz,

LVP 1st Executive Co-Chair

rdsmeltz@ptd.net

Marlene Ruby,

LVP 2nd Executive Co-Chair

mkruby@verizon.net

How We Landed

Job Search Journey

By Maryellen Iobst

When I was “laid off” from the Lehigh Valley International Airport on January 2, 2013, I was a travel professional with over 35 years of experience in the travel industry. I ran my own state licensed travel school for 3 years, created and ran a reservation center for the airport’s privately run charter, and owned and operated a travel company that had four offices at one time.



I decided that I would try something new and took Black Jack and Baccarat classes at Northampton Community College. My goal was to be a card dealer at the local Sands Casino. The Black Jack class was 6 weeks, 4 days a week and 5 hours a day. Baccarat was 4 weeks, 4 days a week and 5 hours a day.

I arrived at the interview at the Sands eager to show what I had to offer. The

screening went fine and the audition at Black Jack was OK. I proceeded to audition for the Baccarat dealer (the Sands requires two games) and everything fell apart. The interviewer was playing with his cell phone and I pointed out that cell phones were not allowed at the tables and was this part of my test? Well, it wasn’t part of the test but set the stage for what developed next. Imagine that I am 5’ tall as I stood at the table, which comfortably came to the middle of my chest. The chips that were in front of me were stacked on top of live chips. I had a considerable reach to get to the cards and the layout. I told the interviewer that I wasn’t nervous at the Black Jack table and I didn’t understand why I was nervous at his table. He replied, “I have that effect on some women.” I retorted, “You wish.” I suppose it wasn’t the right thing to say. I did not get the job.

Since I was not allowed to apply again for 6 months, I decided that perhaps Poker was my game. The College offered Poker beginning June 3. This

would be 4 weeks, 4 days a week and 5 hours a day.

On the morning of the first class I received a job posting from “Bright”. The posting was for an E-commerce Help Desk Agent for a travel supplier with whom I was familiar. I had been one of their customers as a Travel Agency Owner. I sent my resume and left for class. I noticed on my cell phone that I had missed a call from someone with a number I did not recognize. The next morning I reviewed my e-mails. The company that I applied to had responded, TWO HOURS after I sent my resume. I reviewed my calls and returned the call I had missed. The person asked for an interview on Thursday.

The interview was amazing. I was totally prepared for the interviewer through LinkedIn. I knew the company and its products and arrived with extreme confidence. I was really in my

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How We Landed

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element. I shared the investigation LinkedIn with one of my interviewers and made several points with her.

The company offered me the job and with more money than they mentioned in the interview.

My advice to anyone is “network, network, network; be prepared for your interview and have confidence in yourself.” It will show. By the way, I did receive my poker certificate. I guess I won’t need it.

Maryellen Iobst
maryelleniobst@gmail.com

Elaine James

I am a fairly new member. I have landed a job at the Allentown U.C. Claims Center. My start date was June 24, 2013. I began my job search when I graduated from Northampton Community College last May.

I began taking the civil service exams in whatever area I felt I was qualified. I interviewed for this same position which is an Intermittent Intake Interviewer, in November of last year. I never heard anything, so I knew I didn't get the job. I was called again this April and went in for an interview. I received a call this week, saying I was offered a position, and would I accept or decline the offer. I accepted.

I would tell people that when looking for a job, do not give up. You have to keep applying until you get the job you want. I would like to be put on the Alumni list and I will help the group any way that I can. I would also like to let everyone know, if they do not already, that you can take the civil service test. It is free in PA, unlike other states, and there are many jobs in many different areas. It does take a while to get selected, maybe a year or

more, so don't get impatient and stop trying. I wish everyone success in their job search.

Elaine James
elainejames45@yahoo.com

Kim Tredo, PHR

I am happy to say that after an eleven-month search, I have accepted a position with Phillips Pet Food & Supplies. Additional good news is that my position is Talent Acquisition Specialist and I fully intend to utilize the LVP group as one of my resources for finding good talent.



Since I did not share my landing story in person, here is the scoop and my lessons learned from LVP.

Lesson One: Do not get discouraged. This process took a lot longer than I initially anticipated, although as it turns out, I believe my time frame is just about average. Maybe if I had been better at the next lesson, it would have been shorter.

Lesson Two (you know it well): Network, Network, Network. This was definitely my biggest weakness—employee relations work. For the last 10 years I had allowed my external networks to deteriorate significantly. So, when I lost my job, I had to start over in building those networks back up. You can bet I will not do that again.

In addition to LVP, I became active in a few different Human Resources groups, one of which is SHRM (Society for Human Resource Management). I attended the meetings in an attempt to network, as well as to keep my skills fresh while I was out of work.

At one of those meetings, I happened to sit next to someone who works at Phillips. She was an HR Assistant, so not

necessarily a person in a position to make a hiring decision. But she shared information about her company that I found very interesting. They were extremely busy in HR because the company was growing at a rapid pace. They did not have any positions that would fit my background, at the time, but I made it a point to do some research about them afterward. I also continued to maintain my contact with the person I had met. Based on our conversation, I sent her information on another HR networking group that I thought might be helpful to her. A couple of months later, I saw that Phillips was looking for a Staffing Specialist, now titled Talent Acquisition Specialist. Rather than send my resume to their website, I reached out to my contact, who passed it along personally to the hiring manager. This is particularly important because while I have a lot of recruiting experience I have spent the last 10 years focusing on employee relations. I do not think my resume would have gotten the attention it did had I not made that valuable networking contact.

Lesson Three: Volunteer. While I have been out, I have been volunteering at Careerlink to help with resume critiques. I thought it would be a good way to keep fresh, and it was a skill I could offer to help others. But something else it did for me was to remind me how much I had enjoyed the recruiting side of HR. I opened my options further to consider those positions. I also recently joined the Membership Committee at LVP, and although my time was short, I enjoyed working with those I had the opportunity to meet. Several interviewers along the way asked me what I had been doing while out of work. I was always happy that I had something substantive, beyond job searching, to tell them.

Best wishes to all of you in your search, I hope to see a lot more landings soon.

Marketing

First, I want to thank everyone on the Marketing Committee for working so diligently to reach our goals.

We are continuing to move forward with our new website design for LVP. This month we will be writing and reviewing the content for the pages and once that is completed we will be on our way to having it uploaded.

All of our Ambassadors are putting together their list of contacts. Once we have compiled a comprehensive list, we will begin our trial run on how best to present LVP to potential employers with face-to-face marketing. We will now have the necessary tools to show them who we are, how we can service the community, and introduce them to our talented professionals as potential new employees.

Our group continues to review resumes for one another, which has been a wonderful asset in helping all of us move forward in the job market. It is great to have the support and productive input of so many fantastic people to achieve our goals.

Eileen Lapsansky
Marketing Committee 2nd co-Chair

Membership

Greetings to all LVP members. I hope you all had a wonderful and safe July 4th. Hard to believe that it has been 237 years since our great nation was born. The land of opportunity can sometimes seem to throw us a curve, but we have to keep pursuing our next opportunity and LVP is a great place to do just that. I encourage everyone to utilize all resources available to you through LVP. Networking is an extremely useful tool and that is what LVP is all about.

Here are the final several tips from the article, "22 Secrets to Discovering Your Dream and Living It," by Leo Babauta for Dumblittlemen.com.

15. Practice. While you are taking steps to realizing your dream, practice your passion as much as possible. Practice makes perfect and you want to be as good at what you do as humanly possible. It's not easy, but it's worth it.

16. Get inspired. Find others who are trying to achieve the same dream, see what obstacles they've faced and how they've overcome them. If you're inspired, you will have the energy needed to get there.

17. Get motivated. Find motivation to keep you on your path. Motivation and focus are the keys to achieving any goal. Make a public commitment, set up rewards, track your progress, and join a support group (LVP).

18. Simplify: one purpose. Once you've defined your dream, focus on it completely. You need to put all other goals on the back burner for now, and have only one purpose in life. Focus. Simplify your life so you are keeping your focus on that one thing.

19. Use a mantra. A great way to keep yourself focused is to use a mantra instead of a mission statement. Once you have a mantra, post it and say it several times a day.

20. Set aside a time each day. You will go nowhere if you don't devote time to your dream. Set aside time each day to achieve your dream. Make it a habit and you will succeed.

21. Pretend you cannot fail. Imagine you cannot fail, that you may slip and fall, but that you will get up and learn from that fall. Take away all fear of risk and loss and believe in your success.

22. Live your life as you want to be remembered. This is a common method

for deciding how to live your life. If you want to be remembered for realizing your dream, then don't start on it when it's too late. Start on it now. Live your life so that your dream actually comes true.

I hope you enjoyed the last three articles and find them useful in your job search.

Tony Dragotta
Membership Committee Chair
t_dragotta@yahoo.com

For Our Alumni

LVP Summer Picnic *Saturday, August 31, 2013* *Allentown Rose Garden Picnic* *Area*

Our LVP 10th Anniversary Picnic was such a great success that we are planning to do it again this year. Many of our LVP alumni attended that event, and we are inviting you to attend this year's picnic. It will provide you with the opportunity to meet old friends from your LVP days as well as the group's current leaders and active members. It will be a pot-luck affair, so we will be asking all to bring something to share. As noted above, the date is Saturday, August 31, and we have reserved the Allentown Rose Garden, Pavilion 2. Many thanks go to Sharon Tremble for again chairing this event with much help from the new Healthcare Focus Group. This will be a family affair, so please bring your family and friends.

Many of you Alumni have continued to remain involved in our activities and you have made this a highly successful networking group that provides support for all professionals who are currently unemployed. Please come, meet everyone, and make some new friends. An announcement with full details will be coming out soon using various email lists. Please look for it. Hope to see you there.

Tom Emmerth
Alumni Committee Chair
temmerth@compuserve.com

Training

The coming month brings a fresh new start to our training rotation. For those who did not know, or perhaps thought the weekly training topics were random, there is indeed a well thought out progression of job search training that has evolved through the years and is ever-changing and evolving just like the committee chair. In its current form of 13 weeks, I see the rotation as a three-segment progression starting with self-development, then communication skills, and ending with networking skills.

Our self-development training shows members the importance of developing a strong Personal Brand and a 30-second speech. They focus on the important facets employers are interested in: our unique talents and what drives us. These sessions on Personal Branding and a 30-second speech are the foundation for developing a better understanding of who we are and what we have to offer. In other words, what our value is to a prospective company. As a good salesperson, a job seeker needs to know the product he or she is selling.

The communications segment is more mainstream training to keep members aware and current of modern techniques including Cover and Thank You letters, Business Cards, Resumes, and LinkedIn profiles (beginner). They provide the tools to communicate our unique selling points to our network in a clear, concise, and contemporary way.

Having developed a strong sense of self and an effective way to communicate it, the next training segment turns to networking skills. Sessions range from the obvious Best Practices for that actual Job Interview to less obvious and sometimes unknown Electronic



Roy Bastian
Training Committee Chair
roy.bastian@gmail.com

Networking with LinkedIn (advanced), Informational Interviewing, and even Body Language.

Instead of a straight time line of development, I prefer to think of this progression as a triangle with an endless cycle of personal improvement with day-by-day pacing through the questions “Who am I?”, “How do I say it?”, and “Do others understand my message?” Then, from the feedback of my network, I can go back and start again, reformulating the answers to these questions.

IT/Web World

July is here, a time where we celebrate America’s heritage, strength, and independence. From the Declaration of Independence to the Civil Rights Act, the American spirit is shown, along with our tolerance and acceptance of our fellow citizens who are different than us. Along with our Independence Day festivities, Ramadan and Bastille Day are also observed.

Amidst the fireworks, cook-outs, and festivities of this important month for the country, we here at the IT/Web Committee continue to strive to help the LVP membership with their IT/IS needs and to help you with your needs in a timely manner.

We are pleased to welcome Mark Dennis as the new 2nd co-chair to the committee ranks. Mark has a background in UNIX System support, software, and web layout and content. He works with the Committee and IT Focus Group. Mark’s willingness to help out and his software development skills will benefit the group moving forward.

Plans have begun for redesigning the <http://www.lvprofessionals.org> website. The Marketing Focus Group and the IT Committee have developed a new design concept, which has been approved by the Executive Committee and LVP Board. The two-stage project plan will bring a new look to the site and give a new

experience to LVP members and our outside audience. Look for innovations to the site and updates concerning changes in coming issues.

You may have experienced a connection outage to the website during the end of last month. The renewal of the <http://www.lvprofessionals.org> domain caused a change of our principal name servers (translators of domain names into IP addresses) from `dns21.name-services.com` to `ns1.mydyndns.org`, and `dns22.name-services.com` to `ns2.mydyndns.org`. The address information was changed and the connection has been restored.

Your IT/Web committee chairs are:
Shaun Sykes, shaun.sykes@mail.com – Chairman
Frank Cioce, fcioce2@yahoo.com – 1st Co-chair
Mark Dennis, vmdennispa@juno.com – 2nd Co-chair



Please remember to address your technical issues to us individually or reach out to us collectively at our committee email

account of LVPITWEBC@gmail.com.

Shaun Sykes |
IT/Web Chairman
shaun.sykes@mail.com

Programs

In the U.S., workers spend between 1/3 and 1/2 of our waking hours on the job. In the Protestant Work Ethic that permeates our culture, our very identity is defined by our work. No surprise, then, that to lose a job can be a devastating hit to our self-esteem, our sense of purpose, our life satisfaction. Many of us arrive at LVP swinging that cumbersome emotional baggage, and discover pretty quickly, if the discovery itself didn’t propel us to LVP, that such baggage is an insurmountable barrier on the landing strip of our next job.

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Programs

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Enter the Program Committee, and our commitment to helping members land, not just a job, but work that authenticates who they are. Envision a process of reframing the experience of unemployment: moving the emotional baggage to the distant horizon; bringing your skills, accomplishments, dreams and intentions into sharp focus; redefining your relationship to work as a balanced piece of your life-satisfaction index. We hope that is the kind of opportunity that opens up when you are inspired by one of our Program presenters. Have you noticed a theme over the past several months with speakers like Joe Facciano, (Alignment), Sharon Kralick, (Visioning you Future), Myles Miller, (Start Making Connections, Stop Networking), Rick Nolte's panel of Entrepreneurial Alums? a

In June, we learned from Gus Garcia how to turn our success stories into marketing packages that will convince employers that we will perform miracles for them. And from Absolutely Abby Kohut, we learned how to find our dream job before the competition knows it is there. And from Pana Columbus, we learned how to welcome the Trickster who propels us into the deep, dark, scary woods to meet the wise sage who will help us reach our own impossible goal. And, of course, we learn from what have become regular monthly meetings in our Focus Groups to actually practice with each other the new skills we have learned.

The coming months will present us all with changes and challenges. Lehigh Valley Professionals Vision entails creating a positive environment to network, to learn job-hunting skills, to challenge members to take an active role in moving forward personally, for the organization, and for the community. The Program Committee is all about clarifying that vision for each and every member, as LVP is a member driven

organization. Your active membership is an opportunity to transform the potential devastation of unemployment into a vision quest for self-actualization. Carpe Diem.

Jefferson Vitelli
Program Committee Chair
jffrsnvtll@gmail.com



LVP Web Resources

Here are the links to the official LVP pages (you can get to the page just by clicking on the hyperlink):

Website – <https://www.lvprofessionals.org/>

LinkedIn Groups – <http://www.linkedin.com/groups/Lehigh-Valley-Professionals-1181577/about>
LinkedIn Company Page – <http://www.linkedin.com/company/lehigh-valley-professionals>

Facebook – <https://www.facebook.com/LVPNG>

Twitter – <https://twitter.com/LVProfessional>

Yahoo Groups - <http://finance.groups.yahoo.com/group/lvppng/>

Is Moving

Friday, August 23, 2013

To

555 Union Boulevard

Allentown, PA 18109-3229

(most recently LSI)

Parking at the new facility is located behind the building and can be accessed off Union Boulevard at the Coca-Cola Park entrance. The entrance to the PA Career-Link building will be at the side of the building.

The facility has been newly renovated and modernized, with an open concept and lots of daylight.

Moving day is Friday, August 23, 2013. There will not be a meeting at the current location (1601 Union Boulevard) on August 23.

LVP is considering creative activity alternatives to the usual general meeting for that day.

Meetings will be held at the new location starting on Friday, August 30, 2013 at 10:00 AM.

If you need any other information, please let contact LVP at one of our meetings.