

SEPTEMBER EVENTS

Sept 6th LVP Meeting

10a.m. – 12 noon

PROGRAM: "SUPPORTING TECHNOLOGY START-UPS IN THE LEHIGH VALLEY"

PRESENTER: WAYNE BARZ, MANAGER OF ENTREPRENEURIAL SERVICES, BEN FRANKLIN TECH VENTURES

TRAINING: "RESUME I"

PRESENTER: ROY BASTIAN

12:15 TO 1 P.M.

NEW MEMBER ORIENTATION

Sept 13th LVP Meeting

10a.m. – 12 noon

PROGRAM: GROUP BREAK-OUT SESSION: "FOLLOW-UP ON EXPANDING HORIZONS"

PRESENTER: MARLENE RUBY, 1ST EXECUTIVE CO-CHAIR OF LVP, AND FOCUS GROUP LIAISON.

Sept 20th LVP Meeting

10a.m. – 12 noon

PROGRAM: "STATE OF THE LEHIGH VALLEY"

PRESENTER: BOB WENDT, DIRECTOR OF RESEARCH FOR LV WORKFORCE INVESTMENT BOARD

TRAINING: "RESUME II"

PRESENTER: PAULA NELSON, 2ND CO-CHAIR LVP TRAINING COMMITTEE

12:15 TO 1 P.M.

NEW MEMBER ORIENTATION

Sept 27th LVP Meeting

10a.m. – 12 noon

PROGRAM: "RAISING CAPITAL FOR BUSINESS VENTURES." **PRESENTER:** MIKE GAUSLING, MANAGING PARTNER, ORIGINATE VENTURES.

TRAINING: "COVER LETTERS AND THANK YOU NOTES"

PRESENTER: CAROL BURRESS, TRAINING COMMITTEE MEMBER.

The View from the Helm

Taking on the Challenge

At Lehigh Valley Professionals, we immerse ourselves in a "thinking positive" atmosphere. We do not dwell in the past or why we are in our present situation of looking for a new career. Instead we gather on Friday mornings to network with other professionals to learn about the new techniques that we need to deploy to get to our next exciting employment opportunity. After working any length of time at a former employer, we know that we need to retool ourselves with a new variety of skills and refresh those skills that we have not used recently. That means that we must take on the challenge of what it will take to prepare ourselves for our next career path.

Now is the time when we will reflect on whether we want to continue to stay in the same profession or choose to take another

career path. What better way to learn about another profession than to ask those that have performed the job. Chances are high that someone at LVP has performed that job in the past and they can give you first hand insight. No matter what path you may decide to take, it is always a good idea to learn new skills. We live in a fast moving technology based environment which means that we need to aggressively learn as much about today's computer based systems that relate to the job that we are seeking. Take on the challenge of learning as much as you can in the time that you have.

Devote and schedule time for yourself to learn what you can. Look carefully at the posted requirements for the type of professional employment that you seeking and list the software skills required to do the job. Seek



Rick Smeltz



Marlene Ruby

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How We Landed

Colin Brown

I have accepted a position at Piralal Critical Care. I will be working as a Chemical Operator.

LVP has helped my professional development in so many ways, but most importantly it kept me motivated and optimistic. I would like to thank everyone involved and everyone I met for being so welcoming and supportive. Thanks again and Good Luck.

"What I don't like about office Christmas parties is looking for a job the next day." - Phyllis Diller

Colin Brown
colinkbrown@gmail.com

Mike Fazio

I am pleased to report that I have landed. I have accepted a position as Director of Special Market Sales for Running and Cycling

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help to understand the order of the software stepping stones that you will need to prepare yourself for your next exciting career.

There are several resources at your disposal to learn and get proficient at various software applications. CareerLink® has workshops that run every month on a variety of Microsoft Office applications like WORD and Excel, to name a few. Ask at the reception desk before you come to our meeting for the most recent schedule of training events. If you have the software and need to know how to better use it, another free online resource is Kahn Academy (<https://www.khanacademy.org/>). If you can afford \$30.00 per month, Lynda.com (<http://www.lynda.com>) is an excellent website that will take you through tutorials on just about any type of software that you could encounter.

Speaking of *free* online educational resources, have you tried going to the various excellent MOOC's (Massive Open Online Courses) that are available? Many of them offer certificates of completion on hundreds of courses. These MOOC sites are a great way to get retooled for your next career. Here is a list of the most popular MOOC sites:

- Coursera (<https://www.coursera.org/>)
- Udacity (<https://www.udacity.com>)
- Edx (<https://www.edx.org/>)

Other Educational sites:

- TED Ideas worth Spreading (<http://www.ted.com/>)
- YOUTUBE offers Tutorials and "How to" videos on every topic (<http://www.youtube.com/>)

So get out there and take on the challenge to learn and retool yourself for your next career

Rick Smeltz
LVP Executive Chairman
rds meltz@ptd.net

Marlene Ruby
1st Executive Chair
mkruby@verizon.net

Membership

Stay Motivated During Your Job Search

If you're still looking for a job, now is a great time to assess some of your job hunting techniques. It is always a good idea to take a step back every once in a while to confirm that you're on the right track and doing all the right things.

From time to time, it is necessary to stop and determine what you think is working best and what is not. If you find yourself temporarily off course, don't worry, it is okay. Keep in mind that finding a job is not an exact science and you will experience a lot of trial and error along the way.

The most important thing is to stay optimistic and motivated. In addition to maintaining that positive outlook, here are some simple ways to stay on the right track:

1. **Get the Skills You Need.** Are you finding that you are not qualified for jobs that you are applying for because you don't have the right skills or educational background? Now may be a good time to consider looking at furthering your education. There are a lot of available schools, from traditional to online, that can offer you the flexibility that you need to get educated, get more interviews and secure that job you have always wanted.
2. **Keep Practicing.** You might think that going on several interviews for different jobs might

be a bad sign, but actually, the more interviews you go on, the more practice you get and the more opportunities you have to refine your interview techniques. So stick with it. Every interview will be a learning experience that you can apply to your next interview.

3. **Seek Out the Help of Friends.** Ask a few of your closest friends or family members for some honest feedback on your interview techniques or to review your resume. Friends and family have your best interest in mind and will provide honest feedback. They also have their own experiences to share of what works and what doesn't. Also, don't forget to utilize your list of networking contacts throughout your job search to provide you with advice along the way.
4. **Be an Informed Job Seeker.** When interviewing with a potential employer, don't just talk about yourself. It may sound crazy, but instead of just tooting your own horn, research the company by reviewing their latest press releases or reading to find out the latest news about the company through industry magazines so that you can be knowledgeable and ask more specific questions. You can also

Membership
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Enterprises (RACE). As Director I will develop and launch two sport brands, Rudy Project and XX2i Optics into the Special Markets Channel of trade. This channel supplies the awards, incentive, corporate gifting, event, and travel business with branded merchandise through incentive and event companies. Examples are sales incentive awards, loyalty rewards like AMEX rewards and non sales incentive rewards.

My advice to you would be to keep networking always. I spoke with the President of RACE over a year ago on the subject of bringing them to market and kept following up. Last year the company was not ready, but a few weeks ago the company and its European division were meeting looking for new growth opportunities. As I had supplied them with an executive summary, the President pulled it up on his computer and introduced it. Over the last month we have had many phone meetings and they just flew me out to CA for a face to face meeting to put an offer together.

So tell everyone what you can do and if possible supply them with information. You never know when it will become actionable.

Best of luck to you all and keep up the fight. Mike Fazio mf1063@verizon.net

Joyce Marin

After 14 months of looking, I have now connected with what has often seemed to be the holy grail of our economy, a full-time job with benefits. I started on Monday, September 9.

How did I do it? I kept active and engaged in the community as a member of a service club. I looked at the time as an opportunity to improve some of my skills. For example, I joined the Toastmasters to improve my public speaking skills. I took the Loaned Rep training through the Unit-

ed Way to improve my fund raising skills. I continually networked, meeting someone for lunch at least once a week. Fortunately, after several months, I was able to do some consulting of 15 hours per week in my field. This allowed me to “stay in the game” and gave me interesting things to talk to people about when I met them for a networking meeting. When I interviewed for the job I have been offered, two of the three people on the interview committee were people that I had met for a networking meeting.

What I hope I never forget from this time is that we need to stay positive and encourage others, no matter what.

Like Phillip St. James, who encouraged me to join LVP and opened the door to the LVP Executive Committee, I am so grateful to have met each of you. A year ago, I was sure that our association would be fleeting. Today I am grateful to have walked this humbling and often uncomfortable journey with you by my side. I have been impressed by various members’ professional skills, generosity, resiliency, and community spirit. Thank you for the work you do in the community. Never forget that the membership of LVP represents an enormous asset to the Lehigh Valley. I will continue to keep my eye out for opportunities for you to make connections in the community, individually and as an organization.

Going forward, I will be working as the Executive Director of RenewLV, the regional smart growth non-profit. In the event that the work of revitalizing our cities and boroughs and protecting open space in the region interests you, I invite you to:

1. Reach out to me to brainstorm about meaningful ways that you can volunteer at RenewLV, individually or by committee.
2. Participate in the Summit for Smart Growth that has been scheduled for Octo-

ber 24th, to take place at the Holiday Inn in downtown Allentown.

You may learn more about the organization and register for the conference at renewlv.org. RenewLV attracts business and government leaders from across the Lehigh Valley, so this could be a good place to network while learning more about a critical issue for our region.

If you want to stay in touch, my cell phone number is 610-288-3936.

Warm regards, Joyce Marin,
marin@ptd.net

Liz Templeton

I have been working a temporary full-time IT job at the Warren County Court House for the past 4 months. I was recently offered the position permanently. I have accepted the position and started as an employee this past week. By networking with a former manager after two months of unemployment, he presented me with the temporary position that led to it being permanent.

I appreciate and am very grateful for all of the support, information, and networking opportunities that have been provided through LVP. I would like to be part of the alumni group. Thank you and I wish you all success in your search.

Liz Templeton
elizatempleton@gmail.com

2nd Annual Family Picnic

The LVP 2nd Annual Family Picnic was held on Saturday, Aug. 31 and was a great success. Significantly more people attending this year than last year. More than 80 LVP Alumni and Active Members networked and enjoyed the wide variety of food. There was a short program with Thiep Pham reflecting on the history of LVP; Joe Wolfe appearing in person to give a summary of changes

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demonstrate your value by explaining how you can help their company with a specific product or area of their business.

5. **Reassess Your Job Alerts.**

Automated job alerts are a must job search tool to ensure that you're not missing out on any great job opportunities. Now that you are in the process of reevaluating your job search you may also want to reevaluate your job alerts to confirm that they are yielding the best possible results. Make certain that you are targeting only the types of jobs you really want. Modify your alerts or set up new alerts to be automatically alerted of opportunities that truly match your job search criteria via email.

Tony Dragotta
LVP Membership Chair
t_dragotta@yahoo.com

Marketing

Lehigh Valley Professionals has been going through some great rebranding changes, which has given our organization a more professional look. In August, Eileen Lapsansky, the 2nd Co-Chair of the Marketing Committee, presented an impressive training session titled, "Brand Yourself". As we move toward fall and the changing of the leaves, it is a great time for all of us to change by rebranding ourselves.

Here are the main points to remember when branding or rebranding yourself.

- **Business Cards**
- **Resume & Cover Letters**
- **Age**
- **Networking**

- **Dress Code**

YOU

- **Research**
- **Social Media**
- **Etiquette**
- **Language**
- **Focus**

This first article in a two part series will focus on **BRAND**.

Business Cards should include a logo or monogram with not only contact information but information to remind people who you are and what you can do for their company. Remember to brand yourself by using the same logo or monogram on matching thank you cards and stationary.

Resume and Cover Letters should have a uniform look that matches the look and essence you have chosen for your business cards and your brand. Be very aware of utilizing easy to read and contemporary fonts.

Age should be celebrated in experience and not seen as a negative. We all know the unwritten discrimination of age. Try to take age out of the equation when you are looking for a job by updating to a more contemporary look by focusing on hairstyle, makeup and grooming.

Networking is essential in your brand statement. Remember when you leave the house you must be prepared and ready to network with whomever you meet. Always make sure you look presentable and well groomed.

Dress must be professional and contemporary. Research company culture to help you decide what you should wear to the interview. In some industries wearing a suit to an interview may actually send the wrong message.

Musings from a LVP Alum

Note: We will occasionally solicit articles from LVP Alumni that describe the current workplace.

A Fitting Return

One of the biggest problems past LVP alumni have encountered returning to the workplace was being able to keep up with the tempo of the average workday.

Keeping an 8-9 hour a day pace is much different than being in transition where it is easy to become sidetracked throughout the day. We may not even realize how we take little breaks here and there that we might not be able to do in the workplace of our future. It would behoove us greatly to keep a schedule or routine that closely mimics our previous workday regime and maintain that schedule as closely as possible. If you awoke at 6 AM while working, then awake at 6 AM in transition. Or at least reasonably close to it but certainly not 8 AM or 9 AM. The same applies to your repose. And when you do wake, get cleaned and dressed just as if you were going to work, even if your day is in your office or living room.

It is also imperative to remain vigilant at adhering to your job search activities. Treat your transition as if you were still working. Maintain daily and or weekly responsibilities. Report to yourself or a loved one on your activities just as you would report to your manager. Hold yourself accountable as you would do on the job. As tempting as it may seem, transition is not a "paid vacation."

These little things can add up greatly to making a big difference in maintaining a positive mindset, and physical and educational well being. Also, this will lead to success when you land.

Joe Wolfe
jmwtyr@rcn.com

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Programs

Our Culture of Sharing

There is something to be said about our amazing culture of sharing. It is physically manifested into the professional interactions of collaboration we share on a constant basis. Whenever and wherever LVP members are together, there is a loud buzz in the air. Folks are sharing their expertise and experiences. The sharing takes place at our Friday meetings, focus groups and yes even our annual picnics. Sharing can get emotional and personal like it did during our recent gripe session or extremely interactive like at our Marketing or IT meetings.

LVP members unselfishly share information about job leads, brainstorm best job search practices, transitioning into new careers or the pros and con of self-employment. At any given time you can be a recipient and a giver. A culture of sharing includes participants to be active, open and willing to share and receive.

We are a determined, motivated, intelligent and passionate bunch. We refuse to accept the defeat of unemployment. This common goal along with the mission of LVP has propelled the success of our sharing. The results equates into job positions, volunteer opportunities and friendships.

August -Program surveys responses:

Mary Evans- August 2, 2013

25 respondents

How would you rate the relevance and usefulness of information given during the presentation in understanding LVP's mission and member's needs?

Poor 4% Fair 8% Good 36% Excellent 52%

Program Comments:

“There were lots more questions, perhaps the questions on page 2 of hand-out, that might have been addressed in presentation.”

“Excellent presentation. Solid, practical tips in making real-life decisions and delivered with a sense of humor.”

Esther Hughes; “Rotating Relationships: The I.N.S. and O.U.T.S. of Relationship Building.” August 16, 2013

15 respondents

Would you use this presentation as an aid in your job search efforts?

No 0% a slim chance 6.67% possibly 33.3% Yes, Definitely 60%

Program Comments:

“Very creative use of metaphor. The acronyms worked well to illustrate her main points about relationships.”

“Her approach was entertaining and insightful. She pointed out things we tend to overlook. It was a different perspective, which is refreshing.”

Bev Saunders
Program Committee Co-Chair
bevsanders@zoho.com

Training

The month of August showed important characteristics of collaboration and flexibility as our August training schedule moved and shifted to accommodate both the LVP Program content, CareerLink® geographic shift to 555 Union Boulevard, and even a fire emergency and evacuation at the new building.

Still, in spite of the chaos, August provided quality training to LVP members in

the form of Personal Branding by LVP's Marketing Focus Group's Eileen Lapsansky who shared here depth and breadth of knowledge and experience on the matter.

Also, our training committee's own co-chair, Dana Zamolyi, delivered a very motivating and time constricted “30 Second Speech” training. My many thanks to those and other presenters waiting in reserve, whose schedule was shifted and

or cancelled, often on short notice. Thank you for your patience. Last I would also like to congratulate Paula Nelson for volunteering as LVP Training Committee's 2nd co-chair. Welcome Paula.

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

PICNIC

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over the past year; and Rick Smeltz updating us on the changes in LVP's future and the directions we are heading. Thanks

to those on the committee: Arleen Bloss, Daniel DiPlacido, Chino Dumbar, Curt Heck, Tom Neel, Paula Nelson, Mary Lou Simmons, and Jefferson Vitelli. They helped choose the location, plan the program, shop for food, look for donations,

and set-up at the park along with other things. You all did a great job.

Thank you.
Sharon Trimble, LVP Picnic Chair
strimble@softyme.com

LVP Helps CareerLink® Move

As any Lehigh Valley Professional member has learned, volunteering is one of the best ways to maintain one's skills, network, and fill in some time between jobs. When the right volunteer opportunity presents itself the wise job seeker will consider taking advantage of it.

The recent CareerLink® move to 555 Union Blvd. provided such an opportunity. With over 200 user computers and about 8 servers to relocate in 4 to 5 days time the CareerLink® IT staff of two was facing an overwhelming task. Breaking down and setting up over 200 PCs in 5 days was impossible for just two people. To complicate matters services had to remain available throughout most of the move period.

In order to accomplish this move on time and with minimal disruption, LVP founder, Thiep Pham, arranged with the CareerLink® staff for LVP members to volunteer to assist with the move. Under the direction of CareerLink IT staff Mike Freyman and Joanne Miller, LVP volunteers began disassembling and packing PCs on August 20th. Working morning and/or afternoon shifts volunteers continued the bulk of the work through the weekend. At 555 Union Blvd PCs were reassembled, connected and tie wrapped in place. Additional work included installing patch cables in the networking closet, troubleshooting network connections and updating software on the Job Club room PCs.

Throughout the move volunteers enjoyed the work, camaraderie and gratification of a job well done. Mike and Joanne have told the LVP volunteers repeatedly that they never could have completed the task on time without LVP's assistance. Also, the CareerLink® staff has been uniform

Pennsylvania CareerLink®

LEHIGH VALLEY

in its praise for the volunteers' accomplishments. I would like to thank everyone for their hard work and a great job. Mark Dennis, 2nd Co-chair IT/Web Committee. vmdennispa@juno.com



down listings,
button
highlights, and
roll-over
functions

IT/WebWorld

September marks the restart of school for the majority of students from high school to grade/grammar school (even though the official start in Pennsylvania was in August) and the flood of yellow school buses hits us like the Delaware River during the heavy rainy season. This month, we celebrate the last summer holiday of Labor Day as well as Patriot Day. As summer is winding down and our community settles back into the educational and normal routines, training continues for LVP and the IT/Web Committee continues to maintain the status of excellence for the IT and IS needs of the group.

The re-design project for the *lvprofessionals.org* website is nearing the completion of phase 1. The website re-design in phase 1 consists of the following new pages and features:
Home page – with three options of website access;

Employers and Community, Members, and Alumni landing pages;

LVP Google calendar;

LVP Facebook news and updates;

and a **Vibrant new color schem.** Drop-

It will feature LVP's new logo and offer a website look, feel, and experience.

Phase 2, which will be starting shortly, consists of the resume pages and search options update. This section will be similar to the existing pages with the following exceptions: member names will replace member numbers and LinkedIn profile links will replace Microsoft Word document resumes. Employers will have direct access to your web information **on LinkedIn**, and will be able to reach you directly through your contact information.

Website re-design updates and information will follow in upcoming newsletter issues.

Working behind the scenes, we are here to service the IT, web, and technical needs of LVP. If problems, outages, delays, or issues are experienced with the current site, reach out to us or the EC in a timely manner. Support personnel will be notified.

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.