



LVP Communicator

A Monthly Newsletter of the Lehigh Valley Professionals

May, 2013 Vol. 5, No. 5

The View from the Helm

UPCOMING EVENTS

May 3

LVP Meeting, 10a.m. – 12 noon

Program: "Dealing with Rejection"

Presenter: Roy Bastian, LVP Training Committee Chair.

New Member Orientation

11:30 a.m. – 12 noon

May 10

LVP Meeting, 10a.m. – 12 noon

Program: "Visioning Your Future with Passion, Part I"

Presenter: Sharon Kralick, Sharon Kralick Life Coaching
Training: "Understanding on-the-Job Training Funding for Your Job Search."

Presenter: Karen McAndrew-Bush, Employer Services Manager, PA CareerLink Lehigh Valley

May 17

LVP Meeting, 10a.m. - 12 noon

Program: "Visioning Your Future with Passion, Part II."

Presenter: Sharon Kralick, Sharon Kralick Life Coaching
Training: "Informational Interviewing"

Presenter: Dana Zamolyi, LVP Training Committee Volunteer

New Member Orientation

11:30 a.m. – 12 noon

May 24

LVP Meeting, 10a.m. – 12 noon

Program: "Considering Franchise?"
Presenter: Rick Nolte; Entrepreneur Source Coach, with panel of LVP Members.

Training: "Job Search"

Presenter: Rick Smeltz; LVP 1st Executive Chair.

May 31

LVP Meeting 10 a.m.. – 12 noon

Program: "Stop Networking and Start Connecting."

Presenter: Myles Miller, LEADUP CEO and Founder.

New Member Orientation

11:30 a.m. – 12 noon

Tapping In to the Power Around Us

May is here and we are rolling into the year with landings a-plenty. I am proud to say that every week this year we have had landings. The positive energy is flowing and all one needs to do is to realize the powerful resources they have at their disposal to tap into. Many of those resources come from LVP with presentations, programs and training turning up the heat and taking it to the next level. LVP helps everyone who attends by providing a wealth of information and ways to stay ahead of their game. But LVP provides more than resources; LVP provides opportunity.

One of the more recent landings came from a member reaching out to a presenter who then facilitated a connection between someone with the right credentials and a company with a need. That is networking at its finest. The job that person now has was not even advertised; in fact it wasn't even there. That is the hidden job market. Even more importantly, as much as one may want to think that was also a case of all the planets aligning, this was a prime example of someone leading their search.

In last month's column I spoke of how each of us controls what, how and when we do the things we do and how we each have the power within us to affect positive changes in our lives. I briefly spoke about some positive changes I have made in my life at the first meeting in May. I did not say that to talk about me. I said that to show how we can indeed make lemons out of lemonade in many different ways and to use those smaller or alternate successes to stay positive.

Sometimes all we simply need to do is to focus on the good things and realize that they

surround us in abundance. It is more than just the glass being half full. It is knowing that within that glass is the best beverage you have ever tasted and it will only get better every time you drink. Presenters have often told us about the power of gratitude and being grateful for what we have and maintaining a positive attitude. While it is understandable upon first thought that one may not truly feel gratitude for losing one's job, the difference becomes what we each make of our job search. Again, the power is always ours to do or not do.

Staying focused, staying positive and making the most of this time in your life are the hallmarks of a truly inspired individual; one who has risen above adversity and realized they are more than just the sum of their situations and life experiences. LVP has bid fond wishes to those who have landed but we have gained more than just calories from all those donuts.

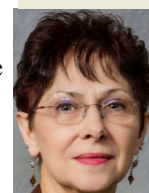
We have found a better person inside ourselves. Believe it or not, we are better for our experiences related to transition than those who have never experienced transition or LVP. Now, as the summer comes along and working people think about vacations, the savvy networker knows that, like the holidays (as Gary Bender told us), slow times mean increased chances of getting to that hiring manager all the easier. And what better way to crack the hidden job market than inviting someone out for some conversation and an



Joe Wolfe



Rick Smeltz



Marlene Ruby

(Continued on page 2)

iced coffee? So while others are napping in the sun and getting 3rd degree burns, you'll be turning up the heat in a different way and making connections that sizzle.

United We Stand, Empowered We Land.

Joe Wolfe, LVP Executive Chair, jmwtjr@rcn.com. Rick Smeltz, LVP 1st Executive Co-Chair; Marlene Ruby, LVP 2nd Executive Co-Chair.

How I Landed

Andrew Mankos



I would have sent this earlier but I have been crazy busy with being in a wedding and starting my new position. I did finally land. I had two opportunities looking at me, an account representative position with Altek Business Solutions and an account executive position with Dorney Park and Wildwater Kingdom. I took the Dorney position because the opportunity was better than expected and I was more interested in finding something in sports or entertainment.

The Altek position came up when I was contacted by a recruiter. The Dorney position came up because I stayed in contact with the marketing director at Dorney Park since my internship 8 years ago. It is very important to always maintain strong and long term relationships.

LVP came through in a big way. The mock interviews were very helpful, but I would point to one thing. It was reviewing good questions to ask during an interview. This helped separate me in a big way with both opportunities. It turned the interview into more of a conversation than a Q&A session. I could always read their eyes because they would light up

when I asked them a question they were not asked before.

I would like to thank everyone for their help and support and would like to stay in contact with LVP and continue to be an active member. Thank you again for everything.

Sincerely,
Andrew Mankos
android0000033@yahoo.com

Marketing

It is an exciting time for LVP and especially for your LVP Marketing Committee. The Marketing Focus Group has updated LVP's logo and marketing materials which have lead to the start of our rebranding initiative.

LVP is an 11-year-old organization and our logo and marketing materials were looking and feeling outdated. In order for us to state that we are high caliber professionals who are up on current market trends, we need to have a logo and marketing materials that reflect that image.

If you were present at the Focus Group update meeting on April 12, you saw first hand how our Marketing Focus Group took on the challenge set forth by the Executive Committee to produce a new brochure for membership, company and community outreach. Our marketing focus group not only met this challenge but exceeded it by producing a new logo and tag line for LVP in less than two weeks. This is a testament to the professionalism and talent we have in our LVP group.

Going forward, the Marketing Committee will continue to rebrand LVP and be ever vigilant that all materials and presentations will be branded with the new LVP "look" to ensure people will start to recognize and know our group. In the near future you will see updates to our social media profiles, which will include the new logo.

Our Marketing Focus Group is currently working to complete the three brochures that LVP needs for their marketing initiatives. We will have a new member information brochure, a company and community outreach brochure and an expo-ready brochure that will address membership, company and community outreach.

We have also reworked and branded the PowerPoint presentation that our ambassadors will use when they are meeting with companies to inform them about LVP and how we can help their company. Stay tuned. We will keep you updated on our progress and what you can do to help promote LVP.



Melissa Eisenhart
Marketing Committee Co-Chair
meisenhart@ptd.net

The month of May marks a time of flowers, Cinco de Mayo, the celebration of Mothers, college graduations, and Memorial Day. As the seasons move forward, so does the IT/Web Committee with our plans and activities for the new website.

We welcome five new members into the IT/Web Committee, each with enthusiasm, fresh outlooks, and skills that will enhance the group as a whole – Mark Dennis, Emily Garcia, Herb Cohen, Scott Franzen, and Susan Schall.

Website and page reviews have been assigned to LVP committee members for verification and updates. The sections for review include LVP, Employers, and Membership material. Gary Schall and Jo-Ellen Darling have agreed to work together on website proof-reading, and “How to Use the Website” and “Site Guide/Map” pages. Updates and news concerning the new website, and plans for website use will be forthcoming. Look for upcoming articles for further information.

Working behind the scenes, we are here to service the IT, web and technical needs of the 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 LVPIT-WEBC@gmail.com.



Shaun Sykes

IT/Web Chairman

shaun.sykes@mail.com



Training Committee Member Carol Burress leads LVP members in a training exercise in April .

Training Leads the Way in March

Another month of LVP training has passed. Here is a summary.

On March 1, Marlene Ruby launched the LVP Focus Group concept. The program and training portions of the meeting were combined with the usual training segment of the meeting providing hands-on experience for focus groups to form and begin their work.

March 8th was another hands-on training day. This meeting continued on previous training sessions focused on the development of members' individual resumes, this time with a hands-on, small group review within the recently formed focus groups. With some initial training and facilitation by Joe Wolfe, members reviewed their resumes in small profession-focused groups in round-robin fashion for increased personal attention.

The following Friday, March 15th, we returned to the more familiar training format with a presentation by Roy Bas-

tian on delivering a great 30 second speech. This presentation provided useful tips and tricks as well as essential mechanics of a good speech.

The next week, Rick Smeltz demonstrated the essential and proper design, acquisition, use and etiquette of business cards. Rick showed how to get started by using templates at familiar business card websites to order sometimes free professional grade cards. He also showed how to use MS word templates to design and print small batches of personalized cards on home printers.

Last, let me offer an opportunity to any member looking to get more active. Consider volunteering a small portion of your time to help the continued operation of LVP. The Training Committee is looking for first and second co-chairs.

Roy Bastian

roy.bastian@gmail.com

Training Committee Chairman

Program, Membership Committees Keep LVP Members Charged with New Information

Program Committee

Let's face it. Why do you attend the weekly LVP meetings? Is it the networking, delicious coffee and donuts or Joe's welcoming smile? No, you come for the exciting programs that encourage and enhance your professional development. The great LVP programs keep you coming back again and again.

Jefferson Vitelli, our Program Committee Chair ensures that the topics meet the needs of the LVP members. Our LVP programs go beyond the basic job search. They dig deeper into career development, branding, marketing, finances and more. Insight we receive from guest speakers and authors positively propels us into the future.

The program committee is continuously dedicated to achieving connections with prospective program speakers. If you have a speaker or a program in mind, please do not hesitate to share with us. We welcome your inspiration.

Bev Saunders, 2nd Program Chair
bevsaunders@rocketmail.com

Membership Committee

As Chairperson of the Membership Committee, I would like to welcome all new members and encourage everyone to utilize all the resources available to you through LVP. Networking is an extremely beneficial tool and I cannot think of a better place to expand your network (both personal and professional) than LVP.

As I continue my search, I find some very interesting information and would like to share some of it with you now. An article titled "22 Secrets to Discovering your Dream and Living it" had some great information that I would like to share.

Here are the first seven of the topics discussed in the article.

One of the most important rules of happiness in life is to do what you love. But discovering that dream job and what you are meant to do in life is not always so easy. But what if you don't know what your passion is? Here are some steps in finding what your passion is and possibly that dream job.

1. What are your hobbies? Give each of them some thought. You are willing to do them without pay, therefore it is possible they are your passions. Could you do them for a living?
2. What are your talents? What are you good at? What have you shown an aptitude for in your previous jobs?
3. Who do you like to work with? You should have some understanding of what type of people you like working with (Entrepreneurs, creative types, etc.).
4. What do you like to work with? Is it computers, clay, clothing, a hammer, a musical instrument, people?
5. What environment do you want to work in? An office, a classroom, a construction site?
6. When have you been the happiest? What job were you doing, what kind of environment were you in, what kind of co-workers did you have?
7. Try online tools to find your passion. Some are "How to Choose an Attainable Goal" and "One Question."

In the next issue of the LVP Communicator, I will continue to share the tips listed in this article.

Tony Dragotta
Chairperson, Membership Committee
t_dragotta@yahoo.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://](https://www.lvprofessionals.org/)

www.lvprofessionals.org/

LinkedIn Groups –

<http://www.linkedin.com/groups/Lehigh-Valley-Professionals-1181577/about>

LinkedIn Company Page – [http://](http://www.linkedin.com/company/lehigh-valley-professionals)

www.linkedin.com/company/lehigh-valley-professionals

Facebook –

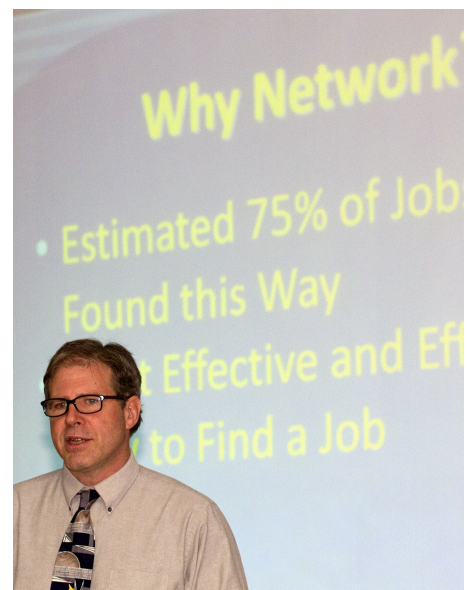
<https://www.facebook.com/LVPNG>

Twitter –

<https://twitter.com/LVProfessional>

Yahoo Groups -

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



Alumni Tell Tales of Today's Job Market

As reported in the Program Committee's "What We Learned Last Month" feature in the April Communicator, the March 29th meeting of Lehigh Valley Professionals comprised a panel of LVP Alumni who best exemplify our "Networking for Life" motto. It truly was one of the most memorable and empowering programs that we have seen in recent memory. Lest we do forget any of the valuable lessons imparted, our editors felt the program warranted a more detailed recap than what was provided in last month's report.

As a reminder, on Good Friday five LVP Alumni who best embody the spirit of "Networking for Life" gave up a part of their holiday to participate in this Alumni Panel. Thiep Pham, founding member of LVP, Dave Newton, two-time member and past executive chair, Jim Palmquist, multiple-time LVP member and now President of Pennsylvania's AARP, Diane Elliot, LVP member in 2009-2010 and now Executive Director of New Bethany Ministries, and Ted Denman, self-described mover of people, products, and businesses, answered questions developed by your Program Team.

The panel was provided with 12 questions well before the event, and the questions were projected in power-point slides for all to see as our moderator, Joyce Marin asked panelists to respond. It went something like this:

What was the toughest aspect of the job-search? Dave Newton: "Maintaining self-esteem and staying positive." Diane Elliot: "Keeping up a 'work' schedule and pursuing the same routine you did when you were working full-time."

What is the most important skill for Job-seekers? Jim Palmquist: "Job security is the ability to change jobs on short notice."

What could we do better? Ted Denman: "Find out what the community is looking for and answer that demand."

Are there any insights on the Hidden Job Market? Thiep Pham: "Network face-to-face, get out there. Volunteer." Diane Elliot reported that her agency had offered jobs to volunteers for positions that were never advertised.

What networking tips can you offer? Diane Elliot: "Listen first. Tailor your 30 second pitch to answer their needs. Here is what I can do for you."

What was your biggest networking challenge? Dave Newton: "Job descriptions do not describe the classic introvert. If you tend toward introversion you will need to push yourself to network."

What would you do differently? Dave Newton: "Have fun. If you're having fun, people will want to spend time with you. They will want to hire you."



Dave Newton

The format helped to create a relaxed, conversational dialogue between panelists and the group, and left enough flexibility for panelists to field additional questions from the floor. The success of this program has planted seeds of thought, not just for future programs, but for other ways to embellish the relationship between LVP Alumni, and present active members. Thanks again to all who helped make this happen.

We will want to do this again later in the year. Are there others that would like to give back and participate in the next one?

Jeff Vitelli
Program Chair
jffrsnvtll@gmail.com

LVP Executive Committee

The Executive Committee is staffed by volunteers. Here are the current members:

Joe Wolfe – Executive Chair
Rick Smeltz – 1st Executive Co-Chair
Marlene Ruby – 2nd Executive Co-Chair

Alumni Committee

Tom Emmerth – Chair
Tim Doherty – 1st Co-Chair
Dezso (Nick) Nyitray – 2nd Co-Chair

IT/Web Committee

Shaun Sykes – Chair
Frank Cioce – 1st Co-Chair
Bob Slivka – 2nd Co-Chair

Marketing Committee

Gary Schall – Chair
Melissa Eisenhart – 1st Co-Chair
Diane Thomsen – 2nd Co-Chair

Membership Committee

Tony Dragotta – Membership Chair
Diane Rudolph – 1st Co-Chair
Kim Tredo – 2nd Co-Chair

Program Committee

Jefferson Vitelli – Chair
Joyce Marin – 1st Co-Chair
Bev Saunders – 2nd Co-Chair

Training Committee

Roy Bastian – Chair

As you can see there currently are openings for 2nd Co-Chair on the Program and Training Committees and 1st Co-Chair of the Membership Committee.. Members interested in volunteering for any Chair/Co-Chair positions or Committee positions should contact the respective Chair or Co-Chair(s) of that committee.