

## Past MCT Events - 2010

January 09, 2010

**Topic: I Have Landed ...**

**Speaker: Come Learn How 5 Outstanding Professionals Found a Great Job**

**Panel: Joe Chera, Syd Weinstein, Jerry Block, Sandy Sloyer, and Jerry Hampton**

**Location: Villanova, CEER Building, Room 001**

**Joe Chera's Bio:** Joe Chera is an accomplished sales, marketing, and business development executive, with over twenty five years of demonstrated success in growing Healthcare and Technology businesses. He is currently a Global Account Executive for Microsoft's Health & Life Sciences business. Prior to that, Joe held various senior management positions with such stellar companies as GE, Philips, Siemens, Acuson, BTG, and Covidien. He has been through 3 career transitions due to corporate restructuring and lived to tell about it. Joe's complete Linked In profile

**Syd Weinstein's Bio:** Sydney S. Weinstein brings over 25 years of technology and IT experience as a senior IT executive and strategist with the entrepreneurial experience necessary to grow companies. He was formally the CTO of SevenEcho, LLC, CIO for Patron Solutions, LP (A Comcast-Spectacor Company) and the founder of Datacomp Systems, Inc. and Myxa Corporation. With over 30 years experience in the IT field, he has helped start-ups and mid-sized companies develop IT strategies, architect products, and build manageable datacenters and global networks.

Syd was a pioneer in network security, firewall design and development, and business to business e-commerce. Along the way he has assisted Primavera Systems, CDNOW, Inside-the-Web, Looksmart, Half.com, Planalytics (Weatherplanner), Lenox, The Philadelphia Stock Exchange, and many others.

Syd is an adjunct associate professor at Villanova University. He has written on Networking, Security, Software Development and Systems Administration and holds a green belt certification in Six Sigma. He is a member of the Greater Philadelphia Senior Executive Group and the Society for Information Management.

**Jerry Block's Bio:** Jerry Block is a Sales Director/Vice-president with BNY Mellon Wealth Management, where he actively works within the community developing and maintaining long term relationships. Utilizing his entrepreneurial spirit, prior to BNY Mellon, he managed his own consulting firm, which specialized in developing and executing effective business plans. Earlier in his career, he led sales organizations ranging in size from \$2 million to \$500 million, where he managed over 100 people and served as a company officer. His business acumen has provided a unique background for working within the financial sector.

Jerry is currently a professional member of and contributor to The Chester County Estate Planning Council, The Delaware County Estate Planning Council, the Business Leaders Network, Main Line Chamber of Commerce, the Greater Philadelphia Senior Executive Group, and the University of Wisconsin Alumni Association.

**Sandy Sloyer's Bio:** Sandy Sloyer joined this recently merged food processing company in 2009. Previously, she led finance and accounting for divisions in ARAMARK's Sports and Entertainment group. Prior to joining ARAMARK, she was the CFO for various national and regional organizations, mostly recently Cottman Transmissions, a national franchise organization with over 400 locations. Her career includes leading these companies through major initiatives, ownership changes or restructurings.

She began her career with the New York office of Price Waterhouse and is a Certified Public Accountant. She earned her BA in Accounting and Music from Taylor University in Upland, IN and MBA from Moravian College in Bethlehem, PA.

**Jerry Hampton's Bio:** Jerry Hampton is an accomplished employee benefit consultant. Since 1981 Jerry has helped clients maximize their investment in their human capital, working with leading companies including NutriSystem, Marsh McLennan, Swiss Life and AIG. His career has included work throughout the US, in Asia, the Caribbean and Europe, for companies ranging from the Fortune 50 to start-up organizations.

In May 2009 Jerry joined Innovative Benefit Planning to focus on medium sized companies and their employee benefit needs in the health, retirement and wealth creation areas. He is active in numerous associations including the Society For Human Resource Management and Greater Philadelphia Senior Executive Group.

February 13, 2010

**Topic: Franchising - Is It Right for You?**

**Speaker: Dan Citrenbaum**

**Location: Villanova, CEER Building, Room 001**

Dan is a franchise consultant, working with experienced business people to help them explore options in franchising.

His presentation will cover:

- What are some different ways of owning your own business?
- How to determine if franchising is right for you?
- What are some of the advantages and disadvantages of franchises?
- Are there franchises that are safe to start in this type of economy?
- What are some common misconceptions about franchising?

**Dan Citrenbaum's Bio:**

Dan has been involved in advising small business owners and managers for more than 25 years. He has helped thousands of business people realize their dreams of business ownership and controlling their own destiny.

Dan has a B.A. in Economics from Dickinson College and an M.B.A. from the University of Pittsburgh, with concentrations in Accounting and Finance.

March 13, 2010

**Topic: Develop Your Value Proposition**

**Speaker: My Career Transitions Team**

**Location: Villanova, CEER Building, Room 001**

This meeting of MyCareerTransitions will be all about YOU! In this crazy and competitive job market, you MUST have a compelling value proposition, and this is much more than what is on your business card!

Come and be part of highly interactive and FUN series of workshops led by the entire MyCareerTransitions team that are all about helping YOU develop a winning value proposition and advancing your competitive edge.

Do NOT miss this one time chance to develop refine one of the most important components of your search-YOU.

April 10, 2010

**Topic: Making Linked In Work For You**

**Speaker: Oliver Picher**

**Location: Penn State, Brandywine Campus, Commons Bldg.**

It's easy to get started with LinkedIn. You add in a little bit of information about yourself and your past jobs, invite a few colleagues or perhaps accept a few invites, and there you are on LinkedIn.

So, what do you do next? How do you get beyond "being on LinkedIn" to "being successful through LinkedIn"?

In his presentation, Oliver Picher will share the three critical success factors that make a difference in your experience with LinkedIn. You will learn what makes a successful LinkedIn profile. You will

understand the value of building LinkedIn connections that are aligned with your goals. You will see that most people fail with Linked because they fail to actively use it to build relationships.

Oliver will also discuss some ways you can use LinkedIn's tools and features to accomplish your professional goals. You will come away from the presentation with a list of specific ideas that you can implement immediately.

### **Oliver Picher's Bio:**

Oliver Picher helps people tell their story.

Oliver is founder and president of Visible Influence, LLC, a network of professionals dedicated to helping businesses, executives, and professionals make themselves more visible and attract more business.

Oliver has most recently been active in Content Marketing, using targeted and compelling original content to reach and engage potential clients and partners. His work with Basecamp Business and the Mid-Atlantic Capital Alliance has created a ground-breaking business events calendar "network" targeted at entrepreneurs, venture capitalists, and professionals.

Oliver is also active in professional networking, conducting training and coaching sessions on LinkedIn and writing a regular column on Philadelphia networking at [funwithnetworking.com](http://funwithnetworking.com).

**May 8, 2010**

**Topic: Get the Job You Want, Even When No One's Hiring**

**Speaker: Ford R. Myers**

**Location: Villanova University, CEER Bldg., Room 001 (downstairs)**

Today's job market is the toughest since the Great Depression, and many of the challenges are here to stay. Even so, you CAN get the job you want – IF you apply fresh approaches to the search. Get the Job You Want, Even When No One's Hiring is a powerful seminar based on Ford Myers' best-selling book by the same name.

Attendees will learn:

- How to land a good job in the midst of an economic crisis
- How to address the realities of this job market with real-world, actionable steps
- How to see this economic downturn as a positive career opportunity
- How to seize on job opportunities that aren't posted yet
- How to make yourself an instant asset to potential employers
- How to clearly stand-out as the best candidate

- How to “recession-proof” your career for the long term
- And much more ...

Join career expert and speaker Ford R. Myers, while he maps the new world of job search and reveals essential strategies for your career success.

#### **Ford R. Myers' Bio:**

FORD R. MYERS is President of Career Potential, LLC. His firm helps clients take charge of their careers, create the work they love, and earn what they deserve! He has held senior consulting positions at three of the nation’s largest career service firms. Ford’s articles and interviews have appeared in many national magazines and newspapers, and he has conducted presentations at numerous companies, associations and universities. In addition, Ford has been a frequent guest on television and radio programs across the country. He is author of *Get The Job You Want, Even When No One’s Hiring*, published by John Wiley & Sons. More information is available at: [careerpotential.com](http://careerpotential.com) and [fordmyers.com](http://fordmyers.com).

[June 12, 2010](#)

The My Career Transitions Meeting scheduled for June has been canceled.

[July 10, 2010](#)

**Topic: Interviewing Skills**

**Speaker: Meloney Sallie-Dosunmu**

**Guest Host: Cabrini College Alumni and the Cooperative and Career Development Department at Cabrini College**

**Location: Cabrini College, Widener Lecture Hall**

The job interview is your own personal sales meeting. This session offers:

- practical advice on how to excel in a variety of different types of interviews including phone interviews, panel interviews, situational interviews, and behavioral interviews.
- success strategies that should be incorporated into your interview documents.
- discussion how to practice answering tough questions will be provided.

**Meloney Sallie-Dosunmu's Bio:**

Meloney J. Sallie-Dosunmu is the Director of Training & Development for Thermo Fisher Scientific. BioPharma Services Division in Center Valley PA. In this global role, she and her team are responsible for training and development for 6,000 employees in the US, UK, Switzerland, India, Latin America and China. ThermoFisher Scientific, the world leader in science, provides analytical instruments, lab equipment, software and services to the scientific and pharmaceutical industries.

For over a decade, Meloney served as Senior Manager of Organizational Effectiveness & Talent at Just Born in Bethlehem, PA. In this capacity, she was responsible for oversight of Talent Management, which includes the employee life cycle from pre-hire to retire. Additionally, she served as the HR Business Partner for the Brand Development & Corporate Services Division, Direct to Consumer Division and the Finance Division.

In addition to her role in corporate leadership, Ms. Sallie-Dosunmu serves as an Adjunct Faculty for DeSales University, teaching both in the classroom and online in the ACCESS Program, which is an accelerated degree completion program for adults returning to school.

As an avid community activist, Meloney serves on the governing council for the Women's Leadership Initiative of the United Way, the president of the Board of Directors for the Lincoln Leadership Academy Charter School and president of the Liberty Bell Rotary Club in Allentown. Meloney is past president of Eastern PA Chapter of ASTD and co founder of the annual CEO Forum. Additional volunteer activities include SHRM of the Lehigh Valley, YWCA of Bethlehem Women Achieving New Directions (WAND) program and Union Baptist Church.

In 2009 Meloney received two prestigious awards including the Women of Distinction Award for Community Service from Girl Scouts, Greater Northeast Council and the Learning Leader Award for making an impact on Workplace Learning and Performance in Eastern Pa from the Eastern PA Chapter of ASTD.

Meloney has an MBA from Rosemont College and a Bachelors Degree in Counseling from Wilberforce University.

## August 2010

No meeting

## September 11, 2010

**Topic: Speed Networking!**

**Location: Penn State, Brandywine Campus, Commons Bldg., 2nd Flr.**

For our September meeting, we are excited to be holding our first full networking meeting. During the first part of the meeting, you will have the opportunity to meet individuals with your area of expertise as

we break down our large group into smaller groups. In the second half of our meeting, we will hold a speed networking workshop, where you will have the opportunity to speak with 10-12 people during the session. We encourage you to come prepared with a Value proposition or an Elevator speech for effective networking. Value propositions and elevator statements are brief summaries about the type of work you are passionate about and the value you bring to an organization.

*First Session:*

This will be a freeform format, where you will have the opportunity to interact freely with people within your area of expertise and related functions, such as Sales/Business Development, HR/Training/Education, Scientific/Engineering and other groups. You can meet and share any information about recent events, trends, or networking opportunities.

*Second Session:*

During this workshop you will be given the opportunity to put your learnings about networking into practice. Speed networking is a series of brief, yet meaningful introductions where two individuals will be paired up and have the opportunity to introduce themselves and speak for about 3 minutes each. After time is up, the participants will move onto the next person and to new introductions. After the session is over, you will have had the opportunity to speak with approximately 8-12 people.

## October 16, 2010

**Topic: Regional Job Market: 2011 and Beyond**

**Location: Eastern University, McInnis Auditorium, St. Davids, PA**

**Speaker: Phil Hopkins of Select Greater Philadelphia**

Are you lovin' your job or looking for one? A consultant in careers and employment, or charged with building your company's workforce? Whatever your situation, our region's job market will impact you. Get a glimpse of the future as Phil Hopkins, Vice President of Research for Select Greater Philadelphia tells us what is on the horizon!

We are pleased to announce the October My Career Transitions meeting will be in cooperation with Eastern University.

The event will be held in the McInnis Learning Center Auditorium

## November 13, 2010

**Topic: Sustaining a Successful Career Search**

**Speaker: Thomas Rhoads**

## **Sponsor/Location: Montgomery County Community College (Central Campus)**

Separating the Noise and Nonsense from the Effective, Efficient, and Essential

Traditional job search methods, including well meaning advice offered by “experts” have not provided timely or satisfying career search results for most job seekers. With few job openings, job seekers continue to search for a year or more and the frustration and desperation often give way to seekers settling, and never recovering to the prosperity or satisfaction once enjoyed. If your intention is to achieve extraordinary results, then this is a must attend presentation to understand what may be missing in your search to finally get to the results you want. For people just entering job search, you are in luck, you will hear what you really need to hear to prepare and sustain your job exploration with a sense of control to produce efficient and effective results.

Attendees will obtain:

- An understanding of ineffective and inefficient guidance and activities that are often promoted by job seeking websites, career counselors, and well-intentioned friends.
- Insights to what job seekers can control and master that really does shift job search results.
- Where to look to understand one’s true worth and value in the marketplace, and how this can change everything and exponentially increase possibility
- Why traditional job search methods are failing job seekers in the “job-less” recovery.
- The most important and imperative dialogues to master if one is truly accountable for their career search results.
- How to become more charismatic and extraordinary at enrolling contacts in networking and interviewing.
- How to sustain momentum in the search process.
- Practices that eliminate noise, and practices that accelerate results.

### **Thomas Rhoads' Bio**

Thomas Rhoads has a unique perspective and ability to speak to job seekers that aligns their understanding, planning, and search to the results they truly want. He has enjoyed a 25year career that spans technical, management, and executive positions consulting myriad organizations: Federal (US EPA, US Navy, US Forest Service), State and local government and as a trusted advisor to leading organizations, for example, Clorox, Pepperidge Farm, Anheuser Bush, Harley Davidson, John Deere, IBM, XEROX). Tom has also founded an engineering consulting firm and several educational non-profit organizations. The silver thread throughout Tom’s career has been his enthusiasm toward mentoring, coaching and leadership development as he has consistently served as a champion for individual and organizational improvement. Tom’s transition into executive coaching was a natural response to fulfilling his passion for helping individuals and organizations achieve their potential. Tom serves as Chairman of the Chester County Workforce Investment Board. He also serves on the Board of Joseph’s People, an ecumenical volunteer support organization for job seekers with 10 members congregations



across 5 area Counties. He is an advisor and executive coach to Franklin and Marshall College, Drexel University, and other educational organizations. Tom is Vice President of Innovational Services Career Transition Division, leading clients through the exploration of their innate abilities, passions and goals while providing executive coaching to unlock potential and cause breakthrough results in career transition and development. Tom has coached executives and professionals across the US and overseas.

Tom recently met with Governor Ed Rendell, PA Secretary of Labor and Industry Sandi Vito, and fellow members of the PA Workforce Investment Board. An innovative initiative championed by the Chester County WIB, the "Hire One" campaign was highlighted at the Legislative Update convened October 21 at Penn State Great Valley in which Undersecretary of Labor and Industry, Dr. Garraty announced a \$300,000 Grant to support the Hire One campaign's rapid response measures for dislocated workers. He can be reached at [TRhoads@InnovationalServices.com](mailto:TRhoads@InnovationalServices.com)

## December 2010

No meeting