

## Past MCT Events – 2011

January 8, 2011

**Topic: New Year: New Perspectives**

**Speaker: Cheryl Bonner**

**Location: Penn State Great Valley, Malvern, PA**

**Sponsor: Penn State Great Valley Alumni Society**

New perspectives on the job search process to regain control and add momentum for the New Year.

Does it seem like there is nothing new under the sun? Resumes, networking, interviewing... they still remain an important part of the job search. Technology has simply added more ways of researching opportunities and building new relationships, but employers now expect perspective employees to be informed about all aspects of the opportunity before the interview. It is no wonder that a prolonged job search can take a toll on even the most resilient of people. Even a single rejection can create subtle behaviors that can harm the success of the search. This workshop will guide participants through the steps of assessing the effectiveness of their job search, make decisions regarding usage of resources, and set achievable goals for the New Year. Methods to maintain overall mental health during the job search will also be presented. Participants will gain new perspectives on the process while regaining control and adding momentum for the New Year.

Attendees will learn:

- How to assess the effectiveness of their job search
- Set achievable goals and use resources efficiently
- Sustain their search by managing their emotional health

### **Cheryl Bonner's Bio**

Cheryl Bonner has more than 25 years of experience as a career program director/counselor in various settings. She has spent the last seven years as the Director of Alumni Career Services at Penn State where she provides career counseling, job search and networking assistance to all alumni. She holds a B.S. and a M.Ed. from Millersville University.

February 12, 2011

**Topic: You Are A Brand**

**Speaker: Bart Ruff**

**Location: Penn State Great Valley, Malvern, PA**

**Sponsor: Penn State Great Valley Alumni Society**

You Are A Brand - Think Like One in Your Job Search Like it or not, you are a brand - even if you disagree, don't want to be, or do nothing about it. And instead of a big advertising budget, you probably only have your reputation, network, and a resume. Do you really understand what your brand is? Why should a company pick you? If you don't have a very clear answer to these questions, you need to stop and rethink your positioning before inefficiently spending more of your time and other resources.

By attending this session, you will learn:

- A different perspective on you, the brand.
- A better understanding of the key attributes you offer an employer and how they view your brand compared to their many other brand choices.
- A basic understanding of brand management and brand marketing, starting with some fun exercises and then bringing them in closer to look at individuals as brands.
- A template to help you refine your own brand and a go to market strategy that focuses on the right types of jobs.

### **Bart Ruff's Bio**

My Career Transitions leader, Bart Ruff, steps into the speaker role this month for his seminar on why you need to think of yourself as a brand. He has been in marketing since he was six years old. He was a Campus Brand Manager for Miller Beer, Director of Field Marketing at HBO, and most recently is Sr. Manager, Brand Development and Consumer Insight for Retail Brand Group, a division of Sodexo that creates and executes restaurant brands. He has an MBA and BS in Marketing from Penn State. After going through his own career transition, he founded a career group to help others, and then merged it into and grew the group into what is now called My Career Transitions, a not-for-profit organization that helps professionals in the Greater Philadelphia area navigate job loss/transition. He's passionate about building brands, marketing, and helping others.

**March 12, 2011**

**Topic: How to Keep Your Job Search Vibrant and Effective**

**Speaker: Amy Dinning**

**Location: Penn State Great Valley, Malvern, PA**

**Sponsor: Penn State Great Valley Alumni Society**

Join Amy as she walks us through the five stages in the job search funnel. You will discover the activities critical to each stage and the tools/resources you will need at each stage. This interactive workshop will give you new ideas, motivation and make your job search even more effective!

By attending this session, you will learn:

- The five stages of the job search funnel
- The critical activities to engage in during each stage of the job search funnel
- The important tools and resources at each stage of the job search funnel
- Some details about the tools and resources

### **Amy Dinning's Bio**

Amy is a Senior Training and Development leader with extensive experience creating and facilitating professional development training to all levels of an organization. She is currently finishing a two year contract with AstraZeneca in the Clinical Education and Learning Department. Amy is passionate about creating an interactive and enjoyable environment that supports learning. She is actively involved with My Career Transitions as a facilitator of the Orientation sessions. She is also the creator and chief facilitator of Jump Start Your Job Search Workshops, workshops to provide help and hope to those in job transition offered twice a year in the local area. Amy has her Master's degree from Penn State in Instructional Systems and Design.

[April 9, 2011](#)

**Topic: Negotiation Strategies and Employment Agreements**

**Speaker: Joann L. Drust, Esquire**

**Location: Penn State Great Valley, Malvern, PA**

**Sponsor: Penn State Great Valley Alumni Society**

Today's corporate culture of mergers, acquisitions, downsizings, and whirlwind personnel changes can leave people feeling vulnerable about the future. Many people will experience this volatility first-hand and will be sure to want to protect against it, either before change happens to them, or most certainly when the time comes for their next career move.

By attending this session, you will learn,

- Basics of employment law in Pennsylvania (state and federal)
- Basics of contract law vis-a-vis employment relationship
- "Proactive" negotiation tips
- Basics of restrictive covenants (i.e., non-competes, non-solicits, non-disclosure, etc.)

## **Joann L. Drust's Bio**

Joann L. Drust, Esquire is a 2010 Top Lawyer of the Main Line with nearly 25 years of legal experience in the fields of employment, labor, corporate and healthcare law. A seasoned trial attorney, Joann has represented hundreds of individual and institutional clients in cases ranging from labor disputes to professional negligence to civil rights. As a principal in the employment law firm, Transition Strategies, LLC, Joann brings her formidable trial skills and expertise in employment and health care compliance programs to a wide range of corporate and individual clients. Joann, a member of the Pennsylvania Trial Lawyers Association and the Pennsylvania Bar Association, is admitted to practice before Pennsylvania's state and federal courts. A native of Wilkes-Barre, Joann graduated from Cornell University, cum laude, and in 1987 earned her J.D. degree from Dickinson School of Law.

[May 7, 2011](#)

**Topic: Acing the Interview - Closing the Deal: Preparing for Your Interview Like A Pro**

**Speaker: Sue Kaiden**

**Location: Penn State Great Valley, Malvern, PA**

**Sponsor: Penn State Great Valley Alumni Society**

Many job seekers spend hours honing their resume but little time prepping for the all important interview. Your resume gets you in the door, but the interview "closes the deal". Join us to learn techniques that will help you thoroughly prepare for upcoming interviews.

By attending this session, you will learn,

- The Top ten interview mistakes
- Focusing the interview agenda
- Dealing with difficult questions
- Building rapport with the interviewer
- The five questions you need to be prepared to answer
- Phone interview techniques

## **Sue Kaiden's Bio**

Sue Kaiden has over 25 years experience as an executive and management consultant in the healthcare, IT and non-profit sectors. In 2003, in response to a community need, Kaiden founded GetWorks, a job

search support group for unemployed and underemployed people in Delaware County. Through this program and her coaching practice, CareerEdge, she has helped thousands of people find meaningful work.

Sue holds an MBA from Cornell University and is a certified Myers Briggs (MBTI) and Strong Interest Inventory practitioner. Sue has appeared on Fox 29 discussing “Job Satisfaction and Personality Type” and is frequently quoted in the Philadelphia Inquirer and other area papers on career and job search topics.

**June 11, 2011**

**Topic: How to Create an Extraordinary Resume that works in 2011**

**Speaker: Matthew Levy**

**Location: Penn State Great Valley, Malvern, PA**

**Sponsor: Penn State Great Valley Alumni Society**

The landscape has changed. With many millions unemployed and many more under employed, the “old” methods of finding a job or advancing your career no longer hold true. You cannot simply wait for a company to hire you directly from a campus interview nor can you sit back and apply for jobs online. The odds are stacked against you.

In the new economy, you need a great resume. Strike that. You need an extraordinary resume that incorporates the most cutting edge techniques while eliminating old, tired recommendations from five or ten or more years ago that dates you.

During this interactive presentation, Matt will show you how to create a dynamic resume including:

- Interactive discussion around Style, Length and Sections of a Resume
- Placement of education and Inclusion of prior jobs
- Use of Key Action words
- What not to do on a resume

### **Matthew Levy's Bio**

Matthew Levy is a well-rounded human resources executive at Johnson & Johnson, and a career coach, author and keynote speaker. Additionally, he is President and Founder of a career coaching practice, Corner Office Career Coaching. Matt works one on one with professionals and executives providing them with customized solutions to their career challenges. Matt also is an Executive Board Member of

the Philadelphia Human Resource Planning Society. His blog has been visited by 25,000 job seekers. Matt can be reached at [mlevy@cornerofficecoach.com](mailto:mlevy@cornerofficecoach.com) or [www.cornerofficecoach.com](http://www.cornerofficecoach.com).

July 9, 2011

**Topic: New Ways of Networking, Land Your Next Job Faster**

**Speaker: Samir Joshi**

**Location: Penn State Great Valley, Malvern, PA**

**Sponsor: Penn State Great Valley Alumni Society**

Connecting with other people still lands the majority of jobs. That's why networking is so important – both online and face to face. The social web makes expanding your network even easier.

This is a special workshop on building, cultivating, and leveraging your online and personal connections. You'll learn how to connect the dots between the two to create a more effective job search.

Discover new tools. Apply new techniques. And put them to practical use in a workshop that promises to be engaging and interactive. Help yourself and others land a great job with a unique approach. To fully benefit from this meeting, you'll want to list your target companies and recent contacts you've made. You can then enter this into [www.careerinter.com](http://www.careerinter.com) so you can connect with each other, before the meeting.

By attending this session, you will learn,

- Your social media strategy
- Techniques for selecting the right on-line tools specific to your style
- How to use technology to make your job search more productive.

### **Samir Joshi's Bio**

Samir Joshi, has many years of successful experience as a Program Manager and IT leader. He implements technology solutions within large corporations to drive growth and reduce costs. He managed the launch and implemented multi-million dollar programs for Wyeth and MBNA. Samir earned his Master of Science in Engineering Management and Master of Science in Systems Engineering from Drexel University.

Samir is launching a new online social tool to help job seekers exchange career leads, privately. You can access it free of charge at [www.careerinter.com](http://www.careerinter.com).

August 2011

No meeting

September 10, 2011

**Topic: Re-Discovering Your Career Passion**

**Speaker: Ford Myers**

**Location: Penn State Great Valley, Malvern, PA**

**Sponsor: Penn State Great Valley Alumni Society**

Do you ever feel like you've lost touch with the enthusiasm and excitement you once felt about your career?

Remember when you were just starting-out at your first job, or you were a recent graduate? You probably thought that any job would be available to you; that every employer would want to hire you. You were excited about your prospects and believed that you had something wonderful to share.

But now that you've been in the work-world for quite a while, and have had a series of jobs with several different companies, have you become cynical or resigned in your work-attitude? Are you unsure as to which direction to turn next?

As a professional Career Coach, Ford has found that this loss of career passion and enthusiasm is very common – and it's one of his most troubling observations.

To address this problem, Ford came up with a set of simple exercise which he uses with my clients. It helps them understand why this has happened to them, and what steps they need to take to re-discover their career passion.

If you're thinking, "It's too late for me," Ford would like to challenge you on that assumption. Allow him to show you how you really can re-discover the career of your dreams!

### **Ford 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! Ford has held senior consulting positions at three of the nation's largest career service firms. His articles and interviews have appeared in hundreds of magazines and newspapers, and he has conducted presentations at many companies, associations and universities. In addition, Ford has been a frequent guest on television and radio programs across the country. He is author of two books: "Get the Job You Want, Even When No One's Hiring" (published by

John Wiley & Sons), and “The Ultimate Career Guide.” More information is available at: [careerpotential.com](http://careerpotential.com) and [fordmyers.com](http://fordmyers.com).

**October 8, 2011**

**Topic: Interactive Networking to Help You Make Successful Connections**

**Speaker: MCT Volunteers**

**Location: Penn State Great Valley, Malvern, PA**

**Sponsor: Penn State Great Valley Alumni Society**

Networking is the process of creating mutually beneficial relationships. Regardless of your industry or profession, networking represents the greatest potential for learning about new opportunities and landing gainful employment.

This will be an interactive seminar where you will:

- learn practical tips and techniques for successful networking
- put those tips into practice by networking on-site with fellow My Career Transitions members
- use these strategies to improve your future networking experiences

Please come prepared with a Value Proposition or Positioning Statement. These are brief statements describing the type of work you are passionate about and what you can offer professionally.

**November 12, 2011**

**Topic: How I Landed**

**Panel: Marc Gravez, JB Carl, Michele Ritchie, Robert Murray, and John McGuigan**

**Location: Penn State Great Valley, Malvern, PA**

**Sponsor: Penn State Great Valley Alumni Society**

This panel will share "their story" of how they landed. Learn the techniques and tools that were used to land their current jobs.

The panel includes:

- Marc Gravez: Senior Technical Writer at Draeger
- Jacqueline "JB" Carl: Genex Services, Inc., Director of Corporate Marketing
- Michele Ritchie: Genex Services, Inc., Marketing and Communications Manager
- Robert Murray: Gamesa, Strategic Sourcing Manager



- John McGuigan: Kyriba Corporation, Director of Sales Operations

This will be an interactive session. A question and answer session will be part of this event.

December 2011

No meeting