

## Past MCT Events – 2014

January 11, 2014

**Topic: How I Landed**

**Panel: Karen DeLise, Michael Hendri, Brian Magee and Kathy Snead**

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

Still struggling with your job search? Wondering how others are landing? In this interactive session, our panel will reveal:

- Their learnings from their transition experience.
- What worked well for them.
- How they worked through their job search challenges.
- What additional training or skills needed to be acquired while in transition.

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

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

### **Panel Bios**

**Karen DeLise** has a broad based background as an entrepreneur, as well as extensive experience in human resources and operational management at a Fortune 100 company in California. She moved to Pennsylvania in 2011, not knowing a single person in the state, which presented additional challenges in her job search. Karen credits the training and encouragement provided by MCT volunteers with her successfully landing three compelling job opportunities.

**Michael Hendri** is a Human Resources and learning professional. His career has focused on talent acquisition, performance management, and learning and development. He has worked in education, healthcare, and the pharmaceutical industries.

**Brian Magee** spent most of his career working in the environmental consulting field with Weston Solutions, Inc., based in West Chester, first as a project engineer and then as project manager. He later moved into the role of Corporate Quality Manager. After the quality group was eliminated in early 2013, Brian landed a position in program implementation and change management with XL Group, an international commercial property and casualty insurer.

**Kathy Snead** started a business after getting laid off in 2009. In 2011, when she decided to set the business aside, she temped in the Legal Department of a major corporation for two months, was then

hired by a law firm to prepare audit letters, and then, two months after that, was invited to interview for a new position at a law firm where she had worked previously. She is currently exploring transferring internally.

**February 8, 2014**

**Topic: Strategic Planning for Your Career**

**Speaker: Cheryl Bonner**

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

Resume - Check. LinkedIn Profile - Check. Elevator Speech - Check. Strategic Plan - WHAT?

At some point, job searches become reactive. As the new year begins, it may be time to regroup and refocus. During this interactive presentation, you will have the opportunity to take control of your job search by developing a strategic plan for your career. Rethinking your approach to finding a job or advancing your career will help you take a proactive approach, maintain control, and focus your resources.

By attending this session, you will learn:

- To state your dreams as goals
- To connect your goals to specific actions
- To new tools in your tool box to take charge of your career
- How to start a strategic plan for your career

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

Cheryl Bonner holds a masters degree in education from Millersville University. She has more than 30 years experience as a career program director, counselor, and adjunct professor working in various higher education settings including private and public universities and community colleges. Cheryl currently works for Penn State where she serves as the Director of Alumni Career Services. In this role, she provides counseling services that meet the career and life management needs of alumni. Under her leadership, this office has become a nationally recognized leader in the provision of comprehensive career services for alumni.

Originally trained to be a special education teacher through her undergraduate degree, Cheryl continues her passion for education by frequently speaking at conferences and training events on the topics of career, life management, mission, and calling. She has developed career- and work-related courses, seminars, and webinars that have been taught in both the traditional classroom setting and through distance learning. Cheryl is the co-author of the career development textbook, *Your Career Planner*.<sup>®</sup> A Philadelphia area native, she now enjoys "college town life" in State College PA.

March 8, 2014

**Topic: How to Use Social Media to Turbo Charge Your Job Search**

**Speaker: Matthew Levy**

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

Did you know:

Only 3% of jobs make it onto the big job boards...

An average of 500 candidates applies to those jobs...

AND

75% of jobs are filled through networking...

Social media enhances your ability to network effectively...

Social media isn't just for teenagers. It can and should be leveraged by mature job seekers to differentiate themselves as subject matter experts in their field.

So shouldn't you spend more time hanging out at the social media "party"?!

In this lively, interactive presentation, you will:

- Get an introduction to the "wireless world" of social media (including but not limited to: LinkedIn, Twitter, email marketing, YouTube and Blogging).
- Learn skills and techniques to show you are current, relevant and technologically savvy
- Learn how to use social media to augment your job search and effectively network your way into your next position!

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

Matthew Levy is an HR Executive, career expert, keynote speaker and author. He has more than 15 years of experience in pharmaceutical/biotech human resources and is President of The Philadelphia Society of People & Strategy (PSPS), a 300 person senior level HR professional organization. You can readily find Matt on LinkedIn and he invites you to connect with him there.

April 12, 2014

**Topic: Job Search for Introverts**

**Speaker: Michael Hendri**

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

Looking for a new job can be a challenge when you're outgoing. If you're shy, conducting an effective job search – and the networking that goes along with it – can be especially daunting.

During this interactive, collaborative session, we'll focus on interviewing and networking skills specially designed for introverts. You'll discover:

- Important steps for how to best prepare and present yourself in interview.
- Secrets to networking that will enable you to be more comfortable and confident in a room full of people.

Whether you're an introvert or an extrovert, you'll learn more about introverts, how best to work with them as well as ways to create healthy and productive working relationships.

#### **Michael Hendri's Bio**

Michael is an HR professional with 16 years of experience in recruiting, learning, employee relations and career development. A self-professed introvert, he can relate to the challenges of job searching in an extrovert world.

May 10, 2014

**Topic: Writing Effective Resumes**

**Speaker: Amy Thul-Sigler**

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

This hands-on workshop is an opportunity to learn about the latest techniques to help your resume stand out to employers. Learn how to sell your knowledge, skills, and abilities while creating or updating an existing resume. You will gain invaluable insight on what employers are looking for in resumes especially a professional image that demonstrates you are a viable candidate based on your qualifications.

By attending this session, you will learn:

- How to write a basic resume through various sample formats.
- How to write basic resume content including Summary, Experience, & Skills.

- Ability to identify different types of resumes including chronological, functional, curriculum vitae.
- How to target and define your goals.
- Current resume trends.
- How to restructure an existing resume.

### **Amy Thul-Sigler's Bio**

Amy Thul-Sigler currently works as the Assistant Director for Penn State's Alumni Career Services Department. Her primary responsibilities are delivering programs and services that support the career management of all Penn State alumni. Providing career counseling, workshops, and seminars on a variety of career related topics that are delivered in-person and on-line. Coordinating programs with and serves as a speaker for alumni groups in targeted metropolitan areas. Her educational background includes a master's degree in counseling, and is currently ABD status within her doctoral program studying adult education.

June 14, 2014

**Topic: Job Search Toolkit Workshop**

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

Join us as we guide you through creating your elevator speech and networking profile so that you get a great start on two important job search tools. Your elevator speech is important for networking and even interviewing. The networking profile provides a document that you can use to effectively network with others. We will provide you with the opportunity to have time to work on both tools and to network with others in the group.

Bring some paper, some ideas for your elevator speech and a copy of your resume.

By attending this session, you will be provided with:

- A model for an effective elevator speech.
- A model for an effective networking profile.
- Coaching as you work on your elevator speech and networking profile.
- A start on both job search tools.

The volunteers of My Career Transitions will be guiding you through this process.

July 12, 2014

**Topic: The Interview: You Are Onstage**

**Speaker: Alex Freund**

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

This presentation is highly participative by the audience. It identifies the four elements that interviewers focus on and involves demonstration. Audience members mock interview. It is entertaining, and many unknowns get exposed and explained.

By attending this session, you will learn:

- How to think like an interviewer.
- How to understand what the interviewer is after when he or she is asking a question.
- What is behind the question?

### **Alex Freund's Bio**

Alex Freund is a career and interviewing coach known as the “landing expert” for publishing his 80 page list of job-search networking groups via his web site [www.landingexpert.com](http://www.landingexpert.com)

He is prominent in a number of job-search networking groups; makes frequent public presentations, he does workshops on resumes and LinkedIn, teaches a career development seminar and publishes his blog focused on job seekers.

Alex worked at Fortune 100 companies headquarters managing many and large departments. He has extensive experience at interviewing people for jobs and is considered an expert in preparing people for interviews.

Alex is a Cornell University grad, lived on three continents and speaks five languages.

**August 2014**

No meetings

**September 13, 2014**

**Topic: Identifying Your Job Transferable Skills**

**Speaker: Jane Lowenstein**

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

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

Everyone has transferable skills. Brush off any self-limiting thoughts you may have that the skills you learned from previous job or life experiences don't prepare you for your current job search. This discussion will teach you how to breakdown your job abilities into potential job skill nuggets – ones that will showcase your true capabilities. You will learn how to identify those transferable skills you have developed that can be applied to a job with another employer, another type of industry, even another sector of the economy. The course instructor has successfully worked with many people in the job search market.

By attending this session, you will learn:

- How to identify your hidden skills.
- How to develop a list of your transferable skills – both in writing and orally.
- To explain your transferable skills experiences, exposures and backgrounds.

### **Jane Lowenstein's Bio**

Jane Lowenstein is a partner in JanBara & Associates, an executive coaching, leadership performance and consulting practice. Her clients describe her as a perceptive and insightful mentor and coach who produces exceptional results. For over 25 years, she has taught managers and executives how to lead others to reach organizational goals, solve people and performance problems, create an environment for high performance and develop an adaptable, competent workforce to handle tough issues.

Prior to JanBara, Jane was a partner in Career Mentor Associates, a career development services company. She has led courses at Drexel University for the general public and for female veterans covering transferable skills, resumes, interviewing, conducting an effective job search and entrepreneurship. For over 35 years, Jane has been coaching people in transition to identify what they want to do and what they are really suited to do. She has delivered presentations on career development for organizations such as Rohm and Haas, the Society of Technical Communication, and Quest Diagnostics. She has been a mentor for many years and received an award as Outstanding Mentor in 1991.

**October 11, 2014**

**Topic: The Art of Networking In Person and Online**

**Speaker: Lynne Williams**

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

Does the act of networking elude you? Don't know what to do, say, think, or discuss? Don't worry, as you're not alone. Like anything else, networking takes practice, but it also involves some know-how. Join us for a session for some hands-on practice and to learn:

- What is networking?
- Why network?
- Networking attitude
- Prepare to network
- and much, much more...

By attending this session, you will learn:

- Who you can network with
- What to do and what not to do
- When to do it
- Where to do it locally and online
- Why do it
- How to do it

### **Lynne Williams Bio**

Lynne M. Williams, BS, MA, ABD provides on-site local and virtual assistance supporting people in career transition, busy executives, solopreneurs, and small businesses in addition to her fulltime position as the Executive Assistant to Joan Docktor, President of Berkshire Hathaway HomeServices Fox & Roach Realtors (a PSU grad). As the founder/owner of Around the Clock Executive Helper in 1994, Lynne provides social media, web marketing and administrative support, especially with LinkedIn. In addition, she is an experienced trainer, researcher, and writer.

Lynne holds a BS degree in Business Administration Marketing from the University of Delaware and an MA in Educational Leadership along with doctoral coursework to ABD. Lynne has been a guest lecturer at the University of California, Berkeley; the Academy of Art, San Francisco; Right Management; SCORE; Joseph's People, Neumann University; BENG; and many local libraries and Chambers of Commerce. Lynne does training workshops on LinkedIn and other career transition topics and has done extensive doctoral research and writing on Web 2.0 Social Media applications. Information on local networking and workshop events as well as career transition resources are posted on: [www.lynnemwilliams.com](http://www.lynnemwilliams.com), [www.aroundtheclockexecs.com](http://www.aroundtheclockexecs.com), and [www.facebook.com/aroundtheclockexecs](http://www.facebook.com/aroundtheclockexecs). Connect with her on LinkedIn at [www.linkedin.com/in/lynnewilliams](http://www.linkedin.com/in/lynnewilliams), @bonjour606 (Twitter, Pinterest, Instagram) or email her at [lynne@aroundtheclockexecs.com](mailto:lynne@aroundtheclockexecs.com).

**November 8, 2014**

**Topic: Selling Yourself: It's NOT an Option**

**Speaker: Todd Cohen**

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

In this highly interactive and entertaining presentation, professional speaker and author Todd Cohen will walk us through how to sell the most precious thing we all have – ourselves! In today's tight and competitive job market being technically good is not good enough you get you the job you want. You MUST be able to think about your job campaign as a sales campaign and using your skills to sell yourself. Whether you are employed underemployed or in transition this is a must attend session and a “wake up call” to everyone to think differently about how you approach your career.

By attending this session, you will learn:

- How to be proactive about your job search campaign.
- How to use sales skills and get the job you want.
- How to create a sales value proposition that sells you.
- How to create a virtual sales team that advocates for you.
- How to create a Relationship Portability Index that works for you.

### **Todd Cohen's Bio**

Todd Cohen works with all professionals who want to create a sales culture so that more sales happen. Since 1984, Todd has coached and led sales teams to deliver more than \$500 million in revenue for leading companies including Xerox, Gartner Group, Pensare, Thomson-Reuters, and LexisNexis.

As the Principal of Sales Leader LLC, Todd inspires, advises, and builds high performance sales teams that produce outstanding results. He also provides strategic oversight and serves as executive sales coach and advisor to clients ranging from small, rapidly growing start-ups to well-established, large corporations.

Todd has been active in the American Cancer Society as well as several other charitable organizations. Todd holds a Bachelors Degree in Business Administration from Temple University.