

Past MCT Events – 2009

December 2009

No Meeting

November 14, 2009

Speaker: Karen Huller, Charesume

Topic: Interview Mastery - Unveil Your Brilliance

Location: Cinema in the Connelly Center at Villanova

Unlearn tactics that can increase interview anxiety, often requiring memorization, evasion or deception. Learn the strategies that improve your level of comfort and confidence, maximizing your chances of being offered favorable opportunities AND compensation packages. We will examine the agenda and perspective of the employer so that you can understand the intention of the interview and how to optimize the outcome. Come prepared with the interview questions that have tripped you up in the past or the ones you fear the most.

Karen Huller Bio

Karen Huller founded Charésumé in 2006 to apply her six years of recruiting and executive search experience and other corporate experience to help job seekers develop their own true job security – their ability to transition. The interaction Mrs. Huller had with candidates and hiring managers supplied an insightful education on how employers, including Fortune 500 Pharmaceutical and Financial Services companies, identify talent out of a vast pool of candidates. She gained deep familiarity with the phraseology and behavior that consistently aided candidates through the placement process to accepting an optimal offer. The coaching she provides is practical and procedural. Her clients are active participants, ensuring that they acquire the life skill of transitioning and confidence in their ability to manage their own career.

Since beginning Charésumé, Mrs. Huller continues to engage a variety of mentors and coaches, many of who are among her team of experts available to compliment Charésumé's suite of services. She is a member of the Career Management Alliance and is certified by the Professional Association of Résumé Writers and Career Coaches as a CPRW (Certified Professional Résumé Writer). Of most value to her clients, however, are her strategic partnerships with over 35 select recruiting firms and dozens of human resources professionals within hiring organizations. Through these relationships, Mrs. Huller not only stays ahead of the curve of transition trends, but she is also able to make powerful recommendations for her brilliant clients.

October 10, 2009

Topic: Philadelphia Business Journal

Speakers: Bernard Dagenais & Lyn Kremer

Location Villanova University, CEER Bldg., Room 001

Philadelphia Business Journal Publisher Lyn Kremer and Editor Bernie Dagenais will show you how to navigate the paper to get a jump on job openings before they hit any other job hunting resource. Each week, the paper reports on local companies that are growing despite the economy, people moving on to bigger and better opportunities leaving job openings in their wake, and events and activities that help job seekers stand out from the crowd.

This workshop will provide:

- A how-to guide to finding leads for new and expanding businesses
- Insight that will help you look past the news to find openings before they're announced
- Online and print tools to make great first impressions and build relationships with potential employers
- Archival research that will help you draft an informed cover letter or prepare for the interview better than the competition

Bernard Dagenais ' Bio

Bernard Dagenais, editor of the Philadelphia Business Journal, has worked with newspapers for nearly 25 years. He reported and edited papers in Vermont before leaving for Washington, D.C. He worked for The Washington Times for six years and joined American City Business Journals, Philadelphia Business Journal's parent company, in 2000 as editor of a technology journal. Since arriving in Philadelphia in November 2002, Bernie helped redesigned the paper, beefed up coverage government news and expanded web-based operations. The newspaper has won numerous awards under Dagenais, including the 2009 Society of American Business Editors and Writers "General Excellence" award.

Lyn Kremer has been the publisher of Philadelphia Business Journal since January, 1992. She oversees the total operations of the paper including the advertising sales, editorial, circulation, production and finance. Under her leadership, the paper has introduced "Corporate Philanthropy Summit" and South Jersey 25 and Women of Distinction programs. Before joining the Philadelphia Business Journal, Lyn served as sales manager for Crain's Chicago Business, the country's largest regional business newsweekly. Originally from Jacksonville, Florida, Lyn has an undergraduate degree in anthropology from University of Florida and a master's in Library Science from Florida State University.

September 12, 2009

Topic: Personal Branding - You Are A Brand – Think Like One – with Bart Ruff

Speaker: Bart Ruff

Location: Villanova University, CEER Bldg., Room 001

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 get:

- 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:

MyCareerTransitions leader, Bart Ruff, steps into the speaker role in September for his annual 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. Brand Manager for Retail Brand Group, a company 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 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.

August, 2009

No meeting

July 11, 2009

Topic: How to Stand-Out in a Very Competitive Job Market

Speaker: Ford Myers

The subtle differences in every step of the job search process determine who ultimately lands the job and who does not. This is especially true in a bad economy, when unemployment is high and the job market is so competitive. Learn key strategies to help you succeed in your job search. Discover tools to gain access to your target market. Delve into the planning process, and learn how to properly communicate your value to prospective employers. This presentation will show you how to stand-out as the candidate of choice, and get the offer!

Ford Myers' Bio

Ford R. Myers is President of Career Potential, LLC. Since 1992, he has been providing professional services in career consulting and executive coaching. After counseling thousands of individuals on their careers, Ford drew from his diverse experience to create Career Potential. Ford has served on the staffs of three prominent career management firms - Right Management Consultants, Manchester, and Lee Hecht Harrison, where he was Vice President, Director of Professional Services. In recognition of outstanding business contributions, both Right Management Consultants and Lee Hecht Harrison honored Ford with professional service awards - including the prestigious "President's Award." He is author of two books: "The Ultimate Career Guide" and "Get The Job You Want - Even When No One's Hiring" (John Wiley & Sons, May 2009). Ford's education includes a Bachelor's Degree in Communications, and a Master's Degree in Human Resource Development. He has studied extensively with The Coaches' Training Institute and National Training Laboratories. Ford is also a certified consultant for Myers-Briggs Type Indicator, Strong Interest Inventory, Leadership Effectiveness Analysis, Personal Directions and other career assessments.

June 13, 2009

Topic: Career Development & Social Media

Speaker: Speaker Valeria Maltoni

What does it mean for a professional seeking career opportunities to have a blog and an online portfolio? How can companies recruit candidates in a more meaningful way? How do smart recruiters use LinkedIn, Twitter, Facebook, and other social media to find top talent?

Social media is perfect for career development as it allows professionals to show what they know and think, interact with peers and build connections, learn from others, find mentors, and build a personal brand - to be known. Recruitment can be an outcome of this involvement. Recruiters and to a lesser degree companies are starting to use social media to spot candidates. But it's not an overnight thing, it's a slow process. And it can be messy, if one is not careful or does not have a personal brand strategy and goals.

Valeria Maltoni's Bio

Speaker Valeria Maltoni helps businesses understand and how customers and communities have changed marketing, public relations, and communications - and how to build value in this new environment. Her

Conversation Agent is recognized among the world's top online marketing blogs. As a communicator with 20 years of experience, 10 of which online, she specializes in marketing communications, customer dialogue, and brand management. She built one of the first online communities affiliated with Fast Company magazine - Company of Friends Philadelphia - one of My Career Transitions sponsors. Valeria's deep experience across a broad array of mid-to-large sized companies in the technology, health care, manufacturing, risk management consulting, non-profit and public sectors provide a wealth of experience and insights.

May 9, 2009

Topic: A View from the Recruiters Seat

Speaker: Adam Berman

Join us for the May program of My Career Transitions as we welcome Adam Berman of Kreischer Miller!

Adam will share with us his view and perspective of the current job market and how professionals in career transition can best prepare themselves for the job of job search!

Adam will speak about the current thinking and methods of job search and share his tips and thoughts on how to make the best of this time.

Adam Berman's Bio:

Adam Berman is a Manager in Kreischer Miller's Human Capital Resources group focused on building the Interim Executive Practice as well as assisting with executive search and other human resources consulting services. His commitment is to customer success, delivering the desired results in a timely and cost-effective manner.

Adam brings nearly a decade of professional staffing experience in a variety of roles to Kreischer Miller. Prior to joining Kreischer Miller, Adam's role was leading the business development function in a firm focused on contract and direct placements within the pharma/biotech, engineering/construction and clinical research market sectors. He also ran the organization's search group, developed business opportunities for engineering consultants and recruited for key clients. Prior to his staffing experience, Adam held a variety of leadership positions in higher education within student affairs divisions.

Adam is a board member of the Philadelphia Human Resources Planning Society and holds a leadership position with the Institute of Management

Accountants local chapter. He also actively participates in the Association of Corporate Growth and the MAC Alliance. He is frequently an invited speaker on Interim Executive Consulting to groups including Chempharma, the Greater Philadelphia Senior Executive Group, Execunet, The Financial Executives Networking Group, and the Philadelphia Chapter of the Institute of Management Accountants.

April 18, 2009

Topic: Legal Aspects of Employment and Severance

Speaker: Todd Ewan

Speaker: Partner, Fisher & Porter, LLC

Location: Strayer University – King Of Prussia, PA

Todd is a nationally known labor attorney. He will address the things that we as employees should be looking at and watching out for as we move through transition, and re-engagement in the labor force. He will offer tips and advice on how to evaluate separation and severance agreements. Todd will also talk with us about what rights we have as workers and how to make sure we protect ourselves.