

NYPCMA WINTER PROGRAM

ADVANCE YOUR PROFESSIONAL JOURNEY

March 10, 2021

4:00 - 4:05 pm EST

Welcome

Jimmy Le, NYPCMA 2021 President

4:05 - 4:08 pm EST

Word from our Sponsor



4:08 - 4:15 pm EST

Speaker Intros

Jimmy Le, Elizabeth McHeffey, Ilana Tolpin Levitt, Karen James Chopra

4:15 - 4:45 pm EST

Breakouts

Storytelling for Interviews, Creating Your Digital Personal Brand, Salary Negotiation

All sessions will be available on demand
Closed Captioning (CC) will be available for all video-on-demand

4:45 - 4:50 pm EST

Switch Breakout Rooms

4:50 - 5:20 pm EST

Breakouts

Storytelling for Interviews, Creating Your Digital Personal Brand, Salary Negotiation

All sessions will be available on demand
Closed Captioning (CC) will be available for all video-on-demand

5:20 - 5:40 pm EST

Q&A

Jimmy Le, Elizabeth McHeffey, Ilana Tolpin Levitt, Karen James Chopra

5:40 - 6:00 pm EST

CSR - City Harvest

Jasper Gutwillig, Institutional Partnerships Manager

THANK YOU TO OUR SPONSOR!



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Storytelling for Interviews:

The stories people tell themselves and the ones to share to land the job!

Session Description

Anxiety and nerves are commonplace when job interviewing, particularly in the face of a worldwide pandemic. At the one-year mark, with entire industries decimated, people are struggling to feel grounded both in their personal and professional lives. This session will give you tips to present your best self while being authentic and transparent. Gain practical tips and relevant solutions to be prepared for any interview.



Ilana Tolpin Levitt M.A., M.Ed., LPC, LMHC is a clinical career counselor and human resources executive who delights in helping people find meaning in their work. With humor, practicality, and a warm, intuitive approach, Ilana helps clients simplify and navigate their career growth and transitions. She has a private practice in the New York metro area and is an entertaining, motivational speaker on career and professional development. She is also the Senior Director of Employee Development and Organizational Effectiveness for The New School in New York City. Her HR experience, combined with her counseling, brings a holistic and comprehensive perspective to leadership, workplace dynamics, career satisfaction, and fulfillment. Ilana's focus with many clients is a deep exploration of the psychological roots that impact career development and workplace dysfunction.

Her newly released book, "What's Mom Still Got to Do With It?" integrates her extensive knowledge and experience about mother-daughter relationships with her expertise in career development.

She holds a BA in Psychology from Binghamton University, a MEd in Counseling Psychology and MA in Organizational Psychology from Columbia University's Teachers College and is a Certified Career Counselor with the National Career Development Association (NCDA). She is a licensed mental health counselor in NY (LMHC) and Licensed Professional Counselor in New Jersey (LPC). She is the 2013 recipient of the Outstanding Career Practitioner Award from the NCDA.

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Creating Your Digital Personal Brand

Session Description

Now more than ever, creating a unique, distinct personal brand is key. Virtual positions and interviews are the new norm, so we will discuss how to separate yourself from the crowd by assessing your skillset and marketing your strengths. We will highlight how to utilize LinkedIn as your personal marketing tool and how to master ZOOM interviews.



Elizabeth McHeffey, Recruiting and Research Manager at SearchWide Global. A New Jersey native, Elizabeth graduated from James Madison University with a BBA in Hospitality and Tourism Management. With her experience in hotel group sales, recruiting and account management, she provides recruitment and research services to identify the most qualified candidates for our clients.

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Salary Negotiation

Session Description

Salary negotiation is an important way to increase your salary earnings when getting a new job, promotion, or performance review. Taking time to prepare for a salary negotiation will improve your chances of success.



Karen James Chopra, LPC, CCC, NCC, is the founder of ChopraCareers (www.ChopraCareers.com), a well-established career counseling private practice in Washington, D.C. Karen helps clients in those moments when career clarity is needed—moments of transition, change, opportunity, and growth. A former U.S. Government trade negotiator, she is the author of *Coaching Career Clients on Salary and Other Workplace Negotiations* and the Certified Salary Negotiation Specialist (CSNS) credential, a 20 hour multi-media course that trains career professionals to handle salary negotiations. The Maryland Career Development Association (MCDA) has honored her with both their Outstanding Career Practitioner and Lifetime Achievement awards. She received her M.A. in Community Counseling from the George Washington University, and her B.A. from the University of Virginia. She also has a master's degree from Georgetown University's School of Foreign Service.

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PCMA New York March CSR Drive

City Harvest #GiveHealthy



PCMA New York Area Chapter is focused on City Harvest **#GIVEHEALTHY** for our March CSR initiative! Click on the link below to learn how you can help us achieve our goal of donating at least 250lbs of food to fellow New Yorkers in need.

Help us fight hunger in New York:

<https://amplify.ampyourgood.com/user/campaigns/3672>

City Harvest Guest:

Jasper Gutwillig, Institutional Partnerships Manager, City Harvest

Jasper Gutwillig, Institutional Partnerships Manager, has worked for City Harvest for three years. In his current role, Jasper oversees a portfolio of donors who provide financial support to City Harvest, with a particular focus on donors who fund City Harvest's Mobile Markets and the Kosher Initiative. Jasper writes grant proposals and reports out on the organization's work to help feed nearly 1.6 million food insecure New Yorkers.

Previously, Jasper worked as a Repack Lead at City Harvest's Food Rescue Facility and, before then, as a Coordinator for the External Relations team. Jasper worked on political campaigns with the Fund for the Public Interest as a Canvass Director prior to joining City Harvest in March 2018.

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This Is the Place for Coming Together

Where business breakthroughs are made.

This is where stunning views, exciting nightlife, and foodie fans are fueled with inspiration. It's the place of a new \$4.1 billion international airport ranked #1 for on-time arrivals and departures. It's the place where a convention center is so grand it's considered a palace, and an expo center appropriately deemed a mountain. It's a new convention hotel with 725 rooms and 62,000 square feet of meeting space set to debut in 2022. And although we can't meet you right now, we're preparing every safety precaution so the Salt Lake can be the Place for your next event.



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