

NEWSLETTER

Volume 39, Number 1 Richard Knowdell, Publisher. Steven E. Beasley, Editor. January/February 2017

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CONFERENCES OF INTEREST

AMERICAN COUNSELING ASSOCIATION [ACA]

2017 Conference and Expo. March 16-19, 2016. San Francisco, California USA

Contact: *American Counseling Association, 5999 Stevenson Avenue, Alexandria, VA USA
800-347-6647. e-mail: membership@counseling.org*

BRITISH COLUMBIA CAREER DEVELOPMENT ASSOCIATION (BCCDA)

20th annual Career Development Conference (CDC 2017)

March 27 and 28, 2017, Vancouver, British Columbia CANADA

Contact: *BC Career Development Association: info@bccda.org*

CAREER THOUGHT LEADERS 2017 Conference

April 18–20, 2017. Baltimore, Maryland USA

Contact: *Marie Zimenoff: 855-333-5793 e-mail: marie@careerthoughtleaders.com*

ASSOCIATION FOR TALENT DEVELOPMENT [ATD]

2017 International Conference

May 21-24, 2017. Atlanta, GA USA

Contact: *ASTD. 703-683-8100. e-mail: customercare@astd.org*

ASIA PACIFIC CAREER DEVELOPMENT ASSOCIATION [APCDA]

2017 Annual Conference: May 22 - 25, 2017. PHILIPPINES

THEME: Customizing Career Services: Issues and Challenges

CONFERENCE WEB SITE: <http://AsiaPacificCDA.org>

Contact for further information: *Marilyn Maze <info@asiapacificcda.org>*

NATIONAL ASSOCIATION of WORKFORCE DEVELOPMENT PROFESSIONALS

NAWDP 2017 Annual Conference

May 22-24, 2017. New Orleans, LA USA

Contact:

NAWDP, 1155 15th Street, NW, Suite 350, Washington, DC 20005 USA. 202-589-1790

e-mail: membership@nawdp.org Web Site: www.nawdp.org

NATIONAL CAREER DEVELOPMENT ASSOCIATION

2017 NCDA Global Conference

June 28 - 30, 2017. Orlando, Florida USA.

THEME: The Joy of Working: Positive Approaches to Work, Career, & Life

Contact: *Deneen Pennington, Executive Director*

NCDA Headquarters, 305 N. Beech Circle, Broken Arrow, OK 74012 USA

918-663-7060. dpennington@ncda.org

AMERICAN SCHOOL COUNSELOR ASSOCIATION [ASCA]

Annual Conference

July 8-11, 2017. Denver, CO USA

The American School Counselor Association supports school counselors' efforts to help students focus on academic, personal, social and career development so they achieve success in school and are prepared to lead fulfilling lives as responsible members of society. ASCA provides professional development, publications and other resources, research and advocacy to more than 20,000 professional school counselors around the globe. Focusing on school counselors' efforts for personal and professional development through publications and other resources, research and advocacy. Contact:

American School Counselor Association, 1101 King St., Suite 625

Alexandria, VA USA. 703-683-2722

Web Site: www.schoolcounselor.org/

TRAINING PROGRAMS

MBTI Certification:

Live onsite MBTI Certification training for career counselors will be done by CPP. Contact them at www.cpp.com for more information.

Strong Interest Inventory Certification:

Live onsite Strong Interest Inventory Certification training is available from GS Consultants in groups of up to 30 individuals. In addition, GS Consultants offers Strong Certification training online. Contact: *Noreen Sandino, Client Services Coordinator, GS Consultants*
Post Office Box 225335, San Francisco, CA 94122. USA (415) 661-8227
e-mail: [<noreen@gsconsultants.net>](mailto:noreen@gsconsultants.net) Web Site: www.gsconsultants.net

TRAINING AND CERTIFICATION PROGRAMS

CERTIFICATION PROGRAMS SPONSORED BY THE CAREER DEVELOPMENT NETWORK

JOB & CAREER TRANSITION COACH CERTIFICATION WORKSHOP

Three-Day Workshop. 21 Continuing Education Hours.

Workshops led by **Rich Feller**



February 20-21-22, 2017. Tampa/St. Petersburg, FL Area

March 20-21-22, 2017. San Francisco, CA Bay Area

April 24-25-26, 2017. Baltimore, MD

June 24-25-26, 2017. Orlando, FL

September 11-12-13, 2017. Washington, DC Area

November 6-7-8, 2017. Dallas, TX Area

December 4-5-6, 2017. San Diego, CA



BUSINESS DEVELOPMENT & MARKETING CERTIFICATION WORKSHOP.

One-Day Workshop. 7 Continuing Education Hours.

March 23, 2017. San Francisco, CA Bay Area

Led by **Dick Knowdell**

To register for the above programs or for information, contact:

**Dick Knowdell, Career Development Network. Post Office Box 611930,
San Jose, CA 95161-1930 USA 408-828-3858;**

e-mail: rknowdell@mac.com.



INNER HEROES CERTIFICATION TRAINING

Are you interested in a program that ensures you are meeting your SSSP goals by helping students choose the right major and career pathway? If so, I invite you to join me for my Inner Heroes Certification Training. Inner Heroes Program helps students find careers that match their personality strengths and natural talents while also overcoming obstacles that block success. It includes cards and an assessment based on the Keirsey Temperament Theory.

Contact: **Carolyn Kalil, MA 310 993-2164. www.InnerHeroes.com**



ONLINE JOB SEARCH PRACTITIONER CERTIFICATION

Earn an Online Job Search Practitioner Certificate. Fifteen-hour online, self-paced course for career practitioners, plus five teleconferencing sessions. Instructor is Sally Gelardin, EdD. To register, view the web site: www.jobjuggler.net/career-professionals.html, then link to Online Certificate Program.

For more information, contact the instructor, **Sally Gelardin at 415.924.6369 (Office). 415.312.4294 (Mobile).**

NEWSLETTER COLUMNISTS



ABOUT YOUR PRIVATE PRACTICE, by Jack Chapman

Jack Chapman owns a Chicago-area career consulting private practice, Lucrative Careers. He is author of *Negotiating Your Salary: How to Make \$1000 a Minute*. He is the executive director of the Private Practice Alliance: www.PrivatePracticeAlliance.com. Contact him at: **Jack Chapman, 511 Maple Avenue, Wilmette, IL 60091. 847-251-4727. e-mail: <jkchapman@aol.com.**

Newsletter Template - Part II (continued from last issue)

Keep it simple. That's the only way you can do a newsletter twelve times a year and still have time and energy to do the career counseling, too.

- Ideally the newsletter will be about two pages long. If the article is too long to fit, split it in two and voila! you have two months' newsletters done at once. Make it look more like a personal letter than a magazine. Don't even right-justify the copy: leave the right edge ragged like a personal letter would be.
- The key to getting the "Oh Boy!" response here is keeping it powerful, informative, and personal. Let's examine those three qualities.
- **Powerful.** The information should be brief but very clear, practical, and useful. The type of information which, if the reader put it into practice, they would immediately reap some powerful personal benefit. If they found this month's issue helpful, they'll read the next issue, too.
- **Informative.** Not same-old tripe about keeping a positive mental attitude. A fresh spin is needed.
- **Personal.** Write from your heart. Include your own human side. (Dick Bolles is a master of this type of communication.) Let your sense of humor show.

Finally, include three other things:

1. **Easy to find** "how to contact me" information (this means your name, phone number, and email address are visible on every page);
2. **A testimonial letter or story**, or information about the kinds of people you'd like your readers to refer to you. Believe me, no matter how many times you tell people, the majority will still think you are a head-hunter or placement agency. Continual education in the form of testimonials and "here's whom I can help" messages is essential.
3. A plug for your low-cost "intake" session. People are worried, initially, about whether they can afford your help. The fact of the matter is that most people can't afford not to use your help, but they won't know that unless they come in to talk things over. So, make it easy for people to take the first step. Make sure they know that, like "fast food," you also have a "fast cure" session. [If you want information about how to conduct this "Career Action Plan" session, i.e. CAP session," email me a request for C.A.P. Session info at jkchapman@aol.com.] Your "fast cure" session promises it will "get to the root of any career problem and make a practical plan to fix it." This must be promoted in every newsletter. That way people realize that they don't need to sign up for hundreds of hours and thousands of dollars for career psychoanalysis, but can come in for a one-stop "here's what to do next" session.



SMART JOB SEARCH, by Susan P. Joyce

Susan P. Joyce has been observing the online job search world and teaching online job search skills since 1995. A veteran of the United States Marine Corps and a Visiting Scholar at the MIT Sloan School of Management from 2013 to 2016, she is a two-time layoff graduate who has worked in human resources at Harvard University and in a compensation consulting firm. Since 1998, she has been editor and publisher of Job-Hunt.org and chief blogger on WorkCoachCafe.com since 2011. Follow her on Twitter at @jobhuntorg and on Facebook, LinkedIn, and Google+. She is the author of *How to Find a Job Using Craigslist*. She is co-editor of *New Year, New Job!* Contact her as follows: *e-mail: sjoyce@netability.com*

Carefully Leverage LinkedIn “Open Candidate”

In October, 2016, LinkedIn announced "Open Candidate" --

"Open Candidate is a new feature that makes it easier to connect with your dream job by privately signaling to recruiters that you are open to new job opportunities."

If a LinkedIn member opts in to using this tool, LinkedIn will share information with recruiters who are using the (expensive) LinkedIn Recruiter service. In addition to the LinkedIn Profile, the information shared includes:

A flag indicating the member is interested in new opportunities.

The job titles or roles of interest (if provided by the candidate in the sign-up form).

Whether the member is open to full-time or contracting opportunities (again, if provided in the sign-up form).

The date the member joined “Open Candidate.”

Many job seekers are eagerly taking up this offer from LinkedIn, but that might not be smart for some of them.

Cautions for Employed Job Seekers

While unemployed job seekers can probably activate Open Candidate without any concerns, employed job seekers should be more cautious. Even LinkedIn recognizes that there could be risks associated with participation by employed job seekers. On the sign-up page, near the bottom of the screen, they make the following statement:

"We take steps to not show your current company that you're open, but can't guarantee that we can identify every recruiter affiliated with your company."

LinkedIn cannot make this guarantee because some recruiters are independent, recruiting for many different employers without being an employee of those organizations.

Consequently, before clicking the "On" button to activate Open Candidate, employed LinkedIn members should:

Be sure they have clearly identified their current employer in their LinkedIn Profile.

LinkedIn will attempt (but, as indicated, not guarantee) to block the current employer from knowing the member has become an Open Candidate (for the reason, see # 2, below). So, correctly identifying the current employer is essential!

If discovered, the current employer may consider the member to be a "flight risk."

A "flight risk" is someone who is considering leaving, so potentially no longer a loyal employee focused on their jobs. This can put the member's job in jeopardy. For more information, including details on how to join Open Candidate most effectively, read *Smartly and Carefully Increase Your Visibility to Recruiters Using LinkedIn "Open Candidate"*.



SOCIAL MEDIA and YOUR CAREER

by Melissa Venable

Melissa A. Venable, PhD, guest edited our Fall 2013 journal special issue on the topic of Social Media and Career Development. She is an Education Writer/Editor for OnlineColleges.net, and Online Instructor for the University of South Florida and Saint Leo University.

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e-mail: <melissa.a.venable@gmail.com>

Twitter: @Melessa_Venable, @CenterOnlineEd
and @TechnologyTwins

Exploring New Research: Today's Social Media Use

Who is using social media? Which platforms are increasing (or decreasing) in popularity? How many social media accounts to people usually have? These are just a few of the questions the Pew Research Center's analysts respond to in their series of Internet and tech studies.

Pew's Social Media Update 2016 was recently released, and there are several interesting components of the report for those of us who are using social media ourselves and working with students and clients who are trying to develop their professional presence and reputations with these tools. This report, which began in 2012, "measures the broad impact and meaning of social media" and "tracks the specific sites and platforms that users turn to in the course of living their social lives online" (Pew Research Center, 2016).

This year, 1,520 adults were surveyed. I've listed my take-aways from the study below. As you review these, think about your professional social accounts, those that you manage for a college or business, and the target audience you would like to reach with each of them.

Of the 86 per cent of American adults who say they use the Internet, 79 per cent use Facebook. This is an increase from 2015.

LinkedIn is the 4th most used platform (29 per cent), following Instagram (32 per cent) at #2 and Pinterest (31 per cent) at #3.

Twitter rounds out the top five social platforms with 24 per cent of online adults. Pew notes that Twitter is more popular among younger users (age 18-29) and those with college degrees.

76 per cent of Facebook users log into their accounts at least daily; more than half visit multiple times per day.

56 per cent of online adults are active on more than one social platform.

Messaging Apps (e.g., Facebook Messenger, YikYak, Snapchat, WhatsApp) are emerging as a possible alternative to social media tools for staying connected, particularly via smartphones.

How do these findings match up with your use of social media tools? Chances are good that you are active on Facebook. Are your students and clients connecting with you there? What about messaging apps? Consider how they might enhance your professional and career services-related communication efforts.

References and Resources

Pew Research Center, *Social Media Update 2016*

<http://www.pewinternet.org/2016/11/11/social-media-update-2016/>

Statista, *Most Popular Mobile Messaging Apps, 2016*

<https://www.statista.com/statistics/258749/most-popular-global-mobile-messenger-apps/>

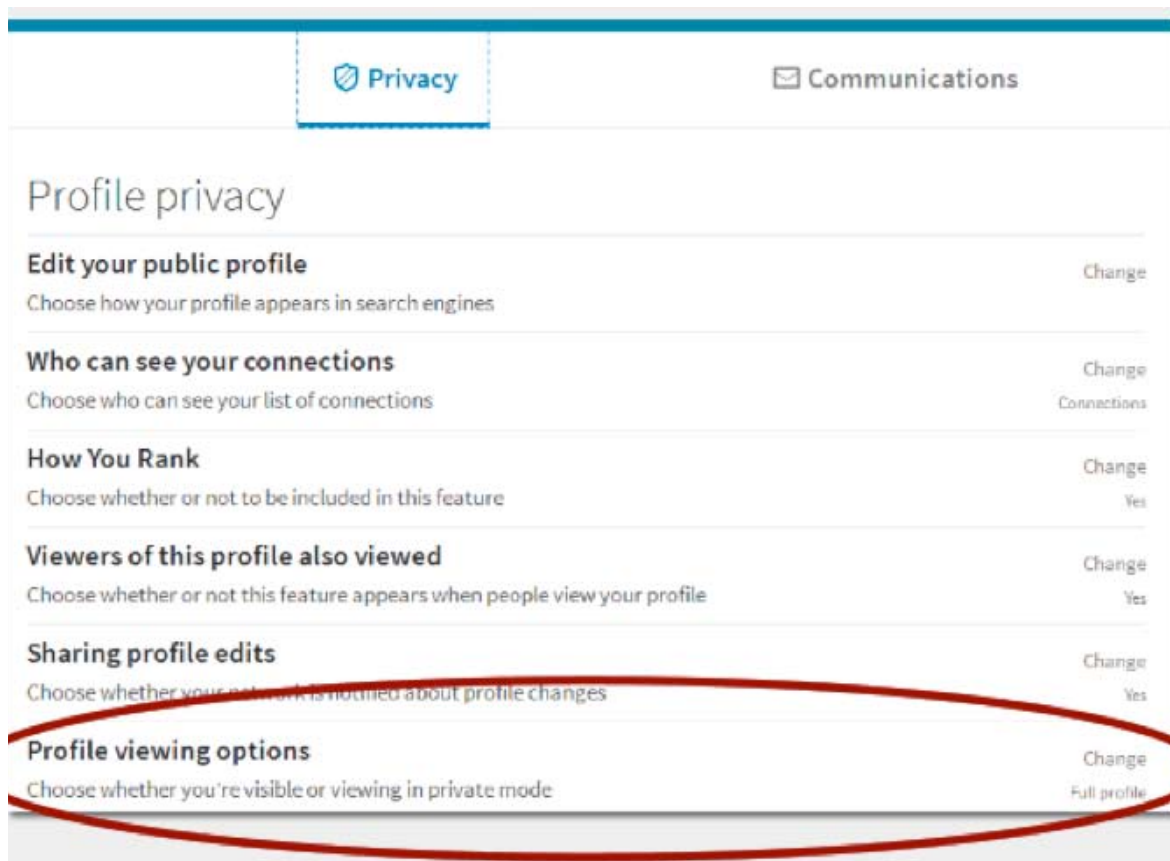


THE LINKEDINSIDER, by Paula Brand

Paula Brand is a Career Consultant and LinkedIn Trainer for Brand Career Management (BCM). BCM offers training to groups and individuals to help them maximize their use of LinkedIn. In 2014, she received the Maryland Career Development Association (MCDA) Outstanding Career Practitioner Award and the Middle Atlantic Career Counseling Association (MACCA) Professional Contributions Award. She is author of *The Essential Guide to Career Certifications* (<http://paulabrand.com/the-guide>). Contact her as follows: **443-254-8173** e-mail: ***paula@paulabrand.com***.

Know how to look at other profiles anonymously.

We've all been there . . . you want to look someone up on LinkedIn but you don't want them to see you did so. Is there a way to do this? Yes, there is! In the Privacy & Settings section, under the Privacy tab you'll see this:



If you select "Private Mode," people will only see Anonymous when you have viewed their profile. There is a down side. With a free account, in this mode, you will not be able to see who has viewed your profile.

CONTINUING EDUCATION OPPORTUNITIES for CAREER PROFESSIONALS, by Janet E. Wall



Janet E. Wall, PhD, is Founder of CEUonestop.com, co-author of the Ability Explorer, author of McGraw-Hill's ASVAB books, and former manager of the ASVAB Career Exploration Program. She is an NCDA Fellow and GCDF Instructor.

Contact her at e-mail: careerfacilitator@janetwall.net.

CEUonestop.com is an official National Board of Certified Counselors (NBCC) approved continuing education provider. In short that means that the offerings adhere to the strict and rigorous requirements of NBCC. As a result, completing any of our online, self-paced courses (www.CEUonestop.com/wp/courses), live webinars (www.CEUonestop.com/wp/webinars), or recorded webinars (www.CEUonestop.com/wp/webinar/recordings) give you clock hours for such certifications as the NCC, LPC, GCDF, BCC, CWDP, EVGP and CRC. Typically these certifications require around 75-100 clock hours of continuing education every five years.

For this newsletter we are featuring a course, a live webinar, and a recorded webinar, although all the offerings area available to you upon registration.

Featured Course: Winning Strategies for the Mature Job Seeker. Older job searchers face preconceived ideas, biases and perceptions in their job search that other populations have not had to overcome. This course helps to prepare the career professional to work with the older candidate. Anne Hull and Marvin Adams are the workshop instructors. (3.25 clock hours) <https://ceunestop.com/wp/product/winning-strategies-for-the-mature-job-seeker/>

Featured Live Webinar: Helping Students Market Their International Education Experience presented by Vera Chapman. Research indicates that participating in education abroad experiences often supports multidimensional growth in areas directly relevant to employability. Unfortunately, students often struggle to discern and effectively articulate the value added by such experiences in ways employers find compelling. In this webinar, Vera will unpack the “so what?” of international education participation and share strategies to help students better leverage these experiences for career success. (1.25 clock hours) January 11, 2017 at Noon Eastern. <https://ceunestop.com/wp/product/vera-chapman-international-education-experiences/>

Featured Recorded Webinar: Counseling Clients Through Work Traumas and Unexpected Career Transitions by Jennifer DelCorso. Unexpected career transitions and work traumas trigger grief responses, confusion, uncertainty, and sometimes a loss of identity in clients. This webinar will help career counselors understand what incidents can lead to unexpected career transitions and how they can help their clients manage their losses through career construction counseling. (1 clock hour) <https://ceunestop.com/wp/product/5788/>

Visit the website www.CEUonestop.com for more continuing education opportunities.

INSIGHTS FROM *WHAT COLOR IS YOUR PARACHUTE 2017*

by Richard N. Bolles



Richard N. Bolles is the most widely read career expert in the world. *Parachute* is updated each year with significant and fresh career information. This book has sold more than 25 million copies. For more, visit Dick's web site: www.jobhuntersbible.com/



How likely are you to find a job by searching the Internet?

Well, this method apparently works on average just 4 per cent of the time. Yeah, it works for just four out of every one hundred who try it.

You're somewhere between surprised and shocked at this finding? I was too.

It is strange. If you're out of work, everyone will tell you the best way to look for a job is to look for employers' job-postings (vacancies)—either on the employer's own website (if the job-hunter or career-changer has a particular organization in mind); or on websites or job-boards such as Monster, CareerBuilder, Glassdoor, Career Bliss, US.jobs, TweetMyJobs, LinkedIn, Twitter, or Facebook; or on omnibus job-search engines, such as Indeed, or Linkup; or niche sites for particular industries, such as Dice; or on non-job sites such as the hugely popular craigslist. The Internet is the place to look, they will tell you.

The question is, are they right? The answer is: well, that depends.

The anecdotal evidence is sometimes impressive. You will hear stories of job-hunters who have been tremendously successful in using the Internet to find a job.

Examples:

A job-seeker, a systems administrator in Taos, New Mexico, who wanted to move to San Francisco posted his resume at 10 p.m. on a Monday night, on a San Francisco online site. It happened to be craigslist.org. By Wednesday morning he had over seventy responses from employers.

Again, a marketing professional developed her resume following guidance she found on the Internet, posted it to two advertised positions she found there, and within seventy-two hours of posting her electronic resume, both firms contacted her, and she is now working for one of them.

And again: "Thanks to the Internet, I found what I believe to be the ideal job in just eight weeks—a great job with a great company and great opportunities."

The question is, are these stories just flukes, or is this a universal experience? Sadly, it turns out that this job-search method actually doesn't work for very many who try it. Exception to this: if you are seeking a technical or computer-related job, an IT job, or a job in engineering, finances, or healthcare, the success rate rises, to around 10 per cent. But for the other 12,741 job-titles that are in the old Dictionary of Occupational Titles, at www.occupationalinfo.org, the success rate apparently remains, on average, just 4 per cent.~ From *What Color Is Your Parachute? 2017: A Practical Manual for Job-Hunters and Career Changers*, by Richard N. Bolles.

AROUND THE WORLD WITH THE NETWORK

AROUND THE WORLD WITH THE CAREER DEVELOPMENT NETWORK

ASIA

Dick Knowdell will be leading a Job & Career Transition Coach certification workshop in Hong Kong on May 15-16-17, 2017.

Dr Timothy Hsi will be leading several Knowdell Career Advisor workshops in Singapore and Southeast Asia during 2017.

AFRICA:

Ahmed Mostafa is promoting the Career Development Network in Egypt and the Middle East.

Ashraf Jamie is promoting the Network training in the Republic of South Africa.

The Network is exploring establishing Network contacts in several Sub-Sahara countries.

SOUTH AMERICA

The Network is exploring establishing Network contacts in Brazil.

IN MEMORIAM

The passing of Garry Walz

Dr. Garry Walz, past president of the American Counseling Association and long-time leader in the career development profession passed away in December. Garry was one of the most future-focused thinkers in our profession. He established the ERIC Clearinghouse for Counseling and Personnel Services in the 1960s as a way of quickly transmitting information to counselors around the world. He was one of the first counselor educators to embrace the use of computers to support and deliver counseling. He was extremely generous in enabling young counselors to become published authors. On a personal note, Garry not only encouraged me to join him in writing a book in 1984, he even made me the senior author. That is just one example of his generosity in helping so many counselors to grow and develop professionally. He was my mentor for 36 years and I join the scores of counselors who will miss him.

~Dick Knowdell, Executive Director and Publisher

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Price If We Invoice You:--\$59

MEMBERSHIP APPLICATION/RENEWAL FORM

Name: _____ Title: _____

Organization: _____

Address: _____

City: _____ State/Province: _____

Postal Code: _____ Country _____

Phone: _____

e-mail address: _____

[January 2017]

Send form, payment and label if available to:

Dick Knowdell, Career Development Network.

Post Office Box 611930, San Jose, CA 95161-1930 USA

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Network web site: www.careernetwork.org

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