



Career Development Network **NEWSLETTER**

Serving Career Development Professionals Since 1979

Volume 39, Number 4 Richard Knowdell, Publisher Steven E. Beasley, Editor July-August 2017

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CONFERENCES OF INTEREST

AMERICAN SCHOOL COUNSELOR ASSOCIATION

2016 Annual Conference: **July 8–11, 2016. Denver, Colorado, USA.** Contact: (703) 683-ASCA.
Toll free: (800) 306-4722. Web Site: www.schoolcounselor.org

CANADIAN EDUCATION & RESEARCH INSTITUTE for COUNSELLING [CERIC]

Summer Skills Academy 2017: Life Reimagined with Rich Feller

Thursday, July 20, 2017, 9:00 am – 5:00 pm ET

Toronto, Ontario, CANADA.

Contact: *Danielle Levitt, CERIC. 416.929.2510 x126. e-mail: danielle@ceric.ca*

ARKANSAS CAREER DEVELOPMENT ASSOCIATION 2017 Conference

July 20-21, 2017. Little Rock, AR

Contact: 855-590-9987. Web Site: www.acda.us

CAREER PROFESSIONALS OF IOWA 2017 Conference

July 6-5, 2017. Cedar Rapids, Iowa.

Conference Web Site: <http://tinyurl.com/2017CPI>

Contact: Cheryl Redd, Career Services Director, Mount Mercy University. (319) 368-6463
e-mail: credd@mtmercy.edu

INTERNATIONAL ASSOCIATION for EDUCATIONAL and VOCATIONAL GUIDANCE 2017 Conference:

November 29-December 1, 2017. Mexico City, MEXICO.

Contact: (613) 729-6164, ext 207. *Suzanne Bultheel, President*

e-mail: Suzanne.bultheel@gmail.com

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> Web Site: www.gsconsultants.net*



CENTER ON EDUCATION AND WORK UNIVERSITY OF WISCONSIN

18th Annual Summer Institutes.

July 13-14, 2017. Madison, Wisconsin. USA.

Institute #1: Forward into the Future: Developing Your Academic and Career Plans for Grades 6-12 (ACP)

Thursday, July 13, 2017. 9:00 am – 4:00 pm :: \$129

Academic and Career Planning (ACP) can help you support your students' or clients' career development. Discover new activities for working with students and clients to help them Know, Explore, Plan and Go, the foundation of ACP. Explore professional development activities to train staff to engage with ACP implementation. This workshop will include didactic and experiential activities to maximize participants' foundational knowledge of ACP, and provide ideas for working with students and clients with the aim of increasing the number of college and career ready students in the state of Wisconsin and beyond.

Institute #2: Observations on Emerging Labor Market Trends

Friday, July 14, 2017. 9:00 am – 12:00 pm :: \$65

What role does career and labor market information play in career decision-making? How can we use that information to enhance both exploration and goal setting? As career practitioners, we frequently search through resources attempting to use the most up-to-date and relevant information but it is sometimes difficult to know which source to use. Specifically we will talk about trending terms such as the "skills gap", the "gig economy" (contract work), digital badges.

Institute #3: Informal Assessments and Methods for Using Them in Your Practice

Friday, July 14, 2017. 1:00 pm – 4:00 pm :: \$65

Informal assessments typically generate information about individuals through less structured means. They emphasize qualitative findings rather than quantitative. While these instruments are less precise than formal assessments, they are often dynamic and allow for more involvement by the client/student both when the instrument is administered and when the results are discussed. During this Institute we will spend time completing and examining several instruments. We will also engage in the narrative approach that is used with much success in career planning. Throughout the Institute participants will also have an opportunity to practice their listening/interviewing skills. Contact: *e-mail: cewmail@cew.wisc.edu*

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**



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

October 2-3-4, 2017. Chattanooga, TN

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

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



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



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*

How to Get Referred in Five Steps

Being recommended to the employer by a current employee is usually the best and fastest way to a new job. Known as an “employee referral,” a referred candidate is five times more likely to be hired than a candidate who was not referred. While it sounds simple, getting referred for a job is not necessarily easy, especially if — when you start — you have no contacts to refer you to the employer.

1. Target your best employers.

Choose employers where you think you would be happy to work – prosperous, where you wouldn’t be embarrassed to work, convenient location, and the right “corporate culture” for you.

2. Research your target employers’ employee referral programs.

This is essential information! You need to know each employer’s ERP program rules because they can differ dramatically:

- Does the job you want qualify for the ERP? Not every job may qualify.
- When does the referral happen -- before or after you apply? Applying too soon may disqualify you, so be very careful to know this rule.
- Who can and cannot refer a job candidate? The hiring manager and people in HR are typically excluded, but, of course, the rules vary.
- How big is the reward for the employee who does the referral?
- When is the referring employee rewarded: When you are hired? After you have worked there successfully for several months? Both? Something else? Many employers make the information about their ERP visible to the public on their website. Others don’t with information available only to employees or, even, no official ERP.

3. Connect with people at your target employers before you apply.

Connect with employees who can make referrals at those target employers to see if they are interested in referring you. Collect contact information, job title and department, and other relevant information so you can reach out quickly when an opportunity appears.

4. Monitor the jobs at your target employers.

In some cases, an employee may have access to job postings before the opportunities are made public on the employer’s website, Indeed, or a job board.

5. When the right job is available, follow the ERP process exactly. Don’t blow the opportunity to be referred by not following the employer’s process correctly. Often this means contacting the employee before applying for a job or registering on the employer’s website.



SOCIAL MEDIA and YOUR CAREER

by Melissa Venable

Melissa A. Venable, PhD, is a writer and online education advisor for HigherEducation.com, and an online adjunct instructor for the University of South Florida and Saint Leo University. Contact her as follows: *Melissa A. Venable, PhD. e-mail: <melissa.a.venable@gmail.com> Twitter: @Melessa_Venable and @TechnologyTwins*

Making Career Connections with Hashtags

You may have noticed the “number” or “pound” symbol (#) followed by a string of numbers and/or letters, in your social media newsfeeds. If you aren’t well versed in the use of these hashtags, now is the time to get started. They are easy to create and they allow you to do more with social media than the basics: posting updates and following accounts. So, what do hashtags do and how can they help you and your clients with career development tasks?

They Connect Us ...

... to information and resources: Adding a “#” to the beginning of a string of numbers/letters turns the whole string into a clickable link. It’s a way to pull together, using Twitter for example, all of the tweets in which someone has included the same hashtag. Think of each hashtag you see as an interactive keyword – click on the hashtag/link and you’ll create a list of related posts. You can even search for a hashtag on Google – try #jobsearch, for example, to find posts on social media as well as other relevant web content.

... to events: Professional conferences often create a hashtag that all attendees can use to share what they are learning not only with each other, but also with those who weren’t able to be there in person. This effectively creates a communication backchannel to help promote the event and enhance participant engagement. Follow the #NCDAOrlando hashtag throughout June to access conversations taking place around the National Career Development Association’s annual conference.

... to conversations: Twitter chats couldn’t happen without hashtags. These live, scheduled discussions happen as a chat moderator tweets question prompts and participants reply with tweets that include the chat hashtag. Find a career chat that fits your calendar and give it a try.

... to each other: Looking for ways to find new, interesting people to follow? Or do you want to increase the number of accounts following you? Searching social media for interesting hashtags, and using event and chat hashtags, allows you to see posts from people you aren’t already following. When other users search this way they can also find your use of hashtags. The goal here is discovery beyond what you see in your normal feed. Twitter is my favorite place to use hashtags, but you will also see them on Facebook, LinkedIn, and Instagram. They also have some functionality in YouTube comments, Pinterest pin descriptions, Flickr photos, and Tumblr posts. Consider joining existing networks and conversations via hashtag. And think about how you might create your own hashtags for career events and promotions, job fairs, webinars, and other outreach discussions.

Resources

A Guide to Hashtag Etiquette. Lifehack - <http://bit.ly/1xPNId7>

How to Participate in a Tweet Chat, Janet Fouts - <http://bit.ly/1hZBUjj>

How to Use Hashtags on Every Social Media Network, SproutSocial - <http://bit.ly/2rFggg3>

Hashtag Generator - <http://hashtaggerator.com/>



THE LINKEDINSIDER, by Paula Brand

Paula Brand is a Career Consultant and LinkedIn Trainer for Brand Career Management (BCM). BCM helps professionals strategically manage their careers, apply effective job search techniques and leverage social media tools to secure their best career options with ease. 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. Paula recently released the 2017 (3rd edition) of *The Essential Guide to Career Certifications* (<http://paulabrand.com/the-guide>). Contact her as follows: **443-254-8173** e-mail: **paula@paulabrand.com**.

Managing your career while being a mother

Managing your career while also being a mother might make things more complicated, but it doesn't mean you should skip being on LinkedIn. Mid-career mothers should get on LinkedIn and maintain a presence. You can "hide" your profile for periods of time (see tip #2 below) if you would rather, but you still need to get back to it at some point. Better yet, open your account, stay on it and keep it updated. If you stay on the site, you can continue to build your network, so it's already there when you want to go back to work.

If you have been on a career path and are taking an extended leave from work, don't forget to keep your profile updated with activities. Many mothers I know take on volunteer roles in their child's school or spend many hours involved with community organizations. These roles can enhance your skill set, even if you're not getting paid to do them. You are still utilizing and building useful talents that can be recorded on your profile.

If you have been out of the workforce raising children for some years, you may not be on LinkedIn yet. However, if you are planning to go back to work anytime in the near future, you need to begin creating a presence.

Here are two useful tips for moms (and others) about LinkedIn:

When you first open up an account, don't give LinkedIn permission to access your e-mail address book. If you share this information, it's likely that the system will send invitations to others on your behalf. This can be a nuisance and there may be people in your address book that you don't want to be connected with on LinkedIn.

If you are worried about people seeing your profile (before you have finished completing it or while you are on extended leave from work), you can hide your profile from others (without deleting your account). However, if you use this option, set a date to finalize changes and make it visible to others. Remember, if your profile is not viewable to anyone, it's not helping you build your visibility and grow your network. Both of these are essential components for successful career management.



WORKING WITH DIFFICULT CLIENTS, by Elisabeth Sanders-Park

Elisabeth Sanders-Park is the author of *No One is Unemployable* and *The Six Reasons You'll Get the Job*, with a foreword by **Richard Bolles**.

Contact her at elisabeth@worknetsolutions.com.

Easing the Job Change for People with Injuries (and Others)

Next week, I will deliver an interactive webinar to a group of practitioners who help people who have been injured on the job to get off disability insurance and back to work. To ensure we apply the lessons directly to their realities, they sent me a couple of typical scenarios:

A 56-year-old, right-handed Carpenter who has a right shoulder injury.

A 49-year-old Plumber who cannot lift more than 10 pounds, cannot sit for more than 20 minutes and has a 15-minute driving restriction.

One of the most common mistakes I see made by job seekers in scenarios like these (and those who help them) is the tendency to change everything and to buy into the idea that the individual must pursue a new position in a new industry. For the clients in the scenarios above, this would mean leaving the construction industry. However, this makes their transition back to work longer and harder. Here is some thinking and strategies to make the job transition easier and faster, for these clients and others.

Two Moving Pieces

When making any job change, there are two key dynamics to consider – the **WHAT** and the **WHERE** of a job. Keeping it simple, jobs are essentially defined by **WHAT** the person does (the skills they use and tasks they complete, i.e., serving customers vs. driving vehicles vs. teaching people) and **WHERE** they do it (the field/industry, i.e., medical vs. construction vs. entertainment). Of course, you can add in the client's type, values, and more, but using just these two ingredients, we get jobs as distinct as:

Trainers of Pharmaceutical Sales Reps, Professors of Math, Acting Coaches for Children, and Workshop Facilitators for Welfare-to-Work Clients... who all use the same **WHAT** (teaching skills) in a different **WHERE** (distinct environments with distinct learners, goals, and subject matter).

Surgical Technicians, Cooks and Cashiers, Records Clerks, and Emergency Vehicle Operators in a hospital... who all use a distinct **WHAT** (their specific technical skills) in the same **WHERE** (the same industry, company, even building).

Three Ways to Change Jobs

Using these two ingredients, there are several approaches to changing jobs.

Easiest: Changing jobs is generally easiest when the seeker is maintaining both the **WHAT** and **WHERE** of their current/last job – for example, moving from B2B Account Manager at Telecommunications Company A to the same job in Telecommunications Company B. This is easiest because the candidate carries with them both the skills **AND** the industry knowledge/experience to do the new job; They have the **WHAT** and **WHERE**, and simply need to learn the new company, team, customers, etc. Often, people do not need our help to make these job changes.

Hardest: Changing jobs is generally most difficult and lengthy when the seeker is leaving behind both the **WHAT** and **WHERE** of their current/last job – for example, moving from B2B Account Manager in Telecommunications to Sales Trainer in Pharmaceuticals. This is challenging because they must prove they possess both the skills **AND** the industry knowledge/experience to do the new job. They have neither the **WHAT** or the **WHERE**. These transitions often require intense re-training and support to break into the new industry.

Easier: Changing jobs is easier when the seeker is maintaining either the **WHAT** or the **WHERE** of their current/last job – for example, moving from B2B Account Manager in Telecommunications either to B2B Account Manager in Pharmaceuticals (using their proven skills as they prove they know or can learn a new industry) or to Sales Trainer in Telecommunications (using new skills in a known industry). Which of the two should be maintained (the **WHAT** or the **WHERE**), depends on the unique job dynamics and the individual. See below*.

When a person wants to change both the **WHAT** and **WHERE**, i.e., make the hardest transition, it often makes sense to use the easier approach in two phases by first changing one, then the other – for example, moving from B2B Account Manager in Telecommunications to Sales Trainer in Telecommunications, then to Sales Trainer in Pharmaceuticals, or moving from B2B Account Manager in Telecommunications to B2B Account Manager in Pharmaceuticals, then to Sales Trainer in Pharmaceuticals*. This may get them to their ultimate goal quicker than retraining their skills and rebuilding their industry network/knowledge prior to making the move (or trying to convince an employer they can retrain and rebuild both once hired!).

Making it Work

When helping someone make a job change, if they do not plan to keep their **WHAT** and **WHERE**, determine which they will maintain and which they will leave behind, then proceed accordingly.

Back to our Carpenter and Plumber. Clearly, neither of these people can maintain their **WHAT**. Because they can no longer use their primary job skills (carpentry and plumbing, respectively), they **MUST** pursue a new **WHAT**. However, they do not need to leave the construction industry. Depending on the skills they possess or can learn, they can keep their **WHERE**. Perhaps they can sell, train, serve customers, do office work, estimate, inspect, manage, drive, maneuver vehicles, prospect, or something else in the construction industry. This gets them back to work (or into training then back to work) sooner rather than later.

My company happens to rent office space in the headquarters of a commercial construction firm (I apologize in advance if when you call you hear some salty language through the walls. They are from New York, no less!). Most of the all-male team can swing a hammer, and many are Carpenters and Plumbers in their own right, but that is not their job. Once or twice a week, the labor teams come in to get instructions (and paychecks), but the workers I interact with daily are office staff, project managers, salespeople, estimators, bookkeepers and customer service reps, along with the occasional site manager, supervisor, and driver. They perform some of the many jobs in the construction industry that require lifting little more than a pen, a set of car keys, a clipboard, or a telephone. This can inspire and inform our approach with the Carpenter and the Plumber, and others as well.

For other challenges your clients face, refer to the many articles I have written for this publication over the last several years, many of which are now available at www.worknetsolutions.com as well.

As always, it is a pleasure to be part of your good work. Let me know how I can support you. elisabeth@worknetsolutions.com.



CEUonestop: Continuing Education Opportunities for Career Professionals, by Janet Wall

Janet Wall is Founder of CEUonestop.com, 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 as follows: careerfacilitator@janetwall.net

CEUonestop.com is an official National Board of Certified Counselors (NBCC) approved continuing education provider. In short that means that our 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.

Featured Online Course:

Labor Market Information for Career, Workforce, and Academic Counselors

This course offers an introductory review of the basic information career, workforce and academic professionals need to know in order to provide the best advice to individuals deciding on a major, educational program, and career. The information applies to career specialists who are helping young people decide on postsecondary education and training, conducting career exploration, finding a job, and making a career transition. www.CEUonestop.com/wp/courses.

Featured Recorded Webinar: Susan Chritton: Personal Branding – It's No Longer An Option!

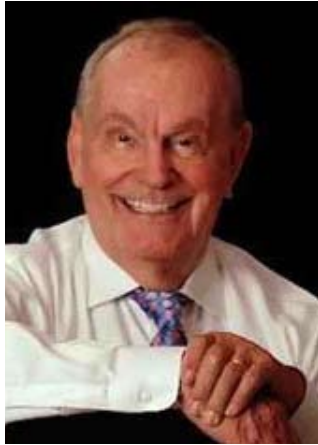
The author of Personal Branding for Dummies presents the basics of personal branding in a step-by-step solution. Help your students, clients, and even yourself take advantage of a powerful personal brand to get ahead in their careers. Register at <https://ceuonestop.com/wp/product/personal-branding/>

For Your Calendar! August 4, 2017: Noon Eastern: Jenn Long: Millennials Dominate the Workforce: How Do We All Survive and Thrive?

22 September 2017: Noon Eastern: Robert Shutt: Subtle Career Success Skills: The Magic of Business Etiquette

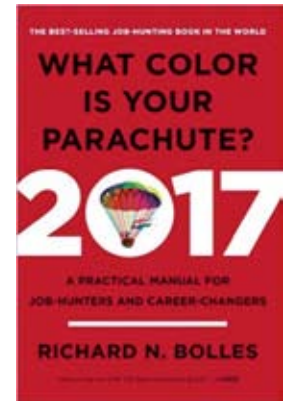
Future Webinars! Bethany Mills: Benefits and Challenges of Alumni Career Development: Employing Best Practices; Amanda Sargent: Understanding Scope of Practice: An Ethical Concern for Career Advisors, Counselors and Coaches? Cori Shaff: Incorporating Strengths into Your Career Counseling and Coaching; Edythe Richards: Emotional Intelligence (EQ): How to Enhance it for Career Success

Visit the website www.CEUonestop.com for more continuing education opportunities. Sign up for the VIP Mailing List offering periodic discounts <http://eepurl.com/EUz8f>



Insights from Richard N. Bolles' 2017 *What Color is your Parachute?*

Richard N. Bolles left us a legacy of wisdom in career development. We will be presenting his insights in each Newsletter issue, taken from his last edition of the most widely read career book in the world, the 2017 *What Color is Your Parachute*. For more, visit Dick's web site: www.jobhuntersbible.com/



If you learn new advanced job-hunting skills you can not only survive. You can thrive. Here are the key ideas that can save you. There are 18 of them. After outlining them here, the rest of this book is devoted to showing you exactly how to do them step by step.

1. *You are the Given: Once defined, you try to find the job that fits that You.*
2. *The importance of a Self-Inventory.*
3. *Creative job hunting rests on your finding answers to three questions: What? Where? How?*
4. *Search for what you love, not just for what you can do.*
5. *In creative job-hunting, you treat every job hunt as though it were a career change.*
6. *You must always prioritize.*
7. *Go after any organization that interests you, whether or not they are known to have a vacancy.*
8. *Go after small companies (with 25, 50, or 100 employees at most).*
9. *In approaching an organization, try to avoid the HR (Human Resources) Department if they have one.*
10. *Resumes are a lousy way to go about finding a job.*
11. *Use contacts or "bridge people" to get in for an interview.*
12. *Use three different kinds of interviews in your job search: practice interviewing, informational interviewing, and interviewing for hire.*
13. *Keep in mind that in an interview there are only five questions an employer is really concerned about:*
 - Why are you here?*
 - What can you do for us?*
 - What kind of person are you?*
 - What distinguishes you from, say, nineteen other people whom we are interviewing for this job?*
 - Can we afford you?*
14. *Notice Time in an interview. [Talk only half the time; limit length of your answers; is the interviewer referring to past, present, and future in her questions regarding you? HINT: If so, a great sign!]*
15. *At the end of all the interviews at that place, ask for the job.*
16. *Always send a thank you note the same day.*
17. *Remember, job hunting is by its very nature a long process of rejection.*
18. *Always have alternatives.*

Excerpted from chapter one of *Parachute '17*.

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Visit the Network web site at: www.careernetwork.org

NETWORK MEMBERSHIP

Annual Membership in the Career Planning and Adult Development Network
Includes Six Newsletters and up to four Journals. **MEMBERSHIP IS FREE.**

Web Site: www.careernetwork.org

MEMBERSHIP APPLICATION/RENEWAL FORM

Name: _____ Title: _____

Organization: _____

Address: _____

City: _____ State/Province: _____

Postal Code: _____ Country _____

Phone: _____

e-mail address: _____

[July 2017]

Send form and label if available to:

Dick Knowdell, Career Development Network.

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

(408) 828-3858; e-mail: rknowdell@mac.com.

Network web site: www.careernetwork.org

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