



# Career Development Network **NEWSLETTER**

Serving Career Development Professionals Since 1979

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Steven E. Beasley, Editor.

March-April 2017

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## **CONFERENCES OF INTEREST**

### **AMERICAN COUNSELING ASSOCIATION**

**March 16-19, 2017.** San Francisco, California. USA. Web Site: [www.counseling.org](http://www.counseling.org)

### **BRITISH COLUMBIA CAREER DEVELOPMENT ASSOCIATION**

**March 27-28, 2017** Vancouver, BC. CANADA. Web Site: <http://bccda.org>

### **ASIA PACIFIC CAREER DEVELOPMENT ASSOCIATION**

**May 22 - 25, 2017.** PHILIPPINES. Web Site: <http://AsiaPacificCDA.org>

**May 16 - 20, 2018.** Beijing, CHINA.

**May 2019.** Ho Chi Minh City, VIETNAM.

Contact for further information: Marilyn Maze <[info@asiapacificcda.org](mailto:info@asiapacificcda.org)>

### **NATIONAL CAREER DEVELOPMENT ASSOCIATION**

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

"The Joy of Working – Positive Approaches to Work, Career, & Life."

Keynoters: Dr. Nancy Schlossberg, Dr. Kevin Glavin, and Dr. Michael Hall.

Contact: Toll-Free: 1-866-FOR-NCDA. Web Site: [www.ncda.org](http://www.ncda.org)

### **CENTER ON EDUCATION AND WORK UNIVERSITY OF WISCONSIN**

**18th Annual Summer Institute. July 13-14, 2017.** Madison, Wisconsin. USA.

Contact: Center on Education and Work, University of Wisconsin

1025 W. Johnson St. Room 964, Madison, WI 53706-1796. USA

608-265-6700. Toll Free: 800-862-1071, e-mail: [cewmail@cew.wisc.edu](mailto:cewmail@cew.wisc.edu)

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## **Annual Conferences of State Career Development Associations**

### **UTAH CAREER DEVELOPMENT ASSOCIATION**

**March 3, 2017.** Salt Lake City. Web Site: <https://utahcda.org/>

Keynote Speakers: Chris Redgrave & Clint Pulver

### **GEORGIA CAREER DEVELOPMENT ASSOCIATION**

**March 10, 2017.** Atlanta. Web Site: <http://www.thegcda.org/>

Keynoters: Melissa A. Venable, PhD and Debra S. Osborn, PhD

"Top Trends Guiding Tech Use in Your Career Practice"

Richard Knowdell: "Effective, Quick and Inexpensive Tool to Identify Transferable Skills"

### **MARYLAND CAREER DEVELOPMENT ASSOCIATION**

**April 28-29, 2017.** Columbia, Maryland. Keynoters: David Reile, PhD, Barbara Suddarth, PhD.

Contact: e-mail: <[MCDA.Info@MDCareers.org](mailto:MCDA.Info@MDCareers.org)>

Web Site: <http://www.mdcareers.org>

### **MAINE CAREER DEVELOPMENT ASSOCIATION**

**May 19, 2017.** Waterville, Maine. Web Site: <http://www.maine-cda.org/>

Keynote, Greg Levoy: "Vital Signs: The Power of Passionate Work"

### **MISSOURI CAREER DEVELOPMENT ASSOCIATION**

**March 29, 2017.** Columbia, Missouri. Web Site: <https://mo-cda.org/>

### **IDAHO CAREER DEVELOPMENT ASSOCIATION**

**April 7, 2017.** Boise, Idaho. Web Site: <https://idahocda.wildapricot.org>

Keynoter: Rich Feller, Ph.D

### **IOWA CAREER DEVELOPMENT ASSOCIATION**

**July 6-7, 2017.** Cedar Rapids, Iowa. Web Site: [icda.org](http://icda.org)

### **ARKANSAS CAREER DEVELOPMENT ASSOCIATION**

**July 20-21, 2017.** Little Rock, Arkansas. Keynoter: Josh Davies, Center for Work Ethic Dev.

Web Site: <http://www.acda.us>

## **TRAINING PROGRAMS**

### **WHO YOU ARE MATTERS! Facilitator Training**

Become a Who You Are Matters! Facilitator and bring new energy, an engaging game and online storytelling tools to your clients, students, employees and alumni. OneLifeTools trains helping professionals in a structured and easy-to-use narrative framework and set of tools.

#### **Who You Are Matters! Facilitator Training Schedule**

Denver, CO- **March 10, 2017**

San Francisco, CA- **March 24, 2017**

Baltimore, MD- **April 19, 2017**

Washington, DC- **April 21, 2017**

Registration Link: <http://onelifetools.com/training/>

Contact: Jenn Long. Cell: 410-302-4537. e-mail: [jennlong.rfa@gmail.com](mailto:jennlong.rfa@gmail.com)

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## 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**



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.

San Francisco, CA---March 24, 2017

Led by **Dick Knowdell**

To register for the above programs or for information, contact: **Dick Knowdell, Career Development Network. Post Office Box 611930, San**



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### 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](http://www.InnerHeroes.com)**



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### 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](http://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).**

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## NEWSLETTER COLUMNISTS



### ABOUT YOUR PRIVATE PRACTICE, by Jack Chapman

**Jack Chapman** is a career advisor in private practice, He is author of *Negotiating Your Salary: How to Make \$1000 a Minute*. Contact him at: *Jack Chapman, 511 Maple Avenue, Wilmette, IL 60091. 847-251-4727. e-mail: <jkchapman@aol.com.*

Thank you for all the years coaching career advisors in their private practice. I have enjoyed contributing to all the private practitioners over these years. This will be my last column. There's a crucial difference between your Career Counseling private practice and a Career Counseling or Outplacement business. When you are clear that you're doing a private practice, not a business, you'll also be clear on several aspects of running your private practice. Some people, when they describe leaving a company, say that they are going to "go into business for themselves," when what they really mean is that they plan to become independent consultants. I believe it is very important to differentiate between going into business and starting a private practice. The main distinction lies in how you attract and enroll customers (clients, in the case of a career advisor). A business relies on an impersonal system of advertising, public relations (media events), brochures, and corporate accounts. These methods are impersonal in that, while they may describe a very personalized service, the ads, brochures, etc. can be used no matter which associate of the business is actually involved in running the show. A business usually has clear distinctions between sales and service. It has a sales person to explain and close the deal, and a distinct service team to fulfill the sales contract. An outplacement business relies on impersonal decision-making, too. Human resources contracts with a firm for services. The services are performed by people the Human Resource Manager has never met, and delivered to people he also may never have met. It's business. Your private practice is different. In a private practice one single person handles sales and fulfillment, plus all the other details of setting up and running the business. Thus, a private practice relies less on advertising, brochures, etc. and more on personal reputation and visibility. "PR" in your private practice doesn't mean hiring a big firm to coordinate a media event; it means you get in front of Rotary clubs, job clubs, bookstores, association meetings, etc., and share your unique spin on the career counseling process. A business can and should be designed to run without the entrepreneur, to be able to be cloned so the jobs and tasks to be done are independent of the people performing those jobs at any given time. On the other hand, a private practice is you. You can't be replaced (although for your own sanity, you should have backup support). The decision to go into private practice is a decision to make yourself known as a very powerful source for information and help in people's career satisfaction and success. You should run your private practice in a business-like manner, but not with business-like advertising, PR, or sales methods. Rather, you will build the practice on personal visibility and credibility, combined with your unwavering commitment to excellence and results. So, while you do have to treat your private practice like a business in terms of being serious about your money, professional in your dealings with the public, you won't be doing advertising, sales, and fancy brochures and expensive marketing. Instead you'll rely on building a group of people who know you. A group of people with whom you have some relationship and credibility. This group will be your source of referrals. Your "business" will be built on referrals, not advertising. Word of mouth recommendations, not impersonal sales brochures. In that respect, it will last a lifetime. While a business will cease operations when it stops advertising and sales, your private practice will endure as long as you keep a place in the minds of the referral base you develop over time. Best of success to you.

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## **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](mailto:sjoyce@netability.com)*

### **Our Most Important Keywords: Our Professional Names**

Think about how intensively recruiters and employers search the Internet to verify candidate qualifications and to get a sense of the candidate's personality and "fit" for the job. What term are they searching for – the candidate's name.

Today, for all of us (in a job search or not), the version of our name we use on LinkedIn, resumes, job applications, our blog, and other professional visibility is the most important keyword phrase we have.

I've seen too many frustrated job seekers who are "Patricia Smith" on LinkedIn, but "Patti Smith" on their applications, resumes, and other interactions with potential employers. When no professional information is visible, the assumption made is that the candidate is either out-of-date or hiding something.

A professional name is the version of your name that is used consistently for:

Your resumes and cover letters

Your LinkedIn Profile

Your professional/work email

Name tags at professional networking meetings

All other professional activities, online and off

It is the name always used to reach out to employers and in professional networking. The name establishes and supports the online professional persona.

Choosing the Professional Name

I'm not recommending a major change for most people – simply consistency and clarity with attention to the hazards presented by others with the same name.

Practice what I call "defensive Googling" at least once a month, more often if in an active job search. What is visible associated with your name, even if it is not really you?

Employers won't know that the Patti Smith who pled guilty to drunk driving and selling drugs is not the Patti Smith who has applied for their job, particularly if there is no LinkedIn Profile or other professional visibility associated with Patti Smith making it clear that she's not the drunk drug dealer.

Ideally, Patricia Smith would make the distinction clear by using "Patricia Smith" as her professional name, in her resumes and applications, connected to her LinkedIn Profile, etc. with that exact version of her name.

This is why our names are our most important, but often overlooked, keywords.





## **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* and the Spring 2017 special issue on *Careers and the Internet*.

She 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**

### **Are There “Best” Practices for Social Media?**

I’m working on a presentation for the Georgia Career Development Association (GCDA) with the title: Best Practices in Social Media. But, I admit to you here that I’ve struggled with the phrase “best practices” for a long time. Best for whom? In what kind of environment or situation? And at what point in my process or my client’s process? While I favor the term “leading practices,” it doesn’t get as much traction in a Google Search and isn’t as catchy in a headline.

### **It’s All About Context**

What is the context in which you use social media? Best practices for your personal accounts may not be ideal for your professional accounts and vice versa. What’s best for someone else may not be best for me, and what’s best for me may not be best for you. While it seems like a lot to think about, this kind of parsing is a good way to think more critically about how and why we use social media. Here are a few questions to get your thinking started.

What audience do you want to reach? This may affect the platform you focus on, the tone and language of your updates, and the subject matter or format of what you post. Think about demographics, as well as perspective, interests, needs, and career level.

What do you want to achieve? I’ve written about goals before, but it’s worth revisiting regularly. How do you want your social media use to affect you, your clients, and your business or school? This could range from outreach and community building to branding and beyond. Be as specific as possible with your desired outcome(s).

What resources do you have available? There are costs involved in social media participation – time, effort, energy, and money (i.e., premium accounts and promotion). Whether you are a one-person shop with no budget or have a team of social media collaborators with funding, set realistic expectations for what you can achieve and choose your role models carefully.

### **Conduct a Best Practices Cross Check**

When presented with a collection of “best practices” in an article, conference session, or conversation, take a little time to assess how they might apply to you and your work. I expect no less from the attendees at GCDA! Some ideas may be a perfect fit as is, others will make more sense with modification, and some won’t be relevant at all, based on your audience, goals, and resources. And...when you share your social media best practices this year (and I hope you will through presentations and writing), provide not only what worked, but also details about why it worked, so that others can make the most of your recommendations in their contexts.



## **THE LINKEDINSIDER, by Paula Brand**

**Paula Brand** is a Career Consultant and LinkedIn Trainer for Brand Career Management (BCM), offering 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: **443-254-8173**. e-mail: [paula@paulabrand.com](mailto:paula@paulabrand.com).

**Major LinkedIn Changes, Managing Your Career and Setting Goals for 2017. New Year = New Look:** In December, LinkedIn starting rolling out a major overhaul of their user interface. If the look of your profile hasn't changed yet, it should soon (I still see my older profile version). Some things are gone, like the ability to tag contacts and the advanced search feature, which will be sorely missed by those who used it. The design is different (new layouts for the profile and home pages) and aligns with the look and feel of their mobile app.

LinkedIn Expert Viveka Von Rosen gave a great summary of the changes in a December post. The embedded 12-minute video is a great visual tool, as she walks you through the new and old displays, side by side.

**Back Up Your LinkedIn Data:** My colleague, Jim Peacock of Peak Careers, shared useful advice and instructions on backing up your LinkedIn data. Upon reading his post, I followed Jim's advice and backed up my profile and contacts.

**Set a 2017 Goal for LinkedIn...Idea:** Increase your virtual network by 10 per cent in 2017! Break your annual goal down by week or month and commit to it. I have about 1500 contacts so my goal is to increase by 150, almost three a week. I'll report in December how I did.

### **Career Management**

This resource from Ora Shtull and William Arruda of Career Blast offers a great career management audit tool that you can put to use right now. It's a downloadable e-book after sharing your email. Complete the questionnaire to see how well you are *fueling your career*. Use your responses to challenge yourself. In 2017, set realistic goals to address a few of the areas needing development.

### **Goal Setting and Project Management**

In case you didn't get time to reflect in December, this resource is for you. Executive Coach Michele Woodward offers an engaging and holistic way to assess your past year of life and to set goals for the year ahead. Use this link or go to the very bottom of her home page and click on Download the 2017 Personal Planning Tool. Also, creative giant Charlie Gilkey has an array of free planning resources (among paid options). I find the Individual Project Planner useful.



## **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](mailto: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](http://www.CEUonestop.com/wp/courses)), live webinars ([www.CEUonestop.com/wp/webinars](http://www.CEUonestop.com/wp/webinars)), or recorded webinars ([www.CEUonestop.com/wp/webinar/recordings](http://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: Career Development and People with Disabilities: Understanding “Disability” First!** For career development professionals in any setting, having some familiarity with disability law; what is a disability, guidelines on disability etiquette and categories of disabilities should prove helpful. Why? In the United States, the 2010 census documents that there are 54 million people in the US with a disability. Malka Edelman will help you understand the basics of language, law and etiquette. (5 clock hours) Register at <https://ceunestop.com/wp/product/career-development-and-people-with-disabilities/>

### **Featured Recorded Webinar: Nancy Schlossberg’s Career Transition Theory with a Twist: Turning Transition into Triumph**

Due to the complexity of career transitions, the goals of career specialists should be to help clients improve their situation and strengthen their strategies for coping. In doing so, transitioning career clients are better able to reimagine life’s possibilities. Because transition occurs at various points through the career life, application of Schlossberg’s theory – with a twist – is appropriate for all career clients, including those who are preparing for their first job, those who are changing careers, or those who entering into their encore careers. Susan Barklay helps you how to employ the theory with your clients. (1 clock hour) Register at <https://ceunestop.com/wp/product/recorded-webinar-schlossbergs-career-transition-theory-with-a-twist/>

Sign up for our next two webinars: Aaron Lesson on Gen X (March 9) and Susan Chritton on Personal Branding (March 30). <https://ceunestop.com/wp/home/webinars/>  
**CEU credits available.**

Visit the website [www.CEUonestop.com](http://www.CEUonestop.com) for more continuing education opportunities.



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**INSIGHTS FROM THE 2017 *WHAT COLOR IS YOUR PARACHUTE***  
**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/](http://www.jobhuntersbible.com/)



**”How to Deal with Any Handicaps You Have,”** excerpted from 2017 *What Color is Your Parachute*, Chapter Ten, pages 219, 220 and 221. Copyright 2017

I know what you’re thinking. If you got a job interview (or interviews) and got turned down, you’re thinking that there is some handicap (hidden or obvious) that is keeping you from getting hired. Maybe you were thinking this, even before you went in for an interview. (You turned to this chapter straightaway, didn’t you?). You’re thinking, I’m getting turned down (or I will be turned down) because:

- I have a physical handicap or I have a mental handicap or
- I never graduated from high school or
- I just graduated two years ago and am still unemployed or
- I graduated way too long ago or I am too beautiful or handsome or I am too ugly or
- I am too fat or I am too thin or I am too old or I am too young or
- I am too near retirement or I have only had one employer in life or
- I have hopped from job to job all my life or I have been out of the job market too long or
- I have been in the job market far too long or I am too inexperienced or
- I have a prison record or I have a psychiatric history or
- I have not had enough education and am underqualified or
- I have too much education and am overqualified or I am Hispanic or
- I am Asian or My English is not very good or I am a generalist or I am ex-clergy or
- I am ex-military or I am too assertive or I am too shy or
- I have only worked for volunteer organizations or
- I have only worked for small organizations or
- I have only worked for a large organization or I have only worked for the government or
- I come from a very different culture or background or I come from another industry or
- I come from another planet.

If all of this were true, there would be only three weeks in our life when we are employable! Okay, but let’s get one thing straight from the beginning here: you cannot possibly have a handicap that will keep *all* employers from hiring you. You can only have a handicap that will keep some employers from hiring you. No matter what handicap you have, or think you have, it cannot possibly keep you from getting hired anywhere in the world. It can only keep you from getting hired at some places. There are millions of separate, distinct, unrelated employers out there with very different requirements for hiring. Unless you look dirty, wild, and disreputable, and

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smell really bad, if you know what your talent is, I guarantee some employer is looking for you. Even if you're crazy, there's some employer crazier than you. You have to keep going. Some employers out there do want you, no matter what the others think. Your job is to find them.

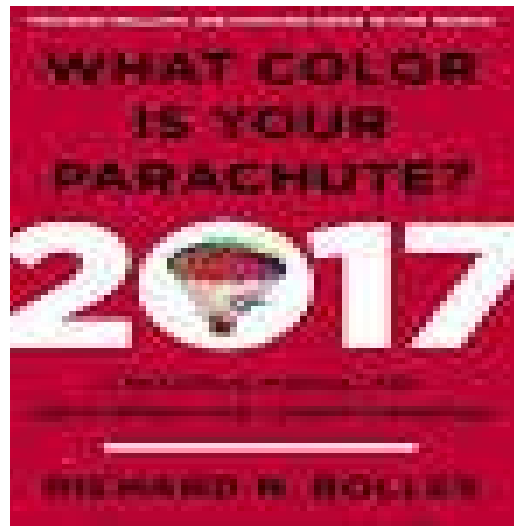
### **You Cannot Generalize About Employers**

As far as your handicap is concerned, you can generalize this much: all employers divide you into just two tribes: employers who are interested in hiring you for what you can do; vs. employers who are bothered by what you can't do.

No matter how many times you run into the latter kind, once you discover their attitude, you should just courteously thank them for their time, and ask if they know of any other employers who might be interested in someone with your skills. Then, gently take your leave.

And speaking of courtesy, always remember to write and mail them a thank-you note that very night, no matter how mad or frustrated they may have made you feel.

And then keep going, day after day, week after week, month after month, if necessary, until you find the other kind of employer: *the one who only looks at what you can do, not at what you can't.*



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## NETWORK CONTACTS

ARIZONA, Stan Maliszewski, 520-621-1700 *sjmalisz@u.arizona.edu*

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**Maggi Payment Kirkbride**

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San Diego CA 92104

e-mail: [mkpayment@usa.net](mailto:mkpayment@usa.net)

NETWORK MEMBERSHIP QUESTIONS

**Dick Knowdell, Career Development Network.**

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

Visit the Network web site at: [www.careernetwork.org](http://www.careernetwork.org)

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### NETWORK MEMBERSHIP

Annual Membership in the Career Planning and Adult Development Network

Includes Six Newsletters and up to four Journals

Check or PayPal Price at [www.careernetwork.org](http://www.careernetwork.org): \$49

Price If We Invoice You:--\$59

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### MEMBERSHIP APPLICATION/RENEWAL FORM

Name: \_\_\_\_\_ Title: \_\_\_\_\_

Organization: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State/Province: \_\_\_\_\_

Postal Code: \_\_\_\_\_ Country \_\_\_\_\_

Phone: \_\_\_\_\_

e-mail address: \_\_\_\_\_

[March 2017]

Send form, payment and label if available to:

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