



Career Development Network **NEWSLETTER**

Serving Career Development Professionals Since 1979

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CONFERENCES OF INTEREST

ASIA PACIFIC CAREER DEVELOPMENT ASSOCIATION

May 22 - 25, 2017. PHILIPPINES. Web Site: <http://AsiaPacificCDA.org>
Contact for further information: *Marilyn Maze* <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*

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

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

ASSOCIATION for CAREER and TECHNICAL EDUCATION CAREERTECH VISION 2017.

December 6-9, 2017. Nashville, Tennessee. USA

Contact: *Association for Career and Technical Education, 1410 King Street, Alexandria, VA 22314 USA. 800-826-9972. Web Site: www.acteonline.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> 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**



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



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.

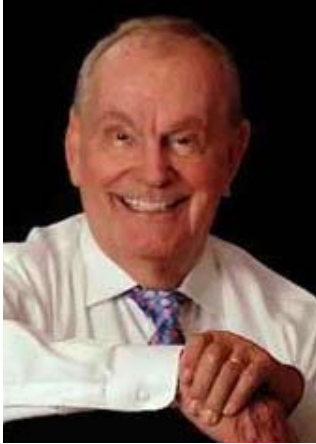
Contact: *Carolyn Kalil, MA 310 993-2164. www.InnerHeroes.com*



ONLINE JOB SEARCH PRACTITIONER CERTIFICATION

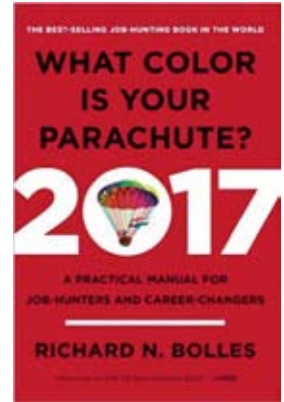
Earn an Online Job Search Practitioner Certificate. Fifteen-hour online, self-paced course for career practitioners, plus five teleconferencing sessions. Instructor is Sally Gelardin, EdD. To register, view the web site: www.jobjuggler.net/career-professionals.html, then link to Online Certificate Program.

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



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

Richard N. Bolles was the most widely read career expert in the world. *What Color is Your Parachute* has sold more than 10 million copies. For more, visit Dick's web site: www.jobhuntersbible.com/



It's a Whole New World for Job Hunters

A two minute crash course on how much has changed in the world of work.

- Employers changed, job-hunters didn't.
- The length of the average job hunt has increased dramatically.
- The length of time the average job lasts has decreased dramatically.
- The way jobs are done is changing dramatically.
- Job hunting is increasingly becoming a repetitive activity in the lives of many of us.
- Job hunting has moved more and more online since 2008.
- Increasingly job hunters and employers speak two different languages.

No, it's not all bad news. Think of these, instead, as challenges...there is Hope. It's not that there are no jobs...It's just that the old way you used to hunt for them doesn't work very well, anymore.

In today's world, he or she who gets hired is not necessarily the one who can do that job best; but, the one who knows the most about how to get hired.

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.

Cheer up! Yes, it is a brand new job-hunting world out there. But you are not powerless, up against vast forces you cannot control. You control this one thing above all else: how you search.

[*If you would like to learn of these 18 principles,
see our July-August 2017 *Newsletter*.]

Excerpted from chapter one of *Parachute '17*.

NEWSLETTER COLUMNISTS

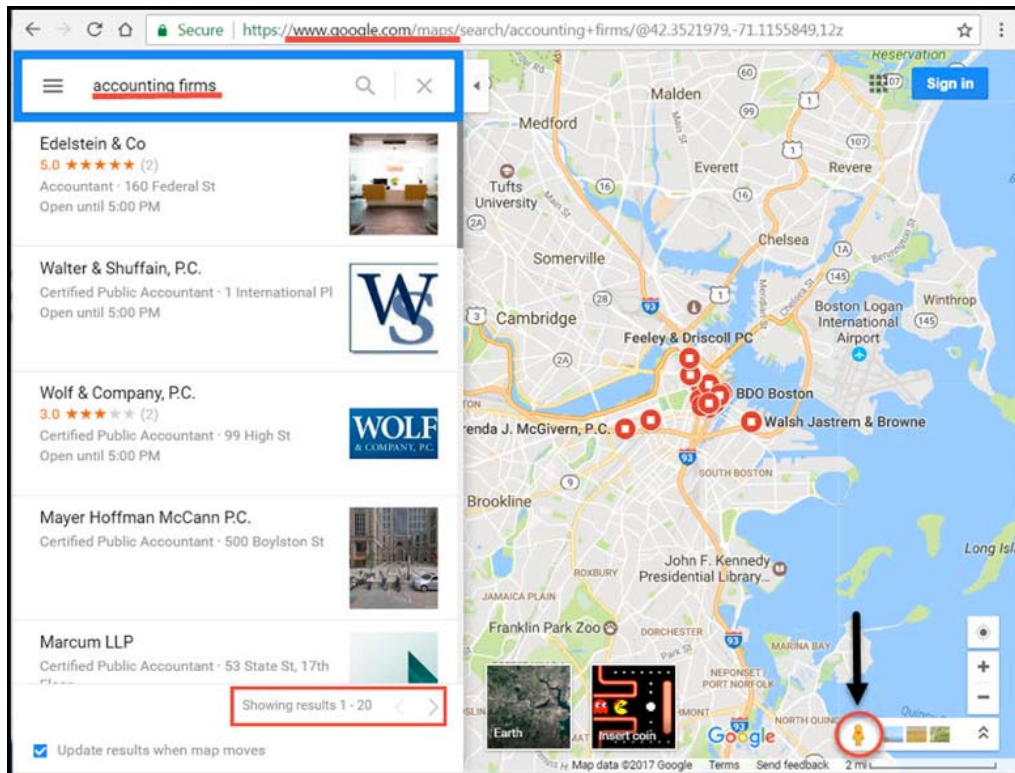


SMART JOB SEARCH, by Susan P. Joyce

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*

Leveraging Google Maps for Job Search

Google Maps are a great tool for finding possible target employers. Simply type google.com/maps into the browser location bar (or “maps” into Google’s search bar). Google will automatically show your current location. Then, enter the type of employer desired. For example, below, we typed in “accounting firms.” Test searching with different terms, though, to be sure the best term is being used and to get the greatest number of results. Often, Google will suggest possible search terms.



Google then shows the results of the search for that location, highlighting them on the map as well as listing them on the left side of screen. Click on a listing to see more information about the employer. Click on the small figure circled on the map, and drag it to an employer’s location on the map for the “street view” of the neighborhood to evaluate the location (for safety, parking, etc.) before spending any more time on an employer.



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**
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Which Social Media Platforms are the Most Popular?

Today's social media options range from tried and true platforms like LinkedIn and Facebook to emerging platforms like Snapchat. Part of the process of using social media effectively is deciding which tools make the most sense for you and your students and clients. Building presence and meaningful interaction in all, or even several, platforms in your career office is unrealistic. But, which ones should be your priority? Fortunately, multiple research groups are regularly measuring social media use, and reporting it using a wide variety of metrics. Debra Osborn and I presented a session on "Best Practices in Social Media" at the Georgia Career Development Association's (GCDA) Annual Mini-Conference last month, and we shared a few of these leading research resources with attendees. Start developing your own best practices by identifying the sites with which your audience may be most active.

Most Popular Social Media Platforms in the U.S. (Number of Users) – Pew Research Center, 2016: 1. Facebook, 2. Instagram, 3. Pinterest, 4. LinkedIn, 5. Twitter

Most Popular Platforms in the U.S. (Number of Visits) – Statista (1), 2016:
1. Facebook, 2. YouTube, 3. Twitter, 4. Reddit, 5. Pinterest

Leading Social Networks Worldwide (Number of Users) – SmartInsights, 2016:
1. Facebook, 2. WhatsApp, 3. Facebook Messenger, 4. QQ, 5. WeChat

Fastest Growing Social Networks Worldwide (Number of Monthly Active Users) – Statista (2), 2016: 1. Facebook, 2. WhatsApp, 3. WeChat, 4. Instagram

While there are similarities across all of these sources - Facebook tops all of the charts - there are also differences based on how the data was collected (e.g., phone, self-report, quantitative tracking), whom it was collected from (e.g., age groups, U.S. vs. International), how it is reported (e.g., number of users, number of visits), and how often it is collected (e.g., annually, quarterly, monthly). Find resources that match your needs and use the available research to inform your social media practices. You may not only confirm your current use, but also discover the latest trends and tools to guide your social media efforts in the future. For more information about best practices in social media, you can find the full GCDA presentation here: <http://bit.ly/2nzqxFQ>.

Pew Research Center: <http://pewrsr.ch/2f1eTTY>

SmartInsights: <http://bit.ly/1WZLsjv>

Statista (1): <http://bit.ly/2olaawC>

Statista (2): <http://bit.ly/OeHf9K>



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**.

LinkedIn Changes Are Here to Stay

How are you coping with the major changes being implemented on LinkedIn? After conferring many sources about the changes, I'm finally getting to test things out first-hand, since my account has now been converted. I am finding some things better but not all is good. There are so many changes, it's hard to cover them all in one post, so I will start a series to cover the modifications over time to include: what's gone to all users, what's been removed for free account, what's still around but different, what you need to know regarding the changes to the profile design and assorted modifications that don't fall neatly into any of the previous categories. By May 2017, all users should see the new website design including the updated look to the menu bar, home page and profile page (if your profile picture is in the shape of a circle, you have the new look). In general, the recent changes are an attempt to "simplify" the user experience in order to increase the frequency of user activity. A main focus of this effort resulted in streamlining the platform so that the LinkedIn website mirrors the look of their main App and the profile data is much more collapsed (with options to "see more" as needed). LinkedIn really cleaned things up and got rid of some features outright, while some deletions are only for free account users. This post is focused on what features and functions have gone away for the majority of accounts. To illustrate, every LinkedIn user has lost the following five features.

- You can no longer add tags and notes about your contacts. I'm not surprised about this and often suggested not to use it in case it ever went away or became a paid feature.
- You can no longer see the names of your followers.
- The introductions feature was dropped. I say good bye and good riddance because it never worked well anyway.
- You can no longer reorder the sections of your profile. Also, some sections have been completely abandoned, such as: Personal Details (birthdate and marital status), How to Contact You, Causes You Care About and Interests.
- The relationship with Twitter has changed. There is still a choice in the Privacy and Settings to adjust your Twitter settings. You can set it to share jobs and news but the ability for your LinkedIn update to create an automatic Tweet seems to have disappeared. Your Twitter handle will still display with your contact info, if you have provided it.

The following features were only removed for free accounts.

- You can no longer make a one-time purchase of InMails. Now the only way to send InMails is to have some type of premium account.
- Lost ability to search by 3rd degree connection - not a huge loss but worth noting.
- Searches are more limited.

Once you are transferred to the new platform, the Advanced Search function is removed for free accounts and even to individual premium users (i.e. Career and Business Premium accounts). Corporate platforms retained this feature. With the free account, you can still run searches with filters but the functionality is more limited (for example, you can no longer search using keywords and now you must search by geographical location rather than zip code). Finally, you are limited to a certain number of searches each month.

Well that does it for the functionality that has gone away with the new LinkedIn platform. In the coming issues, I'll cover what's still around but different, the many changes affecting the new profile design and other miscellaneous LinkedIn developments.



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.

My Favorite Lessons from Dick Bolles

I am writing with a heavy heart. Just yesterday, I learned of the passing of Dick Bolles, author of *What Color is Your Parachute?* giant in the field of Career Development, and friend and mentor to so many. I had the lucky pleasure of meeting him nearly 20 years ago when I was young and new to the field. His ideas, encouragement, and lessons have shaped the way I have served ever since. I'd like to share some of my favorite and most powerful lessons and observations from knowing him.

Stay curious, my friend. One of Dick's strongest qualities was his sense of wonder about nearly everything. He had a child-like sense of awe about the big and little things in life – the universe, God, humanity, the human experience... and daily things too. He was relentlessly curious; I loved that about him. He taught me, and many career professionals, and many, many job hunters to be curious, to go on a journey, to be endlessly observant, to ask good questions, and to stay in a spirit of exploration. I remember him encouraging people to conduct informational interviews (giving due credit for the idea to Daniel Porot, of course) in which they would talk with someone who does a job they are interested in, not to land the job but just to learn about it. He admitted that sometimes these interviews result in job offers and advised people not to jump at the offer but to stay curious, saying something like, "I'm simply exploring and promised myself I would not make any decisions today." This gives the job seeker more power and confidence, keeps them in a spirit of curiosity, and they can reach out to accept the offer subsequently. Inspired by this, I have advised clients when they are told, "We're not hiring." to respond with, "I'm not sure I'm looking. I'm just being curious." Genuine curiosity in life is delightful. In the job search it is disarming, puts people at ease, and promotes a more open, deeper conversation.

Enjoy the journey. Dick balanced work and life like no one I've ever seen. He was a prolific learner, writer, reader, and correspondent who worked hard and smart to hone his craft and share his wisdom in ways that impacted millions. And yet, he loved to play, to laugh, to dine on the best food (especially sushi!), to explore new places and meet new people, to converse, to delight in his friends and his wonderful wife Marci, to watch a good movie, and so much more. He was a lover of life. He poured his heart and soul into whatever he was doing in the moment. This made him a highly effective person in every way. From him, I learned to be truly present in each moment, to give my all to each task or opportunity, to saturate interactions with my full attention, and to trust that what I give will be enough and a blessing to those on the receiving end.

No Compromise. I am originally from Southern California and now live on the southeastern coast. One of the biggest differences I notice between the two is that in California people rarely talk about spiritual things, faith, or church, but in the South they do. When you meet someone, they often ask where you live, where your kids go to school, what your family name is, and what church you attend. People will admit to loving God. They'll share scripture and pray for you. It has been quite refreshing to me. But long before I moved to North Carolina, I watched Dick joyfully and unapologetically weave his faith, and scripture, his love for God, and the Lord's hope and grace into many a non-spiritual conversation. He saw spiritual connections everywhere, and acknowledged the need for God, and hope, and grace in daily living. He understood that the process of choosing the work to which you would dedicate your life (or some portion of it), then putting yourself 'out there' to be rejected or accepted by those who may or may not need your talent right now was not just a logistical process, but also a spiritual process filled with questions about meaning, belonging, calling, identity, and faith. He challenged me to unapologetically (though humbly, as a fellow traveler, not high priest) be true to the calling on my life, to speak of spiritual things, to share not just practical strategies for job search but the hope of Christ and timeless truth as well. It has made me kinder, bolder, and more discerning, and allowed me to serve in a far more profound manner. It is said that, "God is great therefore He will be sought, God is good therefore He will be found."

I would never confuse Dick Bolles with God, nor would either want me to, but I believe the sentiment can also be applied to Dick on a very human scale. When people speak of Dick Bolles, they use words like "legend", and "rock star", and "giant". There was a greatness about him, a larger than life heart, mind, and presence. Long before he was an elder in the industry it was clear that he was building a far-flung and long-lasting legacy. Because he was great, people sought him out. And yet, there was a gentleness, kindness, humility, and spirit of camaraderie and inclusion in him. He made each of us feel heard and valued. Because he was good, people found him. He made himself available, even though he was shy in many ways. What a gift he was to the world, to those of us who were blessed to live in his time, those of us who knew him, and to many who are yet to come. My heart is heavy with sadness for a world that will be less delightful without him, but I rejoice that he is with his Father in Heaven. And I hold on to the truth that I, we, miss him so much because it was so wonderful to have known him.

May the lessons that inspired me, inspire you. As always, it is a pleasure to be part of your good work. Let me know how I can support you.

e-mail: <elisabeth@worknetsolutions.com>

714.318.3698

MEMORIAL

FOUR LONG-TIME FRIENDS OF THE CAREER DEVELOPMENT NETWORK ARE GONE BUT NOT FOGOTTEN.

The Career Development Network (and I personally) have lost four career development leaders during the past three years.



JUDITH GRUTTER, an expert in both the Strong Interest Inventory and Myers-Briggs Type Indicator (MBTI) was an outstanding and generous trainer. Judi was a frequent presenter at the Career Development Network sponsored International Career Development Conference. She founded GS Consultants, an organization that continues the training and certification programs that she established.



HOWARD FIGLER was a career development leader who was admired by other professionals. Known for his practical books on job search, Howard was a frequent presenter at the International Career Development Conference. He wrote a column for this newsletter and his last one came less than one month prior to his passing. We have plans to include many of his columns on our web site. www.CareerNetwork.Org



GARRY WALZ, founder of ERIC/CAPS and well-known counselor educator, was honored by the American Counseling Association with the establishment of the Counseling Trailblazer Award in his name. He was a frequent presenter at the International Career Development Conference. Garry was a most generous publisher and editor who encouraged and mentored younger counselors to publish and develop their careers. I would not have written my first book without Garry's help and encouragement.



RICHARD NELSON BOLLES, was the author of *What Color is Your Parachute?*, the manual for job seekers and career changers that has sold over 10 million copies. This is the book that brought career development down from the heights of academics to the bookshelves of the general public. Dick was a frequent keynoter at the International Career Development Conference (where he always refused to accept a speakers fee). He frequently included his ideas in the pages of this newsletter. We will continue to include ideas from the 2017 edition of *What Color is Your Parachute?* in this newsletter. Dick passed away on March 31, 2017 less than two weeks after his 90th birthday.

Thank you dear friends for your contributions to the career development profession.

You are gone but not forgotten.

Richard L. Knowdell, Publisher



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: Assessment Issues for America's Job Center Staff. This course covers the various aspects of assessment as it related to clients in America's Job Centers. At the end of the course, you will be able to describe the role of assessment in the career development process and how it helps both your clients and employers, identify the assessments used in your job center and list what they measure, describe the various criteria for selecting the right assessment for your clientele, verbalize the meaning of reliability and validity, state the cautions in interpreting assessment results, and analyze the assessment you use to be sure that you are using quality assessments that can help your clients.

Featured Recorded Webinar: Spencer (Skip) Niles: The Action-Oriented Hope Model of Career Development Most of us would agree that having a sense of hope is critical to positive career and educational planning. Without it, there is no reason to expect anyone to become actively engaged in the planning process. There are macro-steps related to the career self-management process that drive effective planning. We identify those macro-steps as: engaging in self-reflection, developing self-clarity, creating a meaningful vision of one's future possibilities, making goals and identifying plans, taking action, and adapting to new information as a result of the actions one has taken. This lifelong process grounded in action-oriented hope constitutes the core of the action-oriented hope model of career development. Learn about this model and the interventions connected to each step, and how to use it with students and clients. Register at <https://ceuonestop.com/wp/product/webinar-the-action-oriented-hope-model-of-career-development/>

Upcoming Webinars: May 5, 2017: Job Search Strategies for International Students in Especially Challenging Times. **September 15, 2017:** Subtle Career Success Skills: The Magic of Business Etiquette

www.CEUonestop.com/wp/webinars. More are being scheduled.

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

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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: _____

[May 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.

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