



# NEWSLETTER

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Volume 38, Number 6 Richard Knowdell, Publisher. Steven E. Beasley, Editor. November-December 2016

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## CONFERENCES OF INTEREST

### AMERICAN ASSOCIATION FOR EMPLOYMENT IN EDUCATION

Annual Conference and Education Career Fair

November 13-15, 2016. Nashville, TN USA.

College and university career center directors and counselors;.School system recruiters and HR directors;Teacher education faculty and administrators; Representatives of state departments of education, directors of certification, or recruitment and retention programs. Contact:

*American Association for Employment in Education*

*P.O. Box 173, Slippery Rock, PA 16057 USA. 614-485-1111. e-mail: info@aaee.org*

*Web Site: www.aaee.org/*

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### ASSOCIATION FOR CAREER & TECHNICAL EDUCATION [ACTE]

ACTE's CareerTech VISION 2016

November 30-December 3, 2016. Las Vegas, NV. USA Contact:

*Association for Career and Technical Education, 1410 King Street, Alexandria, VA 22314*

*800-826-9972; e-mail: acte@acteonline.org Web Site: www.acteonline.org/*

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### ASIA PACIFIC CAREER DEVELOPMENT ASSOCIATION

The 2017 conference "Customizing Career Services: Issies and Challenges" will be held in

**Quezon City, Philippines on May 21-27, 2017.** It you would like to submit a session proposal the deadline is **November 30, 2016.** Send yourproposal to *info@AsiaPacificCDA.org*.

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## TRAINING PROGRAMS

### **MBTI Certification:**

Live onsite MBTI Certification training for career counselors will be done by CPP. Contact them at [www.cpp.com](http://www.cpp.com) for more information.

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### **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@giconsultants.net> Web Site: [www.giconsultants.net](http://www.giconsultants.net)*

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### **CEU One Stop Career Development Continuing Education**

Completion of courses, workshops, and webinars completed from CEUonestop.com are accompanied by a certificate of completion with the associated clock hours based on the specifications of the NBCC. We have an array of professional development options for you. Workshops and webinars are scheduled live events that you can attend. The webinars are intimate sessions, no more than 20 individuals, with ample time to ask questions of the presenter. It's an opportunity to dig in and examine a topic in depth and mine the experience and knowledge of our presenters. The online courses are multi-media and are available 24/7/365. There are several courses available for your learning. They are packed with resources to extend your learning. Visit [www.CEUonestop.com](http://www.CEUonestop.com) and sign up for the mailing list to receive advanced announcements and special discounts. CEUonestop.com is an NBCC Approved Continuing Education Provider #6529  
Contact:

*Janet Wall <[careerfacilitator@janetwall.net](mailto:careerfacilitator@janetwall.net)>*

*Web Site: [CEUonestop.com](http://CEUonestop.com)*

*Archive of Recorded Webinars:*

*[www.ceuonestop.com/wp/webinars/recordings](http://www.ceuonestop.com/wp/webinars/recordings)*

**UPCOMING WEBINARS** [www.ceuonestop.com/wp/webinars](http://www.ceuonestop.com/wp/webinars)

*DR. CHAZ AUSTIN: How to Find Work – and Keep Finding Work for the Rest of Your Life*

*AARON LESON: X Marks the Spot: Gen X – The Forgotten Generation*

*HERKY CUTLER: The Power of Music as a Career Development Tool*

*MARIE ZIMENOFF: Using the Resume Development Process as a Career Coaching/ Counseling Tool*

*VERA CHAPMAN: Helping Students Market Their International Education Experiences*

*SUSAN CHRITTON: Personal Branding – It's No Longer An Option!*

*SARAH MINNIS: Veterans Career Transition and Advancement: Eliminating the Threat from Predatory Educational Institutions*

*DEAN DEGROOT: Navigating the Minefield: Bully-Proofing Your Workplace*

Visit our web site to see all online courses: [www.ceuonestop.com/wp/webinars/recordings](http://www.ceuonestop.com/wp/webinars/recordings)

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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**



Los Angeles, California: December 5-6-7, 2016

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.

Los Angeles, California: December 8, 2016

Led by **Dick Knowdell**

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



### 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)**



### 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** 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](http://www.PrivatePracticeAlliance.com). Contact him at: **Jack Chapman, 511 Maple Avenue, Wilmette, IL 60091. 847-251-4727. e-mail: <jkchapman@aol.com.**

#### How to show up the moment your prospect wants to buy your services, Part I

I had a client named Phil. He landed a great job; we were done. Then, sixteen years later he called me again. “The American Society of Quality is having a meeting,” he said, “and I’m the program chairman. I wonder if you’d be able to speak on Making Your Job Secure in Insecure Times?” I got two new clients from that speech.

For sixteen years Phil had no reason to call me; then one day a career need pops up and my phone rings. How did he remember my phone number?

Phil had a “good” problem that motivated him to call, but the same thing happens with bad problems, too. A lot of people are discontent in their careers, even for a long time, but they won’t seek out a career coach until the pain gets big enough.

The trick to building a successful private practice is to be the person “waiting in the wings,” – the one they call when it hurts. That’s the “buying moment.” The problem is: how can you show up at the very moment they say, “I’m mad as Hell, and I’m not going to take it any more!”

Simple: just show up all the time! If you’re there all the time, you won’t miss your window of opportunity. How? The way to be omnipresent is your newsletter.

[“Omigod!” you say. “Newsletter? Not more junk mail and spam! Blech.” Have faith! We’re not going to turn you into a spammer!]

A monthly newsletter.

Out of sight, out of mind, as the saying goes. You never want to be out of sight of your prospects. One way to stay visible is speaking engagements. If you’re in private practice, you probably jump at every opportunity to give speeches and workshops. But I repeat... out of site, out of mind. Once people leave the auditorium, it’s unlikely they’ll remember your phone number or find your card when the career-pain hits.

In Part II, I’ll outline the most effective “template” for your newsletter.



## **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)*

### **The Smartest Way to Use Job Boards Today**

Today, too many job seekers focus all or most of their job search efforts to job boards, applying for any job that is even remotely interesting, regardless of their fit for that job. I call it the job search lottery theory. Unfortunately, it doesn't work.

### **Apply Carefully and Only for Appropriate Jobs**

Don't apply for a job without asking these four questions:

1. Do I want this job?
2. Am I qualified for this job?
3. Do I want to work for this employer?
4. Do I know anyone who already works there?

If yes is the answer to all of those questions, then the best approach is to reach out to current employees to find out more about the employer and the job. The goal is to learn more about the job (competent manager, healthy organization, good prospects), other possible opportunities, and also to gain an employee referral, the hiring method preferred by employers.

### **Collect Intelligence**

By observing and analyzing what is posted on job boards, you can learn a great deal about employers and the job market. For example, assume that your current job is "lead programmer" for a specific application, and you've decided it's time to move on. First, collect information:

Is "lead programmer" the job title you should use in your LinkedIn Profile and your resumes/job applications? [Answer: NO!] Search the big job boards (Indeed, CareerBuilder) and niche job boards (Dice) to see the titles being used for your job, especially those used by your target employers.

**Find target employers.** Who is hiring for your job or for similar jobs? Check out Glassdoor.com to see how employees rate them.

Understand that job board search results reflect only the job market at that moment, so return on a weekly basis to see what you can learn, particularly about who is hiring.



## **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.

Contact her as follows: **Melissa A. Venable, PhD**  
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**Twitter:** @Melessa\_Venable, @CenterOnlineEd  
and @TechnologyTwins

**Social Media Careers: Book Review:** Briz, B. & Rose, D. (2015). *Getting a social media job for dummies*. Hoboken, NJ: John Wiley & Sons, Inc.

This column has been geared toward the use of social media platforms in all kinds of career and job search contexts. We can, and do, use tools like Twitter, Facebook, LinkedIn, Instagram, and Pinterest to connect with a professional network, research companies and industries, share our job search status, recruit applicants, and much more. These tools have become an integrated part of business communications, too. As a result, entirely new jobs and careers have emerged, centered on the use of these platforms.

I was given the opportunity recently to review a copy of *Getting a Social Media Job for Dummies*, which is organized in seven sections covering a range of topics from terminology and education options to building a brand and finding a job. It offers something for all of us who are using social media professionally, even if it's not our primary career. My key take-aways include:

**Skills Set for Social Media Jobs:** The authors provide a thorough list and exercise for assessing your abilities and determining where you need to improve in areas such as: search engine optimization, writing, creative design, and data analytics.

**Work Environments:** Social media jobs are found across industries and in a variety of roles such as: consulting with multiple organizations, working as an in-house strategist for one company, joining a start-up, and starting your own company.

**Breaking into the Industry:** How do you get a social media career started? Among the many tips offered in this book are: create your own brand and demonstrate your skills and experience, establish productive and realistic goals, build a strong network, and know how to use social media tools effectively.

One of the challenges of a book like this is that where technology is concerned, including social media, things can get outdated quickly. You'll find some references to older platforms, but overall the advice holds up. Like other books in the *Dummies* series, the format makes the material easy to read and reference.

Consider adding *Getting a Social Media Job for Dummies* to your personal library if you are interested in using social media at work, and to your career center or office's library as a resource for students and clients exploring these new career opportunities. Students from multiple majors, as well as career changers with an interest in social media, may find a good fit.



## **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***.

### **LinkedIn Tip of the Month**

Personalize the URL for your LinkedIn profile page! In case you didn't know, the URL is the web address that lands someone onto your LinkedIn profile page. For example, my LinkedIn URL is: <http://www.linkedin.com/in/paulabrandcareers>. In terms of being found online, the best customization results from using your name. However, that may not be possible if many others share your name (that's why I added "careers" at the end of mine). Hopefully you're thinking: "I've already done this!" If not, read my blog post <http://paulabrand.com/blog> to find out how and why you should. It truly only takes a few minutes to customize your URL.

FYI in recent months, I've noticed a glitch with LinkedIn and URL customization. Sometimes you have done everything correctly, but it doesn't take the first time. After you think you've successfully updated your URL, check your profile to see if the new URL shows correctly. If not, do the same steps one more time and it should take on the second try.

After you have obtained your "vanity" URL and you're ready to drive traffic to your profile page, be sure to use your personalized URL in your branding efforts (résumé, electronic signature, business cards, other social media profiles, etc.).

### **Job Search**

In Dear Abby style, this Workologist column of the New York Times (NYT) offers two examples of search engine optimization (SEO) or more specifically "résumé optimization" and how they affect your job search.

Tara Siegel Bernard of the NYT echoes some of Workologist's advice on using keywords, and shares a few more excellent job search tips for today's electronic world.

### **Living Your Dreams**

Cornell Professor Robert H. Frank makes the argument that salary isn't everything and why following your passion could pay off in happiness, though maybe not financially speaking.

This article offers lighthearted and inspiring words about living your dreams. His post focuses on travel dreams but you can apply it to your career dreams. I'm not suggesting a coin toss to decide your next career, but I am suggesting that you give some perspective to your career decision because the next job you do will not be forever.



**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](mailto:elisabeth@worknetsolutions.com).

**Welcome to the 2016 Seller's Job Market**

I am committed to being the voice of hope. I am relentlessly honest, but I look for the UP-side in everything. You could say I speak the truth in love. As you can imagine, the recent recession, with its steady stream of dire news to report, has made this challenging.

Often over the last few years, in addition to sharing practical ways you can help your most difficult clients begin and succeed in careers, I have shared the difficulties of doing this good work in a recessed economy. Being the Up-side girl that I am, I have shared the reality that during the recession millions of Americans were hired each month. According to the *U.S. Bureau of Labor Statistic's JOLT (Job Openings and Labor Turnover) Report[\*]*, even in months when the market added few jobs, none at all, or even lost jobs, 3,500,000 to 4,500,000 people were hired each month because of the churn caused by workers getting fired, resigning, and retiring.

During the recession, people got jobs. However, we experienced what is called a "buyer's market." This happens when there is more supply than demand, giving buyers the power. In employment terms, while there remained a demand in the form of some 4 million job openings each month, there was an even greater supply in the form of people looking for employment. At times, the ratio of job openings to job seekers was nearly 1:7! In October 2009, the national unemployment rate peaked at 10 per cent with some communities seeing a much higher rate.

I witnessed this first-hand in 2012 when I spoke at an event in Yuma, AZ. Yuma was hit hard by the recession, experiencing 20-some percent unemployment for an extended period with 23.1 per cent unemployment as recently as November 2014. All of this gave the power of choice to businesses looking to pay for talent (the buyers), allowing them to be incredibly picky as they hired and making it challenging for even the most qualified candidates, and more difficult for those with barriers. For those of us who help job seekers facing major barriers who struggle to get hired in even the best of times, these were especially dark days.

Fast forward to today. The most recent *BLS JOLT Report* confirmed that on July 31, 2016, there were 5.9 million job openings in the U.S. labor market. This is up from the record high of 5.75 million openings at the end of July 2015 and way up from the low of 2.5 million at the end of December 2010 (when we experienced the lowest number of job openings in more than 40 years). As of the end of September 2016, the ratio of openings to seekers has dropped to 1:1.3.



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This is good news for job seekers! And for those of us who help job seekers with some ‘extra explaining to do’, this is great news. We are now moving into a “*seller’s market*” in which there is more demand than supply, more job openings and opportunities than people to fill them.

This means your clients will have a lot more opportunity than they have over the last few years, and that hiring employers will move from being picky as they screen-out to being creative as they seek more pools of talented candidates. They will become increasingly willing to accept, and even begin pro-actively looking to hire (and building talent pipelines) to engage a wider range of candidates. This includes not only military personnel, veterans, and stay-at-home parents, but also people with invisible and visible disabilities, those with criminal backgrounds and more.

My advice: Review my articles from the last few years, read *No One Is Unemployable* and *The Six Reasons you’ll Get the Job*, and sharpen your skills. You are about to get one of the best chances you will have in your career to help lots of your most difficult clients not just get hired, but choose their work and begin careers. Enjoy! And, as always, let me know how I can support you. [\*] All statistics gathered from U.S. Bureau of Labor Statistics reports.

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## **Wisdom From The 2017 edition of *What Color Is Your Parachute* by Richard N. Bolles**

### **What I see coming down the road...**

The world of work, the job-hunt, and career-change: What has changed over the past half-century? I am generally expected to mention—and I do— things like “globalization, technology, the Internet, the slow dying of newspapers and their help-wanted ads, the 2008 recession, the rise of part-time jobs, the decreasing number of full-time jobs, the mechanization of the hiring process via software programs, the decreasing power of job-hunters,” and the like. What I am less often expected to mention are the changes I see coming down the road, but which haven’t fully arrived yet.

In 2016 and -17, I see coming down the road a radical altering of jobs in their very nature. As the Internet of Things (IoT) gathers momentum, jobs increasingly are going to become a hybrid of Man & Machine & Data. Man & Machine will work together to accomplish a job, with each of them handling certain complementary tasks. They in turn will generate Data which will help us do the job more efficiently.

All of this will be a more profound change than anything seen in the last 46 years. In some places—see the robots at Amazon’s warehouses—Man & Machine & Data already exists. But let us note that in discussing the marketplace and my book, the word “*change*” must always be held in tandem with “*stays the same.*” Or, to use slightly more elegant language, outward form and essence.

It is only the outward form of the job-hunt that is always changing. This, because at any given time job-hunting’s outward form is determined by technology. And when a new technology arises—think computers, think Internet, think smartphone, think digital resumes—job-hunting al-

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ters. But only in its outward form. Beneath the changing outward form, there is the essence of the job-hunt, and it fundamentally never really changes. In the past 46 or 50 years, what has struck me are these three unchanging essences, in particular:

1. Job-hunting in its essence has always been very much like dating. Both boil down to: “Do you like me?” and “Do I like you?” If the answer to both is “Yes,” then it’s “Do you want to try goin’ steady?” In dating or in job-hunting. We see this most clearly in the job interview. The most important question on the job-hunter’s mind has got to be “Do you like me?” In business language, this means “Hey employer, you are looking for someone who can do this thing that you want done, and can get along with you and the other people here. So, given that, do you like me?” The other most important question on the job-hunter’s mind has got to be “Do I like you?” In business language that means “Are you going to give me a work environment that will enable me to be at my most productive and most effective level, where I feel useful and appreciated, and can make a difference?” The consequence of all this is that over the years, Parachute has always given large attention to the art of the job-interview.

2. Job-hunting in its essence has always been more about what does this employer need or want, rather than what do I want? Although in some sectors and job-markets, that is changing, particularly where there is high demand and low supply of qualified workers. So, over the years, Parachute has given large attention to the mind of the employer.

3. Job-hunting has always rewarded the job-hunter who first sits down and examines themselves before they sit down and examine the job-listings. Self-assessment is and always has been the key to the most successful job-hunting. So, over the years, Parachute has given large attention to guiding you through a detailed assessment of yourself. In fact, this is the part of Parachute that many readers have treasured most.

In conclusion: there are always changes in the outward form of the job-market, and therefore in job-hunting, which any useful job-hunting or career-changing book must note, and develop strategies for dealing with. But some things about the job-market and the job-hunt never alter. Therefore we cannot get so preoccupied with "What's new?" that we forget to notice "What stays the same, year after year?" Outward form and essence. Changed and unchanging. Both are important if you want to take control of your life.

***Dick Bolles***

***Revised website: <http://www.jobhuntersbible.com/>***

***Parachute App Website: <http://www.eParachute.com>***

***Video Course: <http://www.eParachute.com/course>***

***Facebook Timeline: <https://www.facebook.com/dick.bolles.1>***

***LinkedIn: <http://tinyurl.com/qecjvoc>***

***AARP's Life Reimagined: <https://lifereimagined.aarp.org/user-profile/expert/18991>***

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# CHANGES IN THE NEWSLETTER

Our readers will notice that we have asked our writers to shorten their columns to one page (or less) to make the bi-monthly newsletter a little easier to read. With the shorter articles we will have room for additional writers.

Starting in January of 2017 we will be expanding our geographic coverage to include the following areas:

## **ASIA**

Since 2014 the Career Development Network has been conducting our Job & Career Transition Coach training and certification workshops in Southeast Asia. We will now be adding a section in each newsletter issue focusing on career development activities in China, Singapore, Cambodia, the Philippines and other countries in Asia.

## **NORTH AFRICA**

We will be asking our Middle East and North Africa (MENA) representative, Ahmed Mostafa in Cairo, Egypt to keep us up-to-date on the career development activities in his area.

## **SUB-SAHARA AFRICA**

Akintunde 'Tunde' Akinmolayan of Nigeria has joined the Career Development Network as our 'Virtual Intern' and he will be keeping us up-dated on career development activities in Nigeria, Zimbabwe and the Republic of South Africa (as well as other countries in Africa).

## **SOUTH AMERICA**

We are working with our colleagues in Brazil to identify career development activities in Brazil and other countries in South America.

If you have any content to include in these new sections feel free to submit it to [stevenbeasley@verizon.net](mailto:stevenbeasley@verizon.net) or contact me directly at [rknowdell@mac.com](mailto:rknowdell@mac.com) or by cell at 408-828-3858.

*Dick Knowdell*

Executive Director and Publisher

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[November 2016]

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