

## Greetings from the CDAA President

BTT offered a great opportunity to connect with long time friends and acquaintances as well as making new connections. From the feedback I personally received, participants were returning to work with renewed enthusiasm and some new ideas to put into practice. Thank you to all the volunteers who made BTT another great success this year!

CDAA has seen an increase in membership. Welcome to all returning members and to new CDAA members. The best way to know what is going on within the field of career development and in particular your association is to *get involved*. The following volunteers are your executive for 2006 – 2007.

Past President: Colleen Smith  
residing in The Netherlands)  
Past President: Rona Fluney  
(second year)  
Vice President: Susan Seufert  
Chapter: Herky Cutler  
Governance: Pamela Lester  
Education: Charles Eastly  
Membership: Lynn Berry  
Certification: Shannon Mullin  
Certification  
Past Chair: Doreen Kooy  
Resources: Stuart Riley  
BTT Co-chair: Karen St. Cyr  
BTT Co-chair: Mary Fithen

Additional Support:  
CDAA Administrator:  
Gail VanEerden  
Website Maintenance:  
Nell Smith

CCDP Registrar: Laurie McCreary-Burke

Website Technical Consultant:  
Rachelle Drouin

NIDS: Jan Hollingsworth  
(Contracted to coordinate the Alberta National Integrated Delivery Strategy (NIDS) project)

As stated earlier, the best way to know about your organization is to volunteer in some aspect whether on one of the committees or by becoming involved in your local Chapter. CDAA is a leader in the field of career development. Let's continue to lead the way during this year.

My commitment to CDAA and the executive is to continue the work started by last year's executive, led by Colleen Smith. The executive is motivated to continue the focus on:

- Connecting and building partnerships which will strengthen the association
- Moving toward the next stage of growth for CDAA
- Continuing to develop our branding and marketing to effectively communicate who CDAA is and what we are about
- Being a leader in the field of career development in Alberta and in Canada.

The Career Development Association of Alberta is dedicated to advancing the career development profession in Alberta and, in so doing, ensuring the highest quality of career development services to the public.

*Be current. Be connected. Be committed.* Now watch us grow!

I would like to leave you with a quote from an unknown source. "It is quite possible to work without results, but never will there be results without work." There is still much work to be done.

Marilyn Berezowsky  
CDAA President



### What's Inside...

2. Executive and Services
3. Chapter News
4. Ignite Your Passion
5. Speaking at BTT
6. Finding True Meaning at Work
7. Communications Chair Report
8. Executive Committee Report

## CDAA Services and Contacts

**CDAA Website:**  
www.careerdevelopment.ab.ca

**CDAA List Serve:**  
Join the list serve by accessing Member Services on the website or contacting gvaneerd@telus.net.

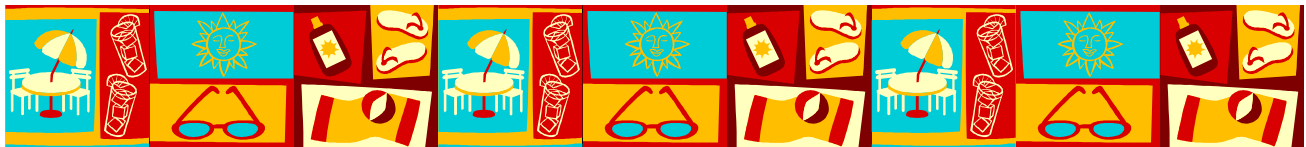
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### 2006 – 2007 CDAA Executive

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BTT Co-Chair	Mary Fithen	mary.fithen@norquest.ca
Member-at-Large	Maria Unrau	maria.unrau@shaw.ca



## Upcoming Events: *SHIFTING DIRECTIONS...the Changing World of Work*

October 1-3, 2006 Vernon, BC

**Are you helping people find work? Are you looking for employees or trying to keep your workers?**

If you answer ... **yes** ... to either of these questions then you will want to attend this Conference!

Key speakers include: Dr. Roslyn Kunin, Dr. Norm Amundson, Chief Clarence Louie, Carol Ann Fried, Dr. Mark DeVolder, Hugh Culver and others.

Topics include: Trends in the 21<sup>st</sup> Century, Critical thinking – an edge for youth at risk, Workplace Attractors, Aboriginal Opportunities in the workplace, Laughing Matters – incorporating laughter into the world of work.

**Shifting Directions Conference** is seeking entries for the **Best of the Best** presentations to be held on Sunday night October 1, 2006 on the eve of the conference. Enter your presentation and you may win your registration!

**For detailed conference information visit [www.shiftingdirections.ca](http://www.shiftingdirections.ca).**

## Chapter News

### Chapter Coordinator

Greetings Folks!

Hard to believe that it's almost summer...and that the Oilers, not the Flames, are still playing hockey!

Speaking of Challenges, we had an EXCELLENT 3rd Annual Chapter Challenge at BTT. Last year's winners, the Northwest Chapter, organized the event. They had folks making Chapter Challenge logos, defining Medieval Occupations and making up Limericks! here's an example of one of those....

*There was a young man, quite callous  
Who had never heard of ALIS  
To find an adventure, he sought to indenture  
Himself to a trade at the palace*

#### Central Chapter

About 30 people participated from 4 chapters (where was the South and North of 60??), and much to the chagrin of a certain chapter in the middle of the Province, the Challenge was won by the newly reformed Edmonton Chapter! Congratulations!

Fort McMurray....yes, two delegates at BTT from Fort McMurray have gone back home to try and drum up interest in forming a chapter there. That would be soooooo wonderful! Anyone from that area interested in helping, joining, leading...please contact me and I'll pass your name to the right people.

Central Chapter folk...I know you've recently received an e-mail from Chair, Kris Bojda, asking you to get involved and to breathe some life back into that Chapter. This is an amazing time in the development of the CDAA and local Chapter participation and involvement is essential. Please consider offering your services and talents...we NEED you!

I want to thank Holly Sorgen from the Northwest Chapter, Rose Van Schilling from North of 60, Diane Kreuger from Calgary and Candy Khan from Edmonton for the work they did as Chapter Chairs! They have stepped down this past year and we really appreciate all their efforts!

I also want to welcome a number of new Chapter Chairs...Maria Unrau from Edmonton, Janice Render from North of 60, Brenda Lindquist from the Northwest and Joy Ulrich from Calgary. I'm looking forward to working with them and thank you so much for taking on this very important role in the Association!

Until the next time, a book is only as good as it's Chapters...

*Herky Cutler  
Chapter Coordinator*



### From Edmonton...

The Edmonton Chapter held its Annual General Meeting on May 3, 2006 and is happy to introduce its new board members.

Chair: Maria Unrau  
Vice Chair: Nicole Stogrin  
Sec/Treasurer: Paula Wischoff  
Education: Pam Robertson  
Darlene Stephenson  
Membership: Yvette Bitz

The Chapter started off its new year with a bang by winning the Chapter Challenge at BTT. An event suitable for the city of Champions, a streak that we hope will continue with those other Alberta Champions, the Edmonton Oilers. ***Let's Go Oilers, Let's Go!***

The Chapter holds its monthly executive meetings the first Wednesday of every month at Block 1912 (10361 Whyte Avenue – Edmonton). At the June 7 meeting, the treasurer will present an update of the Chapter finances. Most of the discussion will be centered on the planning of the education sessions for the coming year and collaborating with the Provincial CDAA Education Committee. All Edmonton members are invited to attend these meetings and contribute to the planning of the chapter's upcoming activities.

*Maria Unrau  
Chapter Chair*

# "Ignite Your Passion"

**Date:** Friday October 20, 2006

**Registration:** 8 - 8:45 a.m.

**Time:** 8:45 a.m. - 4:15 p.m.

**Location:** Calgary  
FCJ Centre (219 - 19  
Avenue SW)

**Stayed tuned for another great line up of speakers and some new ideas and activities to help keep...**

your passion ignited

For more information contact  
Gurpreet at  
gdara@cmcn.ab.ca  
or visit  
[www.careerdevelopment.ab.ca](http://www.careerdevelopment.ab.ca)

***Bookmark Your Organizer  
and Spread the Word!***

**For registration information:**

<http://www.careerdevelopment.ab.ca/chapters/calgary.shtml>

**Are you passionate about Career Development?**

The Career Development Association of Alberta  
(CDAACalgary Chapter presents

## The Sixth Annual PROFESSIONAL DEVELOPMENT DAY

### KEYNOTE SPEAKERS

Kris Magnussen  
Dave Redekopp

### The Challenge of Coherent Career Practice

We are experiencing rapid and dramatic changes to the social, occupational and economic fabric of society. Have our career development practices kept pace with these changes, or are we simply adding new techniques to old processes? Responding to these challenges requires that we reexamine why we practice the way we do. This presentation, which is intended for all participants, will describe four dynamic and interrelated constructs for career development: career integrity, career context, career literacy, and career gumption. These constructs answer the "why" of career development.

### Follow-up Session: Strategies for Coherent Career Practice

A conceptual framework such as "Coherent Career Practice" provides a basis for understanding client issues, and more importantly, for guiding creative career practice. If we accept the idea that we live in times of constant and dramatic change, then we will need to be continuously reinventing the "what" and the "how" of our practice. In this session, we will discuss how helpers can use the pillars of coherent practice to recognize the source of client issues or problems, and through the participation of those in attendance, develop examples of effective strategies to deal with client issues.

## Have You Ever Considered Speaking at Building Tomorrow Today?

After attending BTT for the first time in 2004, I took the plunge and presented two sessions during BTT 2005 and one session during BTT 2006. I found the experience of presenting at BTT to be extremely rewarding and I wanted to share my experience with other CDAA members.

At BTT in 2005, I co-facilitated a session with a CDAA colleague, Thomas Fielding, on the topic of *Public Speaking as a Career Development Tool*. I also individually presented a session, titled *Recovering from a Brain Injury – A Career Success Story*. In 2006, I co-facilitated a session with my colleague and friend, Kathleen Fraser, titled *The Triumphs and Challenges of Pursuing a Masters Degree*.

What were the rewards I received as a result of speaking at BTT?

- The opportunity to challenge myself and truly consider my knowledge and experience in a given topic area.
- The opportunity to demonstrate my public speaking skills, and share my knowledge and experience with other professionals.
- For the co-facilitated sessions, I had the opportunity to work closely with respected colleagues and learn from each of them as we prepared and delivered our sessions.
- The opportunity to represent the organization I work for at a large, province wide conference.
- As a presenter, my registration fee for the conference was waived, minimizing the costs associated with attending the conference.

- The opportunity to be published in the BTT Consultation proceedings.

In 2005, I was accepted into the Masters of Art in Leadership and Training Program, offered through Royal Roads University in Victoria, BC. On a whim, I applied for an entrance scholarship on the merit of “Empowering Leadership”.

A critical piece to being awarded this \$1000 scholarship was a letter of recommendation I included with my application. This letter of recommendation was written by a participant who attended my session titled *Recovering from a Brain Injury – A Career Success Story*, presented at BTT 2005. I feel indebted to this person and to BTT for providing me with the opportunity to share my story.

When comparing my experience of attending BTT as an attendee versus attending as a presenter, I believe that presenting greatly enhanced my overall conference experience. The opportunity to truly participate and contribute was a gift I experienced at BTT in 2005 and 2006.

As I submitted my proposal and planned for the sessions, I found the BTT planning committee and volunteers to be extremely helpful and accommodating. While presenting at BTT, they provided helpful ICT support, and went out of their way to ensure that our needs as presenters were satisfied.

A colleague who attended the session I presented at BTT 2006 has asked me to co-present with her next

year, so planning for BTT 2007 has already begun!

I encourage CDAA members to consider creating a proposal to present at BTT 2007. It is a great opportunity to share your knowledge and experience with colleagues and enrich your overall BTT conference experience.

Cristy Hayden

*Cristy is currently employed as an Employment Specialist at SAIT Polytechnic in Calgary and can be contacted at (403) 210-4249 or [cristy.hayden@sait.ca](mailto:cristy.hayden@sait.ca) with any questions.*



**Do you have a message that might be of value to your colleagues?**

**Do you want an opportunity to raise your profile and become more involved?**

Think about connecting with a BTT presenter and ask them to mentor you!

## Finding True Meaning at Work

Steven Covey says there is a “spiritual renaissance taking place in the business world today.” While corporate leaders are searching ways to ignite commitment and performance, for most people this means finding true meaning in what they do.

The rapidly changing job environment causes us to ask questions such as, “*What is the true meaning or purpose in my work?*” Here are four personal questions that are worth asking:

1. What is my purpose here?
2. How can I bring more meaning to my work?
3. Is this job what I am really meant to do?
4. Is there a place for me and my true values in this workplace?

Companies grapple with how to foster loyalty and commitment. A new generation of workers is looking for more from work than just money. Personal balance is becoming increasingly important to both men and women.

When a person is overwhelmed by work stress, the challenge of commitment at work is highly personal: it calls into question one’s inner sense of purpose, caring and vitality that makes work worthwhile. When a person hasn’t found an inner purpose, his or her work becomes routine, tiring, boring and without energy. For some, this leads to irritability and difficult interpersonal relations. For others, it leads to burnout and depression. For a small few, there can be violence, disruption of work and sabotage.

For example, communication skills may help but do not make for a lasting or fulfilling marriage. There is another level of awareness and development that must be in place for a marriage or any relationship to sustain itself and flourish, including the relationship with people at work and with the organization. This level includes mutual respect, self-responsibility, shared values and the willingness to be fully seen. Profound communication arises naturally when these deeper changes are in place.

Training and development programs such as empowerment and team building are helpful tools for companies and leaders. They produce positive and worthwhile changes in both corporate competitiveness and integrity. However, finding true meaning and commitment at work is about going deeper to reconfigure work life in ways that can bring out the deepest human potential.

The degree that each worker can find meaning in his or her work will be reflected in the quality of commitment and excitement (or lack of it) that is present in the workforce, and ultimately in the competitiveness of the business. Behind the grumbling and cynicism found in most workplaces there is actually a longing to find true meaning, joy or enthusiasm in most individuals. We laugh at the cynical humor found in Dilbert, the comic strip that declares, “*All people are idiots!*” At a more profound level, however, we crave proof to the contrary.

When companies offer their people training and workshops designed to rekindle their enthusiasm and commitment, there is often skepticism and resistance. Participants groan about another management fad for “empowerment, quality improvement, team-building, visioning” and so on.

These are great techniques and procedures for changing organizational behavior. Many positive changes occur after workshops. However, often the change is short-lived. Traditional change efforts are only effective when they address deeper personal levels.

It is no longer sufficient to have a job; many people are seeking a fuller life at work, one that is consistent with the larger focus of their lives. It is becoming more common to hear workplace discussions of “meaning,” “purpose,” “spirit” and “passion”. These ideas are now seen as a vital component of workplace satisfaction, which in turn affects performance and productivity.

There are things that one can do to awaken a sense of meaning at work. But one can be impaired by the use of certain words. Language is powerful. It does not merely describe but also shapes reality. Language becomes the filter through which we perceive the world. How can leaders tap into an employee’s deeper level of engagement? Words such as community, meaning, service, contribution, joy, passion, vocation and soul are powerful and meaningful to most individuals.

*Continued on p. 7*

## Finding True Meaning at Work cont.

How do you talk about these things without leading to discussions that are no longer appropriate for the work environment? How do companies appeal to people's deepest aspirations, creativity and convictions without using such words as soul, spirit, and personal values?

There is a change in vocabulary that is gradually taking hold. Soft-sounding words like "values" and "meaning" are becoming as bold and common in the corporate lexicon as "bottom-line" and "return on investment". Corporations are realizing that who you are and what you stand for are as important as what you sell.

There are things you can do to awaken a sense of meaning at work. There are many consultants, trainers and coaches who are committed to this process.

Here are three questions for awakening meaning in yourself and others daily. Using a professional coach will greatly enhance the effectiveness of these thought exercises.

1. *What ignites my passion in today's work?*

This first question serves to reclaim attention from the tyranny of the urgent and redirect it to what is truly meaningful.

2. *How can I bring true value to this moment?*

The second question serves to disengage from emotional

entanglements and view issues with a fresh inner perspective. This leads to constructive action.

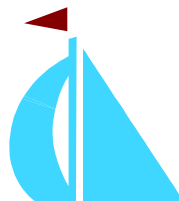
3. *What would I like my legacy to be in this assignment?*

The third question serves to bring more value and meaning to an onerous project. When an assignment begins to weigh heavily and becomes a work pressure, this question can redirect and reenergize.

In the same way that these questions can provide personal energy to everyday work life, an organization, whether large corporation or small business, might ask itself these questions:

1. What brings meaning and community to our company?
2. How can this meeting or project be an expression of our highest aims?
3. What would be of service right now?
4. How can this conversation be more open, clear, or authentic?
5. What is our larger responsibility as a team or organization?

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## Communications Chair Report

Happy Summer Everyone!

I am Lori Atkinson and I have been your Career Momentum Editor for the past year. This spring at the annual general meeting, I became the Chair of the Communications Committee.

Let's welcome Heather MacDonald as the new Editor of the Career Momentum. Heather will take over this role in September. She is excited about the opportunity to get more involved with our association.

In the fall you will see changes beginning to take shape with our look and our communications as we integrate our new logo.

I am looking for a number of other people who are interested in contributing on the communications committee. The next year will bring a number of changes and good things will be happening.

We will revamp the web site to reflect our new graphics. We hope to create a members only area on the web site to give us a greater opportunity to network and communicate with each other.

Career Momentum will get a new look and will also be integrated into the web site.

We are looking for feedback about the web site. If you have expertise in communications or want to get experience in communications, please contact me.

Please e-mail me with your ideas and if we all do just a little for the association, we have a powerful opportunity to create our future!

Lori Atkinson  
latkinson@shaw.ca

## New Executive Committees Forge the Future for CDAA

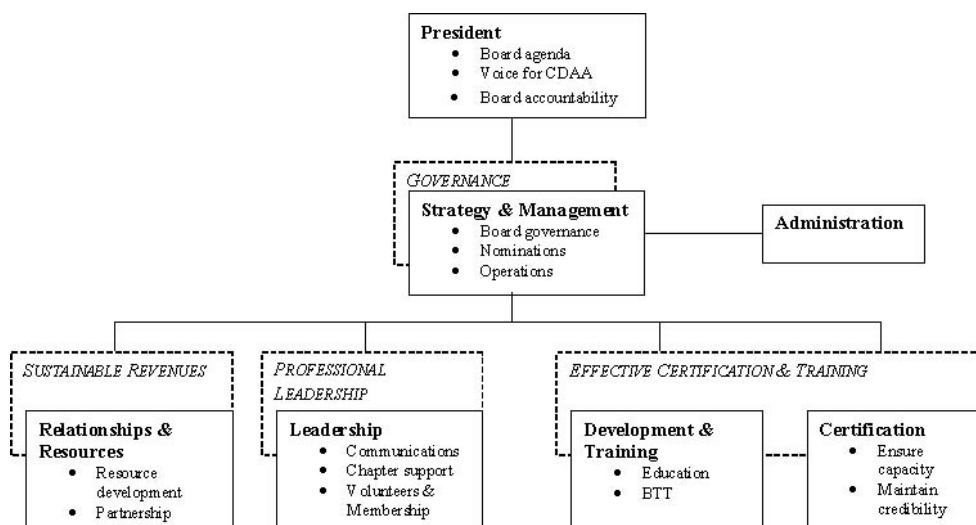
At the 2006 Annual General Meeting of the Association held at BTT, a new committee structure for the CDAA Executive was presented. To forge the future for CDAA, the Executive has reorganized to mobilize its energy and resources to work toward our strategic priorities.

### CDAA Strategic Priorities 2006-2007

1. Board Governance: *Commence an explicit transition phase to move CDAA from a grassroots style of organization to a professionally managed professional association led by a volunteer Board of Directors.*
2. Sustainable Revenues: *Develop and nurture relationships with core supporters in order to generate sustainable sources of revenue for the work of CDAA.*
3. Professional Leadership: *Establish CDAA as the leadership voice on career development in Alberta.*
4. Effective Certification and Training: *Ensure the credibility of CDAA through good certification practices and accredited training programs.*

### New Board Committee Structure

Five committees have been formed, some to coordinate former committee roles under one umbrella, others as new committees. Each committee is currently clarifying its priorities and task allocation.



Our 2006-2007 Executive entered a brave new world of possibilities through a June 4 planning retreat in Calgary. These five 'umbrella committees' and their sub-committees will be looking for additional members who are interested to forge the future of CDAA. Let your interests be known! Contact any of the Executive committee to discuss how you could get involved. Build your professional association – enhance your leadership experience – earn CEU credits in the process!

*Pamela Lester, Chair  
Strategy & Management  
Committee*

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Submissions can be sent to [latkinson@shaw.ca](mailto:latkinson@shaw.ca).  
The opinions expressed in this publication are not necessarily those held by CDAA.  
We reserve the right to edit all submissions.