

... fostering the practitioner spirit

A publication of the Career Development Association of Alberta

## Welcome Back to a New Year of Growth with CDAA

Welcome back to a new year of growth. This morning as I write, I think about ongoing members and new members of the Career Development Association of Alberta and I remember that you and I are what CDAA is all about. The CDAA exists because people like you and I live and work in Alberta as career development professionals and see the values of being a part of our association. We are here because those who went before us had passion and commitment for career development and saw the need for our association to enable them to accomplish, individually and collectively, their best work. The result of that passion and commitment through toil and time is the CDAA as we enjoy it today and the future of the CDAA belongs to us.

The question I am considering is what energy drove the passion and commitment of the CDAA in its inception and what energy continues to drive our commitment to the association today? I think the answer is as varied and complex as the people and the work of the career development field.

My experience is that the sustainable energy to accomplish most things begins with profound personal beliefs and values. As a career professional I have had the privilege of studying with, working

with and connecting with many others in our field and I've seen this passion reflected in the faces, relationships and careers of my colleagues.



Sometimes one needs a reminder of what is important. Some important truths stand out in my mind today because of a recent experience I had. Last week, I was asked to represent the CDAA at a graduation for career development professionals. It was an honor to attend this graduation and to be able to tell the graduates about our association. However, what I contributed to the graduation was significantly less than what I received from the experience. As I watched the proceedings an amazing story of commitment to training new career development professionals by the program leadership unfolded.

When each of the graduates spoke, I heard their personal words of thanks, listened to their stories of perseverance through challenges, and began to understand a little of their individual passion for the work of career development. I was reminded that these new career development professionals and that you and I are what the CDAA is all about, a group of outstanding professionals working together to remain committed, connected and current. This week my heart remembered what my connection and membership with the CDAA (you) means to me personally as well as professionally.

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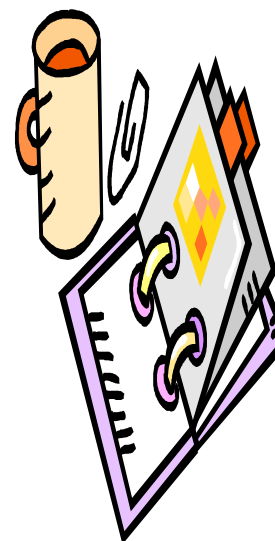
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MARK YOUR CALENDARS FOR THE  
**14th Annual Regional  
Consultation for  
Career Development**

**Building Tomorrow Today**  
April 30 – May 2 , 2008



## What Can Your Chapter Do For You?

### Welcome Back, *continued.*

To close, I want to congratulate you on your career journey and the passion and vision you bring to the work of career development that makes such a difference to all Albertans. I also want to congratulate the graduates of the Bow Valley College's Career Development and Life Skills program for their accomplishments and welcome, once again, you all to our field. I was very happy to learn that you knew all about us and that some of you are already members of the CDAA. Also, I extend a special thank you to the program leader, Beverley Walters, for requesting my presence at this important celebration.

There is a saying "you can tell a tree by its fruit". From my observations I can confidently state that the fruit of career development is sweet and plentiful. I am privileged to work in this profession with you and I believe in career development and in the work that we are accomplishing.

Welcome back!

Carolyn Jonsson  
Co-Chair, CDAA Membership  
Committee

Welcome all new and returning CDAA members – your commitment to your profession should be commended! It is invigorating to see so many new members listed in the Membership Directory. As your new Chapter Coordinator I would like to share with you some information about the chapters and how you can contribute to and support them.

Did you know that the Career Development Association of Alberta has 6 chapters throughout the province? When you register as a member of the CDAA \$10.00 from your membership registration or membership renewal is assigned to the chapter that is closest to you. Chapters use this money to host meetings, provide networking opportunities, and subsidize professional development sessions. For more information about what your chapter has to offer please contact your Chapter Chair directly.

Your Chapter Chairs for this year are:

Southern Alberta: Ruth Kergan – [ruth.kergan@teamworktraining.ca](mailto:ruth.kergan@teamworktraining.ca)

Calgary: Joy Ulrich – [julrich@telus.net](mailto:julrich@telus.net)

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Each chapter has elected executive members and/or volunteer committee members working on your behalf. Most have regular meetings and would welcome YOUR contributions.

Chapters are an integral component of the CDAA and work closely with the Provincial Board of Directors to ensure that members are kept current and connected.

Many of you know that Herky Cutler held the position of Chapter Coordinator for several years. He resigned this year but will continue to be an active member of the Career Development Association of Alberta. I would like to personally thank Herky for his enthusiastic dedication and creativity as the Chapter Coordinator. Filling his shoes won't be easy although he assures me they are *only* a size 13!!!

I would like to extend an open invitation for you to share your ideas, thoughts, comments, suggestions for how your chapter and the CDAA can best support you as a Career Development Professional! Looking forward to hearing from you!

Paula Wischoff  
Chapter Coordinator  
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Telephone: (780) 992-1345

Always do right--this  
will gratify some and  
astonish the rest.

Mark Twain

## CDAA Chapter News

### Hello from the South Chapter!

- We are planning another year of great networking and professional development activities for career development professionals in Southern Alberta.
- Please stay tuned to this website for more information on our future events, including this year's Workwise Conference, to be held in March 2008.

#### UPCOMING EVENTS:

**Lunch 'N Learn 2007** will be held in Lethbridge on Thursday, November 8, 2007 at the Learning Centre at the Palliser School Division Office. This year's extended afternoon format will feature keynote speaker **Bryan Hiebert, Professor of Applied Psychology from the Faculty of Education at the University of Calgary.**

Dr. Hiebert presented at this year's BTT Conference and is currently the President of the International Association for Educational and Vocational Guidance. He was also the President of the Canadian Career Development Foundation from 1985 to 1999 and was the Founding Chair of the Alberta Career Development Action Group.

In the past he has held the position of Co-chair of the National Steering Committee for Career Development Guidelines and Standards from 1996 to 2004 and also contributed to the development of the International Competencies for Educational and Vocational Guidance Practitioners.



In 2007 Dr. Hiebert was awarded the Stu Conger Gold Medal and Diamond Pin for Leadership in Career Development. Dr. Hiebert has written 150 professional papers and 8 books. A synopsis of Dr. Hiebert's professional development and research endeavors is available at:  
<http://homepages.ucalgary.ca/~hiebert>  
<<http://homepages.ucalgary.ca/~hiebert>>

**Bryan's presentation at this year's Lunch 'N Learn will feature 3 main messages:**

- The different roles we play as career practitioners in relation to client needs.
- How do we demonstrate value in our practice?
- What does theory teach us about contemporary career/service practices?

It promises to be a great presentation and a chance to expand our knowledge in these areas. **STAY TUNED FOR FURTHER DETAILS!**

**\*This plus other events are great opportunities for career professionals in Southern Alberta to get together, meet people, share ideas, and inspire best practices amongst professionals in the field.**

If you would like to **become a member of the South Chapter CDAA Committee**, please email or call Ruth Kergan, South Chapter Chair at [ruth.kergan@teamworktraining.ca](mailto:ruth.kergan@teamworktraining.ca) or call (403) 382-3773.

Heather Hacıor  
South Chapter



## Chapter News, *continued*



### Joyful greetings from your CDAA Calgary Chapter

It's time to get back into the routine of fall, amazing how quickly the schedule fills up eh? Well before you double book yourself I want to give you 2 dates that are a must attend...I hope.

**Friday, October 26 - Ignite your Passion Conference** (registration form is attached)

This year's theme is '**Valuing Ourselves - Valuing Our Gifts and Strengths**'. The keynote speaker is Bryan Hiebert in the morning and Jennifer Buchanan will finish up the day. The program will also include facilitated networking and concurrent sessions. New this year is the location – Fort Calgary with lots of free parking! We have also added a credit card payment option for your convenience. Even with the new venue our space is limited so hurry and get your registration in soon.

**Wednesday, November 28 - CDAA Calgary Chapter Meeting**

An opportunity for members and friends to come together for professional development and networking. Believing that our members have areas of interest and expertise that everyone else can learn from, we are planning to offer 3 mini sessions. If you are interested in facilitating a 15 minute presentation, please let me know (Joy Ulrich – julrich@telus.net).

Details re: specific location and times will be mailed to you closer to the date.

So mark these dates in your calendar and join your friends and colleagues for these CDAA Calgary Chapter opportunities. I am looking forward to seeing you there.

Joy Ulrich

Calgary Chapter Chair of CDAA

PS – Calgary Chapter Secretary, Cristy Hayden can answer any registration related question or concerns -

chayden@nucleus.com or 210-4249.

### Standards and Certification Committee

As Co-Chair of the Standards and Certification Committee, I would like to welcome new members; Scott Fisher, Marion Storm and Marie Woolgar. It is great to continue to work alongside ongoing members Temi Sonuga, Jean Vidal and Thomas Labelle, Co-Chair with me for the coming year. Amongst us all, we have representation from Ontario to the Northwest Territories to Southern Alberta! I would also like to thank Doreen Kooy for her on-going dedication to this committee and wish her well in her new role as Vice-Chair of the Board of Directors.

Next year in April the 10 members of the CCDP pilot group will be renewing their certification. We feel that we have prepared a smooth submission process for members to follow; however, we will be monitoring and adjusting this process as submissions come in.

As always, please address any questions about the CCDP to our Registrar, Laurie McCreary-Burke at 933-4532 or at [jolacaja@planet.eon.net](mailto:jolacaja@planet.eon.net).

Sue Kersey  
*Co-Chair*

## Enhanced Employment Workshops for Students Studying at SAIT Polytechnic

Cristy Hayden

As a career professional who recently studied at Royal Roads University, I recently completed a Master of Arts in Leadership and Training (MALT) degree. Within past, present and upcoming issues of *Career Momentum*, I would like to share some segments of my research project, including a summary of the literature I reviewed while completing my thesis.

The following is an expert from the literature review I conducted while completing my thesis, *Attributes of Students Studying at Post-Secondary Educational Institutes*.

To best meet the needs of students studying at SAIT, awareness of the attributes of adults attending post-secondary educational institutes was required. Post-secondary institutes offer education to a diverse group of individuals including young adults who have recently graduated from high school, older adults who enter the post-secondary environment with previous work experience and educational achievements, and adults from diverse cultural backgrounds. The diverse characteristics of students must be considered when determining how to best meet their employment needs.



### *Young Adults*

Young adults who have recently graduated from high school bring a unique perspective to post-secondary education. “Today’s students have grown up in a world in revolution, where rapid changes have provided a new expansiveness of information, a multiplicity of potential life experiences, advancing technological sophistication, and pluralistic social models to emulate” (Newton, 2000, p. 8). Newton recognized that students entering post-secondary education at the beginning of this century fall into a distinctive generation, commonly referred to as “millennials, Internet gens, generation Y, and baby boomers II” (p. 8).

Newton (2000) conducted a two-year study at Kansas State University, designed to explore college life through students’ stories. From his research, he identified several characteristics describing a typical millennial student. Of the characteristics identified, one emerged as being true of what I have witnessed while working with this generation of students. “Students are ambitious in their career aspirations yet frequently have unrealistic expectations about what it takes to achieve these goals” (p. 11).

A similar conclusion was stated by Weatherill and Boyd (2001), where they indicated that young job seekers commonly hold unrealistic expectations regarding both the process and the outcomes of job search (p. 18). Sandfort and Howorth (2007) reached somewhat different conclusions regarding the



millennial generation. The millennial students interviewed in their study indicated they wanted good jobs and financial stability, but a hesitation existed, which kept their aspirations pragmatic. Most students stated they were fearful of reaching too high and wanting too much. Quoting an urban student, “You always have to have some hope, but you can never let your hopes get too high. What happens if it doesn’t come true? It is like a failure thing” (Attitudes and Beliefs section, ¶ 6).

Newton (2000) commented on the need for young students to experience manageability and meaningfulness in their learning: Manageability is experienced as a sense of control. For students, it is connecting the learning experience to future utility. Meaningfulness is the extent to which people believe and experience that the expectations, demands, and activities of their lives are worthy of commitment and engagement. (p. 14) These needs must be considered when developing the content and delivery of employment workshops.

Enhanced Employment, *continued*.

**Mature Students**

As a method to stay current and compete in the rapidly changing labour market, older adults commonly enrol in post-secondary education. Bridges (2004) noted that “the extremely high level of change in today’s organizations is likely to keep your career in a semi permanent state of transition” (p. 79). This was echoed by Rice (2003), citing Merriam and Caffarella: “The changing global economy, shifts in demographics, and increased reliance on technology have created the increased need and opportunity for adults to enroll in college” (p. 53).

Adult learners are rapidly becoming a growing population on post-secondary campuses. “Students are seeking course offerings which are flexible and fast paced to allow them to meet their educational goals while still balancing work and family responsibilities” (Noel-Levitz, 2006, p. 1). Noel-Levitz’s report indicated the need for college and university leaders to place a priority on understanding the satisfaction of adult learners, both inside and outside the classroom setting (p. 2).



Noel-Levitz’s (2006) study listed seventeen reasons why adult learners choose to enrol in post-secondary education. “Requirement for current or future job” (p. 7) fell

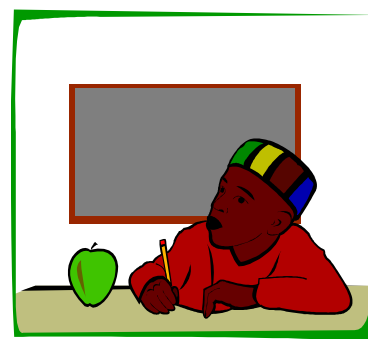
within the top third of the list, indicating that adult students are often motivated to attend post-secondary educational institutes to improve or enhance their employment opportunities. This factor provided a reminder of the importance of providing exceptional employment services, in an effort to meet the expectations of adult students.

When considering the delivery of employment workshops, the demands placed on adult students must be considered. In addition to often strenuous academic demands, students frequently balance the demands of family, work, and recreational activities. Regardless of what motivates a mature student to return to school, students must find methods to fit their education into the boundaries of their existing lifestyle (Hagedorn, 2005, p. 25).

Hagedorn (2005) reiterated the importance of post-secondary institutes recognizing adult learners’ needs and developing programs to accommodate those needs. “Understanding the distinctive needs of adult students and designing programs that more appropriately attract and support them have become increasingly important” (p. 28). Echoing this recommendation, Duxbury, Higgins, and Lee (1994) discussed the unique challenges faced by women when balancing different life roles. “The sociocultural expectation that women will retain primary responsibility of the home, regardless of their employment status, makes women more susceptible to work/family conflict” (p. 464).

**Students from Diverse Cultural Backgrounds**

The final unique group of students includes individuals from diverse cultural backgrounds. This population of students may have recently immigrated to Canada or be visiting Canada temporarily and holding an educational visa. They commonly approach their academic studies speaking English as their



second language. Lee and Wesche (2000) studied Korean students’ adaptation to post-secondary studies in Canada and identified that students reported a high level of satisfaction with their academic studies, yet they experienced difficulties in adapting to life in Canada, including financial worries and coping with the cold climate (p. 675).

International students must deal with unique concerns such as “language and cultural barriers, burdensome legal requirements, and bureaucratic procedures” (Spencer-Rodgers & Cortijo, as cited in Yang, Wong, Hwang, & Heppner, 2002, p. 208). From my experience in providing employment services to students at SAIT, these concerns are accurate and often extremely challenging for many international students.

Enhanced Employment, *continued.*

The literature review indicated that international students may be reluctant to access employment services. “Since research indicates that international students often do not access career planning services, it is critical to have an active presence and marketing campaign in order to inform students about the services available to them” (Yang et al., 2002, p. 210).

Yang et al. (2002) provided a list of “Important Things Learned in Providing Services to Better Meet the Needs of International Students” (p. 211). The list included items such as “career services need to be responsive to the cultural contexts of international students being served [and] ... there is a need to develop proactive services such as workshops and structured group interventions” (p. 211). This advice was considered when formulating the recommendations discussed in chapter five.

This section of the literature review has provided a summary of three distinct populations of students studying at SAIT. With the goal of improving employment workshops and ultimately improving learner satisfaction, the attributes and identified needs of each student group were considered throughout this research project.

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The first step in the acquisition of wisdom is silence, the second listening, the third memory, the fourth practice, the fifth teaching others.

Solomon Ibn Gabriol

## Study: Rising Education of Women and the Gender Earnings Gap

### Certificate in Career Development At U of Calgary

Margo Dilger, Program Director at University of Calgary Continuing Education (UCCE), would like to advise all former graduates and current students enrolled in the Certificate in Career Development (CCD) of the program closure. After doing a system-wide program review of all its certificate programs it was determined that the program enrollments were no longer sufficient to allow UCCE to deliver a viable and robust program. No new certificate students will be admitted to the program. Existing students who have been admitted to the certificate will be given the opportunity to finish their program of study in the next two years. Enrollment procedures for courses are the same as in the past and no different action is required.

Dilger, who previously worked as a career advisor, states "the program helped many individuals further their career and passion for helping others find career fulfillment. I have enjoyed working with many CCD students over the past few years."

Please note that several CCD core courses are being offered for the last time this year. Electives can still be completed from both the CCD and management certificates. Please visit the CCD website for the most up-to-date yearly schedule at:  
[www.cted.ucalgary.ca/ccd/](http://www.cted.ucalgary.ca/ccd/)  
<<http://www.cted.ucalgary.ca/ccd/>>

The earnings gap between young women and men only declined moderately during the 1990s, despite a dramatic increase in the proportion of young women holding a university degree, according to a new study.

From 1991 to 2001, the proportion of 25- to 29-year-old women holding a university degree went from 21% to 34%. In contrast, the proportion of 25- to 29-year-old men holding a university degree only rose moderately over the period, from 16% in 1991 to 21% in 2001.

Despite the sharp increase in the proportion of young women with a university degree and the fact that university degree-holders generally earn more than other workers, the gender earnings gap only declined slightly over the period.

Specifically, women aged 25 to 29 earned 20% less than men in 1991. By 2001, the gap had narrowed slightly to 18%.

Virtually all of this decline was related to the rising educational attainment of young women.

One reason why the earnings gap only declined slightly in the 1990s, despite the rapidly rising educational attainment among young women is that the gap among university graduates actually increased over the period. It went from 12% in 1991 to 18% in 2001. This was largely the result of real wage declines in female-dominated disciplines, such as health and education, and real wage increases in male-dominated disciplines, such as engineering, mathematics, computer sciences and physical sciences.

The study also found that the earnings gap between young women and men declined more rapidly in the 1980s, going from 26% in 1981 to 20% in 1991. However, the rising educational attainment of young women played only a small role during this period. The study, which used Census of Population data from 1981 to 2001, examined the role of rising educational attainment among young women in reducing the gender earnings gap. Other factors examined included discipline, region, city size, marital status, number of children, and weeks worked. Only workers aged 25 to 29 who worked an average of 30 hours or more per week for at least 40 weeks in the year prior to the census were included in the analysis. Although earnings are collected for the year prior to the census, the study refers to the census year throughout.

The research paper "Has higher education among young women substantially reduced the gender gap in employment and earnings?", as part of the Analytical Studies Branch Research Paper Series (11F0019MIE2007301, free), is now available from the Analytical Studies module of our website.

Related studies from the Business and Labour Market Analysis Division can be found in the publication Update on Analytical Studies Research (11-015-XIE, free), available from the Publications module of our website.

For more information, or to enquire about the concepts, methods or data quality of this release, contact Marc Frenette (613-951-4228; [marc.frenette@statcan.ca](mailto:marc.frenette@statcan.ca)), Business and Labour Market Analysis Division.



## *Valuing Ourselves Valuing Our Gifts & Strengths*

**Career Development Association of Alberta, Calgary Chapter  
Friday, October 26, 2007, 8:00 a.m. – 4:15 p.m.  
New Location: Fort Calgary, 750 9th Avenue SE**

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### Program at a Glance

8:00 - 8:45am	Registration, Coffee/Tea & Scones
8:45 - 9:00am	Welcome
9:00 -10:30am	<b>Valuing Oneself: Sowing the Seeds and Reaping the Harvest</b> - Keynote speaker Dr. Bryan Hiebert, from the University of Calgary's Division of Applied Psychology, will speak on the High 5 + 1 messages we give to our clients and how the message "Believe in Yourself" is perhaps most central. As well, we will examine why these messages are equally important for us in our own career/life paths. This session will provide an opportunity to examine the roles we play in creating a self-valuing life style and some practical examples for cultivating an environment where we can function at our creative best.
10:30 - 10:45am	BREAK
10:45 - 11:45am	<b>Valuing Our Relationships</b> - Lynn Berry, career coach, instructor and event coordinator will lead us in an interactive networking session aimed at connecting us with others in the career development field.
11:45am - 1:00pm	LUNCH
1:10 - 2:20pm	Concurrent Sessions <b>Valuing Our Stories</b> - Pat Goyette of George Brown College will be sharing a brief summary of Dr. Vance Peavy's work in constructivist counseling and the concepts of SocioDynamic Counselling. <b>Valuing Our Abilities</b> - Sean McEwen, the president of the Canadian Association for Supported Employment will discuss encouraging full citizenship and personal capacity for people with disabilities through the facilitation of increased labor market participation and outcomes.
2:20 - 2:30pm	BREAK
2:30 - 4:00pm	<b>Valuing Our Gifts</b> - Using song and storytelling, music therapist, Jennifer Buchanan, will lead an inspiring session on finding our passion by tuning into our gifts.
4:00 - 4:15pm	Closing, Feedback and Goodbyes

## Ignite Your Passion 2007 Conference Registration

<b>Name</b>		
<b>Business/Organization</b>		
<b>Phone Number</b>		
<b>Email Address</b>		
<b>Mailing Address</b>		
<b>Registration Fee: \$75.00</b> <b>This fee includes the following:</b> <ul style="list-style-type: none"> <li>▪ Keynote speaker: Dr. Bryan Hiebert, Professor of Applied Psychology in the Faculty of Education, University of Calgary</li> <li>▪ Closing speaker: Jennifer Buchanan</li> <li>▪ Inspiring, informative, and interactive sessions</li> <li>▪ Lunch and coffee</li> <li>▪ Parking</li> <li>▪ Resource table</li> <li>▪ Door prizes</li> <li>▪ Earn credit towards your CCDP credential</li> </ul>	<b>Method of Payment:</b> Cheque <input type="checkbox"/>  MasterCard <input type="checkbox"/> Visa <input type="checkbox"/>  <b>Card Number:</b> _____  <b>Expiry Date:</b> _____	<b>Exact Name on Credit Card:</b> _____  <b>Signature:</b> _____

**To register:**

Please do one of the following:

1. Email Calgary Chapter Secretary, Cristy Hayden [chayden@nucleus.com](mailto:chayden@nucleus.com) or fax (403) 284-7093 with form and credit card information.
2. Mail your form and cheque to Cristy Hayden at:  
#303 2611 1 Ave NW  
Calgary, AB T2N 0C5

You will receive confirmation of your registration by email within one week of receipt of your submitted registration form.

Official receipts will be available at the conference on October 26<sup>th</sup>.

Please contact Cristy Hayden at [chayden@nucleus.com](mailto:chayden@nucleus.com) or 210-4249 with any questions.

## Alberta Career Education Network's Summit 2007

Connect with key people, share information and effective practices, and optimize resources. ACE Network conferences, forums and learning events will ensure that you are kept up to date with the latest thinking and trends in the career education and development field.

Plan to attend the annual CAREER EDUCATION SUMMIT, where all participants will

- Explore the newest career education practices and programs
- Share insights and experience with colleagues
- Learn from career development leaders and practitioners

For more information on Summit 2007, including registration and accommodation data, please visit: [www.CareerEdNetwork.ca](http://www.CareerEdNetwork.ca), click 'Conferences'.

## Editorial

It is with some sadness that as a graduate of the Certificate in Career Development at the University of Calgary I received news of the demise of the program this summer. In retrospect it was not all that surprising that this had to happen. Concurrently I took courses in Career Development and Management and the difference in enrollment was obvious. The career development courses usually had 7 or 8 students, sometimes as many as 12, whereas the management courses boasted between 25 and 45 students. In fact when I first walked into a Conflict Resolution classroom I expressed my surprise at the number of students (22) to the instructor. She looked at me with the "what planet are you from?" look. Perspective is

everything, especially in resolving conflict. To me the number of students in the class was large, to her it was average.

To the fellow who emailed me with an idea for a book review, please email it to me. I never expected to be off line for a month, and your information was unfortunately deleted.

Lastly, the Career Development Association of Alberta extends a huge round of applause and heartfelt thanks for the support that Gail Van Eerden has provided over the years. During her time as our administrator she exhibited that rare mix of professionalism, helpfulness and grace. Congratulations on your career decision Gail. You will be missed.

The illiterate of the 21st century will not be those who cannot read and write, but those who cannot learn, unlearn, and relearn.

Alvin Toffler

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