



**cdaa**  
career  
development  
association  
of alberta

# Career Momentum

February to March 2009

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## The Value of Membership

One of the most frequently asked questions from the membership is, “What can the Association do for me?” Of course the answer depends on you! What do you want from an association? What you get out of any association is directly proportional to what you put in. The greatest benefit of any Association is the networking and camaraderie that takes place between members and the provincial connections that can be made. As with a business, there are certain functions and services that the Association can perform, but to be most successful in its efforts, the Association requires the physical, as well as the fiscal, support and involvement of its members. The Association also needs the collective thinking of all concerned to formulate plans; and it requires the physical efforts of its members to put those plans into operation.

That saying, not everyone can or should be involved at a more active level, and that is a personal decision. I would ask you to recognize that as a member you are involved and carry that representation in your work and community. You are a part of a group of people who share common goals, activities and challenges in your work and profession. Is that a reason to belong? I will let you decide! We are all active as part of believing in our profession and the goals of the Association.

Doreen Kooy, CDAA Chair

***“When you do nothing, you feel overwhelmed and powerless.  
But when you get involved, you feel the sense of hope and  
accomplishment that comes from knowing you are working to  
make things better.” Author unknown***

## Upcoming PD Events

### Red Deer Chapter

#### Career SMORG 2009

Central Alberta Career Prep

Wednesday, March 4

8:30 a.m. – 3:30 p.m.

Olds College

15 Concurrent Sessions

Keynote: Phil Jarvis

Panel: Kristen Cumming. Ruth Kelly

Evening Parent Session:

Tuesday, March 3

7:00 - 8:30 p.m.

École Secondaire Notre Dam High School, Red Deer

For more details, visit:

<http://www.careerprep.ab.ca/events.htm>

### Lethbridge Chapter

#### Making Connections

Friday, March 27 – Lethbridge

Keynote: Gillian Nash - Networking Employer Panel

Three speakers, including Dr. Kris Magnusson

Details available soon on:

[www.careerdevelopment.ab.ca](http://www.careerdevelopment.ab.ca)

### Building Tomorrow Today Conference and Consultation 2009

**From Good...to Great!** Best Practices in Career Development  
June 10 & 11, 2009

Mayfield Inn & Suites

11615 – 109 Ave., Edmonton

Conference Registration opens:  
February, 2009

Keynotes:

Barbara Moses and Nina Spencer

#### Post Conference Event

June 12 & 13

Sue Dervelle – Blueprint For Life

For more details, visit:

<http://www.careerdevelopment.ab.ca/events/btt.php>

- Ann Nakaska

## Working the Web



### Happy New Year Everyone!

I hope all my readers believe that there is a light at the end of the tunnel. If career practitioners do not feel optimistic it will be difficult to convince students, career path changers and work seekers that they will be all right.

Take a few minutes to read some of the articles or opinion pieces about the current economic situation. They emphasize the importance of resilience, being as positive as possible and taking care about what you say to your children.

- **Finding Your Footing in Shaky Times** on Barbara Moses' web site  
<http://www.bbmcareerdev.com/>
- **Worried about Work? Mind What You Tell the Kids**  
[www.bbmcareerdev.com/booksarticles\\_articles\\_detail.php?article=57](http://www.bbmcareerdev.com/booksarticles_articles_detail.php?article=57)

A layoff or worry about unstable work can be the impetus one needs to make change. I recall that losing a job as a young adult because I was sick with an abscessed tooth was the push I needed to find a better one. (I don't recommend getting sick although sometimes stuff just happens)

I know of people who kept talking about going back to school or taking a course to upgrade their skills. Time off work (assuming of course that you have some savings) can be a gift in disguise. Remember the **Adult Back to School Planner**

The gift of time is precious; try not to waste it wallowing or kvetching about something over which you have little or no control. Easier said than done perhaps and yet all practitioners know that people/clients will not move forward until they have found a way to deal with the past.

- This may be a good time to re-read: **Positive Works II, A Guide for Midlife Career Moves, Change and Transitions** or **Better Balance Better Business Balance for Work-Life Issues** all available from ALIS Career Shop in print or PDF

#### Work Search:

The "experts" no longer call using the internet a passive work search activity. They still advise being cautious and judicious when using this technology.

Do not send your resume via email to every job opening you find. That is passive behaviour and generally a waste of time.

Continue to be selective about potential employers; realize that if you are flooding the ether with your resume that will be apparent to recruiters and not very flattering.

Your resume and cover letter or email message MUST appear to be targeting that position with that employer.

## Working the Web – Continued...

It is not very flattering to an employer to suspect you are not necessarily wanting to work for that company; i.e. that you simply want a job wherever you can find one. The other inference an employer will make is that you will always have your eye down the road looking for another opportunity; ergo why would s/he waste time and money interviewing and training someone who really does not want to work **there**.

The ever useful ALIS has tip sheets about this topic including: Using the Internet-Getting Started <http://alis.alberta.ca/ep/eps/tips/tips.html?EK=12419> and Finding Jobs and Work Opportunities <http://alis.alberta.ca/ep/eps/tips/tips.html?EK=12416>

### JOB BANKS:

- The Alberta job Bank site is <http://alis.alberta.ca/js/job-seeker.html>
- Job Banks on BC Workinfontet <http://workinfontet.bc.ca/sites.cfm?cat=3&sub=7> Most are Canadian and some of the sites include good tips about work search strategies.
  - ✚ If you do not belong to a professional or industry association consider joining so you will have an opportunity to build or rebuild your network. You may be able to join as an associate for a reduced fee. <http://alis.alberta.ca/worksearch/nw/prof-network.html>
  - ✚ Get business cards printed professionally, including the highlights of your qualifications (mini resume) along with contact numbers and email addresses.
- BEST Places to Work in Calgary 2008: <http://www.calgaryinc.ca/bestplacestowork2008>. I am sure other cities and towns have similar programs

### Recommended Reading:

**Calgary Inc** an excellent magazine about the world of business in Calgary and beyond. Good articles <http://www.calgaryinc.ca/home>. Why not see if there is a similar publication for your own business area. If you want stats and forecasts and live in a rural location, try contacting the area EDC (Economic Development Corp). The web link for the entire Western Diversification Project should permit you to find the EDC for your area. <http://www.wd.gc.ca/eng/home.asp>. If you cannot use the contact option and ask them to assist you.

**Avenue Magazine:** life styles magazine including what or who is hot in the fine arts, hospitality, tourism and other creative sectors. Not everyone wants to wear a suit to work. <http://www.wd.gc.ca/eng/home.asp> It is from the same publishing house as Calgary Inc; there is also an **Edmonton** edition

**YOUTH** For the Youth Client Show Me the Future looks as if it would be fun <http://showmethefuture.org/game/index.cfm>

Vicky Driver AKA the Web Queen

### Did You Know?

The CDAA site [www.careerdevelopment.ab.ca](http://www.careerdevelopment.ab.ca) is getting a face lift!

If anyone has comments, suggestions, etc. they can direct them to Paula Wishoff at [paulawischoff@hotmail.com](mailto:paulawischoff@hotmail.com).

## Career Development Conferences

B.C.	<p>Career Development Conference 2009 Career Management Association of B.C.</p> <p>Working Local ~ Shaping Global - Careers for the 21st Century</p> <p>Coast Plaza Hotel &amp; Suites at Stanley Park, Vancouver, BC</p>	Mar 3- 5	<a href="http://www.bccma.ca/conference.asp">http://www.bccma.ca/conference.asp</a>
National	<p>CANNEXUS 2009 National Career Development Conference</p> <p>Toronto Marriott Downtown, Eaton Centre Hotel</p>	Apr 6-8	<a href="http://www.cannexus.ca/CX/?q=en/node/11">www.cannexus.ca/CX/?q=en/node/11</a>
Ontario	<p>Opportunities 2009: 10th Anniversary Celebration <i>Informing, Inspiring &amp; Connecting Ontario's Career Development Sector</i></p> <p>Sheraton on the Falls Hotel Niagara Falls, Ontario</p>	Apr 7-29	<a href="http://www.onestep.on.ca/opportunities">http://www.onestep.on.ca/opportunities</a>
Alberta	<p>Human Resources Institute of Alberta (HRIA) "Fueling Change"</p> <p>Shaw Conference Centre Edmonton</p>	Apr 22-23	<a href="http://www.abhrconference.com">http://www.abhrconference.com</a>
National	<p>Canadian Counselling Association Conference (Has a Career Development Chapter)</p> <p>The Canadian Counselling Association in partnership with Saskatchewan School Counsellor Association</p> <p>Delta Bessborough Hotel Saskatoon, Saskatchewan</p>	May 20-22	<a href="http://www.ccacc.ca/home.html">http://www.ccacc.ca/home.html</a>
Nova Scotia	<p>Nova Scotia Career Development Conference for Practitioners</p> <p>Dalhousie University, Halifax</p>	May 27-28	<a href="http://www.nscda.ednet.ns.ca">http://www.nscda.ednet.ns.ca</a>
Int'l	<p>International Association of Education &amp; Vocational Guidance Practitioners (IAEVG) Jyvaskyla, Finland</p>	June 3-5	<a href="http://ktl.jyu.fi/ktl/iaevg2009fin">http://ktl.jyu.fi/ktl/iaevg2009fin</a>
Alberta	<p>Building Tomorrow Today Consultation (BTT) Edmonton</p>	June 9-11	<a href="http://www.careerdevelopment.ab.ca/events/btt.php">http://www.careerdevelopment.ab.ca/events/btt.php</a>
National	<p>Canadian Association of College and University Student Services (CACUSS)</p> <p>Kitchener Waterloo</p>	June 14-17	<a href="https://www.cacuss.ca/en/conferences/2009Conference.htm">https://www.cacuss.ca/en/conferences/2009Conference.htm</a>

## Conferences – Continued...

Int'l	National Career Development Conference (NCDA)  St. Louis, MO	July 1-3	<a href="http://associationdatabase.com/aws/NCDA/pt/sp/Home_Page">http://associationdatabase.com/aws/NCDA/pt/sp/Home_Page</a>
Int'l	International Careers Conference  The International Careers Conference held at the Convention Centre in Wellington will bring together between 500–550 industry professionals from across New Zealand and around the world.  Wellington, New Zealand	Nov 19-21	<a href="http://www.avenues.co.nz/careers/index.html">http://www.avenues.co.nz/careers/index.html</a>

Elizabeth Marko MCD, CMP, CCDP - Student Affairs Officer, Bow Valley College

## Recommended Read

***Interview Magic, Job Interview Secrets from America's Career and Life Coach***, by Susan Britton Whitcomb, published by JIST Works, 2008

Every employer wants one thing – value. It needs to be at the heart of the interviewing message. According to ***Interview Magic*** three techniques create value. First, you must identify the employer's motivation to buy and link your past successes and future solutions to these motivators. Second, you must demonstrate an "ROI" or return on investment by showing how your salary will be a good investment for the company. Finally every interview answer must tie in to the key theme demonstrating benefit to the company.

Benefits, as opposed to features, explain "what's in it for them." For example, features of a career coach might include career development certification and membership with the CDAA. These features are title-oriented and may carry some weight but don't really describe what you, as a good career coach, can do. On the other hand statements such as: "equipping job seekers with insider strategies that shorten the time it takes to find a new job" or "helping people who feel stuck in their careers uncover options that can move them from drudgery to dream job" describe benefits. Chapter 3, the heart of the book, is titled "Capture Your Value with SMART Stories™". It provides detailed questions to elicit success stories for recent graduates, people returning to work and for regular job seekers. It demonstrates how you can find clues to an employer's key motivators, prove your ROI and develop success stories. ***Interview Magic*** calls these success stories SMART Stories™ which stands for Situation and More, Action, Results and Tie-in or Theme.

Another valuable section of the book reviews more than 100 interview questions including frequently asked questions, industry-specific questions, illegal and awkward questions. The book provides answer strategies along with dozens of "magic words" sample responses.

***Interview Magic*** includes many more topics from self assessment and determining whether the job is a great fit to negotiating the offer. It is an excellent new resource; a comprehensive guide that would benefit any job seeker.

Barbara Mathies – Career Coach, Career Connection, Bow Valley College

## Momentum Survey Update

THANK YOU to those who responded to the *Career Momentum* newsletter survey! Your comments and suggestions were positive, insightful, and much appreciated.

A *Career Momentum* team has assembled to advance the goal of providing a CDAA member newsletter that promotes and supports Career Development practice in Alberta. Team members include: Carolyn Jonsson; Cheryl Cote; Elizabeth Marko; Arif Ansari; Joumana Tasse; and Tamara McCormick.

Member responses enthusiastically support a newsletter “make-over” which will adapt well to cost-effective electronic delivery. *Career Momentum* is now posted on the website as a Word pdf file. The file is large and may take time to download on your computer. If you don't have Flash, download it for free at: <http://www.adobe.com/products/flashplayer/> . Please bear with us as we experiment with the most user-friendly options.

According to reviews, the majority of respondents want a bi-monthly publication with easy-to-find, informative content from credible sources. Personalized content will keep members up-to-date with facts concerning industry, training resources, case studies, guidelines, profiles, success stories, etc.

Regular content, as available, will include:

- CDAA and Chapter updates
- PD and event updates (in and outside of Alberta)
- Recommended Reads
- Resources and helpful guidelines for “Working the Web”
- “What’s New” member updates
- Networking opportunities

Members would also like to see occasional special content such as:

- CASE studies and personal profiles
- Fact sections
- Association updates
- Pan Canadian view
- Career Development research and initiatives

If you would like to suggest a topic, contribute an article, or submit an event update or resource, contact *Career Momentum* editors. A Guideline for Submissions is being developed. The deadline for the April/May issue is April 6.

Co-editors:

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Cheryl Côté ([ccote@bowvalleycollege.ca](mailto:ccote@bowvalleycollege.ca))

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