

Career Development Association of Alberta

Conference and Annual General Meeting

May 24/25, 2013

BEST WESTERN PLUS Port O'Call Calgary Airport Hotel

1935 McKnight Blvd N.E. Calgary, Alberta T2E 6V4

Tel: 403-291-4600

Toll-Free Reservations: 800-661-1161

<http://www.bwportocallhotel.com/>

Registration Fee

Early Bird registration deadline – April 12, 2013

Member rate – Day 1: \$75

Member rate – Day 2: \$100

Register for both days and SAVE 20%: \$140

Non-member rate – Day 1: \$115

Non-member rate – Day 2: \$150

Register for both days and SAVE 20%: \$210

Regular registration – after April 12, 2013

Member rate – Day 1: \$90

Member rate – Day 2: \$120

Register for both days and SAVE 20%: \$165

Non-member rate – Day 1: \$135

Non-member rate – Day 2: \$180

Register for both days and SAVE 20%: \$250

May 24 Agenda

Registration; 7:30am – 8:15am

Welcome and opening remarks; 8:15am – 8:30am

Morning Keynote Session; 8:30am – 11:30am

The Perfect Storm: Will Your Clients Be Ready? – Phil Jarvis

Lunch (provided) / Annual General Meeting and Awards; 11:30am – 2:00pm

Afternoon Concurrent Sessions (2); 2:00pm – 5:00pm

Session 1: Career Cruising's ccEngage, Whole-Community Approach – Phil Jarvis

Session 2: What's Your Career GPS? – Charmaine Hammond

Closing remarks; 5:00pm – 5:30pm

Evening activity; TBD – Calgary Chapter

May 25 Agenda

Morning Concurrent Sessions (2); 8:30am – 11:30am

Session 1: Retire TO the Life You Design: The Next Quest – Nell Smith and Marilyn Berezowsky

Session 2: Effective Job Finding Clubs – Gail Vandebek

Lunch (provided); 11:30am – 1:00pm

Afternoon Concurrent Sessions (2); 1:00pm – 4:00pm

Session 1: The COURAGE™ to Change – Pam Robertson

Session 2: HR / Employer Panel – TBD

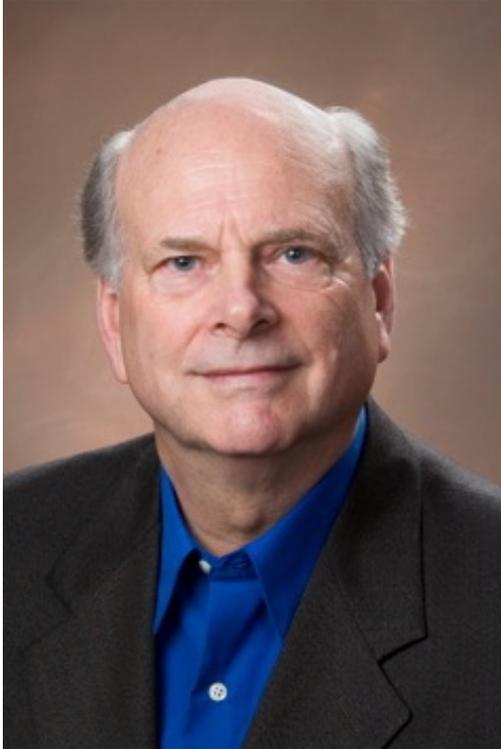
May 24

Morning Keynote

The Perfect Storm: Will Your Clients Be Ready? – Phil Jarvis

With over 550 licensed users in Alberta and over 20,000 in North America, Career Cruising is a trusted brand in the career sector. CDAA and many fine organizations, programs and resources are making vital contributions to the career and life success of Canadians. Yet, even with the best efforts of committed career professionals, and some of the finest career resources in the world, the majority of Canadian youth exit the educational pipeline with unclear career goals and vague employment prospects, and too many adults are unemployed or underemployed. Still, companies in all sectors say they can't find the talent they need. The opportunities and dangers for career-seekers, and the stakes for businesses and communities, have escalated dramatically. The societal and human consequences of inadequate career development now threaten the prosperity of communities across the country. This session will explore how we can, indeed *must*, exit our silos and, together, engage government, business and community leaders in a harmonized national crusade to help citizens of all ages develop informed career dreams and secure good 21st century career pathways.

Phil recently helped engineer a merger between Career Cruising and the National LifeWork Center. He authored the Choices computerized career system, co-authored the Blueprint for Life/Work Designs, and co-created The Real Game Series. He has lead the developed of career programs now used by millions of students and adults annually across Canada and worldwide. He has worked with school boards, departments of education and labour, and workforce development agencies in 16 countries.



Phil Jarvis, Director of Global Partnerships, Career Cruising

Afternoon Session 1

Career Cruising's ccEngage, Whole-Community Approach – Phil Jarvis

Career development is a key to success and prosperity for students, adults, families, companies, communities, and the nation. Career Cruising is Canada's leading provider of career development resources that support whole-community career development solutions. Over 10,000 schools, from elementary to postsecondary, public libraries, and employment support centres use ccEngage products, with over 50,000 logins daily. This overview of ccEngage will introduce new Career Cruising online resources that participants will not have seen, including cclnspire, which brings employers into the career and workforce development equation. This engaging and interactive presentation will explore how those using ccEngage resources can go much deeper, and engage more educators, parents, business and community partners in a harmonized, whole community approach to ensuring prosperity for more citizens and for the community.

Afternoon Session 2

What's Your Career GPS? – Charmaine Hammond

Your career can happen by design or default. In this workshop, Charmaine will help you learn the elements of GPSing your career, by design, not default. She will teach you how to create powerful goals, plan for action, and how to systematize the steps.

In this workshop, Career Practitioners will learn skills that will advance their own professional learning, and a variety of tools to use with their clients.

In this three hour workshop you will:

- Learn how to identify what drives you and how to move your purpose into overdrive
- Identify your Working Style so you can stay on track
- Explore how to set powerful goals, plan for action, and systematize the steps (GPS), and,
- Discover how to Bounce Forward to success with Charmaine's 9 habits of success and super-achievers

Charmaine Hammond is an international transformational speaker, bestselling author and radio host, committed to helping people live their best life. Like many experts, Charmaine has had an interesting and varied career path, starting out as a Correctional Officer, then as director of several non profits including a women's shelter, and working as a Contract Management & Negotiation Specialist for the provincial government, and then as a mediator in the corporate world. She has a BA in Social Development Studies and a MA in Conflict Analysis & Management. She has spoken to more than 75,000 people in five countries, has been a guest on more than 150 radio and TV shows, and, has designed the career and life she loves. Her books include ***On Toby's Terms*** (being made into a motion picture), ***GPS Your Best Life- charting your destination and getting there in style*** (co-authored), ***Bounce Forward***, and, a series of children's books. She was the winner of the 2012 Business Matchmaker of the Year Award. She has owned her

own business since 1997.



May 25, 2013

Morning Session 1

Retire TO the Life You Design: The Next Quest – Nell Smith and Marilyn Berezowsky

Boomers at midlife and beyond are reinventing retirement with new vitality and meaning. The quest is to design the next chapter of your own unique life from the inside - out.

This interactive session will introduce you to The Six Circles of Life© approach to career/life planning. You will experience several practical tools that you can use yourself or with clients as you help them **phase into** the new retirement.

With the longevity revolution, Boomers have an unprecedented opportunity to make a meaningful difference in their home, community, or the globe.

Nell Smith

Nell Smith is the creator and founder of Retire to the Life You Design©.

She holds the CCDP designation and is the founding president and lifetime member of the CDAA.

In her 7th decade, Nell embodies the spirit of the Six Circles of Life©.



Marilyn Berezowsky

Marilyn is the owner of the Creative Learning Group and a licensed associate of Retire to the Life You Design©

She holds the CCDP designation and is a past president and lifetime member of the CDAA.

In her 6th decade, Marilyn has incorporated the balance of the Six Circles of Life© into her own life.



Morning Session 2

Effective Job Finding Clubs – Gail Vandebek

Job Finding Club in Action

Spend a morning in this interactive presentation of how a job finding club works. This method developed by Dr. Nathan Azrin uses a positive yet directive method to assist clients to achieve their goal and that is employment, but so much more happens. Participants will be able to actively use the material as though they were the client in a group of job seekers. Through the eyes of the client and the skill and knowledge of a

Career Advisor participants will see the value of a job finding club and the power of a group with the same goals.

Gail Vandebek is currently working as a Vocational Counsellor for CBI Health Group in Lethbridge and works closely with an organization in Regina, Sk called Dragon 9 Training. It was with this organization that she had the opportunity to “apprentice” under Denise Urbanski who taught her the methods of Job Finding Clubs and staying true to a model that works. Using this model Gail has had the great opportunity to work with Newcomers to Regina many of whom had only been in the country a maximum of two weeks. This is where her passion really took flight. Since then Gail has been asked to return to her "ol stompin' grounds" at Teamwork Career Centre to facilitate Job Finding Clubs for both the Opening Doors Program and the Accounting Program.

Gail loves doing contract work and being able to do what she loves the most which is career coaching and facilitating Job Finding Clubs. Although many of the participants refer to her as “pushy” it really is a term of endearment. The participants recognize the strategies and with structure, support, and understanding Gail can motivate them to become highly skilled job seekers. Her motto is "job seeking is not for the faint of heart".

Gail has been an active member of CDAA since 2004 and pursued her CCDP designation during that time. She has been a part of the CDAA - South Chapter and held the position on the executive as a Treasurer until this position was amalgamated into the Career Development Association of Alberta. Gail has participated in the organization of various “Lunch ‘N Learn” events. Recently when having her Curriculum Vitae reviewed the message that came back was that "you have an extensive background and experience in the profession of Career Development". This is a compliment that means a great deal demonstrating that Career Development is a profession filled with skilled people with a passion for assisting others to find their path in the world of work.

Gail has gained experience working with a diverse group of people including; youth at risk, career advising for schools in Southern Alberta, individuals experiencing domestic violence and various other roles. She is grateful for all the opportunities and mentors she has met along the way, without them she believes she would not have been given this extraordinary career.

Afternoon Session 1

The COURAGE™ to Change – Pam Robertson

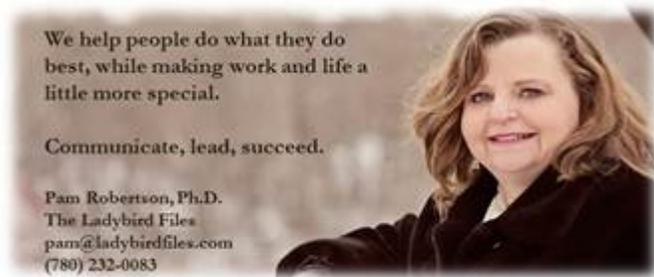
Change is constant, we know this and accept it, but so many of us struggle with it! Why is that? Come to this session and learn a model for change that helps make the transition a little easier, even for those who are stressed, afraid, or anxious.

Pam Robertson, Ph.D. was recently called a hub and change agent for people to go to and to get the information, coaching, and leadership they need, and it's a fitting qualification. She has helped clients in occupations from accounting to zoo keeping as they made transitions in work, life, and attitude. As someone who is a living demonstration, Pam has moved more times than she has digits, has ridden the tumultuous roller coaster of life, raised a pair of children, challenged the mental health system by wandering through it, smashed up a race car, finished a Ph.D. with honours, yet she can still turn out a decent dish in the kitchen. Through it all, she has tested every possible method for developing resilience, she has pushed the change agents, and challenged the gurus to figure out a better system to work with. She helps us all be strong, and that includes the people we work with and for.

In this three hour workshop you'll learn:

- How to adapt to, embrace, and challenge change
- What it means to have COURAGE in today's work and service environments
- The impact of mental health issues and how to work with them in your role as a career development practitioner
- The seven steps to resilience that you can easily remember for yourself and apply to your work

Pam is an international best-selling author, speaker, and instigator helping people to communicate, lead, and succeed.



Afternoon Session 2

HR / Employer Panel – TBD