

Summer

2015

# Career Momentum



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writing for career success

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May Stink

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The Power of a Hat ...or Six

## Message from CDAA Chair

by Dorothy Ritz  
Chair, Board of Directors, Career Development Association of Alberta

The theme of this edition is communication. Research shows that employers value good communication skills. In fact, it is one of the things that they list first when asked, "What do you look for in employees?"

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CDAA Executive Director Update:

## Making the Most of Your CDAA Membership

by Paula Wischoff Yerama, BMgt, CCDP, RRP, RVP  
Executive Director, Career Development Association of Alberta

Among the many benefits of a CDAA membership is the communication you receive from the association about the association, the career development field, CDAA and other career development events, projects, surveys, studies, papers, best ...

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## Memories of ACDC 2015...

From the Editor's Desk

Do you remember your favorite moments from this year's conference? We hope that you had a chance to experience ACDC 2015 as part of your professional development and networking plans for 2015. As a profession we are raising the profile of ...

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## Career Challenge Reveals Canadians Need and Want Support Finding Career Satisfaction

by Canadian Council for Career Development (CCCD)

(Ottawa, Ontario), May 6, 2015. Today, the Canadian Council for Career Development (CCCD) released their findings for the Career Development Challenge. CCCD found that while participants are eager to be satisfied in their careers, they aren't sure how to ...

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## New Resources on ALIS

by Government of Alberta

Do you want to help your clients make successful career-planning and work-search decisions? Whether you're working with students making the transition to employment or Albertans rethinking career choices, you can find the resources and tools you need on ...

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## Communicating: Does it help or hinder?

by Zainub Siddiqui  
Alberta Hotel & Lodging Association's Human Resources Generalist

When we consider workplace communication, we often think of basic day-to-day interactions, like casual conversations with colleagues, answering phone calls, and responding to emails. While this is certainly the main form of communication within a professional setting, ...

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## Creative and expressive writing for career success: the inner conversation

by Reinekke Lengelle, PhD and Frans Meijers, PhD

Career counsellors and researchers are well aware of an increased need for good guidance practices in light of systematic changes in the world of work. We generally agree that the labour market is more complex than it used to be and more insecure: there are ...

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## 7 Reasons a Client's Job Search Marketing Message May Stink

by Heather Wieshlow  
Turning Point Coaching and Consulting

Marketing creates a clear message about a product or service that appeals to a targeted audience in a specific manner. It is woven by understanding the audience's needs, wants and desires and capturing their attention in a way that motivates them to ...

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## Let's Speak LOGISTICS

From the Editor's Desk

Logistics is the science of planning, designing, and supporting the business operations of procurement, purchasing, inventory, warehousing, distribution, transportation, customer support, financial and human resources. In essence, logistics is the ...

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Profile of a Career Development Practitioner:

### Wendy Fessler

Interviewer: Leita Blasetti, BCR, CCDP

Living and working in a rural area provides a lot of satisfaction for Wendy Fessler. Wendy is the Academic Advisor at Ponoka Secondary Campus, the high school in Ponoka. Ponoka is a central Alberta town of about 7,000 people, half an hour north of ...

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Member Benefits ...

### Discounted registration rates ...

by Nayelli Perez

As a member of the Career Development Association of Alberta (CDA) you have access to discounted registration rates for a range of professional development and networking activities including the Alberta Career Development Conference (ACDC).

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## The Power of a Hat ...or Six

by Paula Wischoff Yerama, BMgt, CCDP, RRP, RVP

What was the last career decision you made? What were some of the factors you considered in making that decision? Did you use a formal process to make your decision? Looking back, is there anything you wished you would have thought about or paid ...

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## CAREER CURRENTS

From the Editor's Desk

NAIT receives funding for micro- and nano-coating facility. The Northern Alberta Institute of Technology has received \$1.5 M from Western Economic Diversification Canada to support the creation of a new centre that would allow businesses to test, develop, and ...

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