



Career Momentum

September to October 2011

Greetings from the CDAA Board of Directors

It is hard to believe that it has been over 2 months since we met in Red Deer for the CDAA Annual General Meeting (AGM) and Professional Development Day. There were over 45 members and non-members in attendance for the AGM and 2 Professional Development Sessions, which focused on diversity and technology – both very timely topics, given the upcoming changes to the Canadian Standards and Guidelines for Career Development Practitioners which are the backbone of the Certified Career Development Professional (CCDP) designation. The Registration and Standards and Certification Committees are aware of the upcoming changes and will be meeting in September for their annual retreat to discuss a variety of topics related to Standards and Certification.

One very important piece of business that is conducted at the AGM is the nomination and election of Board members. I am pleased to introduce you to the CDAA Board of Directors for the 2011 – 2012 year:

Heather Hacıor – Southern Alberta Chapter
Karen Lamothe – Edmonton Chapter
Shirley McBride – Edmonton Chapter
Dorothy Ritz – Edmonton Chapter
Phyllis Stuckey – Central Alberta Chapter
Emily Sylvester – Northern Alberta Chapter
Marie Woolgar – Edmonton Chapter
Paula Wischoff Yerama – Edmonton Chapter

This group of individuals is very excited to get to work on your behalf and will be meeting in mid-September for a Bylaw and Policy / Procedure workshop with a facilitator from Alberta Culture and Community Spirit. She will be taking us through a process that will allow us to get the foundational documents that guide the Association, and the work we do, in order for the coming year(s).

Many of you had the opportunity to meet or talk with Valary Howard, our contract Executive Director, and we are very delighted to have had her work with us on conducting a comprehensive membership survey. Highlights of that survey will be available on the CDAA website and also shared with the Chapters for further discussion. It won't come as a surprise to you that the career development profession is in a state of flux and change and so we will be looking to you for your thoughts, feedback, and suggestions about how to manage the changes that are a reality for many of us in our profession. The Canadian Council of Career Development Associations (CCDA) is also aware of these changes and working on behalf of all Career Development Professionals at the national level. We are pleased to be a member of that council and to have representation on the Steering Committee.

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Upcoming PD Events

The Calgary, South Alberta, and Edmonton Chapters of the Career Development Association of Alberta have collaborated to bring you a very excited Professional Development event!

Elisabeth Sanders-Park will be in:

- Edmonton – October 12
- Lethbridge – October 13
- Calgary – October 14
at *Ignite Your Passion*

Be sure to save the date for the event nearest you and watch for details! This is one event you won't want to miss!

Greetings from the CDAA Board of Directors continued...

We know that benefits are important to you as members. Over the past year a number of member benefits were launched including:

- CDAA Group Membership Option
- Drayden Insurance – home and auto insurance
- Staples Advantage
- Mr. Lube
- Enterprise & National Car Rentals
- Wyndham Hotels

Be sure to check out the members' only section of the [CDAA web site](#) for more details regarding these benefits. Please also let us know what other benefits you would like us to explore on your behalf.

You may recall that last spring we were able to negotiate an outstanding rate for professional and general liability insurance for you. While many of you were interested in this service we were not able to obtain the level of commitment required to go ahead.

Because we know that this is important to you we have requested assistance from CCCDA to gain additional interest from other career development organizations across the country. We are currently exploring the option of partnering with other associations / organizations to offer professional and general liability insurance to you in the near future.

You can expect to receive regular updates from the Board regarding their work on your behalf and also on upcoming events, initiatives, and benefits. We will also be looking for volunteers to help out with various committees throughout the year. If you have an interest in volunteering, please contact Alice Funk, CDAA Administrator via e-mail at admin@careerdevelopment.ab.ca

Warm regards,



Paula Wischoff Yerima, CDDP

CDAA Chair

On behalf of your CDAA Board of Directors

Current. Connected. Committed.

Did You Know?

CDAA is now a supporting organization for the **CANNEXUS12 – National Career Development Conference** in Ottawa, ON.

Visit www.cannexus.ca for more information and to register.

CDAA is on [LinkedIn](#) and [facebook](#)...join in the conversation!

Elisabeth Sanders-Park

By: Ann Nakaska

While attending a break out session at a career development conference in Madison, WI., I was told I had to hear Elisabeth, co-author of *No One is Unemployable*, speak, and that her work was amazing. Having attended many career development conferences in the past, I know that it is only the best of the best that others speak of in other sessions.

The next day I had the pleasure of hearing Elisabeth speak to a packed conference room...standing room only. I was not disappointed. She is engaging, energetic and very knowledgeable. She is a no-nonsense, hands-on practitioner. I liked her immediately and knew we had to get her to come to Alberta. The rest is history. However, I don't want people to take my word for it; after all, I haven't been in the field that long, nor do I have the experience that many of our long-standing CDAA members have. So I thought instead that I should let you hear it from one of the really big cheese's in career development: Richard Bolles, author of *What Color is Your Parachute?*

Richard Bolles has written the foreword to Elisabeth's book: *The 6 Reasons You'll Get the Job: What Employers Look for – Whether They Know It or Not*. Here is what Bolles has to say about finding Elisabeth and her partner, Deb Angel MacDougall:

At the conference, I'd prowl the halls long before and after it was my turn to speak. All kinds of job-hunting seminars would be going on, and I would drop in on one, listen for awhile, then go see if something more interesting was happening in another room, further down the hall. What was I looking for? Well, I've already said it: interesting people. But, more than that: new ideas. Interesting, innovative, and helpful new ideas.

I had a peculiar handicap in this search: I was an author myself, and in fact my book was the first bestseller in the field of job hunting or career changing, thus kindling publishers' interest and sparking their search for other titles that they could publish in this field. By the time I blundered into Deb's seminar, my book revised annually, had sold millions of copies around the world, and there were now literally thousands of career books out there, when there had only been twelve when I first began. Over the years my ideas had been copied by so many authors, many of whom didn't even know where the ideas came from...

Well, this summation is all very nice for my ego, but that's not why I'm telling you this. I want you to understand that when I was eavesdropping on one job-hunting seminar after another, looking for new ideas, I was handicapped because I kept hearing what were primarily my own ideas, in one form or another, again and again. But then, one wonderful day, I dropped in on Deb Angel's seminar. And I was astonished! I heard one new idea after another, from Deb and her teaching partner Elisabeth Harney (Sanders-Park). I started scribbling like mad, jotting down one new helpful idea after another. It was the most rewarding day I ever spent at that particular conference.

So, I had found my "interesting person." Naturally I talked with her and later had lunches with her and Elisabeth, then I befriended them and tried to learn as much as I possibly could from both of them. They had written a book. I devoured it.

Elisabeth Sanders-Park continued...

When I heard these interesting people were writing a new book, I begged to write the foreword. And here it is. I can't tell you strongly enough how highly I think of Deb and Elisabeth. Or how much I think you will profit from reading any book, and most particularly this one, written by these interesting women. If you're out of work, or working with those who are, or if you are interested in the so-called marginal people who most job-hunting counselors and the media never talk about, then you simply must read this book.

So there you have it: Richard Bolles begging to be a part of Elisabeth and Deb's book. Pretty big words from a pretty big man.

It is with great pleasure that we bring Elisabeth to Alberta for the very first time ever. We hope that all members will be able to attend at least one of Elisabeth's sessions while she is here.

11 Tips for Members to Stay Current, Connected, and Committed:

- Read your emails from CDAA – information is being sent out on a regular basis
- Visit the CDAA website 'members only' section for all sorts of great resources, job postings, member benefits, and information about your Association and field
- Join the CDAA Facebook and LinkedIn pages and start or join conversations about career development issues that are of interest to you
- Read books, articles, papers, journals, studies, and of course Career Momentum
- Attend conferences, professional development and networking events, and participate in education or training to enhance your value to your clients
- Connect with other professionals about the work they do and share best practices
- Find out what other provinces, and countries are doing in the field of Career Development
- Get involved with your Association – there are a variety of volunteer positions available
- Promote your business through the Career Practitioner Directory
- Talk to your clients, colleagues, supervisors, etc about your work as a Career Development Practitioner
- Display your membership certificate and or CCDP certificate proudly

Career Momentum 2011 - 2012

This year the Career Momentum Committee will integrate themes, elicit contributions from professionals and recruit new members to the Committee. Refer to the CDAA Web Site > Career Momentum page for:

- The new **Career Momentum Submission and Writer's Guidelines** handbook. Formatting, content and submission guidelines are outlined in this document.
- The new **Consent for Use of Personal Information, Comments, and Related Information** form. When submitting pictures and comments for publication complete, scan and submit this form to the editors.

EMAIL THE EDITORS AT: momentumeditor@careerdevelopment.ab.ca

The 2011 - 2012 Career Momentum Committee: Cheryl Cote, Tracey Campbell, Christine Gertz, Gani Dehari, and Carolyn Jonsson. Contact the editors if you would like to join us!