

This is the November 2008 edition of the Electronic Newsletter from the National Employment Counseling Association. *E-NEWS* is published by NECA Past President Dr. Kay Brawley and Executive Director John Hakemian. NECA E-News concentrates on crisp articles and announcements of new information of interest and value to career and workforce development professionals, from NECA members, sister organizations, national publications, and timely items on upcoming workshops and conferences. Comments to [kbrawley@mindspring.com](mailto:kbrawley@mindspring.com)



## HAPPY THANKSGIVING

This is that special time of year to enjoy celebrating with your families

### ACA and NECA Alert: VOTE! VOTE!

We just voted in the national Election earlier this month. But it's time to turn your attention to the ACA and NECA professional association elections, and let your leaders know what is important to you as a counselor, counselor educator or as a student, Unlike the national election where the majority exercises their voting privilege, according to the data from elections over the past four years, a very, very small percentage of ACA/NECA members vote. In this election, every vote is extremely important to the future of our professional associations, so make sure your vote counts. This is your opportunity to be an advocate for what happens with our professional associations, and that begins with voting. Your ballot will be coming to you shortly in the mail if you have not already received it.. So please **VOTE!**



## President's Letter

*Greetings from Sao Paulo, Brazil*

Happy Thanksgiving to you all. I trust that you have all been able to Celebrate for the holidays wherever you might be.

As many of you know, I have been living for a month in Sao Paulo while my wife Roberta serves as a

Fulbright Senior Specialist. We have a lovely flat in the Higienopolis section of the city. a very pretty leafy green neighborhood, reminiscent of the upper west side of Manhattan. It is late spring here--the flowers are blooming and the robins are chirping. We have traveled to Hiberiao Preto and Sao Jose dos Campos and will be in Rio to celebrate Thanksgiving while Roberta gives more lectures.

**Bob Chope**  
*NECA President 2008-09*

On a much more serious note, with the world wide economic and employment crisis we all certainly have our most important work in front of us. In short our hands are full. However, the current crisis has given increasing visibility to NECA. I have been contacted by a number of media outlets to comment on the enlarging employment crisis. I was interviewed by the local CBS affiliate in San Francisco as part of a very informative piece on preparing an emergency resume, just in case of an overnight lay off. The 54 year old reporter who worked with me had never had to prepare a resume before so he found this to be a particularly worthwhile exercise. The Korean Broadcasting System (KBS) came to my private practice office to create a video for a television program in December on the global employment crisis. Not

*We will all need to be prepared to help our many new clients with the economic and employment meltdown. We will need to help people develop portfolio careers and to develop new opportunities of an entrepreneurial nature*

only did they have a reporter and camera person, but they also had two representatives from the Department of Labor in Seoul come along to ask questions.

Brazilian television is doing a program on the crisis on December 1 and they will interview me for an hour at the studios in the Fundaca Armando Alvares Penteado (the Armando Alvares Penteado Foundation). Interestingly, Brazil is somewhat unfazed by the crisis as the Brazilian economy appears to be booming. There are vast differences in income level here and there is great poverty everywhere in the country. Most of the residences in the wealthier communities of Sao Paulo are gated. But the Brazilians do not anticipate any changes as a result of the crisis.

Finally, if you can believe this, Al Jazeera television in Washington, D.C. contacted me for an interview. They too wanted comments on the employment crisis and its impact around the world.

Returning to a somber note, I was born and raised in Detroit and worked in the automobile factories to defray the costs of my college education. I am both personally and professionally alarmed at how the automotive manufacturing and banking industries are struggling today. General Motors now has the same market capitalization as Burger King and Citibank has lost 87 percent of its stock value.

We will all need to be prepared to help our many new clients with the economic and employment meltdown. We will need to help people develop portfolio careers and to develop new opportunities of an entrepreneurial nature. I am interested in knowing that in India 95 percent of the workers are involved in some type of entrepreneurial practice. Perhaps that will be the avenue that we will need to help people respond to the crisis. We may also be helping people who were retired but are now needing to return to work because of the loss of value in their retirement savings.

On a happier footing, NECA's presence was certainly felt at the recent Florida Counseling Association (FCA). You can read more about this later in this edition of the e-news. Many thanks are in order to Kay Brawley for getting NECA the opportunity to present one of our Institutes. The FCA institute was on social justice issues in employment counseling. Also, this November our past president Carolyn Kalil presented a highly enrolled two day True Colors institute at the 25th and final International Career Development Conference (ICDC).

Hopefully the ICDC will reorganize itself for future conferences.

I also want to thank incoming NECA president Sue Pressman for her talk at the Military Entrance Processing Command Conference in Chicago, Illinois. And, of course, thanks as always to Kay Brawley for serving as the NECA representative to the ACA Governing Council. I will be attending the Council of ACA presidents in January along with Sue Pressman as we attempt to strengthen ACA in these challenging financial times.

NECA member and former Association for Assessment in Counseling and Education (AACE) president Janet Wall has contacted me and suggested that NECA consider developing a set of standards regarding assessment instruments used by employment counselors. AACE has prepared these and I served on the committee that created the standards. I do think that this is a worthwhile endeavor for us. Accordingly, I am asking any of you who may wish to serve on a committee with me to let me know. I would like to develop this in the next few months and consider adopting it at our board meeting in March. You can contact me at my e-mail at [rcchope@sfsu.edu](mailto:rcchope@sfsu.edu) if you are interested in participating.

You should also know about NECA member Sally Gelardin's teleconference program. She has prepared a teleconference series that features some of the most well known people in career and employment counseling. The series has been quite well received and will continue until the middle of 2009. Google Sally Gelardin's teleconference program for more information.

I have probably left out other information but I have not been able to use my own computer and Brazil does not have a way for me to access my remote computer. But we will continue to work together to help our clients in these very demanding times. Any of you who would like to contribute to the e-news can contact Kay Brawley or me. And if you have been involved in any special events or programs, please let us know.

Warmly and in union,

**Bob**

# National Employment Counseling Association (NECA) Social Justice Institute II

*in conjunction with the American Counseling Association*

March 20, 2009     ■     Westin Hotel in Charlotte NC

## NECA President Robert Chope...

Social justice in career counseling is not only the practice of alleviating injustice and oppression for all people, but particularly those who may be marginalized. There are four areas of concern to address: social justice awareness and advocacy in individual counseling, social justice program development, assisting in social entrepreneurship, and training.

## Roles for Counselors Interested in Social Justice

1. In individual counseling, counselors can play a role assisting others in learning about and pursuing a career that involves social justice factors. Counselors can play roles as advocates for some of their clients. Advocacy may be considered with clients who have had experiences with employment and educational discrimination, sexual harassment, workplace violence or trauma, or observing wrongdoing and trying to decide whether or not to “blow the whistle.”

2. Counselors can involve themselves in new program development for those who have been placed in marginalized situations. These can include people who are homeless, impoverished, undocumented, incarcerated, physically and emotionally disabled. For example, ex-offenders are in great need of employment services. There are currently over 2 million people in prison, and 67% have not worked before being incarcerated. Further, 35% of inner city youth are not only unemployed, they do not look for work.

3. Counselors can be involved in either advising or assisting in the development of new programs of an entrepreneurial nature, referred to as “social entrepreneurship”. These are “for profit” programs that are able to endure because they are divorced from the need to constantly generate income through donations and grants. Delancey Street in San Francisco is a successful example of these initiatives.

*No country, however rich,  
can afford the waste of its  
human resources.*

*Demoralization caused by  
vast unemployment is our  
greatest extravagance.*

*Morally it is the greatest  
menace to our social  
order...The test of our  
progress is not whether we  
add more to the abundance  
of those who have much; it  
is whether we provide  
enough for those who have  
too little.*

*Franklin Delano Roosevelt,  
inscribed on his memorial,  
characterizing his thought-  
fulness about social justice*

**Join us in Charlotte on March 20, 2009**

**Noon to 4:30pm at**

**NECA's Social Justice Institute**

**to learn more about the role of employment counseling in social justice.**

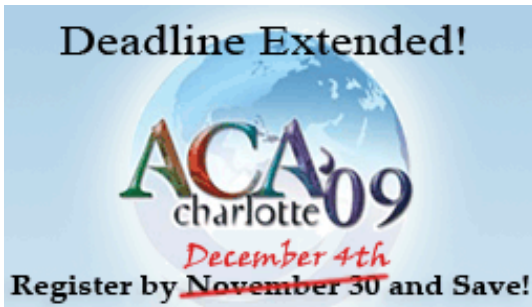
**Registration is available on-line at [www.employmentcounseling.org](http://www.employmentcounseling.org),**

**or with registration to the American Counseling Association conference, at [www.counseling.org](http://www.counseling.org).**

**Fee of \$75.00 includes opening luncheon, and CEU certificate.**

Nearly 2,000 counseling professionals have already registered for:  
**ACA 2009 Annual Conference & Exposition**  
*Co-sponsored by the North Carolina Counseling Association*

- Pre-Conference Learning Institutes: March 19-20 includes NECA Institute
- Education Sessions: March 21-23
- Exposition: March 20-22



Don't be left out! Be prepared for the challenges and opportunities that await us in 2009. To make sure you can take advantage of the \$55 savings, we have extended the Super Saver rate deadline from November 30 to Thursday, December 4.

ACA/NCCA Members	Super Saver Rate (9/1/08 - 12/4/08)	Advance Rate (12/5/08 - 2/15/09)	Onsite Rate (2/16/09 - 3/30/09)
Professional/Regular	\$295	\$350	\$395
Student/New Professional	\$195	\$240	\$265
Retirees	\$195	\$240	\$265

**Register Today also for NECA Social Justice Institute...\$75 on March 20!**

The ACA Conference & Exposition Team or go to: [www.counseling.org](http://www.counseling.org)  
 P.S. Questions? Want to register by phone? Call 800-347-6647, x222, Monday-Friday 8 am - 7 pm (ET). Please note that ACA will be closed for the holidays November 26-28.

-----**More on NECA in Charlotte**-----

Summaries below of presentations at the Florida Social Justice Institute held early in November, to be expanded in the second Institute in Charlotte ...

everything." Participants explored the concept of our universe composed of interactive forms of energy, designed to help balance the stresses of life work issues....well received by the Florida counselors from public agencies experiencing cut-backs in the economy.

**NECA Social Justice Institute**

*in conjunction with the Florida Counseling Association*

**Entrepreneurialship: Second Half of Life: Finding Work that Matters**



**Keeping Your Body Healthy to Balance the Stresses of Life Work Issues**

**Dr. Michael Lazarchick** of New Jersey kicked-off the NECA Social Justice Institute at the FCA Conference with an early morning meditation exercise presentation based on Thich Nhat Hanh's (Viet-nameese Buddhist Monk)

message: "Keeping your body healthy is an expression of gratitude to the whole cosmos - the trees, the clouds,

**Kimberly Key**, of Encompass Work & Family, Austin, TX presentation on the *4 S's to Finding Meaningful Work at Mid Life*: was especially meaningful for the professional counselors who work in the Florida public sector and have been laid off due to the changes in funding resources in the state. Participants found Kimberly's presentation provided the critical components needed to find such work while avoiding common pitfalls



that prevent success.

Kimberly left Florida to present her concepts to a life coaching/professional counseling conference in Paris, France.

Her presentation will be expanded at the Charlotte Social Justice Institute in March, along with a panel of successful entrepreneurs, Dr. Sue Pressman of Arlington, Virginia, and Carolyn Kalil of California, who will discuss opportunities of the Global Career Management Business and the Basics for Entrepreneurial

**A Nation at Work 2009:  
The Latest, Best Facts on Change in the  
Workforce/place, and Public Policy**

**Michael Lazarchick, Ph.D, Director of New Jersey One Stop Career Center System** took participants through the fundamental economic, demographic, policy and business facts about how the workforce and workplace are changing, the challenges in addressing workforce needs of underserved populations. Michael discussed how veterans are having difficulty finding a job after returning to civilian life, and how public policy is addressing special needs of veterans. Counselors focused on advanced training skills and competencies needed to effectively work with the growing unemployed populations.

**"Babyboomers: Worker Bees  
or Workers to the Finish or... ?**



**Carolyn Greer, President of the American Association for Adult Development (AADA)** illustrated how, with private sector job security and economic benefits in upheaval, baby boomers are reconsidering retirement to becoming job seekers again. Participants were fascinated with Carolyn's discussion on the implications of

research by AARP gerontologist Dychtwald, with his quote "We are going to see people go back to school in their 70's, start a business in their 80's, take up a language at 90. Boomers will find a way to make old age cool. And they will demand changes in the way work is structured, so they can work four days a week or on a project basis or take a year off—so they can work and play in a new balance on their terms."

***See you in Charlotte.***

***NECA will cosponsor with AADA a breakfast for Graduate Students at the American Counseling Association convention in Charlotte on Sun, March 22 from 7:30-8:30 am in the NECA/AADA Suite.***

**Welcome to the 2009 IAEVG Conference to be held in Jyväskylä, Finland, June 3-5!**

Proposals are now being accepted.  
Visit <http://ktl.jyu.fi/ktl/iaevg2009fin/> for conference information.

The deadline for proposals is December 1, 2008.

The focus of this conference will be on guidance as a systemic entity, which takes into account both those services visible to users and the mechanisms behind the planning and managing of services in order to enhance congruence between strategic planning and implementation of guidance and counseling services.

You are cordially invited to Jyväskylä!!

**IAEVG: Argentina**

In September 2008, NECA Journal Editor Roberta Neault of Life Strategies in Canada presented at the IAEVG National Correspondents conference in Argentina. The information sharing sessions included 13 (13) countries presenting reports on the state of careers guidance in their part of the world, and John McCarthy reported on behalf of the International Centre for Career Development and Public Policy. For more details, please visit the IAEVG website for conference summary on the rich exchange on the progress and common challenges which span international borders.

**Note from Editor:**

Dr. Kay Brawley had the opportunity to present at IAEVG in the past in New Zealand and Bern, Switzerland....great opportunity to connect with workforce development professionals globally.

## America's Heroes at Work

The U.S. Department of Labor recently launched America's Heroes at Work, which is a public education campaign focusing on the employment challenges of transitioning service members living with traumatic brain injury (TBI) and post-traumatic stress disorder (PTSD). Designed for employers and the workforce development system, this initiative provides information and tools to help individuals with TBI and/or PTSD succeed in the workplace.

Visit the web site at [www.AmericasHeroesAtWork.gov](http://www.AmericasHeroesAtWork.gov), which features common employer questions, success stories, downloadable fact sheets, and practical information on implementing simple workplace supports to help those with TBI and PTSD achieve workplace success.

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### Working Poor and Young Are Hit Hard in Economic Downturn

*New York Times (11/09/08)*

*P. 23; Eckholm, Erik*

Labor experts say the current economic crisis has been particularly devastating to the working poor and younger job seekers. From the fall of 2007 to October 2008, the percentage of 16- to 19-year-olds working dropped by 8 percent, the largest decline in any age group, and the outlook for young workers and low-skilled workers over the coming months is equally bleak. The industries that are the most likely to employ these workers, such as home-building and retail, have been badly hurt by the slow economy. The unemployment rate in the construction industry is now 10.8 percent, according to the U.S. Bureau of Labor Statistics, the highest unemployment rate of any industry, compared to just 6.1 percent a year ago. "Low-income people are big losers when the economy turns down," says Andrew M. Sum, director of the Center for Labor Market Studies at Northeastern University.

*NECA cosponsors ICDC....*

### THE END OF A 25 YEAR LEGACY

International Career Development Conference (ICDC)

**Carolyn Kalil**

**NECA Past President**

On November 4th 2008, I arrived at the famous Century Plaza Hotel near Beverly Hills in Los Angeles, California to celebrate the end of one era and the beginning of another. Just by coincidence, this happened to be the evening of the historic election of our new 44th President, Barack Obama and a huge party sponsored by the DNC at the hotel. By contrast, 500 attendees also began arriving for the final ICDC Conference to honor its 25 years of service to the Career Development Community.

In spite of the regret of the end of this annual event as we have come to know, it lived up to its reputation for having outstanding keynote speakers and exceptional workshop presentations with innovative and cutting edge topics.

The Keynote speakers included:

**Martin Yate**, Author, Resumes That Knock-em Dead  
Topic -- Career Sustainability

**Mark Guterman and Elliot Brown**, Topic:  
Engaged Employment: "Good for People, Good for Business, Good for Communities"

**Rich Feller, PhD**, Author, Consultant, and Professor, Counseling and Career Development, School of Education, Colorado State University; Topic:  
"Parsons, Parachutes & Pushing Further into Space"

**John Krumboltz, PhD**, Author & Professor, Stanford University; Topic: "Creating More Satisfying Lives: A Demonstration of the Happenstance Learning Theory"

At the Saturday 25th Anniversary Luncheon, Sumyyah Bilal, CEO of EUREKA and one of the original ICDC Board Members paid a special tribute to Dick Knowdell, founder of ICDC. Many careers were jump started with the entrepreneurial spirit of his leadership.

Many people left the conference, sad that it was over, yet hopeful that it would transition into something new as we continue on in the 21st century.

## "TRUE COLORS"

A Major Hit at the ICDC Conference



ICDC did something at this year's conference that had never been done in the past. Two certification trainings -- *True Colors* and *Advanced Career Coaching* were offered the first 2 days of the conference for participants to be able to obtain the training while attending the conference. Both were offered the same days as the PDIs

rather than being held in close proximity, before or after the conference.

I was fortunate to present a 2 day *True Colors* Career Development Certification Training which attracted the highest number of registered participants of all the sessions including the Coaching Certification and the 4 PDIs. The international flavor of the conference was reflected by the 56 attendees in my session who came from as far as Johannesburg, South Africa and 4 different parts of Canada. And just as impressive, several came from states outside of California including: Florida, Georgia, Arizona, Texas, Kentucky, Oregon, Washington, Michigan, Louisiana, and Utah. Great opportunities were created for national and international networking.

Not to toot my own horn, but as Past President of NECA, I was proud to represent our organization. And as a result many other professionals from around the world are familiar with NECA.

I look forward to seeing you at ACA in Charlotte, North Carolina in March 2009.

With much gratitude,

Carolyn Kalil,  
Past President, NECA

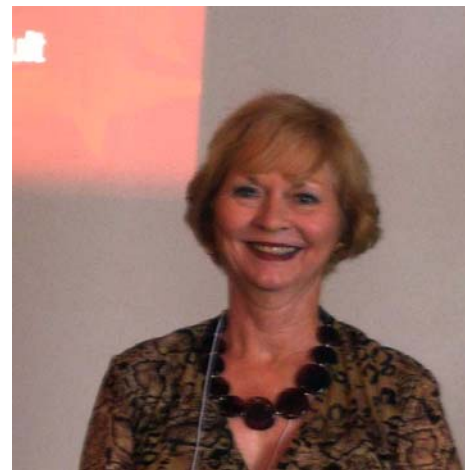
## Scenes from the Florida Social Justice Institute



Dr. Lazarchick teaching Qigong meditation



Dr. Brawley covering new credential programs



Carolyn Greer talks about aging Baby Boomers and Work

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## WHO SHOULD JOIN NECA?

- Employment Counselors
- Career Counselors
- Human Resource Professionals
- Workforce Development Professionals
- One-Stop Career Center Practitioners
- Career Manager and Related Professionals

### Benefits of Joining NECA:

- Journal of Employment Counseling
- Monthly Newsletter
- Workshops
- Workforce Development Institutes
- Continuing Education Units
- Legislative Advocacy
- Informative Website
- Global Career Development Facilitator (GCDF)
- True Colors Certification Training
- Smart Options Training

**GO TO**

[www.employmentcounseling.org/membership](http://www.employmentcounseling.org/membership)

**AND JOIN US TODAY!**