



This is the December 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 HOLIDAYS!!

**Bearing best wishes for a safe Holiday Season filled with peace, joy, and a happy, healthy NEW YEAR!**

## ACA and NECA Alert: VOTE!

**REMINDER:** We know, you thought that all those elections were behind us, but make sure you have submitted your ballot to ACA for the national and NECA professional association elections. This is your opportunity to be an advocate for what happens with our professional associations. You should have your ballot, so please **VOTE!**



## President's Letter

### *Happy Holiday Greetings*

I know how demanding that these troubled times can be for many of our members and certainly for our clients. Nevertheless, I do want to wish you all well over the holiday period and say that NECA is here for you.

**Bob Chope**

**NECA President 2008-09**

The work that we do on behalf of our clients is perhaps more important now than it has been in our association's history. ABC News has reported that as many as ten million people may now be looking for work and unable to find anything suitable. So thank you all for your rigorous and persistent work on behalf of the people that you serve. I look forward to an emotionally demanding but professionally satisfying 2009.

*Many of you have probably already heard the sad news of the death of John Holland. He died in Baltimore on November 27 at the age of 89. John had received the 2008 Distinguished Scientific Applications of Psychology Award from the American Psychological Association (APA) this past August. In 1994 he received APA's award for Distinguished Professional Contributions to Knowledge. In 1995 he received the Extended Research Award from ACA. His tests like the Holland Vocational Preference Inventory, Self Directed Search, My Vocational Situation, and Position Classification Inventory are familiar to us all. I had known John, a Minnesota Ph.D. like myself, for 37 years. I met him in 1971 as he was involved with my advisor Dave Campbell incorporating his theory of careers onto the old Strong Vocational Interest Blank. He had a droll wit and a sparkling personality. After my very first ACA presentation in 1974, he came to me with a chuckle and said he was sure that I would do better in forthcoming years. He will be sorely missed.*

I wanted to give you an update on some of our Journal of Employment Counseling (JEC) activities as reported to me by our editor Roberta Neault. The approach to the journal will change a bit under her stewardship and I wanted to give all of you a heads up as well as encourage your continuing contributions. This is our association's professional journal and it is an important vehicle in which all of us can publish.

Our December 2009 issue will be focused on International/Global Careers and the June 2010 issue will focus on Social Justice. That particular issue is one that I will coordinate. December 2010 will offer new material on employment counseling with special populations. We are delighted that we are receiving so many exemplary contributions and Roberta is working with the editorial board, making decisions about the journal to reduce what can sometimes amount to a lengthy publications lag. I again honor Roberta for her work and commitment to making the JEC the premier journal addressing employment issues.

The last issue of the JEC featured a new edition similar to an Annual Report...spotlighting highlights of the NECA achievements over the last two program years. Thanks to Kay Brawley for contributing this new, annual archival edition to JEC.

In the last e-news I asked for volunteers to assist me in creating standards from NECA for tests and assessments that are used in employment counseling. I received strong list of volunteers for this project and want to salute Soon Hoon Ahn, Roger Gantzarow, Sally Gelardin, and Roberta Neault. Former AACE president and NECA member Janet Wall proposed this idea to me and I will use her as a consultant to the committee. I will begin working with the committee after the holidays and after conferring with AACE on their standards.

*ACA's newsletter,  
**Counseling Today**,  
interviewed me, Michael  
Lazarchick and Sue  
Pressman for an article on  
counseling issues for those  
people who are recently,  
and surprisingly  
unemployed.  
Please watch for  
the article in the  
January or February issue.*

I also want you to know that the organ of the American Counseling Association, *Counseling Today*, interviewed me, Michael Lazarchick and Sue Pressman for an article on counseling issues for those people who are recently, and surprisingly unemployed. Please watch for the article in the January or February issue. I also want to draw attention to the ballot that you should have received from ACA regarding our elections. While ACA rules do not allow me to make any endorsements, I can ask that you please support both NECA and ACA with your willingness to vote in the election. Our people volunteer for all of the positions that we have in our respective organizations and they deserve your opinions and continuing support.

As many of you know NECA was the first division of ACA to sign on to the 20/20 plan developed with the ACA leadership. On March 20, there will be a meeting of the 20/20 committee that I have been on for several years. Unfortunately that will be the day that NECA will have its annual brunch and institute and I will be unable to attend the meeting because of my commitments to NECA. However, if there is anyone among you who would be willing to attend the meeting, I would appreciate hearing from you. I know that this is an ironically double edged sword because your first wish would be to attend the NECA offering. But you could attend the delicious brunch and then move on to the ACA 20/20 meeting. Please let me know of your interest.

Finally, I wanted to thank Michael Lazarchick for making attempts for NECA to have a large presence at the New Jersey Counseling Association Convention in April. And thanks to Kay and John for their efforts in planning our ACA convention activities. Please read on about the plans in this e-news. And on that positive note, I again wish you all the best for the holiday season and the new year.

Warmly,

**Bob**

**HAPPY NEW YEAR!**

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

*in conjunction with the American Counseling Association*

March 20, 2009     ■     Westin Hotel in Charlotte NC

*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 thoughtfulness about social justice*

**NECA Awards Luncheon & Social Justice Institute**

**NECA is seeking nominations for its  
43rd Annual Awards Luncheon  
followed by its  
Social Justice Institute**

11:45 am--4:30 pm     Friday, March 20, 2009  
Westin Hotel--Harris Room     Charlotte, North Carolina

To nominate a deserving employment counselor, career service provider/agency, employer (including yourself or your employer) for a NECA Award, go to the NECA website: [www.employmentcounseling.org](http://www.employmentcounseling.org) and the NECA Awards Categories. Nominations deadline is January 31, 2009; email your nomination and support documentation to Chair Lauri Mills at [lmills@pacific.edu](mailto:lmills@pacific.edu) , or mail: University of the Pacific, Stockton, CA 95211

**Why attend the NECA Awards Luncheon & Social Justice Institute?**

Everyday the news talks about new layoffs, mergers and buyouts. Now more than ever, we need the most effective methods to help our job seekers overcome the demoralization of unemployment, for whatever reason, and make the transition to employment with confidence for success.

**Who are the Expert Presenters?**

**NECA President Robert Chope states...**

*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.* Other Institute presenters with expertise in social justice and employment, including **Dr. Rebecca Toporek, Felicia Tripp, Robin Gluck, Dr. Michael Lazarchick, Dr. Sue Pressman, Kimberly Key, Carolyn Kalil, Karol Taylor and Dr. Carolyn Greer**, will cover the four areas of concern:

1. social justice awareness and advocacy in individual counseling,
2. social justice program development,
3. supporting social entrepreneurship, and
4. targeted strategic training.

Registration for the NECA training at the March 20, 2009 Institute is now open and available online at the ACA website: [www.counseling.org](http://www.counseling.org). (see division luncheon) or at the NECA website: [www.employmentcounseling.org](http://www.employmentcounseling.org). The \$75 fee includes the opening Awards Luncheon and the Social Justice Institute. For more information, please contact NECA Professional Development Director Dr. Kay Brawley: [kbrawley@mindspring.com](mailto:kbrawley@mindspring.com)



## *Give yourself a Gift*

by Registering to Join us in Charlotte on March 20, 2009

for

### **NECA's Social Justice Institute II**

...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).

**Institute Fee of \$75.00 includes Institute CEU certificate & Awards Lunch**

For more information, please contact NECA Professional Development Director

Dr. Kay Brawley: [kbrawley@mindspring.com](mailto:kbrawley@mindspring.com)

#### **CEU Certificates Earned at November Institute in Florida:**

Gulnora Hundley, Ph.D.

Brett Marshall

Robert Harris

Julia Larson

Chuck Hazama

Rick Kay

Julie Borum

Arland Billups

Zeb Brown

Janis Tripp

Royce Frame

Allan Gieselman

Marty McGuire

Elsie Kraft-Richmond

Dianne Albright

Dawn Judd-Raymond

Kevin Percy

Gail Hughes

Jim Porter

Melissa Cooper

Marilyn Montgomery

Deb Banister-Hazama

Mary Welch



*Presenters from November Social Justice Institute in Florida  
Find Time for a Little Relaxation Between Hectic Schedules*

#### **Finally Some Good News...**


#### **As Labor Markets Crash Nationwide, New Orleans is Holding Onto its Jobs**

*New Orleans's labor market appears to be holding up better than the nation's as a whole, as companies whose ranks were depleted during Katrina continue to replenish their workforce. Job prospects are especially bright for skilled and educated workers, who are perpetually in short supply in this area.*

Author: Jaquetta White The Times-Picayune  
Economic News • News and Features  
Submitted By Jeff Garr • St. Louis, MO

**ACA 2009 Annual Conference & Exposition**  
*Co-sponsored by the North Carolina Counseling Association*  
**Over 2,300 counseling professionals**  
**have already registered**

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

Conference & Exposition		Don't be left out! Be prepared for the challenges and opportunities that await us in 2009.
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ACA/NECA Members	Advance Rate	Onsite Rate
	12/5/08 - 2/15/09)	(2/16/09 - 3/30/09)
Professional/Regular	\$350	\$395
Student/New Professional	\$240	\$265
Retirees	\$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).

-----SEE YOU IN CHARLOTTE-----



**From Dr. Michael Lazarchick...**

There is so much happening with Green Collar Jobs, and more expected with the new Administration in 2009! Michael is researching Green Jobs and the new economy, and believes that it will be a hot topic because a lot of resources will go in that direction and re-employing the workforce will require a major shift in consciousness. For more info, go to website:

<http://www.greencollarblog.org/2008/12/walmart-establishes-green-jobs-council.html>

**NECA's Next Step Beyond Charlotte...**

**New Jersey Counseling Association Conference**

The dates are April 26-28th at the Doubletree in Somerset, New Jersey. Dr. Michael Lazarchick is planning a NECA Entrepreneurship track on April 28th. Michael will start the day with a wellness presentation. Counselors in the Northeastern region have a lot of interest in entrepreneurship, and NECA has very successful entrepreneurs who will be able to tell their story of success. For more details, contact Michael via email: [Michael.Lazarchick@dol.state.nj.us](mailto:Michael.Lazarchick@dol.state.nj.us) or [employmentcounseling@yahoo.com](mailto:employmentcounseling@yahoo.com)

**Feedback from Bureau of Labor Statistics (BLS):**

Many career information system use the BLS's education and training categories and education clusters in their search strategies and in the information presented to career explorers. These categories are also used in state projections and career information materials, and the ETA-sponsored CareerOnestop site. They also often appear in workforce policy analyses.

BLS is proposing to replace the existing categories with a new way of depicting the education and training requirements of occupations. Because the categories are widely used, feedback is solicited on the proposal. A decision is expected in mid-January about the categories that will be used in the 2008-2018 projections to be published in December 2009.

The Federal Register Notice is at the following link:  
<http://frwebgate3.access.gpo.gov/cgi-bin/PDFgate.cgi?WAISdocID=27937531669+0+2+0&WAIAction=retrieve>

The detailed description of the proposal, as referenced in the Notice, is available at  
<http://www.bls.gov/emp/edunotice.htm>

Questions on the proposal or comments may be directed to Dixie Sommers, BLS, 202.691.6570.

## Learning from Career Psychologists in France

NECA Trustee Kimberly Key



*Kimberly presenting at the Florida Institute last month*

I recently had the opportunity to present at a career psychology conference in France (INOIP/AFP). The focus was on career mobility and featured a number of psychologists across France, including an international economist, two career

psychologists from Quebec, Canada, and a career and organizational consultant from Brazil. Needless to say, the trip was an experience of a lifetime... meeting new people, and learning about the different career counseling interventions by our neighboring colleagues.

So, what are these cultural differences you ask? The differences are subtle and yet large at the same time. For instance, one psychologist discussed the trend of people having to manage their own careers as a negative (whereas I've spoken about it being a positive because I perceive it empowering the individual whereas he sees it as oppressing the individual). In addition, there are many similarities. Some include debates about competencies versus qualification and whether job descriptions are flexible enough to accommodate competencies.

There are also different debates regarding the transferability of skills. One cognitive psychologist from Provence found that competencies could not be transferred in different contexts. He also asserted that resistance to change is a false obstacle and that fear of dequalification is real but transitory.

Here is a point I want to make. "Resistance to change" is a big focus for career counselors and psychologists in France. While it reminds me of some of the wisdom from popular American books like "Who Moved My Cheese?," the point of difference seems to be change induced from an individualist (internal) perspective versus change from a government-imposed (external) perspective. This might be a bit of that political

capitalism versus communist type of difference, if you will.

So, here's a little something to contemplate if you feel so inclined. Change is all around us. People are losing their jobs. The economy is in a slump. Organizational composition has shifted into hiring more and more consultants in the place of employees. The result? Forced (external) change. With that, is there something we can learn from our colleagues with different political/philosophical approaches? How can we gain from the various nuances of difference in our perspectives? I don't have the answers, but the questions are worth considering.

I'll close by sharing the biggest thing that struck me was the adamant and passionate support for the people. I had never experienced a conference filled with so much overt focus on the people (clients) and so little focus on their own jobs and psychology profession. They truly seemed to practice what they preach. (Of course, maybe this is possible when people get to enjoy such good food and wine??)



*Walking in Lille, France on typical cobblestone street (and decorated beautifully for the Holidays!) with Dominique Clavier and Dominique, spouse of Quebec presenter.*

## IAEVG International Careers Conference 19-21 November 2009, Wellington, New Zealand Transforming Careers. Unleashing Potential

New Zealand's Career Services, in association with the Careers Practitioner Association of New Zealand and the Career and Transition Educators will be hosting an IAEVG-endorsed international careers conference in Wellington from 19-21 November 2009.

**Call for Papers:** Paper proposals for presentations at the conference are now open and can be sent until February 28, 2009.

**Conference themes:** Best practice in workplaces, schools and the community- innovative career education/development practice in learning and workplace settings.

**Making a difference!** – evidence of the value of career development and life-long learning in addressing individual, economic and social goals. Individuals influencing services - the role of the citizen and community in shaping the development and delivery of career practice and policy.

**Culture counts** – understanding the needs and realising the potential of indigenous and migrant communities.

**Transformational technology** – creative and cost effective uses of technology that challenge existing thinking and shape new ways of working.

**Better career conversations** – new assessment tools, delivery techniques and resources used by practitioners to help clients make informed work and learning decisions in the context of the life they wish to lead.

**Changing patterns in the world of work** – A look at global labour market trends and prospects and their impact on employment, forms of work and migration.

Conference registrations are open. Further details on the themes can be found on the conference website. For the full programme, registration details, keynote speakers and accommodation options, visit the conference website: [www.careers.govt.nz/conference2009](http://www.careers.govt.nz/conference2009)

### New International Resource

We have the pleasure to announce that the IAEVG Monograph, *International competencies for educational and vocational guidance practitioners: an IAEVG trans-national study*, is now accessible online at IAEVG website. NECA's Kay Brawley had the opportunity to be involved with project while on IAEVG Board.

## Phil Jarvis, Seeking OnLine Trainers...

**Wanted: Online Trainers.** National Life Works Center (NLWC) is seeking outstanding trainers to help meet the demand for training on our new digital editions of The Real Game.

NLWC is offering a limited number of part-time training contracts to a special few meeting the following criteria:

- Experience as a teacher or counselor
- Experience with The Real Game
- Experience in training educators and/or community agency staff
- Excellent training and presentation skills
- Demonstrated competence with distance learning technologies
- Cheerful, enthusiastic, patient, helpful personality
- Keenness to help students visualize the future they want to construct
- Commitment to helping students find personal relevance in their schooling
- Passion about school improvement by increasing student engagement
- Willingness to promote The Real Game to generate demand for training
- Readiness to have training evaluated and critiqued

NLWC will provide the right people:

- The Real Game 2.1 Digital Edition Facilitators Kit
- Free 24/7 access privileges to The Real Game 2.1 Digital Edition
- Free 24/7 access to GoToMeeting.com
- Reimbursement of telephone expense directly related to training and promotion
- Free training and ongoing support
- Free electronic promotional materials
- Leads on training requests in your region

Online trainers can earn \$100/hour for every hour of online training they deliver to groups of 10 or more trainees. They must provide a log (format provided) of all training they deliver, including a roster of participants and evaluation forms (format provided) from all participants.

If this opportunity appeals to you, please apply by email to [in@lifework.ca](mailto:in@lifework.ca) with the subject Online Trainer Application. Explain how you meet the criteria, and why NLWC should choose you over other applicants. Please forward this message to anyone to whom you feel it may be of interest.

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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!**