



This is the January, 2009 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

Welcome President Obama!

What a wonderful historical Inauguration train procession from Philadelphia to Baltimore. The joy on faces of those watching the events were a feeling of hope for the future of our nation.

NECA President's Message

Happy New Year everyone! Here is hoping that you and your clients are able to celebrate vigor and wellness in the months to come. NECA continues to gain strength. Our membership is rising and our treasury is strong. Our terrific *Journal of Employment Counseling* continues to generate both on-line royalties and a substantial and growing subscription base last year. And the energy among our executives and board members is a joy to be around.



NECA suite on March 21, just prior to the ACA opening party. I will be at the convention from the 19th until the 23rd and would like to meet as many of you as I can. We are always interested in getting new faces on our many committees.

Later this month President Elect Sue Pressman and I, along with Executive Director John Hakemian, will be attending the ACA Council of Presidents and Regional Chairs (COPARC) in Alexandria, Virginia. I have found this twice per year meeting to be enormously useful for the association and its leaders. It is also a chance for the president to advocate for NECA and to find ways to partner with the different division presidents. If there is anything of concern about ACA that you would like to bring up, please e-mail and express your thoughts.

NECA will have its brunch, awards ceremony and Social Justice Institute on March 20 beginning at 11:45...and a reception in the NECA suite on March 21.

I hope that many of you are planning to attend the ACA convention this March and will attend the NECA brunch/workshop program this March. ACA will meet from from the evening of March 20 through the 23rd, and NECA will have its brunch, awards ceremony and Social Justice Institute on March 20 beginning at 11:45. There will also be a NECA collaborative reception with sister ACA divisions in the

I sincerely hope that all of you are taking the time to read our outstanding journal. The December issue had articles of primary relevance for all of us. The first was a study on the impact of gender on job loss reactions, an article relevant to a piece currently being developed by *Counseling Today*. The second concerned the decision making process of women returning to work. Norman Amundson presented a timely article on the three M's of career development and that was followed by a study of career beliefs and job satisfaction among adults with ADHD. NECA high-lights were also presented for the program years 2006/07 and 2007/08. Many thanks to Norm for his long editorial service, and now to Roberta Neault who has been accepting the articles for our journal since July.

I want to digress for a moment and to make several suggestions in these difficult times. While I realize that our members and their clients may be struggling, I am reminded that research demonstrates that laughter can lead to both better health and mental health. Humor can also be used to great effectiveness in teaching, training, facilitating, and indeed counseling. Some of you know that I have taken a turn at stand up comedy (*without great success*), but I know that helping people to laugh can be a powerful antidote.

In a similar vein, sometimes it is important to escape, and I did just that during the holidays by running off to the movies. I want to recommend to you all the documentary *Man on Wire*. It is without a doubt one of the very best documentaries I have ever seen. It concerns the twenty-something Phillip Petit and his successful high wire act across the twin towers of the New York City World Trade Center in 1974. I think that the film offers great insight into the complexity and depth of employment issues, and watching someone engage in an activity that none of us could imagine is a thrill. Phillip had desire, focus, passion, imagination, skill, a remarkable stick-to-it energy along with certain bravery. The complexity of lining up a team and preparing his maneuver took the skill of scientists, and the undercover work of an intelligence agent. The rigging of the event was fascinating, especially when Phillip's aides may be orchestrating his death. Nevertheless, despite the great success of the venture Phillip also lost most of his friends and cohorts, including his girlfriend, because of his complete self absorption. For any of you interested in the emotional aspects of employment, this film directed by James Marsh provides a real treat.

It is time for us to think of nominating people for the awards to be given at the ACA convention.

Finally, it is time for us to think of nominating people for the awards to be given at the ACA convention. We will give out the local practitioner award in Charlotte and if any of you live in the area, please send your nominations to Laurie Mills at lmills@pacific.edu. We will also be awarding the

NECA research award, state division award, and the Judy Geoghegan-Doi Outstanding Professional Achievement Award. Nominations for those awards can also be sent to Laurie. Kay Brawley has prepared an extensive write up of the awards event in this issue

of the E-News. So please take this opportunity to endorse people you believe should be honored.

You may want to check out the recent *CT* and the article on the biggest influences in the lives of many ACA members. Editor Jonathon Rollins even allowed me to add my two cents, so read on.

Again I wish you well and thank you for your service to your clients. In California, in rough water, we surf and we sail. In both activities, the ride may be rough, but the shore beckons.

Bob

Start the New Year off on the right foot with NECA Training



NECA's second Social Justice Institute offers a variety of training in employment counseling issues and their impact on equality of opportunity and achievement on persons who need more than the typical assistance.

SEE INSTITUTE DETAILS BELOW



NECA Awards Luncheon & Social Justice Institute

11:45 am--4:30 pm

Friday, March 20, 2009

Westin Hotel, Charlotte, North Carolina

PROGRAMS

Everyday Social Justice: Applying Advocacy Competencies to Career and Employment Counseling Practice, Training, and Policy

Drs. Robert Chope & Rebecca Toporek, San Francisco State

This program integrates the ACA Advocacy Competencies with the Multicultural, Career and Employment Counseling Competencies using cases to illustrate the application of advocacy. Career and employment counselors are ideally positioned to provide social justice advocacy at individual, community and policy levels. A web-based tool for enhancing these skills will be introduced.

Entrepreneurialship: Second Half of Life: Finding Work that Matters

Kimberly Key, Encompass Work & Family, Austin, TX; panel of entrepreneurs

In today's global internet-based society where 20-somethings can be overnight entrepreneurial successes and lifestyle design is in demand by all, mid-lifers have slipped into an invisible race to find meaningful work. This presentation provides critical components needed to find such work while avoiding common pitfalls preventing success.

A Nation at Work 2009: The latest facts on change in the work force and social justice public policy, with focus on military reentry to civilian jobs

Dr. Michael Lazarchick, Director of NJ One Stop Career Center

Learn the fundamental economic, demographic, policy and business facts about how the workforce and workplace are changing, and presenting challenges in addressing workforce needs of underserved populations and critical needs of military reentering civilian workforce.

Catch the Tsunami of Public Service Retirement

Karol Taylor, Career Management Consultant, Hyattsville, MD

With private sector job security and benefits in upheaval, job seekers are looking to the federal government as the new employer of choice. Learn government operations and how you can unlock the key to federal job search success.

"Baby-Boomers: Worker Bees or Workers to the Finish or... ?

Dr. Carolyn Greer, Austin, TX, President, American Assn for Adult Development

With private sector job security and economic benefits in upheaval, baby-boomers are reconsidering retirement and becoming job seekers again. With all the economic changes, can the group who created so much in their work history ever quit working?

Registration for the training offered by NECA at the March 20, 2009 Institute is available online at the ACA website: www.counseling.org. (see "division luncheon") or the NECA website: www.employmentcounseling.org. The \$75 fee includes the opening Awards Luncheon.

*For more information, contact NECA Professional Development Director
Dr. Kay Brawley: kbrawley@mindspring.com*

NATIONAL EMPLOYMENT COUNSELING ASSOCIATION



NECA Awards Luncheon & Social Justice Institute

Friday, March 20, 2009

11:45 am--4:30 pm

(prior to the annual ACA Convention)

**Westin Hotel, Charlotte, North Carolina
Harris Room**

Registration Form

You may also register online at www.employmentcounseling.org

See NECA Website or ACA website (www.counseling.org)

for more program details, location, accommodations, and on-line registration

WORKSHOP REGISTRATION FORM (*Submit one form for each individual*)

Name _____ Daytime Phone _____

Organization _____ Special Needs _____

Address _____ E-Mail (required) _____

City _____ State/Prov _____ Postal Code _____

Payment by Check Credit Card Type: M/C Visa Amex Billing Zipcode (if different) _____

Card Number: _____ Expiration (month/year) _____ / _____

NOTE: For payment via invoice, send email to kbrawley@mindspring.com for a NECA ID number

WORKSHOP REGISTRATION FEE.....\$75

Includes: Full Hot Brunch, Resource Materials, CEUs

*You may register by email by sending all registration and credit card information to kbrawley@mindspring.com
If registering by regular mail, print out form and send completed copy with Fee Payment or credit card information to
Institute Director Dr. Kay Brawley, 38 Ocean Way Drive, Ponce Inlet, FL 32237-7313*

NECA Awards Luncheon & Social Justice Institute

NECA is seeking Award 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

Now Accepting Award Nominations

1) Judy Geoghegan-Doi Distinguished Professional Service Award

Purpose of Award: to recognize outstanding service over a significant period at the local, state or national level that reflects a significant contribution to the professional concerns of NECA.

"Service" is defined as work done or duties performed primarily with the intent of benefiting or giving assistance to others rather than for personal gain.

Criteria for Selection:

- a. Currently a member of NECA.
- b. Long-standing outstanding service to promote the profession.
- c. Contributions have had a widespread material impact on areas greater than immediate work setting or geographical location.
- d. Has a history of accomplishments which benefit the general public.

Procedure for Nomination: A statement not over 300 words in length, supporting the nomination and documenting the professional service efforts of the nominee.

2) NECA Research Award

Purpose of the Award: to honor and recognize outstanding research in the field of employment counseling and to stimulate further research.

"Research" is defined as an empirical systematic inquiry or investigation into a subject to discover facts or principles, involving an hypothesis to be tested, examination of data through statistical techniques, and interpretation of results.

Criteria for Selection:

- a. Currently a member NECA.
- b. Research conducted must be in an area of relevance for and importance to employment counseling.
- c. Questions being answered and hypotheses being tested must be generalized beyond the immediate setting.
- d. Research procedures should include definition of population, selection of appropriate sampling techniques and controls, use of appropriate research design, adequate and correct statistical treatment of data, and use of valid, reliable instruments.
- e. Research may be published or unpublished, but must be recent, conducted within the last two years.
- f. Nominations may be made by any NECA member, as well as the Awards Committee, and are to involve sending a summary of the research conducted to the Chairperson of the Awards Committee. The summary should include: purpose of research, hypothesis, description of procedures, interpretation of data, and relevance and importance of findings.

3) NECA Professional Development Award

Purpose of Award: To recognize outstanding professional development and/or introduction of innovative practices in employment counseling; to encourage future efforts to enhance development of techniques and systems that are of demonstrable benefit to clients.

“Professional Development” is defined as the intentional strengthening, expansion, enhancement, improvement and extension of the profession.

“Innovative” is defined as introduction of something new, an idea, method or device, to make changes. “Practice” means actual performance of application.

Criteria for Selection:

- a. Must be a member of NECA.
- b. There should be a history of effort to identify needs of the public and provide services to meet those needs.
- c. There should be documentation of the development of methods, techniques and materials; utilization of innovative techniques with clients; or scholarly publications.
- d. There should be a record of continued contribution toward the achievement of professional goals.

Procedure for Nomination: A statement not exceeding 300 words, describing introduction of the practice and outcome of its introduction.

4) NECA State Division Award

Purpose of Award: To recognize the state employment counseling organization affiliated with NECA which has demonstrated the most viability through activities, program, political leadership, and growth.

Criteria for Selection:

- a. Any state group, which is chartered as a state division of NECA, may be nominated.
- b. The division should demonstrate its strength through evidence of activities, programs, political leadership, and other professional development.
- c. The division should show a high percentage of growth during this period. As well as have a total numerical membership which is fairly high in relation to potential membership.

Procedure for Nomination: a statement of not over 300 words in length, detailing the division’s efforts and giving the percentage of growth, total membership numbers and estimate of potential members

5) NECA Practitioner Award

This Award is designated for someone from the local regional area where the workshop is held to recognize a local outstanding practitioner.

The NECA Awards Chairperson for 2008-2009 is **Chair Lauri Mills**; please email your nomination and support documentation to the attention of Lauri Mills: lmills@pacific.edu , or US mail: University of the Pacific, Stockton, CA95211 by **January 31 , 2009**.

*New Year’s Resolution:
Join us in Charlotte on March 20, 2009
for*

*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,

NECA President Elect Dr. Sue Pressman

Counseling vs Life Coaching Article Review and Recommended Read

The recent article on *Counseling vs. Life Coaching* by Jim Paterson in the December 1, 2008 online issue of ACA's *Counseling Today* is worthy of review and a recommended read.

When Jim Paterson, a Maryland School Counselor with a passion for writing got in touch to interview me for an article on Counseling and Coaching, I accepted the opportunity to share my views on the two disciplines with a passion for speaking about the counseling side of the house and a respect for the coaching side of the house. I knew he was working hard to collect as much information as possible to help all of us understand both the similarities and the differences.

When I saw the article I realized the painstaking effort Jim put into getting us the information that would take our level of awareness and understanding to "the next level." Jim's article tackles the issues and gets to the heart of the questions that seem to be on everyone's mind:

"Are counseling and coaching competing professions, complementary professions or part of the same profession, only packaged in two different ways and requiring different levels of training?"

My perspective is only a small glimpse into what I know counselors are equipped to do upon graduating from an accredited counseling program. After reading Jim's article we know coaches also provide a lot of what counselors do:

- help clients define and set goals,
- conduct individual and group assessments,
- create career and/or development plans,
- hold clients responsible (accountable) for reaching and maintaining their goals,
- provide a safe environment that may include structure and certainly encouragement and support.

The above list is a look at the basics of where the two professions intersect. The real question to be answered is: to what degree do counselors apply these skillsets



and to what degree do coaches apply these skillsets? And, in what environments?

The above mentioned skill sets reach the basic core of counseling. Counselors universally and naturally apply them and are educated in these areas regardless of the chosen theories that they choose to put into practice. To me, this just makes "good counseling common sense."

Here's a peek at what Jim Paterson chose to include from my interview right near the outset of the article:

Pressman believes professional counselors need to better market the services they are already qualified to provide that allow them to help individuals in the same way as coaches. "Good coaches should come out and make it clear they are not counselors and refer people for the proper services," she says. "And it is also only fair that good counselors be encouraged to say that they do coaching."

"We can do anything a coach can do. It is part of our training, and it is part of how we work with clients," says Sue Pressman, president-elect of the National Employment Counseling Association, president of Pressman Consulting in Arlington, Va., and a longtime member of ACA. "There are coaches who go through good training programs. I'm sure they are skilled and effective, but that is not to say that counselors aren't, nor that we don't offer these services."

I invite and encourage you to read the full article on the December Counseling Today website.

CONGRATULATIONS Jim Paterson and Counseling Today, on a job well done!

Contact Sue at SEPressman@aol.com

ON THE HORIZON

NECA ANNOUNCES ITS
**SUMMER WORKFORCE
DEVELOPMENT INSTITUTE III**
AT

GEORGE MASON UNIVERSITY
FAIRFAX, VA CAMPUS

JULY 20, 2009

WATCH FOR DETAILS!!!

Tips for Managing your Listserv and Facilitating Clear Communication

NECA Trustee Kimberly Key

Do you belong to a listserv that has gotten out of hand? Do people take things personally and attack? Are misunderstandings abundant? Life and human to human communication can be like that. However, it seems to get worse in email as that critical body language that conveys up to 85% of our communication is absent. Thus, people misinterpret messages. Add groupthink on top of that and it's no wonder listservs can be a hot bed for contention. To curb contention and increase productive teamwork, here are a few tips to making your listserv communication clearer and smoother.



1. State purpose of listserv clearly and succinctly in a way that provides an umbrella framework for communication parameters. This purpose statement can be set up as an automatic "signature" that is displayed on the bottom of each reply to reinforce and remind listserv members to make appropriate posts according to the purpose. (e.g. *The XYZ listserv is to discuss research, trends, and provide collegial assistance and support to counseling professionals on common practices, procedures, and ethics in counseling along with typical client, classroom and curriculum support.*)
2. Set-up listserv guidelines (a list of do's and don'ts) that can be followed by the listserv owner and must be agreed upon before a member can join. This serves as a reminder of what is allowed and not allowed and can be referred to by the listserv owner when mediating a dispute or removing someone from the listserv. Typical guidelines can include items like use of language, political and commercial discussion bans, directives to take personal disputes offline, privacy of member information, and references/ limitation to Constitutional rights.

3. Listserv owners strengthen group communication when they act neutral in disputes. When disputes arise on a listserv, simply remind members to take it offline before it gets out of control and then urge them to respond to listserv with any solutions. This serves as a template for future conflict resolutions. It is also beneficial if the listserv owner does not jump in to discuss the issue, but only serve as a facilitator. This aids the listserv owner's credibility and neutrality, much like the role of a presiding officer in a meeting as described in "Robert's Rules of Order."
4. For further ideas on member communication, seek out the organization's by-laws, "Robert's Rules of Order," and the U. S. Constitution. However, keeping guidelines simple and flexible is always the best rule of thumb for the type of honest and open communication that is often beneficial for listserv members. Also, keep in mind that a little conflict, if civil and controlled, can serve a purpose and even lead enhanced changes and learning opportunities for members.

Kimberly Key is founder of Austin-based *Encompass Work & Family*. She is a national certified counselor and certified mediator. Contact Kimberly at: Kimberly@EncompassWF.com

NECA's Next Step Beyond Charlotte...

Summer Workforce Institute III at George Mason University

The date is July 20, 2009 at George Mason University Fairfax campus. Dr. Sue Pressman has contracted Keynoter Steve Muro, Senior Executive Service Member and the current Deputy Director with the Department of Veterans Affairs/National Cemetery Administration. The remarkable thing about Steve Muro is his own career story. A native Californian of Hispanic origin and a Vietnam Navy Veteran, he has really blazed trails and is a true career development success story

If you would like to be a presenter or make plans to attend, please contact Sue via email: SEPressman@aol.com or Kay Brawley: kbrawley@mindspring.com. immediately as program design and registration is in progress.

Some Musings on this Inauguration Day
from your E-News Editors, Professional Director
Dr. Kay Brawley and Executive Director John Hakemian

You have received many messages in recent months about Change. We hope you found the messages as inspiring as we did. And if you missed some of the impact of these messages, here are some further thoughts:

To those of us who spend our time dealing with the items impacting employment opportunities and the requisite preparation for them, change is a given part of life and work.

However, the ideas encapsulated in the word "Change" are inescapable. The word "change" represents not only the media blitz of a political party, but an entire paradigm shift in our nation's mentality.

There is no better time to invoke change than the New Year. Certainly, this is a time to evaluate the past year to learn from our mistakes and successes. But more importantly, this is the time to clean the slate and start anew with fresh energy and bright ideas.

And remember, from the leading expert on change:

"It is not the strongest of the species that survives, nor the most intelligent, but the one most responsive to change"

—Charles Darwin

See You In Charlotte!!