

April 27, 2009

Issue XXXIV



National Employment Counseling Association
A Division of the American Counseling Association

E-NEWS

This is the April, 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

Mark Your Calendars! July 29, 2009

NECA Summer Professional Development Institute

United in Developing "One" Global Workforce

"Ground Zero: Implementing New Mandates of Counseling Code of Ethics in the Workplace during Challenging Economic Times"

in the US sailing capital of Annapolis, Maryland

At the charming Annapolis Yacht Club

Please join us for our premier "not to be missed" Professional Development Institute



Renowned experts present the latest developments with a solutions focus for career and employment counselors, coaches, mental health counselors, workforce development specialists, human resource managers, and organization development pros.

Featured Speakers Include:

Gail B. Kettlewell, Ed.D

Director, International Community College Town Center System, Sierra Leone; Principal, International Center for Management of Education, Arts and Culture at George Mason University. With work expanding the globe, her latest in Sierra Leone, Africa is bringing educational opportunities and hope to many.

Mr. Steve Muro

Steve L. Muro, Department of Veterans Affairs Acting Under Secretary for Memorial Affairs and member of Federal Senior Executive Service, he is responsible for overseeing 128 National Cemeteries and turning them into National Shrines. A native Californian of Hispanic

origin and a Vietnam Navy Veteran, he has really blazed trails and is a true career development success story. His story includes his emphasis on career and employment counseling and mentoring for all new Cemetery Director Interns.

Michael Lazarchick, Ph.D.

Dr. Lazarchick has over thirty five years experience serving dislocated workers and employers. He currently manages the Atlantic County One Stop Career Center. He will present on *21st Century Employment Counseling: A penetrating look at the trends, tools and techniques necessary to guide today's workforce back into viable employment.*

Roberta Ann Johnson, Ph.D.

Robert Chope, Ph.D.

Dr. Roberta Johnson is Professor of Politics emeritus and the former Director of the public service program at the University of San Francisco. She is the author of numerous journal articles and book chapters as well as three books including *Whistleblowing: When It Works -And Why* (2003).

Dr. Chope, NECA's current President (2008-2009) is a Professor with the Department of Counseling, San Francisco State University. He cofounded the Career and Personal Development Institute in San Francisco, a practice that is devoted to career exploration, especially as it is intertwined with an individual's personal life development.

Renowned experts in their respective fields, this is a rare east coast opportunity to learn from both Dr. Johnson and Dr. Chope as they present on social justice, responsibility, ethical guidelines and the critical role professional career and employment counseling plays when working with someone perceived as a whistleblower.

The beautiful Annapolis Yacht Club sits on the river in the downtown sailing capital of the US. It is an easy 30 minutes from DC, and you will want to spend some time looking at the boats and shops before returning home.

\$75.00 Registration Fee includes Lunch and Parking!

For more information, or sponsorship please contact Sue Pressman at: drsue@pressmanconsulting.com or Kay Brawley at kbrawley@mindspring.com

Additional "ziplearn" speakers include:

- Dr. Kay Brawley:** NECA's new online/distance GCDF Certificate program.
- Carolyn Kalil:** Brightening our "True Colors" in a world of change.
- Soonhoon Ahn:** Global Career Issues.
- Karol Taylor:** The latest Federal Application "Must Knows" and update on O*net.

**Several Exhibits
More to Come!**



National Employment Counseling Association
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NECA Summer Professional Development Institute

**United in Developing "One" Global Workforce
Wednesday, July 29, 2009**

10:00am - 4:00pm

**Earn 6 CEUs
Certificates
Provided**

**Annapolis Yacht Club, Annapolis, MD
Registration Form**

You may also register online at www.employmentcounseling.org

for more program details, location, accommodations, see: www.employmentcounseling.org

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

REGISTRATION FEE OF \$75.00 includes Lunch and Parking

*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 President's Message



Dear Colleagues,

Many of us are now implementing some of the learning concepts from our National Employment Counseling Association (NECA) and the ACA Conferences in Charlotte where NECA had a very successful Social Justice and Employment Institute in late March and six NECA

sponsored programs throughout the ACA conference.

Some of those professional development experiences led to a couple *New York Times* articles and CNN interviews for me, a National Public Radio interview for NECA Past President and Webmaster Michael Lazarchick as well as several TV interviews. Several NECA EFlash notices earlier in April alerted you to these events so that you could participate as well.

NECA's main event, the Social Justice and Employment Institute last month in Charlotte, was punctuated with our well attended brunch and awards program. Tom Flynn, the director of economic development for the city of Charlotte gave an introduction to the brunch and described the many new employment opportunities that Charlotte has to offer, especially in the field of financial services. New ACA president-elect Marcheta Evans joined us with greetings from ACA. NECA past president and current board member Dr. Michael Lazarchick shared a moment of reflection and passed out his cards with a message for daily meditations.



Awards Chair Lauri Mills and I presented awards to past president & long-time editor of NECA's print newsletter, Andy Helwig, for Research, the Florida Counseling Association and the Florida FAMFC for continued support and inclusion of NECA in their annual programming.

The annual NECA Outstanding Local Practitioner Award was presented to Astrid Chirinos, founder of Diverso Global Strategies for her outstanding service in the Charlotte community as a practitioner and employment innovator.



Former president Kay Brawley presented me with NECA's Judy Geohagan-Doi Distinguished Professional Service Award for the work that I have done with our journal and my years on our board. As your president, I also presented our executive director John Hakemian with a Presidential Service Award for his invaluable support and commitment to our organization that is of enormous benefit to any president who works with him.



After the awards. Astrid Chirinos gave us a rousing and inspiring keynote address that spoke to the many social justice issues that employment counselors attempt to address in their daily work. I finished with my presidential address summarizing the many NECA activities and programs that we have developed this year.

The Institute followed the brunch and we heard first from NECA trustee Kimberly Key on Entrepreneurship and learning how to find work that matters. Kimberly also presented a new product that she has developed that allows



counselors to stay in touch with their clients through text messages. It's called Instant Motivator and can be viewed at www.InstantMotivator.com. It's an automated message service that lets counselors prescribe a positive thought, affirmation or reminder that gets sent as a message to their client's phone or email at any time interval desired. Messages and time intervals can be changed as counseling progresses. If any of you want to supplement your income with the service you can check it out at

www.InstantMotivator.com/Provider.

Following Kimberly, NECA secretary Karol Taylor offered information on finding a job with the federal government, the new nationwide employer of choice. That was followed by Michael Lazarchick's newest facts on the changing work place and work force. Finally, Carolyn Greer, President of the Association for Adult Development and Aging offered us new information on the baby boomers and their decisions to retire or reenter the job market. She asked the existential question, "Can the group who created so much in their work history ever quit working?"



Throughout the remainder of the convention NECA was represented by a 90-min workshop on social justice (*Chope, Toporek, Tripp, and Gluck*), a 60-min program on entrepreneurship (*Key*), another 60-min program on the work force (*Lazarchick*) and three 30-min poster sessions. The latter were on such diverse topics as Global Career Development Facilitation (*Brawley and Pressman*), finding a business niche and succeeding (*Helwig*) and obtaining a federal job (*Taylor and Ruck*). I can not express how proud I was of our organization and how well represented we were. I was also delighted to see and hear Michael Lazarchick on the morning news on Monday. In fact as I dozed off Sunday evening, there was an announcement that the local television station would be doing an interview with "a career coach." That was Michael.

With all of the good news, clearly there is news that is unfortunate. Construction in San Francisco has now slowed to a crawl as I am sure it has in many other parts of the country. Many older job seekers face extra hurdles in the current tough labor market. The unemployment rate in California is the highest it has been in 25 years. But as I have said in this column before, we have each other and we can gather support from our NECA colleagues as we engage in some of the most demanding case situations that we have ever had to face.

Finally, we have a new licensed professional counseling bill in California, SB 788 (*Wyland, Steinberg*) and I will again be trekking to Sacramento to help. Our first testimony will be August 27. Wish us luck. This time we hope we have the votes.

BOB



NECA Presidents, Past & New Elects at the Charlotte meetings.

Afterwards we held a reception for the participants and attendees and a meeting of the executive board. Michael Lazarchick will again be NECA's nominee for the ACA presidency. Our organization continues to have strong financial reserves and we are making plans for a very active year with Dr. Sue Pressman as her presidency begins on July 1.

We also hosted 2 receptions on Saturday evening, well-attended by NECA friends and prominent ACA leaders., including 8 ACA Presidents, current, past & future. Six are pictured above in the next column with Kay Brawley & myself.

Note of Appreciation from NECA Local Practitioner Awardee: Astrid Chirinos

Dear NECA Friends,

Hope Charlotte treated you well, that you had a successful Conference! I saw a couple of segments about NECA and ACA on Channel 14; some of my friends went to ACA conference as well, enjoyed both!

Wanted to thank you again from the bottom of my heart for your thoughtfulness and for this great honor. It indeed means the world to me to be recognized by a National organization like yours for the work

I have a passion for.

Please let me know how we can collaborate and make a Difference not only here in Charlotte but across the country. The world is changing faster than we think and we need to empower many to make that transition and be transformed!

Looking forward to talking again soon and please send my regards to all the NECA members! You and your leadership are a great Inspiration!

Until the next time... GRACIAS!

Astrid

When Helping Your Clients Hurts Them

By Kimberly Key, NECA Trustee



According to a systems perspective, many family therapists believe that one person will underfunction if the other person overfunctions. Birth order theory is a typical example of this. An older child may step up and take on the responsible role pushing the next child to the other end of the spectrum. The same behaviors can be observed in a business organization. It can also happen in the counseling process.

To illustrate a natural example of this phenomenon, did you know that you could kill a baby chick if you helped it crack its shell while it was trying to break free?

That's right, the baby chick depends on the muscle development it receives from cracking its shell to survive and thrive in the world. Life experience and failures create that same thriving muscle in humans. Sometimes kids need to be able to fall in order to learn. Employees need to be free to fail in order to succeed. Clients need to be free to try things their own way as well so that they can find learn works and own the process.

Another way of looking at it is that failure can lead to success. If your client is out of a job and down on their luck, talk about this process with them. Let them share what lessons they believe they are learning. Have them describe the muscles they are building and cheer them on along their journey. Just remember the caveat to not overfunction. Don't tell them *everything* to do and how to do it lest you inadvertently make them weak. Find the proper balance of intervening and work through your own anxiety of wanting to help too much.



If you're personally experiencing a little failure right now, take comfort that goodness can come out of it. Hang in there and keep cracking that shell because there's an exciting world on the other side.

Kimberly Key is a NECA Trustee and founder of Encompass Work & Family in Austin, Texas. She also provides an online tool that helps counselors supplement their income and counseling—www.InstantMotivator.com. She can be reached at Kimberly@EncompassWF.com.

☆ So do you want to get published? ☆

As some of you already know NECA President Dr. Robert Chope will be editing a special issue of the *Journal of Employment Counseling*, the organ of our association. **Surprise!**..The issue will focus on social justice issues in career and employment counseling. Chope has already edited a special issue on the same topic for *the Career Planning and Adult Development Journal* in 2006. But there has been a great deal of new work in the area and Chope is interested in material that explores the subject area with a new prism.

Chope is especially interested in publishing at least one graduate student contribution. For those students interested in writing, Chope suggests you might develop a team of 3 or 4 to make the contribution. Generally, articles should be about 15 pages (4000-5000 words) including the abstract, notes and references. Articles will need to be finalized for publication by December 2009, which means that they should be submitted no later than September 1, thereby giving time for editorial review and revisions. The issue will be published in July 2010. Articles will be reviewed by two other editors; the review is blind, but Chope will work with NECA editor, Roberta Neault to create a diversified volume. Chope will be active in the project from the onset. In submitting to the journal, please indicate that you are submitting for the special issue on social justice. Thank you for your interest.

Robert C. Chope, Ph.D.

Professor, Department of Counseling, San Francisco State University, College of Health and Human Services,
1600 Holloway Ave. Burk Hall 524, San Francisco, CA 94132-4161, Tel: 415.338.1731, Fax: 415.338.0594

Five Strategies: Career Search for Counseling Grads....

In the current economy, it is difficult to think about what will happen after graduation without feeling a tinge of anxiety. Everyday we hear of additional workers being laid off from their companies, while government and nonprofit budgets continue to shrink. What does this mean for counselors preparing to start our careers?

It is difficult to enter the labor market during perilous economic times, but as counselors we have been trained to find the silver lining for our clients and must embrace this strategy for ourselves. In searching for that silver lining, there are five strategies to consider when searching for your own post-masters career.

1. Networking, networking, networking!

This is something that we constantly tell our clients and it's for a good reason. The majority of career experts believe networking to be the single most effective way to find a job. As graduate students, we have developed professional contacts through school, past and present internships, professional organizations, etc. Do not hesitate to reach out to those who might be able to assist you in locating a job, provide you with an informational interview or might know of other professionals working in a field of interest. Additionally, take advantage of online networking tools such as Facebook or LinkedIn to

spread your net even wider.

2. Planned Happenstance.

Planned happenstance, put simply, is to act in a way that increases the likelihood that positive opportunities will come your way. The more times you put yourself out there, the more networking opportunities will appear. For more information on planned happenstance see

<http://career.berkeley.edu/Article/040910a-dm.stm>.

3. Be creative.

In the current economy, there are many opportunities to use your creativity to develop your own niche. Stay apprised of the changes occurring in your region, across various industries, and determine if there is a way to provide new services or contribute to existing ones.

4. Find Support. In times of transition, emotional support is extremely important. Reach out to family and friends; this endeavor will be much easier with their support.

5. Practice Mindfulness.

In addition to the support of your friends and family, it is important to keep a healthy attitude and minimize your level of stress. There are several websites that offer guided practices, including Belief Net's Moment of Calm

(<http://www.beliefnet.com/Health/1999/12/A-Moment-Of-Calm.aspx>)and

<http://www.allaboutdepression.com/relax/>.

Robin Gluck

NECA graduate student Board representative; MS candidate in Counseling at San Francisco State University



Hello from New NECA Trustee Tom Ayala

I am thrilled to be a part of this great ACA Division. I suspect many of you might be curious to know me better. I am a “trenches” private practice LPC in the rural Willamette Valley of beautiful Oregon. My company is People Solutions, LLC and you are invited to visit my website at www.people-solutions.us.

I am involved in many aspects of the professional counseling world. My time is divided into four primary areas, psychotherapy (trauma, EMDR, Motivational Interviewing), Vocational Rehabilitation and Career Counseling (HOA, Assessment, coaching), community volunteering (Optimist International, A.S.P.I.R.E. at local H.S, Lebanon’s Communities That Care – Community *Volunteer of the Year Award* 2009), and I/O Psych Consulting (Workgroup failure, Leadership Development [EMDR performance enhancement], employee in-service training).

The workplace in this economy is very tight. There is less room for psychopathology in the workplace. More employers are calling, concerned about employees with disrupting behaviors, production performance issues, an inappropriate sense of entitlement, etc. Management states these issues have been going on for some time, yet the wiggle room for tolerance is constricted. The state of our new economy is having profound effects in the workplace whether it is in leadership’s ability to sustain their business model, navigating the psychology of change, or a dramatic increase in the use of Employee Assistance Programs.

In my practice there is a definite increase in: calls from clients who are utilizing their EAPs with more intensity and need, career consulting & resume preparation, people who are doing 401(k) hardship withdrawals to sustain basic lifestyle needs, general pessimism about the future, and fear around lost jobs or losing their jobs.

It is a most interesting time to be a Licensed Professional Counselor. As a rural healthcare professional it is imperative competency levels remain diverse, while training in new areas continues to meet the needs of the community. See you in Pittsburgh!

TOM AYALA

ACA 2010 Conference - Reviewers for Program Proposals

ACA is already planning its 2010 Conference in Pittsburgh, Pennsylvania. As in the last year, program proposals for the conference will be submitted online through the ACA website. Also just as last year, the programs will be randomly sent to reviewers, not necessarily pertaining to a division’s specialty. All of the successful programs will be sponsored by ACA at the conference.

To facilitate this process, ACA is asking each Division President and Region Chair to select by May 15, 2009, at least ten individuals to review the 2010 Program Proposals. Your help and experience would be valuable to get the highest possible programs. Please submit your name, email and phone contact ASAP to NECA President Elect Dr. Sue Pressman via email so she can compile the list of reviewers from NECA: sepressman@aol.com.

The Call for Programs opened online March 31, 2009 for submitters to begin submitting proposals. The deadline for proposal submission is June 3, 2009. The review process will take place between June 8 and July 1, 2009.



Conference Clipping: Call for Proposals for Pittsburgh, 2010

On to the Steel City and the Keystone State, March 18-22, 2010! Members wishing to submit proposals for the 2010 Conference Education Sessions and Learning Institutes can begin to do so when the online submission forms for Education Sessions and Learning Institutes become active on March 30. Proposals must be submitted by June 3, 2009.

ACA is actively soliciting proposals for advanced programs that provide in-depth knowledge or skills beyond the introductory or basic level. Specific slots are reserved for advanced level proposals. Questions? Contact Debbie Beales at dbeales@counseling.org.

RECOGNITION FOR OUR LEADERS...

NECA/ACA makes the Diane Rehm show on NPR

The Diane Rehm Show on National Public Radio covered the topic of unemployment, job insecurity and career counseling; see website <http://wamu.org/programs/dr/09/04/13.php#25478>. Dr. Michael Lazarchick (*NECA Past President and ACA past Governing Council member*) was a member of the panel. If you want to hear the 20 minute radio interview with the panel and Michael, click on the link for April 13 "Unemployment and Job Insecurity." Whether you use RealPlayer or Windows Media to listen to the story, move the clip button to the 26:20 point and you should hear Diane Rehm introducing Michael, with both NECA and ACA mentioned.

The New York Times Interviews Chope and Lazarchick

NECA/ACA members Chope and Lazarchick made the April 7, 2009 print edition of *The New York Times* and in the online version on April 6, 2009. ACA media relations staff coordinated interviews of its members--one on the west coast and one on the east coast on an article related to keeping up "appearances" while job hunting. Interviewed were Dr. Robert Chope, NECA President, professor of counseling with San Francisco State University, and a private practitioner and Dr. Michael Lazarchick, NECA Past President from Pleasantville, NJ, and manager of the local/state One-Stop Career Center system.

Coming Up....New Additions to Summer Workforce Development Institute Program in Annapolis, MD...

- Mike Schroder, Division of Economic and Community Outreach (DECO) at Towson University, developer of a regional one-stop BRAC website, the (military) Base Closure and Realignment Commission, as a resource for multiple audiences. BRAC will create changes in the economies of demographic jurisdictions. The site pulls together the relevant academic programs, professional training, and applied research and business services to offer the individuals, families, and businesses impacted by BRAC. On display will be the "Solutions Showcase" highlighting 16 of the projects and initiatives to serve the business and government sectors of the metropolitan Baltimore Washington region.
- Bridget Brown, Executive Director of National Association of Workforce Development Professionals, and public policy expert.. During this time of unprecedented case loads and layoffs, we are being asked to be innovative and take employment counseling within our workforce development system to the next level for job seekers and local business. To help you, Bridget will share what's happening on the national and level with making effective use of the new stimulus funding.

See you in Annapolis!!!

CLOSING THOUGHT....

*"Life's not about waiting for the storms to pass...
It's about learning to dance in the rain."*

~Vivian Green~