



This is the September 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.

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**September 09**

**In This Issue...**

President's  
Message.....1, 2  
Dr. Sue Pressman

Job Accommodation  
Network Webcast 2  
JAN/US DOI

Green Jobs....  
& Blogging.....3  
Dr. Michael Lazarchick

Secret Attitude for  
All Counselors.... 4  
Kimberly Key

California Licensure 5  
Dr. Robert Chope

Employment Success  
Stories...  
....Ann Diese 5  
John Bland, NJDOL

...Lianna Dosik 6  
Dr. Sue Pressman

FAMFC/NECA  
Life Work Institute  
Miami..... 8

NECA Day of Learning  
at ACA Pittsburgh.. 9

NECA Officers &  
Trustees..... 10



**President Sue Pressman's Message**

**Employment Wisdom"**

"Your work is to discover your work and then with all your heart to give yourself to it."

.....Guatama Buddha

**Greetings!** Ah, September, time to enjoy the chill in the morning air, the crisp evenings, and the changing foliage. It's the month when we find ourselves saying goodbye to summer a bit too soon, even as we welcome fall.

But, my fellow employment counselors, let's set our clocks back just a bit to think about the one day of the year we take to celebrate *work*. *Labor Day* is the one day that celebrates so much of what *our work* is about. So, let me take you on a brief journey to understand this special day that has become an eagerly awaited holiday "weekend" across our fine nation.

Imagine, for more than 100 years the debate still rages over who created Labor Day. Some historians say it was founded by Peter J. McGuire, a cofounder of the American Federation of Labor, while others contend that Matthew Maguire, a New York machinist, conceived the idea. Historians do agree that the first organized Labor Day event was held on September 5, 1882, when 10,000 workers paraded in New York City.

Regardless of its origins, Labor Day is a tribute to the contributions American workers have made to the strength, prosperity, and well-being of our nation.

Today, the nature of work in America is more dynamic than ever before. Some of the fastest growing occupational fields did not exist even 5 years ago, spurred by information technology. The following "factoids," courtesy of the **US Census Bureau**, illustrate the changing nature of work in America today and might give you a few conversation starters with your colleagues, family, and friends, or even at our next NECA event

**How and Where Do We Work?**

- ▶ **7.7 million American workers hold down more than one job.** These "moonlighters" comprise 5% of the working population. About 288,000 moonlighters work FULL TIME at both jobs.
- ▶ **10.4 million Americans are self-employed.**
- ▶ **5.4 million Americans work at home.**
- ▶ **28 % of American workers (age 16 and older) work more than 40 hours a week.** Of those, 8 % work 60 or more hours a week.
- ▶ **4 years is the median number of years that American workers have been with their current employer.**
- ▶ **Virginia leads the nation in having the highest percentage of workers -- 53% -- who have lived and worked in different countries.**

**How Do We Get to Work?**

- ▶ **16.7 million American commuters, or 13% of all American workers, leave for work between midnight and 5:59 a.m.!** (Rub your eyes if you're one of those commuters!)

- ▶ **76% of American workers STILL drive to work alone.** Another 11% carpool, and only 5% take public transportation.
- ▶ **Who spends the most time commuting?** New York state leads this race, with an average commute of 30.9 minutes, followed by Maryland, with 30.6 minutes. The national average was 25.0 minutes.
- ▶ **3.1 million workers face extreme commutes of 90 or more minutes each day.**

Ah, YES, September, the *perfect month* to honor Labor! And as we do, it's worthwhile to remember we are privileged to help others discover *their* work – their passion, their true calling – and to find a way to give a portion of their hearts to it.

## Dr. Sue

*Dr. Sue E. Pressman, is President & CEO of Pressman Consulting, LLC a consulting and training company based in Arlington, VA. She holds a LPC, NCC, MCC, NCCC, GCDFI. Contact her at SEPressman@aol.com*

## KUDOS

to Dr. Michael Lazarchick who made the *New York Times* again, addressing employment issues ...

See Sept 12 Edition: *Without a Job, but working the Campaign Trail...another way to get your foot in the door leading to employment.*

An Excerpt:

*"Candidate and campaign managers are amazed at the talented new volunteers...the intensity and hours willing to put in. While managers are cheering for their unemployed helpers to find jobs, they say they would feel bereft without them. Volunteers say the experience restores some of what they lost along with their jobs: a place to go every day, a reason to put on a clean suit, people to work beside, a sense of purpose."*

*The entire article has quotes from campaign organizers and politicians, and Dr. Michael was the only employment and/or counseling professional whose comments made the final published story.*

## Preparing Together--From the Workplace to the Community:

### *Improving Emergency Preparedness for Individuals with Disabilities*

***(This Webcast is THIS Thursday!)***

Join the Job Accommodation Network (JAN) for an interactive webcast exploring the Federal interagency initiative aimed at improving emergency preparedness for individuals with disabilities. Participants will hear from Federal leaders responsible for coordinating the implementation of Executive Order 13347, Individuals with Disabilities in Emergency Preparedness. Efforts are under way to integrate individuals with disabilities into emergency plans at the workplace, the community, and the national levels. Find out how good communication makes the workplace safer during an emergency, what you need to know as a supervisor to keep your employees safe during an emergency, as well as resources to help you address your needs or the needs of anyone in your office. Learn how to get involved in strengthening your own community's preparedness and how to connect with your agency's points of contact for this initiative.

**Date/Time:** Thursday, September 24, 2009, 1:00-2:15 EDT

**Webcast:** Preparing Together: From the Workplace to the Community

**Presenters:** Brian Parsons, Senior Policy Advisor, U.S. Department of Homeland Security; Margaret Schaefer, Policy Advisor, U.S. Department of Homeland Security; Patrick Cokley, Policy Advisor, U.S. Department of Labor

**Host:** Job Accommodation Network (JAN)

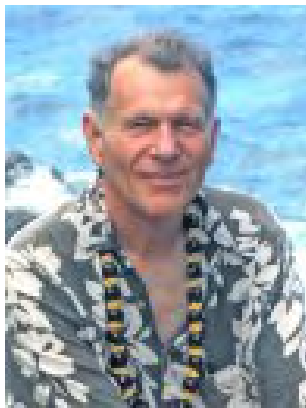
**Intended Audience:** The following members of the Federal workforce: employees with disabilities, supervisors and managers, safety and health officers, emergency managers, security managers, EEO, HR, and accessibility professionals.

**Registration:** The webcast has no cost, but log-in openings are limited to the first 130 registrants. To register, please send your name, agency, and email address to: [Disability.preparedness@dhs.gov](mailto:Disability.preparedness@dhs.gov).

This webcast will be captioned live, and will be archived afterward for download from the JAN website.

Go to: <http://www.jan.wvu.edu/new/index.htm>

## Green Jobs Committee Chair



Dr. Michael Lazarchick

***A Green Economy is beginning to emerge as growing numbers of companies embrace environmental policies and investors pump hundreds of billions of dollars into cleaner and renewable energies***

**United Nations  
Environmental Programme  
Yearbook 2008.**

<http://www.unep.org/geo/yearbook/yb2008/>

A year ago our One Stop was flooded with people seeking unemployment insurance claims. In New Jersey after a decade of downsizing, we had few unemployment insurance representatives available in the local One Stops and not enough in our regional call centers. On our best days I had only three people with full access to the UI system. Customers could only establish a claim using a computer or the telephone. Unfortunately the sheer number of claims was more than the system could handle and the situation got worse each time a new federal extension came into being. Mistakes on the computer cut off the process and the people were directed to the telephones. While we have direct lines to the regional processing center, people were often on hold for over 20 minutes. The system was dropping calls before thirty minutes. Not only were people having difficulty starting claims, mistakes on the telephones for those with claims, stopped the claims. We had long lines of people each morning extremely frustrated. During this transition, I had my most senior employment staff at our reception desk as we devised a local process to help our stressed out UI representatives and frustrated, angry customers.

Eventually the computer/telephone "glitches" were fixed through a painful trial and error process and stimulus money let us hire new unemployment insurance representatives.

The flow of worried unemployed people has not stopped. I think it is fortunate that a professional employment counselor manages our one stop. I profess customer service, listening with empathy and optimistic creative problem solving. My door is always open, especially for the most difficult customers. We have listened to a lot of stories and that in itself is therapeutic. We have done our best to make the system work as well as possible. We have offered encouragement and fostered a belief that this too will pass. This is a time of great transformation and we must believe that a new stronger and greener economy will emerge. The Heldrich Center for Workforce Development has just published "The Anguish of Unemployment" available for free download at <http://bit.ly/2eJN9X>

More from Dr. Michael...

### Why Blog in Today's Job World?

*For centuries, writers have experimented with forms that evoke the imperfection of thought, the inconstancy of human affairs, and the chastening passage of time. But as blogging evolves as a literary form, it is generating a new and quintessentially postmodern idiom that's enabling writers to express themselves in ways that have never been seen or understood before. Its truths are provisional, and its ethos collective and messy. Yet the interaction it enables between writer and reader is unprecedented, visceral, and sometimes brutal. And make no mistake: it heralds a golden era for journalism.*

Andrew Sullivan

<http://www.theatlantic.com/doc/200811/andrew-sullivan-why-i-blog>

We are in the 21<sup>st</sup> century in a time called "The Age of Information." Communication is instantaneous, worldwide and flowing in a myriad of forms. The potential customer who formally looked in the yellow pages for business legitimacy is now "Googling" a name. There is a library of information at our fingertips and people everywhere are "talking."

Scarcely a decade ago, getting your words printed and read depended upon a publisher's blessing. Today we have tools that have opened fairly sophisticated self-publishing venues to virtually everyone. One of those, the Blog (Web Log) is gaining popularity. I started mine on June 25, 2009 at 1:40 pm. I like the idea that I am able to store my "thoughts" so easily, by date and time, on-line, with the ability to access from any computer.

I chose the title *Employment Counseling in the 21<sup>st</sup> Century* because that is what I do and I know I need to continually research to keep in tune with my profession. Creating a piece helps me organize my ideas. Web presence is becoming the standard. If I am going to help people find worthwhile jobs, I need to learn as much as possible about the electronic highway. This is especially true when helping dislocated professionals who are pursuing a well-paying opportunity. There now appears to be a strong trend of employers researching an individual's web presence before making an offer.

I asked a good friend why she blogged and she replied, "I like to write" and "I like helping people." NECA has decided to link to member Blogs from our Web Site so that we can share our collective knowledge with each other and the public. Blogs are a terrific medium. If you have a Blog, send us the link. If not, perhaps it is time to start? If you are undecided, Google "Why Blog."



From NECA  
Webmaster and Trustee  
Kimberly Key...

### The Secret Attitude Every Counselor Must Have

You've read the title and now you're reading to discover the secret. What is it? Will it help your business?

Yes, it WILL help your business. It will even help your life.

Ahh, but do you already know the secret? Perhaps. However, it may not be what you think it is. There is also more depth to it when you see what it is. Therefore, read on to learn why the secret is so powerful and then you'll know why it's a secret.

In a word, the secret is receive. Most people don't know how to receive—especially caretaking and nurturing counselors. It makes them uncomfortable. However, a successful counselor needs to be able to receive in order to effectively help their clients.

Now, maybe you are thinking you know an awful lot of people who can receive just fine. In fact, they are greedy takers. Let me assure you that is not what I am describing at all. Greed corrupts and will eventually implode on the people and businesses involved with that attitude. Greed can even be a grim side-effect of people *not* being able to receive. Let me explain.

When people are unable to receive and be grateful for the gifts that are given to them, they react in a couple of different ways. As an example, stop to think about how you felt the last time someone did something nice for you. Maybe they went over and above and surprised you with a thoughtful gift. Maybe they gave you an expensive and extravagant gift. (If you don't have these kinds of things happening to you, then you really need to read on.) Okay, now that you've remembered a time when you received an incredible gift, think about your immediate reaction. Were you able to sit with the joy of how the gift made you feel? Or did the gift strike up some discomfort? You'll know you were uncomfortable if you were moved to action.

This is where I want you to rewind the scene in your mind and pause at your first reaction. You may have experienced a little guilt if you were unable to receive. This guilt can be manifested in a couple of common

ways. The first most common response is that people feel guilty and then feel that they have to reciprocate in order to relieve their guilt. Thus, they immediately want to give something back of equal or greater value to the giver. (It's the law of reciprocity and why so many marketers take advantage of this well-known Achilles heel.)

Another common way to relieve the guilt feelings is by employing a variation of the defense mechanism called reaction formation. Deep down you don't feel worthy of receiving the gift, so you create the opposite feeling and then believe that the giver actually owes the gift to you. This is where the greedy takers are born.

To develop a real attitude of receiving, it is critical to be able to sit with feelings of appreciation and gratitude without doing something to dismiss or make up for it. You can do this right now by looking all around you and feeling grateful for what you do have. Think of it as being grateful for the gifts the Universe/God/Life has bestowed upon you. It is okay if it is a little difficult. Perhaps your mind becomes flooded with thoughts about what you want instead. Don't judge yourself. Just take a deep breath and keep trying to discover the joy in the small things that are facing you right now in this moment.

After a while you will be able to transfer this attitude to others and then you can accept from others with pure appreciation and gratitude. Over time, these healthy receiving habits will allow you and your business to receive more and more. Also, don't be surprised if you discover that you've turned into a happier and healthier person in the process.

If you want a little help staying on track, I am offering NECA members a free 90-day trial of *Instant Motivator*. You can simply log in and type the words "I am grateful for \*\*\* and freely receive." Then set a time interval to have the motivator message automatically sent as a text message to your phone. Every time you receive the text, let it remind you to adjust your attitude. Over time, it will become habitual and you will start receiving (and appreciating) more than you know.

Please use this promotional code: *NECAFreeTrial* to receive your free 90-day trial of *InstantMotivator.com*. If you have any questions, you may reach me at 512-617-6356 or [Kimberly@EncompassWF.com](mailto:Kimberly@EncompassWF.com).

*Kimberly Key is a NECA Trustee  
and founder of Encompass Work & Family and  
InstantMotivator.com in Austin, Texas.*

From Dr. Robert Chope, NECA  
Immediate Past President ...

### *Almost Time to Light the Cigar for Licensure in CA*

I am very pleased to report that the both the California State Assembly and Senate have finally passed Senate Bill 788 (Wyland, Steinberg), the Licensed Professional Counselor bill.



We will now await the signature of the governor. The bill passed through the Senate with only one nay vote from Dr. Leland Yee, the San Francisco senator and a person whom I lobbied on many occasions to no avail. The passage in the Assembly was 70-4 and I was very pleased that my old friend Assemblyman Joe Coto was so supportive of our efforts.

This was certainly a group effort, lead by the California Coalition for Counselor Licensure (CCCL) and the executive director, Dean Porter, along with the California Career Development Association, California Counseling Association and many others. **I am very pleased that NECA was so supportive of the effort while being a financial supporter as well.**

We also need to thank ACA for its continuing financial and political support. I was in regular contact with ACA leaders and staffers during the six years of proceedings. As many of you probably do not know, I was given the honor of being one of the witnesses in support of the bill through the last three iterations (two years each) when the bill was sponsored by Jay LaSuer and then Chuck Calderon.

So we are close but can not light the cigar just yet. I hope to have complete news for you in next issue and hope that it is in our favor. The passage of the bill means that California will finally join all of the other 49 states which have a counselor licensing law. When we finally get the governor's signature, it will be a time for a grand celebration. This is very positive news for all of our professional colleagues and their clients.

*(We're looking forward to Bob Chope passing out the cigars at ACA-NECA's Day of Learning on March 21 in Pittsburgh)*

### **Profile in Success.**

*...from John Bland of New Jersey Dept of Labor*

We all know that PSG stands for Professional Services Group, but it could easily stand for what it exemplifies, and that is a PEOPLE SUPPORT Group. More than anything else, our presence is a gift that we all share and in so many ways we provide strength, understanding, compassion and impetus beyond what we could as individuals. A wonderful example of everything that PSG

achieves is the news from Ann Diese. A former director of Maternal Child Health Services at an area hospital, Ann will now embark on a career teaching Maternal/in-fant-Pediatric concepts to licensed practical nurses (LPNs) at Burlington County Lincoln Institute of Technology.



Many clients would recognize Ann as the petite lady with the sound of her Dominica homeland in her lilting voice. She is one of those great people who gives so much and yet needed the unique help of our group. From the start of her involvement in March of this year, Ann quickly became a valuable contributor to the Job Development Committee meetings, offering sage advice during some rather lively discussions. She was also instrumental in helping to make new members feel welcome, and in sharing her own job hunting experiences.

Ann says that the best part of PSG, for her, was the camaraderie of the people involved and the networking opportunities. "We learn from each other's strengths and weaknesses. PSG is a well-coordinated program with excellent people running the various committees. Although the meetings have structure and an agenda to be adhered to, Jack enables us to do our own thing." Two points that Ann felt were keys to her success were the interview skills review (including mock interview questions and role play) and how we helped each other with our resumes. What initially surprised Ann was the group's professionalism. Having expected the meetings to be just a gathering of job hunters; she was pleased to find 'all kinds of brains'. Ann says it also proved to be true that it helps to have an inside source when job hunting. In her case, a friend put Ann's resume in the hands of the hiring director at Lincoln Institute.

We'll miss Ann's presence at PSG, but wish her every success in her new career. And thanks again, Ann, for bringing that delicious Apple Cake! 😊

## Employment Success Story: Lianna Dosik, Virginia Tech Class of 2010

*Part II from Dr. Sue Pressman, continuing Aug09 ENEWS*

What do you tell a college student who needs to take FOUR summer classes in order to graduate on time (or what she perceives to be “on time,” within the normal 4-year time frame). I advised her to be a “student” because THAT WAS HER JOB this summer. But, like many of the *mobile millennials* (Gen Y, Echo Boomers, Next Gen, Gen F[acebook]) she couldn’t sit still. Her mind raced to figure out how she could go to school and work (earn money) on “her schedule” and do something that was related to her double major of Marketing and Spanish and be passionate about. She focused on an *online job hunt, using a “secret” resource.*

While she found potential work, Lianna knew in order to make this *secret job resource* “work for her” she would need to spend time targeting her resume with the key words that matched up with the position requirements. She did exactly that by reading the position description carefully and taking three minutes to jot down the top skills required for the position. Lianna, like most millennials, understands that there is no such thing as a “finished” resume. Thanks to the ease of digital technology, individuals can honestly represent their experiences in a way that is explicitly tailored to the needs of the employer, thereby branding and customizing their resume with each use.

Employment success! She landed an interview with a large company that had a product she was passionate about! The job requirements, including schedule and work hours, *met her criteria.* She could work periodically during the school year at special events promoting their product. She went for training along with many other students from different colleges and universities. During the training program she was singled out and offered a “team leader” position that would require doing some additional paperwork. She agreed to do it and was offered a 30% increase in pay before she even started. Needless to say, she accepted!

But this wasn’t enough, Lianna wanted more work and more experience. She once again consulted her *secret resource* for part-time work during a couple of weekends when she would be home in Northern Virginia. *Voila!* Her secret resource came through. She landed a promotions job for a restaurant in DC celebrating President Obama’s birthday in August! She was thrilled and excited to get to work!

Lianna continued consulting this resource. It came through again for another weekend promotions “gig” to

help promote a new store opening in Northern Virginia. And, it came through yet again with another offer for a marketing position which she could work on a flexible schedule during the school year in Blacksburg. And, she was able to refer some of her friends for work also. She thought that was pretty cool!

So, now not only did she have her summer covered, she had “gigs” with two new companies during the school year. Coupled with her courtroom Spanish interpreting, Lianna is successfully managing the early stages of her career *the millennial way.*

Lianna brands herself as a planner, promoter, and Spanish interpreter of the Virginia Tech class of 2010. She has already spent some earned summer income to invest in a professional wardrobe for the college recruiters she will meet this fall on campus. To further stand out from the crowd, she’s got a couple of other secret weapons in her arsenal, including designing her own business cards that reflect what she brings to the workplace.

Oh, and her *secret employment source?* CRAIGSLIST! *Of course, CRAIGSLIST is hardly a secret and is available to all of us, but is not an obvious choice to many of us, so it remains an untapped but powerful career management tool.*

Lianna’s story suggests at least five millennial trends that matter. First and perhaps foremost, millennials are comfortable with managing their own careers: they understand their future is largely in their hands, so they begin preparing for it early, vigorously, and creatively. Second, they are completely comfortable with online resources, including unconventional ones like CRAIGSLIST. They understand that a job search is actually *a hunt*, and they are ready and willing to apply an arsenal of Web 2.0 capabilities (whether it be Linked In, Monster.com, or another online search resource). Third, they understand the power of branding – they are comfortable with finding ways to show their unique and distinctive value while also showing they understand unique and distinctive attributes of the organization to which they are applying. Fourth, they want to follow their passions -- they want to work for causes and organizations they believe in and care about (we will examine the implications of this trend at our next NECA Day of Learning on March 21, 2010, in Pittsburgh). And fifth, while absolutely recognizing the competitiveness of the job market, millennials also share the wealth; if they find a tool that works for them, they are more than willing to share it with others.

*To learn more from Lianna she may be contacted at [ldosik@vt.edu](mailto:ldosik@vt.edu). To share other job search success stories, write our newsletter editor: [kbrawley@mindspring.com](mailto:kbrawley@mindspring.com).*

# CONFERENCE CLIPPINGS

## FAMFC/NECA Life Work Institute: Miami

Early Registration Discount ends Sept 30

### Thursday, November 19 Presentation (3 hr workshop):

**Devan Coughlin**, the National Employment Counseling Association Student Board of Trustee Representative, and Jennifer Clark, also of Florida State University Counseling program, will be presenting an indepth skill building session on Thurs, November 19, 2009, at the NECA LifeWork Institute to be held in partnership with the Florida Counseling Association in Miami, Florida.

#### **"Organizing Occupational Information through the Use of Customized Occupational Schema"**



This best practice skill building session was initially presented by Coughlin at the NCDA 2009 Conference in St. Louis. Accessible occupational information is crucial to the job search process, whether helping a workforce professional identify indispensable skills, a retiree pursue their passion, or a student transitioning into the workplace.

Coughlin addresses points to consider in helping clients search for occupational information, including the best ways to provide timely information to specific populations. Participants will explore ways to classify occupational info and learn how to use a standard classification relevant to clients' search methods, and most importantly, understand the utility and value of occupational information in career and life planning. Coughlin's model includes Identification of learning styles and information-seeking behavior of various populations related to selecting and organizing information.

Coughlin started her career in career service sales at Careerbuilder.com in Chicago where she learned initially about the ebb and flow of labor market demands. Currently, she is working as a Career Advisor in the Florida State University Career Center, co-instructing an undergraduate Career Planning Class while studying for her Masters in the Counseling and Human Systems program at FSU. Combining her previous corporate world experience with Coughlin's counseling education work with adults in a non-university setting makes her workshops particularly valuable to workforce professionals and career counselors at all levels. Dr. Michael Lazarchick will summarize the value of this session as it relates to families and public service resources available to help those experiencing instability with employment in today's tough economic times.

### Friday, November 20 Presentations:

**Dr. Michael Lazarchick** of the New Jersey Department of Labor  
*In the Pursuit of Wellness*

Explore "Holistic Integrity," the interplay of body, mind and spirit. Short lecture and discussion will be augmented with experiential processes. We'll experience light exercise and stretching, explore universal energy, inspirational thought, Qigong, Yoga, mindfulness meditation and sound. You will be entertained and energized while we cover a variety of concepts that enhance understanding of physical, mental and spiritual wellbeing. Dress comfortably. This is an interactive workshop.

## **Friday, November 20 Presentations (continued):**

**Kimberly Key** of Encompass Work & Family, LLC, Austin, Texas

*"Why Men Get Paid More than Women: Secrets to Hidden Gender Differences in the Workplace"*



Most people have heard that men and women come from different planets. Many accept that men and women have some differences. However, there has been an explosion of stereotype shakeups and gender role reversals since man first walked on the moon 40 years ago. The consequence has been a blurring of gender roles and confusion about how gender can be acknowledged in the workplace. As an example, one male senior technology executive of a Fortune 100 company stated, "At work we can't even utter that someone is a woman." But what happens when gender differences aren't addressed? Promotions may not be given when men incorrectly assess some of the typical female-oriented problem solving skills. In addition, women may find themselves in more conflict with each other if gender-specific relationship building methods aren't used. These issues and more along with solutions that you can share with your clients will be addressed in Kimberly Key's "Why Men Get Paid More than Women: Secrets to Hidden Gender Differences in the Workplace."

**Dr. Michael Lazarchick** of the New Jersey Department of Labor

*A Nation at Work 2010: Implications for family systems*



Hear the latest, best facts on change in the workforce, workplace and family systems. What do we really know? What are the trends? How is public policy unfolding? Where is your local economy and the global economy headed? What has been the effect of unemployment on families and how do we help people find a job? Presenters style is to entertain his audience while translating complex issues into an easy to understand format.



**Dr. Kay Brawley**, *Florida Association of Marriage and Family Counseling, and Professional Development Director, National Employment Counseling Association, Ponce Inlet, FL and Maryland, with Tom Ayala, Founder, People Solutions, Oregon, NECA Trustee, and Pilot Trainer of new online NECA GCDF curriculum*

*Opportunity to Instruct New Online Global Career Development Facilitator Curriculum: Working Ahead, Moving Forward*

NECA has recently launched "Working Ahead, Moving Forward," a facilitated e-learning GCDF curriculum (i.e., using e-learning technologies with full involvement of an instructor throughout the program). Excellent preparation for the novice professional counselor to the most advanced counseling practitioner regardless of your setting in today's world.

**Fast track your qualifications** to teach this innovative curriculum; in a 3 hour in person session followed by 5 days online, get familiar with NECA's Working Ahead, Moving Forward GCDF curriculum and also the online learning management system used to deliver it. Leave with a renewed understanding of the 12 GCDF professional employment and counseling competencies and tips for effectively instructing this program online.

For more information on other program aspects of the NECA/FAMFC LifeWork Institute to be held in Miami in November during the Florida Counseling Association conference, please contact Dr. Kay Brawley, FAMFC Representative & NECA Professional Development Director, [kbrawley@mindspring.com](mailto:kbrawley@mindspring.com). Registration online via email at [fcaoffice@aol.com](mailto:fcaoffice@aol.com) or FCA website: [www.flacounseling.org](http://www.flacounseling.org).

In just about 6 months, the most comprehensive event in the profession of counseling will take place:



**ACA 2010 Annual Conference & Exposition  
March 18-22  
Pittsburgh, PA**

Registration for the ACA Annual Conference is available on the website: [www.counseling.org](http://www.counseling.org). Act now to reserve your position. The conference offers enormous value including::

**NECA Awards Brunch and "Staying Power"  
Skill Building Workshop  
Sunday, March 21, 2010, 10:30 am to 5:30 pm  
(earn 7 CEUs)**

Join us for brunch and then stay for the a Day of Learning how employment and career counselors can help organizations "look inside their box" to apply reasonable, cost-effective solutions to improve the long-term commitment of an organization's best and brightest staff. You will gain tips and techniques on employee retention beginning from the initial hiring, as well as how to improve mentoring and coaching programs. Visit [www.counseling.org/conference](http://www.counseling.org/conference) and click on Division Brunch for the complete description of sessions including the new online Fast Track Instructor Training: *Working Ahead, Moving Forward* Global Career Development Certification. For more information, contact Dr. Kay Brawley, NECA Professional Development Director via e-mail at: [kbrawley@mindspring.com](mailto:kbrawley@mindspring.com). Registration fee is \$75 including the brunch.

Expand your mind. Refresh your knowledge. Connect with your peers. Register Now Online for the ACA Conference and the NECA Day of Learning [www.counseling.org/conference](http://www.counseling.org/conference) (see "Division Brunch") or Call: 800-347-6647, x222 (M-F, 8 am to 7 pm ET)

**NECA Officers 2009-2010**

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