



National Employment Counseling Association
A Division of the American Counseling Association

E-NEWS

www.employmentcounseling.org

This is the January New Year 2010 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

"Staying Power"

NECA Day of Learning/Training Academy Sunday, March 21

- ACA 2010 Conference & Exposition March 19-22 Pittsburgh, PA
- NECA Awards Brunch and "Staying Power" Day of Learning/Training Academy
Sunday, March 21, 2010 10:30 am to 6:30 pm Pittsburgh Westin Hotel

Join us for brunch and then stay for the Day of Learning and Training Academy on 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. Gain tips and techniques on employee retention from initial hiring to advancement, as well as how to improve mentoring and coaching programs. Go to www.employmentcounseling.org for the complete description of sessions including the new CCE-Approved online Fast Track Instructor Training: Working Ahead, *Moving forward*™ Global Career Development Certification. For more information on the GCDF training, contact Dr. Kay Brawley, NECA Professional Development Director at: kbrawley@mindspring.com.

January 2010

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PROGRAM

"Staying Power: Working Ahead, Moving Forward"

March 21 10:30am-6:30pm Westin Hotel, Pittsburgh, PA
Program in conjunction with the American Counseling Association
Conference in Pittsburgh March 19-22.

"Retain The Best in the Millennial Workplace"

Sue Pressman, NECA President, Virginia

Robert C. Chope, NECA Immediate Past President, San Francisco State

No matter the state of economy or job market, the stark truth is that no organization, business, or industry "owns" its employees for a career-long commitment. American workers are more mobile than ever before, even during tough economic times, in large part to global economic challenges, increased competition, corporate reliance on contractors, and to portable benefit/retirement systems. Technology offers employees work arrangements not imagined years ago. Research shows that "mobile millennial" employees place higher premium on following "cool work/technology" than on making a 30-year commitment to a single employer. Learn how to help organizations "look inside their box" to apply reasonable, cost-effective solutions to improve the long-term commitment of their best and brightest. (Program cont on pg 2)

NECA has taken money from its President's Project Budget and made a relief donation to the Clinton/Bush/Obama Medical Relief Fund for the care of the struggling citizens of our neighbor country, Haiti.

Awards Brunch: "Nation at Work 2010: Implications for All Counseling Specialties"

Dr. Michael Lazarchick, NJ Department of Labor

Hear the latest, best facts on changes in the workforce and workplace. What do we really know about trends? How's public policy unfolding? Where are local economies and global economy headed? What are the effects of unemployment on families? How do we help people make career decisions and find worthwhile employment? Accessible occupational information is crucial to job search process, whether helping a workforce professional identify indispensable skills, a retiree pursue a passion, or a student transitioning into the workplace. Points include helping clients search for best ways to provide timely information to specific populations. The career/employment counseling model identifies learning styles of various populations to selecting/organizing information. Lazarchick will entertain while translating complex issues into an easy to understand format.

"Why Men Get Paid More than Women:

Secrets to Hidden Gender Differences in the Workplace"

Kimberly Key, Encompass Work/Family, LLC, Austin, Texas

Most people have heard men and women come from different planets. However, there's an explosion today of stereotype shakeups and gender role reversals. Consequence: blurring of gender roles and confusion about how gender can be acknowledged in workplace. These issues along with solutions to share with clients are addressed with emphasis on bridging the gap and skills important to success in workplace.

Career Development/Employment Counseling Academy

Qualify to Instruct the New Online Global Career Development

Facilitator Curriculum: *Working Ahead, Moving Forward*TM

Instructors: **Dr. Roberta Neault**, co-developer of the Canadian GCDF curriculum

Dr. Kay Brawley, NECA's GCDF Master Trainer

Tom Ayala, NECA Trustee & Pilot Trainee, People Solutions, LLC, Oregon

NECA has launched and piloted, "*Working Ahead, Moving Forward*TM," a facilitated e-learning GCDF curriculum with full involvement of instructor. It allows those who can work most easily in an e-learning environment to obtain the GCDF credential. The program offers excellent preparation for novice counselor to most advanced counseling practitioner, regardless of setting in today's world.

Fast track your qualifications to teach the innovative curriculum; 3 hours in-person session followed by 5 days online, training with NECA's *Working Ahead, Moving Forward*TM GCDF curriculum plus the online learning management system for delivery.

What Can You Do With the *Working Ahead, Moving Forward*TM GCDF Credential?

Certification as a Global Career Development Facilitator indicates solid foundation in 12 counseling competencies...critical in today's volatile economy and double-digit unemployment. Register now for NECA's facilitated e-learning GCDF(I) Academy, leading to wide-ranging opportunities for working as career development facilitators/instructors in this challenging economy.

*Register today online--please go to www.employmentcounseling.org for the NECA *Working Ahead, Moving Forward*TM Learning/Training Academy and Awards Brunch. Questions may be addressed to Dr. Kay Brawley, NECA Professional Development Director, kbrawley@mindspring.com*

Train On-Line for the GCDF Credential starting Jan 26, 2010 for Workforce practitioners..
to raise your qualifications and preparation for rewarding work and opportunities.

More details are available at www.employmentcounseling.org
or via email to kbrawley@mindspring.com

The Countdown is on until Jan 21 to register for the new Online GCDF...
GCDF online course to begin on Jan 27—Registration online:
www.employmentcounseling.org

BULLETIN!

Center for Credentialing & Education (CCE) Issues Final Approval for the NECA's new Working Ahead, Moving Forward™ GCDF Curriculum

(Excerpt)

January 6, 2010

National Employment Counseling Association

Dear Dr. Brawley,

This letter is to inform you that the CCE Curriculum review advisory council has awarded official approval of your *Working Ahead, Moving Forward™ Global Career Development Facilitator* curriculum. Successful completion of this curriculum will make your students eligible for the GCDF-United States Credential.

**The New On-Line GCDF Training "Working Ahead, Moving Forward™" Debuts January 27!
See Below for details and Registration Information**

Global Career Development Facilitator (GCDF-US)

Interested in becoming a Global Career Development Facilitator?
Sign up for our online, facilitated e-learning today!

- Upon successful completion of the training, participants will:
 - Understand the history, scope, ethics, and theory of career development
 - Become familiar with the varied roles of career development facilitators
 - Define and describe the 12 GCDF competencies
 - Be prepared to assemble their GCDF applications
- 14 weeks total, January 27th - May 4th, 2010
 - 12 weeks of instruction and two reading breaks (Feb 24 – Mar 2 and Mar 31 – Apr 6 off)
 - Program Cost is \$900 USD

Contact Kay Brawley at NECA kbrawley@mindspring.com for registration details



For more information on GCDF Online Training, please see the NECA website at www.employmentcounseling.org

Contact Kay Brawley at NECA for registration details kbrawley@mindspring.com

Hot Skills For 2010!



President Sue Pressman's Message

Sobering BLS news – and Hot Skills for a New Decade!

Happy New Year NECA Members and Friends! Not only is it a new year but 2010 welcomes in a new decade. Exciting as that sounds, the January news from the Bureau of Labor Statistics (BLS) was mixed and sobering. The national unemployment rate seems to be holding steady at 10 percent, but the competition for job openings has hit a record high. According to BLS estimates:

- There were 50 percent fewer jobs in November 2009 than at the job market peak in June 2007.
- For each job opening at the end of November 2009, there were 6.4 unemployed Americans – a record high from 2007, when there were 1.7 unemployed Americans for each job.
- And even as jobs slowly rebound, some jobs appear to be permanently gone, typically as the result of technology and intense competition from low-wage countries. Those include jobs in the housing, financial services, and administrative support markets. Here is the link to read more about about “job extinction: http://online.wsj.com/article/SB126325594634725459.html?mod=WSJ_hpp_LEFTTopStories

The message for us as Career and Employment Counselors?

- We must encourage our clients to pay attention to the sectors of the economy that ARE growing such as information technology (IT), healthcare, web design, and green jobs.
- We must encourage our clients to be diligent and flexible in their job search.
- We must encourage our clients to take work. We know that the best odds of finding a job happen when you are already working. Your clients *need to know* that it can be a very smart move to accept available employment offers, even when the job is not *perfectly* suited to them.

- We must advise our clients to plan to devote considerable time to a job search. In today's job market (yes, there is still a job market) most people find they have to apply for scores of jobs, not simply a few.
- We must encourage our clients to network. This includes telling people they are looking for work, and seeking their recommendations and referrals.

Hot Skills for 2010

Now, let's get positive, after all we have a new year and a new decade to work with. Knowing how to recession proof “you” means building recession-proof skills. So, let's take a peek at what's hot for 2010!

This is the right time to build basic skills that are in demand in every professional setting”, John Greindling, CEO of DoubleStar, Inc., told FoxNews. Those skills include: good writing skills (the ability to write well, fluently, and quickly is often a key differentiator of talent); basic familiarity with Microsoft Office tools like MSWord, Powerpoint, and Excel; basic accounting and math skills; project planning skills; and public speaking skills (especially bilingual public speaking).

- We know that **IT and alternative energy** jobs will be “hot” in the coming year and beyond, CIO.com tells us the most valuable IT workers will be the “versatlists” -- those who understand the business sector and can cultivate business relationships inside and outside the company. The best IT jobs will likely go to those who can manage clients and teams as well as networks and servers. Public speaking and sales development skills, which have not always been associated with IT workers, will also become an important competitive asset in this field.
- Jobs in **homeopathy and naturopathy**. As we look for more natural and alternative remedies to health problems and as we seek preventive care, jobs in these fields will continue to grow.
- **Home care nurses**. Of all the people ever to reach 80, half are alive today, SmartMoney magazine tells us, so the demographics alone suggest that this will be a growing field.
- **Speech pathology**. As understanding of disorders like stuttering and autism grows, so

does the need for treatment. The Bureau of Labor Statistics has predicted a 39 percent increase in demand for speech pathologists.

- **Adventure travel** guide. Even with lower consumer spending, the field of “adventure” travel shows clear growth signs. While there are no specific credentials for this type of work, some of the most sought-after qualifications – like strong skills in navigation, rafting, and swimming – can be obtained through scouting programs.
- **Intellectual property** attorneys. Legal recruiters say demand for this type of legal specialty is going through the roof.
- **Graphic design** jobs. Even if many conventional journalism jobs are suffering, graphic design jobs are continuing to grow in demand.
- **International construction** jobs. Drafting, engineering, architecture, real estate finance and

other related skills will be hotter than ever in overseas markets.

Most of these careers require formal education, internships, and professional certifications, but all of them require continuous learning and self-development.

Career and Employment Counselors---here’s hoping that each of us builds upon our gifts to increase our own employment versatility and profession in 2010!

Dr. Sue Pressman

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

From NECA Executive Committee Member Karol Taylor....

“Tools for America’s Job Seekers Challenge.”

The U.S. Department of Labor announced the kickoff of the second phase of the “Tools for America’s Job Seekers Challenge.” Workforce professionals and members of the public have been invited to visit <http://www.dol.gov/challenge> to explore online career resources and recommend their favorite sites from among nearly 500 job search and career websites. Users are now invited to the Challenge website to see which tools received the most recommendations. The Department of Labor (DOL) will also post the results of the Challenge on its website.

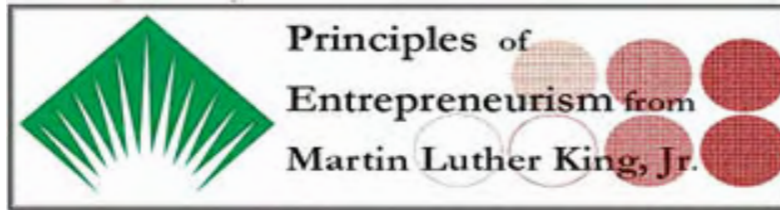
DOL is asking us, as part of the workforce development system – including the nationwide network of One-Stop Career Centers—to join them in reviewing the tools, and to encourage job seekers customers to participate as well. The Challenge web site provides direct access to job boards and other tools that allow users to apply for open positions across industries at companies and organizations around the country. What’s more, everyone who logs on to the site will have an opportunity to cast votes for the tools they find most useful, and to post comments. This feedback will help the workforce system identify valuable tools to make available through the One Stop system, and will help future job seekers quickly find online tools that meet their needs.

For the past few weeks DOL's Education & Employment Training Administration (ETA) as been reaching out to businesses and organizations around the country and asking them to enter their online tools in the challenge. The response has been impressive, with nationally known companies, regional and niche tools, and new and emerging sites joining the challenge. Now is the time for workforce professionals and job seekers to provide feedback on these online career resources, and of course, to use the sites to find jobs and help explore career opportunities.

ETA wants us to encourage job seekers to go to www.dol.gov/challenge. There are hundreds of sites listing thousands of jobs, and this is another way that you can connect people with employers who are hiring.

For further information about the Challenge, you can contact the Employment and Training Administration at DOL.challenge@dol.gov.

From Maryland Colleague **Russell C. Teter III**
Director, Northern Maryland Small Business Development Center (SBDC),
and **Berndette Henry**, Maryland Small Business Development Center Network



How Dr. Martin Luther King approached civil rights is a valuable lesson on how we should approach the recession not only as a way to honor Dr. King but gives us strength to meet today's challenges.
(article edited for length—for the complete article via email, send request to kbrawley@mindspring.com)

This article examines Dr. King's "Letter from a Birmingham Jail", and shows how the principles he exhorts can be used to *develop and sustain entrepreneurship in the current economy*. Like King's strategies for desegregation in Birmingham and elsewhere, successful entrepreneurship also begins with a plan. Foremost and most important should be:

"Opening the D.O.O.R.S to Success"

Dreams **O**pportunities **O**bstacles **R**esources **S**teps

- Focus yourself by "Planning in Seclusion"
- Always "Build With Your Altitude in Mind."

Dr. King's greatest contributions come from his work as an orator, a civil rights activist, and his continued positive impact on society forty years after his death. He is most remembered for his "I Have A Dream" speech, but it is his lesser-known "Letter From A Birmingham Jail" that serves as a genuine manual on how to fire up your entrepreneurial spirit. It is from here that you can gain some key insights on how to be a successful entrepreneur. He brings a new level of understanding to starting a business correctly or moving an existing business to the next level as he explores and discusses strategies on implementation and effectiveness.

I. Opening the D.O.O.R.S. to Success

Dr. King, in his Letter, written from a Birmingham, AL jail, outlined the five planning phases necessary to open any door and turn an idea into reality.

Dreams. Dr. King started his plan with the first critical step. He provided a description of the problem (segregation laws and discrimination) and why his approach was best (non-violent demonstrations). The Letter stated when you should begin seeing results (immediately). Giving dates to your dream is imperative. Rev. King expressed the urgency, stating, *"We have waited 340 years for our constitutional and God-given rights . . . We've taken about all we can . . . The status quo cannot continue."*

Like King, you must write down your dream. Three questions must be answered: **What are the problems, you are trying to solve? Why is your strategy (product or services) better or different? When are you going to realize the results?**

Opportunities. Next, outline the reasons your dream is reachable. Below are some of the reasons King believed that his dream was possible.

- The 14th Amendment, the 1954 Supreme Court decision in Brown v. Board of Education, and the Bible gave King a legal and moral right to stand against discrimination.
- Recently and not far away, the black community non-violent boycott resulted in victory when some of Montgomery, AL segregation laws were ended.
- Birmingham's black community and liberal white community had shown a strong desire to use non-violence.
- King believed he had the experience and responsibility to help Birmingham's black community . . . *just as Apostle Paul . . . carried the gospel of Jesus Christ to the far corners of the Greco-Roman world, so am I compelled to carry the gospel of freedom beyond my own home town."*

Where are your opportunities? List the reasons that the industry, target market, your product's strengths, your competitor's weaknesses, and/or your personal experiences make your dream possible. Explain that it is a door that can be opened, not a wall that is keeping you from your dream.

Obstacles

A summary of the obstacles noted in the Letter are:

- Discrimination was legal in state and local laws, accepted by the establishment.
- The white community had responded in the past with violence to anyone who challenged their segregated way of life. King wrote " . . . *freedom is never voluntarily given by the oppressor . . .* "
- Change is not comfortable for anyone, neither the black community, or the white liberals, whom King noted, "*...would be among our greatest allies. Instead some have been outright opponents*"
- King, living in Montgomery and originally from Atlanta, was viewed as an outsider

What are your obstacles? Be honest about the reasons why you are facing a closed, locked door. King did not sugar coat the facts about the challenges. You should not either; it will only hurt you in the end.

Resources

Martin Luther King, Jr. used several resources. Some of those were:

- King communicated that he and his followers were in God's will and through faith, change would come"
- Federal government would step in if violence by whites in retaliation became prevalent and widespread
- Mahatma Gandhi, King's mentor, had successfully fought British oppression with passive resistance.
- Pulpits of African American churches were used to communicate the need to protest for change.

There are basically six resources available in any business: human, natural, capital (plant, property, & equipment), financial, information, and your time. Whose resources are you going to use as keys to unlock the door?

Steps

After the public dissemination of the Letter, King and his followers began their boycotts, marches, public forums, and other methods to create tension. The Letter clearly laid out the steps of how passive resistance works.

How are you going to take the steps necessary to open the doors by building on your opportunities, addressing your obstacles and utilizing your resources to reach your dream?

The best analogy to describe the "Step" phase of planning is the use of a navigation system when traveling. You must enter in your ending point (your dream) and your starting point (the opportunities and obstacles). The navigation system, as a series of several resources (human, capital, financial, information, and time) presents you with step-by-step directions—and in priority order.

Many people go on a trip without planning—just get in the car and start driving. "I'm not lost" say them, "I just made a few wrong turns and do not know where I am right now." How many wrong turns can you afford to make with your business? King knew that the civil rights movement could not afford to make many wrong turns and become lost. He developed a plan. True entrepreneurship is more than a good idea—it convert needed innovations into reality.

II. Planning in Seclusion

The second major principle on entrepreneurship from Martin Luther King is he did not write his plan in the busy-ness of the day, instead in solitary confinement in jail after arrest for ignoring an injunction against leading protests. Unfortunate at the time, King's imprisonment, looking back today, was fortunate. Would this document have been written if King was not forced to be alone for days? We will never know, but the Letter had such a significant impact on the civil rights movement, it is hard to imagine what would have happened without King's plan.

"Some people hope, others plan; failing to plan is planning to fail." Are you truly dedicating the necessary time and focusing on your business's future?

Although a successful entrepreneurial plan might be written around someone's busy schedule, we are suggesting that a plan cannot be an afterthought. It is so critical to success that one must dedicate the time to review, reflect and rejuvenate from the outside looking in at the business.

- Each year, set 3 to 4 days aside for the purpose of transforming your business. Hold a retreat. Spend time on the following:
- Read a book or attend a seminar for new insight.
- Perform at least one enjoyable, relaxing exercise to separate your mind from the day-to-day activities of the business.
- Check your business directions against your personal goals. Do they match?
- Decide if your new steps (strategy) are aligned with your systems (policies & procedures), structure (who is assigned to tasks), skills, culture (norms, values & beliefs), and budget. Your business is like your car; it will be consistently out of alignment and must be corrected, or it will deteriorate.
- Review your plan, going through the five planning phases: affirming your Dream, understanding your Obstacles & Opportunities, identifying Resources, and outlining Steps (existing, new or different).

III. Building With Your Altitude in Mind

When Dr. King wrote his "Letter from a Birmingham Jail," its purpose was not just a plan to open the Doors for Birmingham's black community. He wrote the document to last beyond Birmingham, beyond ending southern segregation, beyond the civil rights movement. The words were written to present a manual for passive resistance for any cause. The Letter has value, as we have demonstrated, for many purposes. With his long range intention in mind, he wanted the Letter to last past Birmingham, one step at a time, but written looking at its highest usage, its "**altitude**."

Every small business has three potential altitudes. The first peak is creating a "Good Company"; the owner is attempting to become "self-employed." The business provides enough money to meet immediate financial obligations. Owner draw from the business equals the amount received from a job working the same hours.

The second peak is developing a "Great Company," in which the owner is able to be away from day-to-day functions of the business and its compensation is greater than their time in the business.

Peak three is building a "Lasting Company," being absolutely free. All business functions can be duplicated without the entrepreneur's direct involvement. The business can last for another generation or for another owner.

Have you selected your altitude and are you building with that altitude in mind? If you desire to become a true entrepreneur, and obtain the true prize of freedom, it requires working on the business, not in the business. You need to write a plan as King wrote the Letter that goes beyond what you have today. You must build your business as if you were to franchise it. Have systems in place for each significant process. If you build it as if you were going to franchise it, you will truly have a business that can operate on its own and you can become a true entrepreneur. Dr. King wrote the Letter as if to franchise his beliefs of passive resistance.

Myths. A common myth is that ALL small business owners are entrepreneurs. True entrepreneurs undertake a cause that inspires dreaming, have the faith to ask "what if" and "if when" and possess the courage to act. Entrepreneurism is the energy within those who change our society. Many small business owners stopped being entrepreneurs, losing the spirit that inspired them to start a business. The entrepreneurial spirit became overtaken by laboring in the day-to-day ownership duties, focusing on the here and now.

A second myth is that ONLY small business owners CAN be entrepreneurs. It is true that many changes in our society such as product and service inventions came from entrepreneurial small business owners, but not all. A third myth is that people are born to be entrepreneurs, that it is something that you cannot learn. This is also not true.

An excellent resource to reach independence and be free from being owned by your business is the book "The E-Myth Revisited: Why Most Small Businesses Don't Work and What to Do About It." This article was written with the author's truths throughout.

Entrepreneurism can and must be learned. Many people become entrepreneurs because they watched those around them show the energy within that resulted in change. Dr. King had a mentor, Gandhi, and you need one too—living, deceased, real, and/or fictitious. Classic literature, as demonstrated in this article, as well as films, are instilled with human spirit-action, reactions, and interaction—the fundamentals of entrepreneurism. Classics may not answer all of your question, but will enable you to ask better questions. ☺

NBCC Board Nominations Deadline Approaching

The nominations deadline for the Board of Directors of the National Board for Certified Counselors, Inc. (NBCC) is approaching.

The Nominations Committee is seeking nominees and applicants for two positions on the NBCC Board of Directors. These positions will be open July 1, 2009. Each position is elected by the NBCC Board by secret ballot.

For consideration, a completed application packet must be received at NBCC headquarters no later than January 29, 2010.

Please point your browser to
www.nbcc.org/AssetManagerFiles/board/2010-board-nomination-form.pdf

to learn more about the Board positions and obtain a nominations packet.

-----Conference Clippings-----

National Association of Workforce Boards

Where Business Helps America Work

Stimulus Dollars to Skills: Recovery Act Investments in Workforce Development Training

Join the National Association of Workforce Boards for Webinar on January 21!

Local workforce investment boards are ready to demonstrate how they are using Recovery Act funds to train and retrain adults, dislocated workers, and youth for the new economy. Join us for a review of new training programs being developed and a discussion of the challenges and opportunities they present. The webinar will include NAWB project director Terri Bergman reporting on the results of a survey on how WIBs are providing training services with stimulus funds.

Title: Stimulus Dollars to Skills: Recovery Act Investments in Workforce Development Training

Date: Thursday, January 21, 2010

Time: 2:00 PM - 3:15 PM EST

Space is limited. [Click here](#) to reserve your Webinar seat now. After registering you will receive a confirmation email containing information about joining the Webinar.

System Requirements: PC-based attendees

Required: Windows® 2000, XP Home, XP Pro, 2003 Server, Vista

Macintosh®-based attendees:

Required: Mac OS® X 10.4 (Tiger®) or newer

CALL FOR NOMINATIONS-- NECA AWARDS

Nominations for NECA's Annual Awards need to be submitted to NECA Trustee Awards Chair Rita Freeborough via email: jobfields@penn.com by February 1. go to NECA website for details on awards.

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