



## Will Employment Take a Turn?

Employment is one of the key issues facing an economic turnaround. What can counselors do to help turn the tide?  
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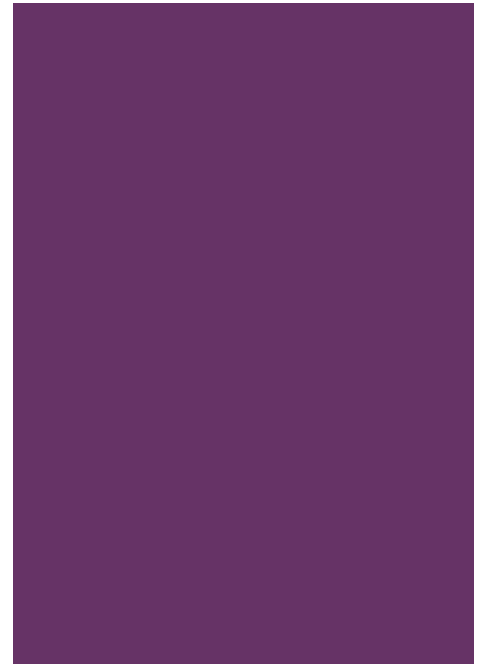
“The Pilgrims made seven times more graves than huts. No Americans have been more impoverished than these who, nevertheless, set a side a day of thanksgiving.”

—H.U. Westermayer

## Why is Thanksgiving on Thursday?

Thanksgiving was not a fixed holiday for a long time. In fact, the presiding president would decide when Thanksgiving would be held. Do you know the president that first initiated Thanksgiving to be held on the third Thursday of the month? While Abraham Lincoln set the precedent of observing the holiday the last Thursday of November, it was Franklin D. Roosevelt that made it the fourth Thursday of the month. Poor FDR had the added burden of

being president during the Great Depression and many retailers urged him to move Thanksgiving up by one week when five Thursdays were in November during his term. They feared there would be less shopping days. While he didn't do it the first term, he relented the next term. However, many people were against it at the time. *(Hmm, could quantitative easing been replaced by an earlier Thanksgiving?)*



## How One Single Mom Turned Unemployment into a Thriving Success

Can you imagine leaving your job as a single Mom in this economy? Oh, you're employment counselors so maybe it's not so foreign to you. While the media tends to focus on the grim side of unemployment and a difficult economy, I thought I'd share an uplifting look at how one person is overcoming the odds. Her name is Tiffany Herelik and she carved a path.

She left the comfort of a "real" job to pursue an audacious dream and I've watched her do it. She is a writer and a fellow member in my writer's group. Tiffany is now writing a blog, [www.TrailerFoodDiaries.com](http://www.TrailerFoodDiaries.com). She launched an accompanying magazine and held her first Gypsy Picnic Trailer Food festival here in Austin, Texas last month.

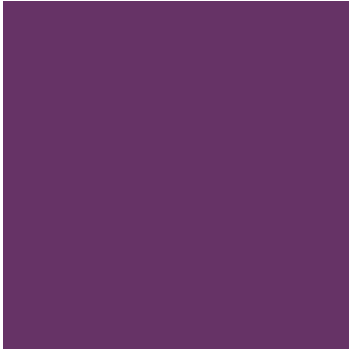
Trailer food vendors have their own "against all odds" entrepreneurial stories. With these success stories (again, visit Tiffany's blog), it reminds us to help people by thinking out of the box. Don't just focus on getting a job. Think about entrepreneurial pursuits. Be creative. You can even help improve the economy because you'll be in the place of hiring people.



### Get Published in the JEC

Have you considered contributing an article to the JEC? Although many articles are research-based, literature reviews and practice-based articles that help other employment counselors are also accepted. Articles are peer-reviewed and take about six weeks to

review after submission. Length should be less than 15 pages double-spaced, with no more than 3 tables or figures. Please use APA 6<sup>th</sup> edition style guide for formatting. Submissions should be sent via email Dr. Roberta Neault at [roberta@lifestrategies.ca](mailto:roberta@lifestrategies.ca).



## News from Canada

### Dr. Neault On Canada's Thanksgiving & JEC News

I live in British Columbia and was asked to share a note about Canadian Thanksgiving. Our Thanksgiving comes much earlier than the U.S.—the 2<sup>nd</sup> Monday in October. Therefore, it's not part of an overall "holiday" season and not followed by "Black Friday" or a shopping blitz (although many Canadians do love to go cross-border shopping on the day after U.S. Thanksgiving!). In Canada, we have an autumn and harvest theme to our Thanksgiving. Decor usually includes fall leaves, dried gourds, and yellow and orange flowers. Many Canadians will have a big family dinner, with turkey and

pumpkin pie. As in the U.S., Thanksgiving is a time to celebrate the harvest, however, we're further north, so our growing season ends sooner. A tradition my son-in-law shared with us is sharing what one is thankful for before the meal.

#### Some Thanks & News

It's been a pleasure to serve as editor of the JEC for the past 2.5 years. As my term ends in June 2011, I'm delighted to announce that Dr. Dale Furbish will be the JEC's next editor. Dale lives and works in Auckland, New Zealand – which is a perfect match for international perspective the JEC is known for. He'll be a great editor and addition to the NECA team.



# GCDF Grad Spotlight

## Tina Johnston, NECA GCDF Grad and President of Texas Career Development Association Discusses GCDF

As a licensed professional counselor with five certifications and a thriving private practice in Dallas, Texas, why would I pursue an additional certification?

First, I value education and giving my clients the best possible service. I also don't want to stay in the box and love the expanded creativity I receive when learning about something new—especially from a global perspective. The GCDF, which stands for Global Career Development Facilitator seemed to provide just that opportunity. Taking the course online through NECA allowed me to make it fit into my busy schedule. In addition, I met terrific people in the course and have continued to stay in contact with a number of them. The synergy from those connections is invaluable.

Now, I realize as I'm writing this that some of you may not know what the GCDF actually provides. Thus, I'll give a quick overview.

The GCDF was designed to ensure consistency and quality services for those working in the many fields of career development. The credential was developed in 1997 as a collaborative effort between the Center for Credentialing and Education (CCE), the National Career Development Association (NCDA), and the National Occupational Information Coordinating Committee (NOICC) in an effort to provide professional standards and training specifications that ensure

workforce professionals are adequately equipped to provide career guidance and services to the populations they serve (Editor's note—our own Dr. Kay Brawley was the key person behind this program's development when she worked at NOICC).

The GCDF program helps provide a framework for career practitioners to address workforce needs, both locally and globally. Several countries have adopted the GCDF program, including Canada, New Zealand, Japan, China, Romania, Bulgaria and German, each country developing their own customized program.

The GCDF credential is tremendously beneficial in identifying those career development providers who demonstrate a thorough knowledge of career development. The GCDF provides consistency among career practitioners, and requires those who are awarded certification to adhere to an ethical code of conduct. It sets those individuals apart from other career practitioners and ensures a higher quality of service.

GCDFs help people meet career goals and can be found in many different settings - Employment Services, Government Programs, Human Resources departments, Veterans Programs, High Schools, Universities, and Private Practice. Career development is a life-long process, one that continues through the life span. The quality of career guidance can vary greatly, and the GCDF credential provides an



NECA's next GCDF online course kicks off in January...

To register and/or learn more, please contact

Dr. Kay Brawley at:

[Kbrawley@mindspring.com](mailto:Kbrawley@mindspring.com)

organized structure that provides for continuity and quality of services.

As populations grow and technology changes, resources must constantly be evaluated and re-assessed in order to be prepared for growing changes in the global market. In the global economy, competent career related services have become even more critical. GCDF certification helps people feel assured their career development facilitation professionals are well trained and experienced. The GCDF certification is now recognized internationally as an indicator that workforce professionals are trained to meet the exact needs of their customers in the most effective manner possible.

See why I got my GCDF now?

Tina Johnston can be reached at [tjohnston@createnewstarts.com](mailto:tjohnston@createnewstarts.com).

**“Silent gratitude isn’t much use to anyone.”**

-G.B. Stern

# Board Members Share

## Some NECA Board Members Speak Out About What they are Thankful for in Their Lives...



**Dr. Michael Lazarchick**

As a professional employment counselor, I have heard too often how difficult the holiday season can be for dislocated workers. We have not yet recovered from the most difficult economic turmoil I have witnessed during my 40 year career. Without a job, feeding family and self can be a significant challenge.

Historians tell us that in 1621, the Plymouth colonists and Wampanoag Indians shared an autumn harvest feast. Days of thanksgiving were celebrated by individual colonies and states for the next two centuries. During 1863, in the midst of the Civil War, President Abraham Lincoln proclaimed a national Thanksgiving Day to be held

each November. I am thankful for my organic garden which provided a bountiful harvest this year. I was able to share with many people.

Working in my garden has long been a therapeutic activity for me. In silence, communing with nature, I reach meditative states. Thoughts weave and drift in all sorts of directions. My problems, customer problems and ideas for solutions are not uncommon.

It is late November now in southern New Jersey. I am putting my garden to rest for the winter. I cut back spent vegetation, added a layer of composted horse manure and lime. The abundant oak trees which grace the property I am so fortunate to steward, are showering leaves. I spend hours now each day gathering and chopping leaves. The final stage is to cover my raised beds with a two inch layer for maximum protection from the inevitable cold. The earth will not be sleeping. Microorganisms, earth worms and other subterranean creatures will continue to process the soil all winter long. Attaining knowledge of the natural processes and consciously directing my efforts, promise garden resiliency next spring.

Even during the coldest and darkest times there are forces of healing at work that may not be in our normal awareness. I am thankful that participation in the National Employment Counseling Association has expanded my consciousness and helped me acquire effective skills. I am thankful that I have learned to really listen to my customers. It is therapeutic for us both and allows us to find answers hidden deep within. I am thankful for the great satisfaction of sharing the experience of customers manifesting resiliency and begin moving productively along new chosen paths.



**Dr. Sue Pressman**

As for what I am thankful for—A LOT—but without a doubt family and friends first, good health, and a business that has achieved the inroads into many healthy and fruitful relationships that have led to work opportunities for me and for many dear colleagues as well.

Editor’s Note: She adds that she could go on and on, however, she’s in Costa Rica with limited access to communication. Have fun in Costa Rica, Sue! Send pics! Here’s what I could drum up on the gorgeous C.R. for now...NICE!



## Board Grats Continued...



**Tom Ayala**

I am grateful for the ability to love and to be able to genuinely attach to people and have empathy. This is not something to be taken for granted as there are many people who suffer from attachment disorder. I am grateful for the ability to drink clean water as there are many people who are not afforded that luxury. I am grateful for the gift of touch, to be able to run my hand gently over my child's head, to be able to hug someone who really needs one (which sometimes includes myself), and to be able to offer someone a gesture of support. I am grateful for my health, that at my age I have not suffered a catastrophic tragedy and can still be productive with use of my physical

capabilities and mental capacities. I am grateful for my vocation because I am keenly aware of what it means for men to finally discover, embrace and step into their authentic identity. I am also grateful to Kimberly Key for appropriating some of her valuable time to help with getting the NECA newsletter out to our valued constituency.

My best to each and every reader...

(Editor's note: Thanks, Tom! Hugs to ya.)



**Shawna Buchanan**

There are so many things that I'm thankful for this year so I'll just go down the list and include a brief explanation.

1. I am thankful for my health. This year has been filled with reminders about how ephemeral health can be. I have had a major injury and am recovery, slowly but surly, from a recent surgery. I have also lost a very dear, very young friend to cancer. I am very thankful for my health and the access I have to fitness, loving relationships and good food that will hopefully help me improve and maintain my health for many years to come.

2. I give thanks for all of the loving supportive people I have in my life. My large family, incredible boyfriend and network of friends My large family, incredible boyfriend and network of friends add richness to my life whether we are laughing, just relaxing, sharing good food or helping one another through life's challenges. I often fill like I have won the jackpot in love.

3. I'm thankful to live in San Francisco. I love so many things about the Bay Area and this city: it's beauty, the people, being surrounded by the ocean, the food, weekend getaways, my neighborhood in the Castro, the parks and the list goes on and on...

4. I am thankful for my job. This year has been a trying time for me as I have been actively pursuing work in a different (albeit similar) field. The job search has renewed my empathy in my clients' job search struggles. I am thankful to have a job to support me though this challenging year and as I transition into a new field.

5. I am thankful for my travel experiences. Other the past year I have had the opportunity to visit Costa Rica, visit family in Los Angeles and gone short trips to San Diego and Sonoma. Traveling gives me a fresh look on my world and the world around me. I am so thankful that I have been blessed by the traveling gods and that I continue to plan future trips to revisit Buenos Aires and Brazil, and to Thailand and Bali.

### + Did you know?

\*The first Thanksgiving celebration lasted three days.

\* Benjamin Franklin wanted the turkey to be the U.S. national bird.

\* Californians consume the largest number of turkeys in the U.S.



## + Bob Chope's News

### Dr. Chope Shares Thanks & NECA Scholarship News!

I have a wonderful wife who loves to dance, travel to exotic destinations and sing with the bands on cruise ships. She is also my first mate while sailing on our Hunter 33, Cajun Dancer, on San Francisco Bay. My four grandchildren continue to amuse and enthrall me with their creativity and incomparable innocence.

My son and daughter are certainly challenged by the economy of our time but they are resilient and I trust that I have inculcated them with hope for their futures. I am thankful for our national parks and the opportunity to explore the magic that lies within their boundaries as I did at Yellowstone and Grand Teton Parks this fall. I am most pleased to be physically active and mentally alert and able to continue to enjoy the cultures of the world as I did in Spain, Monte Carlo, France, Italy and Portugal

counseling as I am enriched by the people who seek my services and I feel honored to be able to serve and bring a sense of equanimity and justice to them. Of course I am thankful for the students who I continue to work with at San Francisco State University. And my colleagues there and at the Career and Personal Development Institute in San Francisco continue to be a source of terrific support. My colleagues, friends and close acquaintances at NECA leave me with a smile, even when they ask me to take on new and different tasks. As I write this, I feel truly blessed.

#### **NECA's \$1000 SCHOLARSHIP!**

You can attend ACA in New Orleans and even present at NECA's Day of Learning by winning NECA's \$1,000 professional scholarship! Winners will even have the chance to publish in NECA electronic book.

All contestants must be NECA members in good standing (and yes, you can join now).

Proposals compose of a 500 word summary of the presentation that you'll deliver at NECA's Day of Learning. The presentation will total 30 minutes with a 10 minute Q&A to follow.

The presentation should cover material not been previously presented at NECA and must ties into the theme of Resilience during Disaster or Challenging Times.. Techniques that address new approaches for handling anxiety and despair are especially requested.

#### **How to Apply**

Please send your 500 word presentation proposal in electronic format to Dr. Bob Chope (past president of NECA) at [rcchope@sfsu.edu](mailto:rcchope@sfsu.edu) by January 31, 2011.

Best wishes & see you at the NECA Day of Learning in New Orleans!

Visit [www.counseling.org/conference](http://www.counseling.org/conference) to learn conference details.

**“It is when  
you give of  
yourself  
that you  
truly give.”**

-Kahil Gibran

# Board Candidates

Candidate Statements for NECA Leadership as  
published in *Counseling Today*

## Tom Ayala for President-Elect

### **Professional background and experience**

Education: PhD [Student], Organizational Leadership, The Chicago School of Professional Psychology; MA Counseling George Fox University; MS Interdisciplinary Studies, California State University, Stanislaus; Professional Studies, Industrial/Organizational Psychology, Oregon State University; Professional Studies, Management, Lincoln University, New Zealand

Affiliations: NECA — Dedicated to helping people prepare for, enter, understand and progress in the world of work through Legislative advocacy, establishing standards and guidelines, showcasing best practices and networking. ACA, Professional — a professional and educational organization dedicated to the growth/enhancement of the counseling profession. American Psychological Association — a scientific and professional organization that represents psychology in the USA. Nationally Board for Certified Counselors — an independent, voluntary, nongovernmental corporation established to advance credentialing of professional counselors. National Association for Rural Mental Health — focuses on rural people and associated mental health issues. Information Resource Management Association — a research-based organization dedicated to advancing concepts/practices of information resources management in postmodern organizations. Counselors for Social Justice — a community of counselors, who seek equity, an end to oppression, and injustice affecting social, cultural, and institutional systems.

Distinguished Recognition: HDR, Inc. National Pathfinder Award – Leadership Outstanding Service Award – Veterans Administration Roseburg Healthcare System, Oregon Lebanon’s Communities That Care; Volunteer of the Year 2009.

### **Qualifications and reasons for seeking office**

The state of our economy at this time and the toll it is taking on the financial and mental health of our culture is astounding. As counselors, we strive to continue to address the many important related issues as they effect our clients. Nonetheless, reports indicate as dire as the economy is, those who are transitioning into new roles are said to be much happier. NECA is committed to continue to serve as a valuable resource for career development and employment counselors who work in the trenches with clients who are working through challenging transitions. As President of NECA I will focus on continuing the NECA charter to address the many issues that face our hardworking counselors such as competence, self-care, the environment, discrimination, burnout and stress, Employee Assistance work, technology and employee rights. I work in private practice in rural mental health and employment counseling. I also serve the community as an organizational consultancy. This experience allows incredible insight into the very issues

**+** Attend NECA Day  
of Learning at ACA  
in New Orleans,  
Mar 23-27, 2011

Some sessions include

- \* “Holistic Solutions for Harnessing Resilience in Times of Crisis” by Dr. Lazarchick
- \* “Finding Employment During Times of Crisis” by Bill Fenson
- \* “Lifespan Counseling Help After a Natural Disaster” by Dr. Carolyn Greer
- \* “Effective Management in Times of Crisis” by Tom Ayala

that face NECA as an ACA Division and allow me the leverage to consult and collaborate with others to address the issues at hand. I believe every rural mental health clinician should be a member of NECA to stay connected to the issues they encounter every day and the valuable resources that enhance their helping skills.

**Cont.**

## Candidate Statements for NECA Leadership (cont)

### **Michael C. Lazarchick for Treasurer**

#### ***Professional background and experience***

I am a NECA past president and have served on your executive board for two decades. When I was your ACA governing council representative, I served on the financial affairs committee. I have been looking at the financial affairs of NECA for years and will ensure that we spend our money wisely.

#### ***Qualifications and reasons for seeking office***

I am a licensed professional counselor, well versed in ethics, who will ensure the integrity of our finances.

### **Andrea Edelman for Trustee**

#### ***Professional background and experience***

I hold a Masters Degree in Education from the University of Maryland, am a Licensed Professional Counselor, a Certified Rehabilitation Counselor, and a Global Career Development Facilitator. My work experience spans 20 years during which time I have provided career and employment counseling to individuals 12-60 years old, including individuals with disabilities. My experience is comprehensive and includes employment with community based organizations, national organizations, health care, and educational institutions. I have provided individualized career counseling, researched, developed and implemented career and transition programs, directed and managed employment-related projects, both at the local and national level, and developed and maintained partnerships at all levels to build capacity and leverage resources. I have coauthored several book chapters, presented at local and national conferences, and provided training and consultation to a variety of employers including private employers, as well as Federal, State and local governments. I am a member of the American Counseling Association, National Employment Counseling Association, and the National Rehabilitation Counseling Association.

### **Sharon McCormick for Trustee**

#### ***Professional background and experience***

Sharon McCormick has worked with corporate, Federal, higher education and nonprofit organizations in career coaching, career counseling, career development, career planning, human resources, human services, job placement, recruiting, staffing, teaching and training. Her Master's Degree is in Counseling. Sharon is a Master Career Counselor (MCC), a Certified Leadership & Talent Management Coach and a Certified Career Management Coach. She is a National Board Certified Career Counselor (NCCC); a National Board Certified Counselor (NCC), a nationally Certified Professional Resume Writer (CPRW), a Distance Certified Career Counselor (DCC) and a Career Development Facilitator (CDF). An active volunteer in the community for 15+ years, she serves on a local Workforce Development Board, as an HR & Job Placement Consultant to the InStep Employment Program, as a Career Counselor with Futures

for Kids, and with other career and employment organizations. She developed and taught career and workplace classes at six colleges and universities including Duke University, Indiana University, Meredith College, and the University of North Carolina at Chapel Hill. She is a published writer and career author in national resume writing books.

#### ***Qualifications and reasons for seeking office***

I have a broad-based background in counseling, human services, mental health, and substance abuse services. This includes in-home services, residential, outpatient and inpatient locations. I have worked with just about every client population as a counselor, and I served as a telephone crisis counselor volunteer for five years as well. I have served as a College Career Counselor, Social Worker for the home-based frail elderly, Counselor for a teen pregnancy grant, nursing home social work Department Head, Youth Home Counselor, Psychiatric Social Worker, Assistant Director of Psychiatric Utilization Review, as a Vocational Counselor, Family Counselor, Tutor, Staffing Specialist, Recruiter, Corporate career coach, Career Instructor, EAP Trainer, Director of Career Services, Federal Human Resources Specialist and business owner of a HR and Career Counseling firm for 15+ years. In addition, I have a wealth of experience in the counseling field both as an employee and as a volunteer, with 15+ years of volunteer experience. I value people that is how I demonstrate my commitment to the field. I would be thrilled to be a part of such a valuable organization and my goals would be to continue to drive forward the organization's mission and vision for success.

## Candidate Statements for NECA Leadership

### John Watters for Trustee

#### *Professional background and experience*

During my career I have been working primarily in the areas of recruiting, marketing, and general management. As an executive recruiter for DHR International and most recently with the Watters Group, I recruited executives for management, marketing, sales, finance, information technology, and human resource positions across a variety of industries. During my 14 years as a recruiter, my clients have included a wide range of large multinational corporations as well as many small, midsize, and start-up companies. My marketing and management background was developed while working in the media industry for Knight Ridder Newspapers and the hospitality industry for the Jerrico Corporation where I was responsible for general and financial management, strategic planning, media sales, promotions, marketing and new product development. I received my Bachelor of Arts in Psychology from Florida State University and my Masters in Business Administration from the University of Miami. For three years I served as adjunct professor at the University of Central Florida where I taught marketing, advertising and retail management. I have completed the requirements for the Global Career Development Facilitator and am currently applying for the certification. I am a member of the National Employment Counseling Association and the National Career Development Association.

#### *Qualifications and reasons for seeking office*

When I was nominated for the NECA trustee board, I was frankly somewhat surprised since I am not a professional counselor. Then I realized that I could bring a perspective from my years of working as a headhunter and a business executive that might be useful to the organization. This became evident during my recent course work for the GCDF certification. My colleagues were counselors and I was a businessman. At first I felt out of place but as time went on, my contributions increased and I was able to provide a different approach and solution to many of the issues and problems facing those of us who work in career related fields. This was not a one-way street; I was able to gain a tremendous amount of insight for the counseling side of career development and the needs of the displaced worker while working with professional counselors on a wide variety of topics. I guess what I'm saying is that the synergy that took place because of our different backgrounds was quite productive. While my academic qualifications are not those of a professional counselor I feel my real world experience and consultive work over the years will enable me to contribute to the goals of the organization. I'm not a joiner by nature. In fact I try not to get involved with organizations unless I feel I can make a difference and will actually participate. The NECA is an organization that I feel I will be able to dedicate the kind of time required because it has a mission and purpose that I support. Whether I am elected to the trustee board or not, I want to thank you for letting me participate in the selection process and I will be glad to help in any way I can.

Distinguished Recognition: HDR, Inc. National Pathfinder Award – Leadership Outstanding Service Award – Veterans Administration Roseburg Healthcare System, Oregon Lebanon's Communities That Care; Volunteer of the Year 2009.



### *Counseling Today features...*

December–  
Reaching Underserved  
Populations

January–  
Taking Care of  
Yourself as a  
Counselor

February–  
Creativity in  
Counseling

March–  
Private Practice

April–  
Ethics Issues in  
Counseling

**“The value of a man lies in what he gives, not what he is capable of receiving.”**

-Albert Einstein

# Time for Some Applause...

**Please Join Me in Applauding & Thanking a Couple of Great People that Prefer to Go Unnoticed**

**Dr. Kay Brawley and John Hakemian**

Pareto's Principle, commonly known as 80/20 rule, says that 80% of effects are based on 20% of the causes. In other words, 20% of the people in a group do the work for everyone else. In NECA's case, that 20% has been concentrated into the loving and dedicated couple of Kay and John (or John and Kay☺). John supported his wife so much with NECA that he stepped up and used his AMAZING corporate and MBA genius to help turn NECA into a financially thriving organization. That's love. They do it without recognition...moreover, they probably spend endless hours doing NECA mundane work only to receive flack (e.g. Can't you do xyz better? What about this?). Anyone in business knows the hard word behind the scenes of business. Any parent knows the "taken for granted" unappreciative moments a child can have. So, on behalf of all of NECA this Thanksgiving, would please join me in taking a moment to thank and applaud these gracious leaders?

Thank you Kay & John!! We love & appreciate you!!



## Want to join NECA?

Visit <http://www.employmentcounseling.org/How-To-Join.aspx>

Please share this newsletter with any of your colleagues and friends and encourage them to join too!

Happy Thanksgiving, Everyone! Best Wishes to You and Your Loved Ones! ~Kimberly Key, guest editor