



August/September 2018

Get to Know Dr. Sue Pressman "Breaking the Glass Ceiling" Award Recipient

At the National Employment Counseling Association's Annual Professional Development Institute at the ACA Conference in Atlanta, Dr. Sue Pressman was awarded NECA's first ever Glass Ceiling award in the form of a shattered glass ceiling silver necklace. This is the second in a two-part series about our award recipient.

Life is strange with all its twists and turns. Sue Pressman began her career planning to be a speech pathologist, however life led her on a different path.

Sue was born in Miami Beach, Florida, the middle of three girls. Her mother was a stay-at-home mom until Sue was around 14 years old. **Her mother went back to work as a bookkeeper to help pay for her older sister's college expenses.** Her father worked in the hotel industry in supplies. He had served in the military for nine years and had been with General George Patton when he liberated Concentration Camps.

After completing public school in Miami, Sue spent a year and a half at Miami-Dade Community College and went on to finish with a degree in Speech Pathology at the University of Florida in Gainesville. Realizing that she needed more training, Sue **almost completed a master's degree in Audiology. While studying for the master's degree, she met her husband Allan, who was studying Optometry.** When he finished school, they moved to the Washington, DC area.

Sue went back to school at Gallaudet University and earned a Master of Arts degree in Rehabilitation Counseling, with a specialty for people who were deaf. A graduation requirement was to become proficient in American Sign Language. Not only did she learn sign language, she worked at Gallaudet. Sue was instrumental in establishing and was the first director of the Gallaudet University Career Center. Through her efforts students worked in the summer at Yosemite and Yellowstone National Parks. Her career center opened new opportunities for students at Gallaudet University. Sue worked there for 12 years and during that time Sue and her husband Allan became parents to a daughter Lianna.

Still eager to follow her career path, Sue earned a Ph.D. in Counselor Education at Virginia Tech with secondary concentrations in psychology and adult learning. **Because of her skill in sign language, she taught ASL on Virginia Tech's campus while a doctoral student.** Following that she worked as a contractor for 7 years at the U.S. Dept. of Education as a career counselor and worked with deaf employees from any government agency as well as all Education employees.

While at the US Department of Education she was contacted and persuaded to join a large private sector company to help build a workforce development division. Being very successful in building the division, she realized that if she could do it for another company, she could do it for herself. So, she began to fulfill a lifelong career dream when her life took another turn and she opened her own business and grew it to hold local and national contracts. Through her business she has been able to offer employment opportunities to many of her counseling colleagues and also support graduate students with paid work. At the present she has private practice career counseling and coaching clients, provides career counseling and coaching to federal clients and is conducting supervisory training for a federal agency. She is also associated with both the University of Maryland School of Business and George Mason University's outreach programs.

Through all of her personal career development she has kept up with changes in the counseling field through her involvement with National Employment Counseling Association (NECA), a division of American Counseling Association. For over 15 years, she has served NECA as a Trustee, Treasurer, President and Government Counseling Representative. As Governing Counseling Representative for six years (2012-2018), she enjoyed keeping abreast and discussing all the issues in counseling. Most of all she appreciated the camaraderie of meeting and collaborating with other counselors from across the country. Now she has been nominated to run as American Counseling Association President and may have the opportunity to expand her network of professional counselor friends. She speaks of NECA with fondness and says that the greatest gift that the National Employment Counseling Association gave her was the opportunity to lead in the counseling field.

In her spare time, Sue is a gardener. She loves working outside and always has fresh fruit and vegetables to give to her friends. She likes to cook and learns from watching YouTube. Sue is good with her hands and makes custom placemats, table runners, and decorated towels. She and her husband have an Airbnb business and enjoy meeting new people. While she likes to travel to faraway places, one of her favorite places is California where her daughter is based as a musical artist.

Sue has traveled a long way from the young woman in Miami planning to be a Speech Pathologist. The path has not been easy with many ups and downs, twists and turns, but she is where she should be, a very successful and respected business woman in the career counseling field.



In this Issue:

Breaking the Glass Ceiling Award Recipient profile, part 2

From the President: Back to School!

YELD Updates: In Review—YELD CARES Conference, Spartanburg, SC

ACA Governing Council: Seneka's Notes

Photos from YELD CARES Conference and Executive Board Meeting

Reminder attachments:

GCDF Certification Course details

YELD Certification Course details

Spring 2019—Seminar at Sea

[Unsubscribe from NECA News](#)

For questions, suggestions, or news items, contact me at: lynn.c.downie@gmail.com.



August/ September 2018



Back To School: By Lynn Downie, NECA President

First, a huge thank you to Grey Edwards for his two years of leadership! Grey's long and respected career as a career counselor in the US Military serves as a testimony of the dedication he has shown to the career counseling profession.

As September arrives, communities focus on the beginning of a new school year - parents take first day of school photos, and sports fans begin to cheer for their respective high school, college, or professional teams. For all the talk about spring being the season of fresh starts, the same can very much be said for late summer into early fall. Although it has been a few weeks since the NECA Board meeting and first YELD CARES Conference in Spartanburg, SC, I consider this first eNews edition to be

somewhat the beginning of my responsibility as president of NECA for the upcoming two years (minus six weeks). In a very real sense, our organization is standing at the beginning of a new period of opportunity to provide support for Employment Counselors in all capacities. We live in a world which is rapidly changing, and employment counselors need avenues to help shape that world in a positive way for job seekers. Perhaps it is time for us to all go "back to school" to stay in tune with the needs of the current workforce population.

I want to use just a few paragraphs to share some of the discussion from the board meeting, highlights from the conference, and goals for the upcoming year. Coming in the next issue, members will find a survey to help us stay in tune with the needs of NECA members. "What do counselors need from NECA in a world in transition?"

During our board meeting in late July, we discussed ways to build on this foundation, moving ahead. The population shift in the United States and Worldwide is away from the Baby Boomer generation. Two generations will soon be represented in the workforce in numbers as large or larger than that of the Baby Boomers. These two generations are entering the workforce in record numbers! Career counselors need tools and new strategies to facilitate working with Millennial and Homeland generations, addressing their professional needs and personal development. To that end, the board developed a focus for this year on building competencies and offering opportunities for career readiness tailored to young workers: YELD CARES, a new training and certification program for those who work with youth and young adults ages 12-25 in any setting, including insights and skills for facilitating career counseling with this demographic group; and Career Readiness at Sea, a spring break career conference for collegiate seniors who are preparing for entry into the full-time job market. During our meeting, we crafted a vision statement for 2018-2019: ***Through YELD CARES, Career Readiness at Sea, and other programs, NECA seeks to stimulate a broad cross-cultural dialogue which provides opportunity for diverse pathways to workplace success through all life stages.***

Dr. Cheryl West and Dr. Joseph Parks collaborated to bring NECA the first YELD CARES conference in Spartanburg, SC, July 30-31, 2018. Every presentation was engaging to participants, and although there were numerous touch-points between topics, none of the workshops were redundant! Dr. West has developed an outstanding training program which is delivered through an online medium; graduates of this program came alongside those with varying degrees of experience to learn side by side. For more details about this conference, read the summary article in this edition of eNews.

Also, the board meeting and ongoing conversations among NECA members provided an opportunity to add more details and marketing plans for the Career Readiness at Sea spring break mini-conference. During this one-week gathering, students will have the opportunity to do mock interviews, review professional etiquette, discuss internship strategies, and complete other career readiness activities. Old Dominion University, Georgia State University, and Presbyterian College are early participants in sharing this opportunity with students at these three institutions. NECA members who would like to share with your clientele are welcomed to request an electronic flyer to be shared. This trial mini-conference will provide an opportunity to see if it warrants replication with opportunities for NECA members to propose workshops for similar conferences in the future.

Thank you for allowing me the opportunity to serve NECA as the president during these exciting days! I like to describe myself as relentlessly optimistic. There is much negativity and divisiveness out there, and one of our roles as counselors, particularly employment counselors, is to help others become successful in pursuing their own goals. Nay-sayers see doom and gloom, but we can provide a vision for opportunity and growth. Last, but not least, I do want to hear from our members. Watch for our survey coming in our next eNews. Also, please reach out to me directly at lynn.c.downie@gmail.com; I welcome ideas for the newsletter and programming, guest articles, workshop information to share with members, and opportunities for NECA members to support one another as career counselors. Finally, be blessed, colleagues! Each one of you has an important role in this world.



August/September 2018

YELD CARES Conference Notes

July 30-31, 2018, Spartanburg, SC

Many thanks to Dr. Cheryl West and Dr. Joseph Parks for bringing to NECA a wonderful opportunity for collaborative professional development in a positive atmosphere! While a summary article cannot do justice to all the presentations enjoyed by the participants, here is a quick overview of the topics covered and some key speakers.

The theme of this conference was in preparing and supporting those who are helping to develop leadership in the next generation. The audience and presenters included k-12 school representatives, college representatives, community development center representatives, religious leaders, and youth programming leaders. We had the opportunity to hear how schools and local governments are collaborating to provide training and resources to youth in their communities. We learned about brain development and cognitive function, about resistance to drug use, about behavioral modification through positive intervention.



The Youth Engagement Leadership Development program, developed by Dr. West at CADRE Consulting, now offers online training for leaders, web-based discussions for youth, and has added the conference format for face-to-face learning.

This was truly a cross-cultural training opportunity, reaching leaders from both urban and rural settings and across broad socio-economic demographics.

We hope that this will be the first of many conferences

so that you can continue to receive important information about changes in youth engagement and leadership development.

NECA invites you to join us for a reunion in New Orleans March 28, 2019 for the NECA Learning Institute. For more information, contact NECA Director of Professional Affairs Dr. Kay Brawley or Secretary Dr. Mary Ann Radebach.

PHOTOS: Top Right—Dr. Cheryl West was recognized and thanks for planning this incredible conference; Center Left—Dr. Cheryl West, Lynn Downie, NECA president, Spartanburg Clerk of Court Hope Blackley, Dr. Kay Brawley, NECA Executive Director, and Dr. Joseph Parks, and ; Bottom Right—opening night dinner with representatives from both CADRE Consulting & Training and NECA (National Employment Counseling Association).





August/September 2018

MEET NECA'S NEW GOVERNING COUNCIL REPRESENTATIVE: SENEKA ARRINGTON



Seneka Arrington is someone who enjoys a challenge and has successfully met many of them. Seneka was born in San Diego, California to a Navy family. She and her younger sister grew up in a close military household. Both her mother and father served in the Navy. At the age of 11, Seneka's family was transferred to a Navy base in Japan. For six years, Seneka attended an American school on the base in Yokosuka, Japan. It was in Japan that Seneka adapted to various cultural settings and learned to respect many different viewpoints. Japanese is not an easy language to learn and it was a challenge to a young American teenager, but Seneka persevered and learned the basic phrases because she wanted to build a bridge with the Japanese people she met and show respect for them and their country.

After high school, she returned to the United States and attended Bethune-Cookman University in Daytona Beach, Florida. She graduated with a BA in English and a minor in pre-law. At that time her goal was to be an attorney. Seneka went to law school for a year with her eyes on a double major in law and counseling. It was there she discovered her love of counseling and decided to become a counselor. Her next challenge was at Stetson University in Deland, Florida where she graduated with a Master of Science in Marriage and Family Therapy with a perfect grade point average.

Since then, her work experience as a counselor has been extensive. She has worked with the homeless, as a school counselor, and as a Program Manager in a residential facility. Now she is holding down two jobs. One is as an Assessment Specialist for Aspire Health Partners in Orlando. She sees all patients admitted to the hospital. The other job is at Harmony Hills in Orlando where she works as a Program Therapist facilitating group counseling with patients dealing with substance abuse. When asked what she likes best about counseling, she says the "aha moments," when clients figure things out for themselves.

Seneka sees challenges ahead. She wants her doctorate degree in counseling. At the present she is considering two schools. In the fall, she will make her decision about where to attend. In the meantime, her life is busy. She is in contact with her family almost daily. Her stable childhood instilled in her a love of family and that closeness remains with her. She tells the story about how her parents taught her to communicate and solve problems. When she and her sister would argue, her parents would put two chairs facing each other in the living room. She and her sister would glare at each other, but soon the glares turned into laughter and they would talk to each other. It was there that she learned how important communication can be in solving problems.

Another busy part of her life that has presented challenges is her membership in the National Employment Counseling Association (NECA). When she was studying for her master's degree, she decided to join the American Counseling Association (ACA). At that time, it was a graduate school requirement that she join a division. After exploring many of the ACA divisions, she met Dr. Kay Brawley, NECA Director of Professional Affairs and Dr. Michael C. Lazarchick, Global Career Development Facilitator, Master Instructor. After meeting them, Seneka knew that she had found her second family. As part of the NECA Family, Seneka has served in many positions. They include Graduate Assistant, Secretary/Treasurer, Past President and now, NECA representative to the ACA Governing Council. Seneka has made numerous friends and mentors at NECA and feels that many of those relationships will last a lifetime.

Seneka is excited about serving on Governing Council. She sees it as a challenge and an opportunity to be part of changes at ACA. She is determined to serve her term with diligence and honor. All who know her agree that she is up to the challenge.



Working Ahead, Moving Forward™ is a 100% online Global Career Development Facilitator curriculum created by Dr. Kay Brawley of the National Employment Counseling Association and Dr. Roberta Neault of Life Strategies, Ltd. Students have 24 hour, 7 days a week access to a substantial learning opportunity which leads to the internationally recognized **GCDF Certification** under the auspices of the Center for Credentialing and Education (CCE). Graduates send a clear message about expertise and competence to potential employers and customers.

If you work in a career development setting or help people find worthwhile employment, our training will dramatically increase your effectiveness. NECA uses a team of instructors to facilitate rich discussions, delivering a comprehensive, cost effective experience in just 14 weeks without travel and lodging costs!

Registration Fee for 120-Hour Course: \$1000
Register Online at the [NECA Website](http://www.necanet.org)



August/September 2018



PHOTOS FROM SPARTANBURG, SOUTH CAROLINA—NECA/YELD CARES CONFERENCE



Attention NECA members! Please remember to renew your membership online.

Not a member? Register online.
www.employmentcounseling.org



Working Ahead, Moving Forward™ is a 100% online Global Career Development Facilitator curriculum created by Dr. Kay Brawley of the National Employment Counseling Association and Dr. Roberta Neault of Life Strategies, Ltd. Students have 24 hour, 7 days a week access to a substantial learning opportunity which leads to the internationally recognized **GCDF Certification** under the auspices of the Center for Credentialing and Education (CCE). Graduates send a clear message about expertise and competence to potential employers and customers.

If you work in a career development setting or help people find worthwhile employment, our training will dramatically increase your effectiveness. NECA uses a team of instructors to facilitate rich discussions, delivering a comprehensive, cost effective experience in just 14 weeks without travel and lodging costs!

Registration Fee for 120-Hour Course: \$1000

Register Online at the [NECA Website](http://www.neca.org)



YOUTH ENGAGEMENT AND LEADERSHIP DEVELOPMENT ONLINE FACILITATOR CERTIFICATION

The Process: The Youth Engagement and Leadership Development (YELD) Facilitator On-Line is an innovative process for professional development. The course focuses on competencies that promote youth self-awareness, personal leadership, healthy behavior, and skills em-

“Nothing is more important than having the best skills for helping our youth learn the ropes for personal success, and for being ready to address positively the demands of our society as young adults.” Dr. Kay Brawley/NECA

Become certified today! www.yeldfacilitator.com <https://www.yeld.online/>



The National Employment Counseling Association presents:

2019 SEMINAR AT SEA

MARCH 11- 17, 2019

SET SAIL FOR LIFE AFTER GRADUATION

A Spring Break Career-Readiness Seminar

for collegiate Juniors and Seniors

- Available to college students ages 21 and up who are in their junior or senior year of undergraduate studies;
- Topics: networking, mock interviews, job search techniques, dress for success, internships, & business dining etiquette;
- Ports of Call: Cienfuegos and Havana, Cuba (2 days) & Grand Cayman (1 day);
- Seminars: 2 days at sea sponsored by National Employment Counseling Association.

SEMINAR SCHEDULE (Tentative)

Monday –Group welcome dinner 6:00 pm, Starlight Dining Room

Tuesday – (At sea) Session 1 – Job search techniques; session 2 – Resume review (individual appointments); Dinner topic A – Dress for success and business dining etiquette; optional personal wellness session

Wednesday – George Town, Grand Cayman, on your own

Thursday – Cienfuegos, Cuba – optional excursion with group

Friday – (At sea) Session 3 – Internships or LinkedIn (choose one); session 4 – Mock interviews (individual appointments); Dinner topic B – Conversation starters for extended interviews; Evening option – Networking in social settings

Saturday – Havana, Cuba – optional excursion with group; Dinner topic C – “What I know now!”

Sunday – Arrival in Miami, FL

**You will cruise from MIAMI aboard Royal Caribbean's
Empress of the Seas – BEST OF CUBA.**

Also, you can be among the first to explore a place where yesterday lives today. Take the unique opportunity to get to know fascinating local culture while discovering the timeless sights and sounds of nostalgic Cuba while visiting the ports of Havana and Cienfuegos. Take a ride in a classic car through the historic *Malecón*. Explore the classic architecture of Old Havana, mingle with locals and partake of the *cafecito* ritual at Café Marina. Dance to live salsa at the famed Cabaret Tropicana Night Club, and catch a Latin jazz act at Jazz Café. Come seek a place untouched by time.



FOR ADDITIONAL INFORMATION, contact **Dr. Kay Brawley, NECA**
Professional Director: kbrawley@mindspring.com

or

President, Lynn Downie: lynn.c.downie@gmail.com

TO RESERVE YOUR CABIN, PLEASE CONTACT:

PAM QUILLIAN – Vacation Specialist

DreamVacations

386-760-8532 or Toll Free 877-241-7473

p.quillian@dreamvacations.com

Seminar Leaders include career counseling professionals from Old Dominion University and Presbyterian College as well as other highly experienced professionals.