



May 2018

Dr. Kay Brawley, NECA Director of Professional Affairs...
Why a "Breaking the Glass Ceiling" award by NECA?

At the National Employment Counseling Association's Annual Professional Development Institute at the ACA Conference in Atlanta, Dr. Sue Pressman, NECA's ACA Governing Council Representative was awarded NECA's first ever Glass Ceiling award in the form of a shattered glass ceiling silver necklace. Sue was endorsed by NECA in 2017 to become a Candidate and recently received notice from ACA that she was vetted by the ACA Elections Committee to be a Candidate along with 3 other nominees.

It's been said that women have had a much tougher time than men, advancing a career, building relationships and success in moving forward. Women often have to work harder to build workplace relationships with decision makers and stakeholders. Sue has shattered the ceiling with her highly successful consulting and counseling private practice over the last 30 years, with her success in having the federal government as her primary client.



Another Certificate or plaque would not do justice to the work of Sue over the years. The Glass Ceiling award symbolizes the breakthroughs achieved by women of the past, present and future, who have worked through the barriers to advancement in a profession, especially affecting women and members of minorities, including those with disabilities. Cheers to Sue who continues to reinvent herself and empower others in our profession. More to come in the next issue of NECA ENews.



Introducing Glass Ceiling Award Recipient, Sue Pressman, PhD

Sue served on the ACA Governing Council from 2012 to 2018; on the Executive Council and chairs the Compensation Committee. Sue is a Past President of NECA, active with NCEA, MGCA, a member of Maryland Counseling Association and Virginia Counselors Association.

Sue grew up in Miami, Florida, received her BA from the University of Florida, MA in Rehabilitation Counseling from Gallaudet University, and PhD in Counselor Education from Virginia Tech. She authored numerous career management guidebooks, contributed to professional journal articles, syndicated newspaper columns, and newsletters, and has presented nationally and internationally.

Sue's numerous awards include NCEA's Merit Award in 2013 for significant contributions to the field of career development; the Founder's Award by the Deaf and Hard of Hearing in Government for establishing a government-wide nonprofit organization; IRS Deaf Corporate Sponsor Award.



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Spring 2019—Seminar at Sea

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



May 2018

From the President

By Grey Edwards, NECA President

Dear NECA Board and NECA Members, As we approach July 1st, I want to thank you all for the honor to have been able to serve as NECA President the past two years. It has been a great ride being involved with such dedicated, hardworking, loyal and passionate professionals. The events such as the San Francisco and Atlanta Conferences, and the 2 Royal Caribbean cruises to Cuba, Haiti, Bahamas, Cozumel, Jamaica and Grand Cayman were incredible opportunities to train, learn and grow with such professional development. The additional off-sites in Annapolis, Baltimore, and Ponce Inlet, Florida hosted by Dr Kay Brawley and John Hakemian allowed the NECA Board the opportunity to brainstorm, share, create, and plan for the way ahead for a better and stronger NECA. Their leadership and insight have been vital for NECA.

I look forward to passing the gavel to our new President Lynn Downie in July at our Youth Engagement and Leadership Development (YELD) seminar in Chesnee, South Carolina. I look forward to supporting her as Past President at this event and NECA's next cruise 11-17 March 2019 to Cuba and Grand Cayman. 10 days after getting back from Cuba, keep your bags packed and come to New Orleans for the ACA/NECA Conference and PDI. As you can see, it is going to be an exciting year. Thanks and Congratulations go to Dr Michael Lazarchick for his continued success of the NECA sponsored GCDF. I wish Past President Seneka Arrington all the best as she begins her role to represent NECA on the Governing Council. Lastly, my support for Dr Sue Pressman as she begins her run for ACA President.

Thanks again,

Dr Grey Edwards



NECA Welcomed Dr. Jeffrey Addicott to our professional development institute to share his experience and research regarding terrorism and its effects on our culture. Following the presentation, NECA members, leadership, and guests discussed ways to become more effective working with clients of all backgrounds.



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)



May 2018

NECA E-NEWS YELD UPDATES

The first annual conference, YELD C.A.R.E.S. will be held on July 30-31 at the Dothan Leadership Conference in Chesnee, South Carolina. Dr. Joseph Parks, who completed the YELD Online in 2017 offered to make this site available to spread some 'Good News' about innovative strategies and techniques for engaging and developing youth. The two-day conference is for YELD Facilitators, Guidance Counselors, Youth Trainers, Youth Workers, Teachers, Life Coaches, Life Skills Instructors, Career and Workforce Development Facilitators, Program Supervisors, Program Managers, Youth Pastors, Ministers, and Professionals who have a passion for making a difference in the lives of today's youth.



The conference will take place on the scenic Dothan Leadership Institute Campus which is about 15 minutes from Spartanburg South Carolina. The Dothan campus houses two youth programs created by the JSP Ministries. Conference tracks will include professional development topics, local model youth programs, strategic solutions and a youth led empowerment symposium. Conference registration will start June 1st. Presentation proposals will be accepted through May 31st.

YELD ONLINE- Summer Classes

Classes for the next online class will begin on Monday, June 18th. A limited number of scholarships are available on a first come basis. For scholarship information and requirements please contact, Dr. Cheryl West at dr.cwest@cadre-consult.com. For registration, visit www.employmentcounseling.org/youth-engagement-leadership-development-yeld-facilitator.



YOUTH FORUM

A monthly video-conferencing forum is held each month for school age youth. The forum provides an opportunity for us to hear from youth as they share their views and opinions on topics and issues that are important to them. YELD Forum are scheduled for Thursday, May 24 the Thursday June 21, 2018 from 6:50 PM to 8:00 PM. The sessions are led by YELD Facilitators and open to all youth. For more information, contact Dr. Cheryl West or Candace Clark, administrative coordinator at CandaceClark2@outlook.com. More information can be found on our YELD Facilitator Facebook page.



YELD Community Presentation

The first of two community YELD presentations will be held on Thursday, June 28th in Columbia Maryland. Sessions will focus on a youth agenda and strategic solutions for issues specific to the community and serve as an opportunity for youth professionals to network. For registration can be found on Eventbrite.

Y.E.L.D. Presentation

East Columbia Library | 6600 Cradlerock Way | Columbia, MD 21045
Thursday, June 28, 2018 from 6:00 PM to 8:00 PM (EDT)

YELD Youth Online Community Resource Room (CRR)

The Youth Community Resource Room will be launched this June. This online resource will be available to youth and provides information as well as interactive activities in Youth Engagement, Leadership, Career Planning, Workforce Readiness, and College & Vocational Information and Resources. We are excited about this resource because it is in response to informational needs expressed by youth. The resource room will be located at www.yeldfacilitator.com. If you have content that you would like to include on the Online Community Resource Room contact dr.cwest@cadre-consult.com.



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World is a multi-dimensional reality. At lower level it is full with unconsciousness and competitiveness.

At higher level it is full with beauty, bliss and divinity. Focus on higher dimensions. ~ Amit Ray, Walking the Path of Compassion

Rejuvenation – Reflections on Atlanta by Dr. Michael C. Lazarchick , GCDF Master Instructor

My first American Counseling Association Convention was 1983 in Washington DC. Helen Washburn was ACA President. Her theme was *Counselors Help America Work*. Olaf Ahluist was NECA President. I met Andy Helwig, who was the 1977 NECA President and we shared lobster in Olie's room, brought from Maine by colleague Bill Dorin. It has been a long time since that photo was taken of my beautiful wife Susan and I, obviously in a mood of youthful enthusiasm, enjoying the First Timers Experience.



In Atlanta this year, Andy and I had a drink together at the NECA Reception and caught up on each other's life as we have done countless times over the years. I did visit Denver once, sent by work to attend the Veterans' Training Institute and of course, Andy & I met, had dinner and a Beer. Several times Andy traveled to New Jersey for the NJ Counseling Conference to present on his outstanding [Counselor Exam Study Guides](#). That picture of me giving out a business card "with a quote on the back" to a NJ colleague, looks like me sitting next to Andy at a NJCA meal function. Otherwise, our close long professional friendship developed from ACA interactions. I have many, many close professional contacts that are structured, around personal contacts only from conventions. This year I met Jian Ping Ye, Carlene Flores and Kelly Holiday in person, all former GCDF students of mine. It is such a treat to have relationships generating from an activity with such positive attributes, the finest education, workshops for growth and development, incredible keynote addresses, a break from work, social time networking, receptions, professional association participation at the highest level, sharing milestones and our personal evolving stories about life and lot of Hugs, a time for Rejuvenation, year after year!



Seneka Arrington, GCDF Instructor and newly elected to ACA Governing Counsel, and I gave a poster session on *Working Ahead, Moving Forward™*, NECA's extraordinary GCDF Training. I had the honor of introducing Cheryl West, author of our new YELD Certification curriculum, who presented a dazzling, passionate workshop to help participants better serve the future by stimulating youth engagement and leadership. I also delivered my latest thoughts on staying alive, an interactive Rejuvenation presentation. Using processes of sounds, sights and movements, drawing from eastern and western thoughts, we explored wellness in body, mind and spirit. Bill Fenson, GCDF Instructor and a former NECA President, told me it was outstanding, perhaps my best presentation ever, and he has been to many. I received significant positive regard and received a bunch of first time hugs. I have already submitted a presentation on the Healing Process to be delivered at ACA 2019 in New Orleans.

Now in my seventh decade, I am thankful that Happenstance opened up an employment counseling career and subsequent active participation in professional associations. As my story unfolded, I found pleasure acquiring education. I developed nice skills publically speaking and performing live classroom presentations. The addition of facilitating career development, completely on-line has been transformative, both for me and the students. As I reflect, I see that I am fully enjoying a life filled with significant accomplishments. During the actual experiences, quite often I had no understanding of their magnitude or significance. Now with more wisdom, I do know the power of NECA's GCDF Certification. I have done the research. I work for the students. Clearly, *Working Ahead, Moving Forward™* delivers a pathway to excellence!

Such happiness as life is capable of comes from the full participation of all our powers in the endeavor to wrest from each changing situations of experience its own full and unique meaning. ~John Dewey



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HOW TO BE SUCCESSFUL WITH THE HARD-TO-EMPLOY—A Guest article by member Larry Robbin

For the purposes of this article, the hard-to-employ are individuals that have little or no interest in going to work. They can be found in the ranks of people that are on some form of government subsidy, people who have been recently incarcerated, at-risk youth, the long term unemployed and many other populations. While they have many assets and strengths, becoming employed is not one of them. There are strategies that workforce programs can use to improve their employment motivation.

One of the most effective strategies is to make the workforce program role model and not information driven. Information about work is of little interest to the hard-to-employ. What does get their attention is learning about people who were once just like them, but are now working. They are curious about the lives of these individuals. Formerly hard-to-employ people from your program who are now working are your most powerful allies in helping to increase employment motivation in your current program participants. There are a variety of ways to use the power of these role models.

Your working program alumni that were once hard-to-employ can come back to the program on their day or shift off to talk with your current participants. Working alumni that cannot come in can call in on their lunch hour. You can put them on a speakerphone to talk with people in a Job Club or Job Search Workshop.

You can conduct video interviews with your working alumni. They can talk about the struggle to change their anti-work thinking and the benefits of going to work. Show these videos in your orientation, group and individual sessions. Engage people watching the videos in a dialog about the connections between the lives of the alumni and their lives.

Create a Hall of Fame in your entrance hallway and lobby with pictures of formerly hard-to-employ people that are now working. Put up brief biographies in the appropriate language below each picture. Take your program participants on a tour of this gallery and talk about what influenced these working heroes to reinvent their lives. Make sure you have signed releases of information before you discuss this information. Put up a mini Hall of Fame of pictures in your cubicle of people you have helped and refer to these people as you do your employment counseling. This will give your clients proof that people just like them went to work and that it changed their lives for the better.

With management approval, pair up your current program participants with working alumni that share similar history and demographics for informational interviews. One of the most powerful strategies is to develop a mentoring program that pairs up the formerly hard-to-employ with people that are currently in your program. Instead of lecturing people about working, tell moving and powerful stories of people that were once hard-to-employ and their struggles to find their pathway to employment.

This strategy will work for all your clients, but it will be especially powerful for people who come from cultures where information is passed on by story telling instead of written documents. One common characteristic of this population is their low vocational self-efficacy. Vocational self-efficacy is a term I developed to explain the cynicism people have that leads them to believe that no one would hire them and that they have no place in the world of work. This negative self-talk is one of the factors that contributes to their antiwork attitudes. It is very important to prove to them that people coming from similar circumstances that have done some work on their barriers to employment are in fact being hired.

Design a ritual of celebration that occurs when people get job offers and takes place before they start work. The ritual should be festive, noisy, celebratory and get across the message that people are being hired. In one program, they gather all the people that have job offers but have not started work in their lobby and ring bells, throw confetti, eat cake and sing songs. People get a certificate signed by a local elected official, gift cards donated by local businesses and congratulation cards signed by staff. They talk about their journey to employment. They often invite family and friends. Hard-to-employ people who are not working are invited to participate in this important event.

Seeing people like themselves get jobs can have a profound impact on raising their vocational self-efficacy, which can lead to increased employment motivation. One reason the hard-to-employ have these attitudes is a lack of positive vocational role models in their lives. They often live in communities with high levels of unemployment and they have been cut off from the labor market. They lack the social capital that many people use to get jobs. They also face other barriers to employment. Substance abuse, mental health issues, disabilities and a lack of good schools can all contribute to their situation. If workforce programs use the power of role models that have pioneered out of these circumstances as inspiring teachers and guides, a great deal of vocational progress will take place and the hard-to-employ can go to work!

Larry Robbin, Executive Director of Robbin and Associates, has over forty-five years of experience in workforce development. He has worked with over 1000 workforce organizations and trained more than 100,000 people. He is widely regarded as an expert on strategies to improve employment outcomes of the hard-to-employ. Over sixty of his articles and interviews appear in workforce publications. For more information about his work and to get handouts and resources that you can use with your job seekers go to <http://www.LarryRobbin.com>. You can email him at larry@larryrobbin.com.

Guest articles are invited for consideration. Discussion of these articles and other news is encouraged in our LinkedIn Community—all NECA members are welcomed: <https://www.linkedin.com/groups/2704683>



May 2018

Helwig's Study Guide Just Revised

The **Study Guide for the National Counselor Examination and CPCE** has been revised and updated. The 8th Edition (2018) of this very popular study and reference document, written by Dr. Andrew Helwig, is now available.

Over 400 pages long, the study guide covers the eight CACREP content areas found on the NCE, CPCE, and many similar exams. There are revisions throughout the book and new material has been added in the following areas: relational-cultural theory, changes in workforce trends, value conflicts between counselors and clients, HIPAA updates, initiatives in licensure portability, societal stress and the opioid crisis, and updates in the use of technology in distance counseling.

The **Study Guide** includes two practice exams, study tips, test taking strategies, the ACA Code of Ethics and additional exam prep resources. Because the information in the eight content areas is double-spaced, with considerable outlining of materials and the **bolding** of important concepts, the study material is manageable and the book is user-friendly.

For further information about the \$89.95 **Study Guide for the National Counselor Exam and CPCE** (print or download) as well as Workshop DVDs, visit: www.counselorprep.com.

PHOTOS FROM ATLANTA—NECA/MARYLAND COUNSELING ASSOCIATION/JOHNS HOPKINS COUNSELING CENTER RECEPTION





**YOUTH ENGAGEMENT AND LEADERSHIP DEVELOPMENT
ONLINE FACILITATOR CERTIFICATION**

1st Annual Y E L D Conference

July 30-31, 2018

Dothan Leadership Institute
Chesnee, South Carolina

Call for Proposals

Theme

YELD C.A.R.E.S.

Collaboration, Action, Responsiveness, Empowerment & Strategic Solutions

Collaboration, Action, Responsiveness, Empowerment & Strategic Solutions. Priority selection will be given to submissions that address

- a) professional development topics for youth facilitators/trainers;
- b) solution oriented strategies for positive youth development, and
- c) responsive model youth programs in operation or an innovative design.

[Submit Proposal Online](#)

Sign up to be among the first to be invited to attend this NEW conference. We will send registration information once presentation list is finalized. Cost of \$150 per person, with 50% discount for presenters. Ask for group discount information if more than two individuals from the same organization wish to attend.

[Conference information form link.](#)

National Employment Counseling Association – A Division of the American Counseling Association



NECA Executive Committee Retreat, Sunday, July 29, 2018
Dothan Leadership Institute, Chesnee, SC



May 2018



Sectors Represented

Higher Education
Public Schools
Charter Schools
Government
Non Profit Management
Business
Entrepreneurs
Consultants & Coaches
Faith Base Community

Commonalities

- ☐ Concern for the state of youth
- ☐ Care & compassion
- ☐ Consciousness
- ☐ Character
- ☐ Commitment to make a difference
- ☐ Collaborative leadership



REMINDER:



2019 SEMINAR AT SEA SET SAIL FOR LIFE AFTER GRADUATION

The National Employment Counseling Association is offering a seminar at sea:

Spring Break Career-Readiness Seminar for collegiate Juniors and Seniors

MARCH 11- 17, 2019

- 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.

**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 Elect, Lynn Downie: lynn.c.downie@gmail.com

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