

Maryland Career Development Association



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December 2008

*The officers and board
members of the Maryland
Career Development
Association wish you a
joyous holiday season and a
healthy and peaceful 2009.*



Call to Action for MCDA Participation

Happy Holidays and Seasons Greetings to all. As we prepare for our upcoming conference in January 2009, Transforming from Career Jitters to Career Confidence, thoughts of a recent article from Counseling Today on Counseling verses Life Coaching stands out in my mind. Are you a Counselor, a coach, or both. Jim Patterson, a school counselor in Maryland, has researched and surveyed several professionals who have opposing views of counseling and coaching. The concern of the coach and the counselor is highlighted in the December 2008 issue of ACA's publication, *Counseling Today*.

I'm writing to share how important it is for all professionals to stay connected and affiliated with professional organizations to keep abreast of all the changes and challenges that are facing our industry. Like it or not change is in the air and being affiliated with your state organization (MCDA) has its privileges. If you missed the NCDA conference this year, you missed out on networking with other professionals from around the world. This conference gave me the opportunity to sit in on the leadership session where people are encouraged to get involved with other professionals.

Opportunities such as Career Development Facilitator Program are available at your convenience for individuals to sharpen what they already know and further develop as a career development professional. Credentials, certificates and certification are becoming essential for the degreed and non degreed. Some states are requiring that individuals get certified or licensed in their field. What a way to encourage continuing education for all professionals. Sign up today and be a member of the Maryland Career Development Association and then register for the January 2009 conference, and participate in the CDF program. All are welcome. We look forward to your participation in all our events.

--- Submitted by Maxine Rush

Being Thankful for MCDA

I was invited to my son's place for Thanksgiving this year; my son is age 27. This was the first time he had his own place on Thanksgiving, so he and his roommate decided they would host their parents. They did a great job! As we stood in a sharing circle talking about the things we were thankful for, my strong affiliation with MCDA came to mind. I thought about what it means to me to be connected to this professional organization, and the things about it for which I am grateful.

So here are my 10 Thanksgiving reasons for being thankful/ grateful for MCDA:

10. Annual Conference with CEUS
9. MCDA is sponsoring CDF training
8. Professional affiliation with MACD
7. Professional affiliation with NCDA
6. Online registration
5. A new, well designed, website
4. A healthy-enough MCDA treasury
3. Respected peers
2. Opportunity to serve
1. Shared values

No these things are not funny, they are special, just like MCDA. During the upcoming holiday season, I urge you to join me in taking a few moments to be thankful and grateful for MCDA's dedicated volunteers and members who make this organization happen. Happy holidays to everyone, and please take some time to think about MCDA, and how being affiliated with it affects you. Then make sure you tell each and every Board member how much their unselfish devotion to the group means to you. Finally, please reach out to people you know who would be enriched by becoming a member. And please

remember to join us January 23 for our annual conference (reason #10).

--- Submitted by Karol Taylor

Talent? What's Yours?

When we talk about talent as career practitioners, what do we really mean?

Dictionary.com defines talent as 1. a special natural ability or aptitude: *a talent for drawing* 2. a capacity for achievement or success; ability: *young men of talent*.

Thesaurus.com lists the following synonyms: aptitude; capability; capacity; craft; endowment; expertise; facility; flair; forte; genius; knack; savvy; smarts, and the following antonyms: inability; incapacity; lack; weakness.

We sit with our clients, encouraging them to identify their skills, expertise, and, yes, their talents. We encourage them to dig into their past, to identify times when they were in flow, in synch with themselves and their talents. We ask them to recall magical moments when time just flew and to list what they were doing during these moments.

We administer career assessments to help our clients identify skills, interests, personality, aptitude.

We assign them exercises and activities that will help them explore who they really are, unmasked from the expectations of others.

And, when all is done, we've helped our clients see themselves, perhaps for the first time. We've held up a mirror to them and given them new eyes with which to view and feel their essence. We provide them with the tools and the guideposts to mark a new path, one that embarks their journey to and from self. We help set them free, set them aloft, sprout (or dust off) wings to take them to new heights. We revel in their journey. Their success is often our success.

Is it enough?

What of our own talents? Are we honest with ourselves in this work that we do with clients? Have we determined that this work is truly the expression of ourselves, our skills, abilities,

genius, savvy, smarts and aptitudes? Are we honest with ourselves that this work fully utilizes and incorporates us, that we are painting the mural or the tableaux of our own lives in our work with clients?

I've asked myself this question many times, and I encourage all career practitioners to do the same. Your honest and forthright answer will chart the course to your next decision.

In our roles as career practitioners, we must ensure that we are practicing the words that we preach to our clients.

In the words of Erma Bombeck: "When I stand before God at the end of my life, I would hope that I would not have a single bit of talent left, and could say: 'I used everything you gave me.'"

It seems that, when it comes to talent, we must use it all to live life to the fullest. Give some of it to your clients, use all of it to enhance your life.

--- Submitted by Janet M. Ruck



What Mode are You?

With the economy looking as it does whether I am employed or in the search mode there are some aspects that I must keep before me:

If I am employed, I have several activities that I need to make certain I am fully involved with. These include:

1. Doing the best I am capable of daily at work.
2. Looking to see what else needs to be done that I can do in addition to what I am doing, and do it.
3. Identifying skills needed in the near future inside the organization that I can develop/sharpen.
4. Let higher management know of my interest in taking on additional challenges.

If I am in the job search mode, I need to make certain that I am fully involved with the following:

1. Networking with decision-makers, and getting connections to decision-makers.
2. Sharpening my "30-second" sound bites and using them. This includes presenting accomplishments as part of my sound-bites.
3. Adding to my skill sets, particularly sharpening my stronger ones.
4. Researching the employers of interest to me and networking my way in.
5. Where I can't network into the employer research further and send a letter resume with follow-up.

Regardless of my status, I really need to upgrade my skills to stay current. In addition to taking evening and online courses, I can read business journals and the trade journals in those industries I am most interested in. The library is a great resource for me here. Additionally and not as well used, is the use of tutors. One of the real eye-openers for me was finding that many of the senior military, when stepping into new positions hired tutors to get them up to speed on those issues and tools that would allow them to stay at the top of the competition.

Make the month one that will serve you well in your career. This is the best possible networking season, and employers will be looking for the exceptional individuals that each of us can be by applying our best efforts.

Have some great holidays, be safe and have some fun.

--- Submitted by Jim Ditt

Career Trends in a Changing Workplace

The workplace today is in a state of constant change. We hear about downsizing, outsourcing, off-shoring, and telecommuting, which all refer to movement in the workplace.

Some of these changes are already affecting the environment that people choose to work in. For example, telecommuters often work from their homes or other non-office settings. Increasing numbers of people have become consultants or entrepreneurs starting home based or small businesses. Those individuals who are able to hold on to their jobs after a corporate downsizing, find themselves in a position where they must take on added responsibilities because the organization has not been able to hire anyone new. As a result, many employees are working longer hours, not so that they'll get a raise or promotion, but to ensure that they keep their job.

Today, about 20% of the U.S. workforce work at home, at a satellite office, a telework center or a combination of worksites.

Occupations that are prime candidates for telecommuting are those where a person often works alone, handles information work, such as reports, proposals, data or research. Examples of such occupations include: writers, salespersons, accountants, programmers, graphic artists, engineers, architects, public relations professionals, etc. Twenty to 30 years ago, working at home was an inconceivable idea for most people. Today it's a common thought and many of those thinking about it, look at the number of hours they are working in a corporate setting and realize that if they were their own boss, working at home, they might be able to organize their life better. Universities, becoming more aware of this trend, are increasingly offering courses in entrepreneurship, and the concept of network marketing has spread throughout the globe. The expansion of global markets, the deregulation of key industries, the weakening of labor unions, corporate downsizing, and outsourcing of jobs, have all effected the workplace.

Many individuals who had worked their way up the career ladder to middle or upper level executive positions have been downsized. Many of them have either opened their own businesses or become consultants on a project-by-project basis.

The Internet has become a major influence in terms of the way it affects the buying habits of the public, and may eventually affect retail store sales opportunities. Advertising on the web is already affecting advertising in other media such as television, newspapers and mazines as corporate advertising dollars gravitate towards the web. Internet development has spawned new careers such as electronic technicians, webmasters, website designers, information brokers,

Increasing economic globalization combined with increased foreign competition, and the need many organizations have to cut costs, continues to affect

the economy, and the workplace. Many employers are putting a premium on certain skills needed in the global workplace such as computer skills, language skills, and an understanding of how to deal with people in other cultures.

Another change in the workplace is robotization, or the use of robots in the workplace. Nearly one million robots are being used in the workplace right now, doing work that is normally considered to be too dirty, too dull, or too dangerous for most people to consider. But robotic engineers are currently working on robots that will be able to take on white collar tasks in the future, and they will also have an impact on the workplace.

Lifelong learning is a concept that is also affecting the workplace with the idea that it's never too soon or too late for learning and that people should be open to new ideas and skills that may be required in the workplace of today or the future.

Many high school graduates, who did not pursue higher education are now returning to the classroom at community colleges in order to develop their careers. This lifelong learning can take place in the formal classroom, at work at home, or through leisure activities.

Today's ideal worker has technical skills, is innovative, entrepreneurial, and continually upgrades his/her skills to keep pace with the rapidly changing technology of the information age. Thus, adult education and retraining may become safeguards for many jobs in the future.

Individuals need to take responsibility for their own careers, which includes learning new skills whenever possible, to make them less vulnerable in the workplace of the future.

--- Submitted by Gil Benjamin

The Passing of One of MCDA's Stars

John L. Holland, one of the great inventors in the career development field, passed away in Baltimore on Thanksgiving Day, 2009, just a month after his 89th birthday. The six personality types that Dr. Holland identified revolutionized the way occupations are classified and clients are assisted to find appropriate occupations. Today many interest inventories provide results using his six types and many career centers and career information systems arrange their occupational information using his six categories.

Dr Holland credited his military experience as the source of his theory of vocational personality types. After graduating with a bachelor's degree in 1942, he spent several years in the army as a classification interviewer where he was expected to classify recruits after a 15-minute interview. Later work in a career center and then in a VA hospital led him to ACT (1963-1969) where he conducted research on interests and occupations that supported his theory. From 1969 to 1980, he continued his research at Johns Hopkins University in Baltimore.

In 2007, Dr. Holland was awarded the Maryland Career Development Association's Lifetime Achievement award. In 2008, he was awarded the Distinguished Scientific Contributions award by the American Psychological Association. The award reads:

"For outstanding contributions to vocational psychology and personality. John L. Holland's hexagonal theory of vocational interests and his research have shown the importance of vocational environment and vocational personality interactions. His research shows that personalities seek out and flourish in career environments they fit and that jobs and career environments are classifiable by the personalities that flourish in them. Further, he was a pioneer in work on assessments of university environments and their influence on students and in the development of knowledge about nonacademic accomplishments. He also contributed significantly to research on originality and interpersonal competence. With wit, wisdom, and intellectual prowess, he has for five decades influenced and inspired students, colleagues, and practitioners of applied psychology."

Photo: <http://data.memberclicks.com/site/macda/HollandMaze.jpg>

Complete biography: <http://data.memberclicks.com/site/macda/JLH2008Award.pdf>

Transforming Career **jitters** into Career **CONFIDENCE** in a Challenging Economy

2009 Annual MCDA Conference

Friday, January 23, 2008

10 am- 4 pm

The Loyola College Graduate Center, Columbia Campus

8890 McGaw Road•Columbia, MD 21045

As a career development and career services practitioner, you are crucial in fostering self-confidence in nervous clients during a challenging economic period. This conference is designed to support you in assisting your clients in finding employment and desired career paths.

At this conference, you will expand your knowledge, skills, and understanding about the economy, and gain methods to help your clients. In panel discussions, workshops, and roundtable discussions, experts will interact and provide valuable information. The keynote speaker, Anne Scholl-Fiedler, Master Trainer of Dependable Strengths Articulation Process, will present "Use Your Strengths" to restore and maintain confidence in your career and job search process.

Don't miss this wonderful opportunity to invest in your career and network with other career development and career services practitioners! Register TODAY. Encourage your friends and colleagues too. Conference fees are affordable and Continuing Education Credits (CEUs) will be available.

Register at MDCareers.org!

MDCareers.org

In September, MCDA selected a new website provider to better serve the members of MCDA. You may remember that one year ago we first entered the Internet age by putting our registration forms online. However, the online registration service we selected last year saw registrations as a one-time event, which did not suit our membership model very well.

This year we have selected an online membership management system called MemberClicks. You will see their logo on the bottom of each of our screens. To view our new website, go to MDCareers.org.

When you arrive at our website, you will see a "Login" button. All of our past members and friends have profiles in the new system. Your User ID is your email (perhaps an old email, so try all of your past email addresses). Your password is either "MCDA" or the password you established last year. If you have any problems logging in, you can either create a new profile or contact our webmaster at MCDA.Membership@mdcareers.org

If you are a member, after you log in, you will see that the menu suddenly expand. You have additional options, including the Membership Directory, which displays profiles of all active members with a photo. If your profile has no photo, you can upload your own photo or email your photo to our webmaster. Be sure to update your Bio while there, so others can find out what you are working on and connect with you. I hope you will agree that this wonderful new networking tool for MCDA members makes the pain of transition to a new system worth while!

This membership management system also tracks your membership expiration date – so your membership expiration is not longer tied to our fiscal year! That means you get 365 days of membership for \$25 for those who are career professionals and \$15 for those who are students or retired. Don't be surprised when the program sends you renewal notices. Three reminders are sent at 60 days, 30 days, and 7 days before your membership expires. After that time, you will be listed as an Expired Member, but your profile will remain in the system so you can log on and renew at any time.

Not a member and looking for a FREE option? You will find that on our website, too. Choose "Free Event Emails" to create a profile AT NO COST. We will then make sure you get all of our event announcements.

One unfortunate result of adopting this new website is that we can no longer accept combined memberships in the Maryland Association for Counseling and Development (MACD) along with our membership fees. MACD and MCDA both chose to use MemberClicks, but this service was not set up to accommodate an umbrella organization and a division. As a result, both MACD and MCDA have similar but separate websites. We encourage you to also visit MACD's website at MDCounseling.org.

-- Submitted by Marilyn Maze

Registration Costs

Prior to 15 January

Members -- \$95

Student/Retiree Members -- \$45

Non-Members -- \$115

Student/Retiree Non Members -- \$55

After 15 January

Members -- \$115

Student/Retiree Members -- \$55

Non-Members -- \$125

Student/Retiree Non-Members -- \$65

Career Development Facilitator Program

Sponsored by

Maryland Career Development Association

An Idea for This Time -- Energize Your Career

National Portable Certification – take it with you wherever you go. It is a recognized certification across the country. Certification is through the Center for Credentialing and Education.

Personal Branding – Set yourself apart from others in your job search and promotion opportunities with the certification.

Professional Recognition – Use the certification to announce your credentials

Improve the Quality of Your Services – What you learn is multiplied times over for your students and clients with the new skills you have learned.

Update Your Knowledge – Reenergize your background with the current and cutting edge resources you will receive.

What You Will Gain

Career resources

Latest labor market information

Career planning processes and procedures

Basic helping and facilitating skills

Assessment techniques and selection criteria

Understanding the needs of special populations

Diversity considerations

Ideas for promoting your program and yourself

Case management and referral skills

Ethical considerations of career development

Using technology in career development

Employability considerations and techniques

Career center issues and offerings

Program planning and evaluation

Start Investing in Yourself and In Your Future

A new program will start in *Spring 2009*. It will be a 120-hour+ hybrid program using face-to-face classroom sessions, discussions, activities, field trips, interviews, and various e-learning techniques. If you work with students or clients in their career decision making or plan to, this program is for you.

PAYMENT: Applicants can pay by check or credit card. Contact Janet Wall for information. Payment schedules can be negotiated.

DATES: Subject to student availability. Generally there are four face-to-face sessions held at a convenient location.

COST: \$1300, includes all materials and instruction

WHO SHOULD ATTEND: Public and private workforce development personnel, educators, and human resource personnel.

Dr. Janet E. Wall
President, Sage Solutions
202-465-5774
sagesolutions@earthlink.net

Ms. Karol Taylor
Taylor Your Career
301-772-8327
karoltaylor@verizon.net

The pessimist complains about the wind. The optimist expects it to change. The leader adjusts the sails.

-- John Maxwell

Success is liking yourself, liking what you do, and liking how you do it.

-- Maya Angelou

Anyone who stops learning is old, whether at 20 or 80. Anyone who keeps learning stays young.

-- Henry Ford

Plan for the future because that's where you are going to spend the rest of your life.

-- Mark Twain

Man's mind, once stretched by a new idea, never regains its original dimensions.

-- Oliver Wendell Holmes (1841-1935), Associate Justice of the Supreme Court, 1902-1932

Be who you are and say what you feel, because those who mind don't matter and those who matter don't mind.

-- Dr. Seuss

If opportunity doesn't knock, build a door.

-- Milton Berle

There are no shortcuts to any place worth going.

-- Beverly Sills

Send me your comments and articles for the next newsletter!!

Janet E. Wall, MACD Treasurer and Newsletter Editor

sagesolutions@earthlink.net



Above: The current CDF class of very talented persons. You need to participate in the next class. Sign up now.

YOUR ACTION ITEMS!

- 1. Register for the MCDA Annual conference at MDCareers.org.**
- 2 Sign up for the Career Development Facilitator Program or encourage a staff member or colleague to do so. Registration is open.**

NEW “IN THE PUBLIC WE TRUST” POLL SUGGESTS TIMING IS RIGHT TO RESTORE CONNECTION BETWEEN AMERICANS AND FEDERAL GOVERNMENT

WASHINGTON – President-elect Barack Obama has a rare opportunity to usher in a new era where Americans look to the federal government as part of the solution, not the problem. A new public opinion poll released today by Gallup and the nonprofit, nonpartisan Partnership for Public Service identifies opportunities to renew the connection between the government and the public.

“Broad public support for our government has been lacking for decades, which diminishes government’s capacity to tackle our collective challenges,” said Max Stier, president and CEO of the Partnership for Public Service. “This research reveals a unique opportunity for President-elect Obama to dispel old clichés about government and restore the connection between the American people and their government.”

“Federal agencies have the opportunity to work on some key areas,” says Warren Wright, Managing Partner of Gallup’s Government Practice. “The public is paying attention, and we know the government’s processes, portals, and interactions directly influence the perception of the American public. These essentially translate to the ‘how’ of what government does, and the public sees many areas for improvement.”

The Partnership for Public Service partnered with Gallup on the *In the Public We Trust: Renewing the Connection between the Federal Government and the Public* poll to examine the public’s attitudes toward government. The poll is part of the Partnership’s *State of the Public Service* initiative to gauge the health of the federal government.

While the survey confirms that most Americans continue to think poorly of their government in general, it shows there is a broad range of opportunities to dramatically shift public opinions of government. The potential to re-engage the public in transforming the government is rooted in six key findings from the new survey:

- **Americans are paying attention. Prompted by the economic crisis and two wars, Americans are attuned to government and see its connection to their personal lives.** Eighty-four percent of Americans claim to be paying close attention to what is happening in government, and 80 percent believe government has an impact on their lives.
- **Experiences matter. Direct interactions with government move the needle of public opinion.** Those who come into direct contact with the federal government are more likely to view that interaction favorably (32 percent) than unfavorably (18 percent). Additionally, those who have been satisfied with their contacts with federal agencies are three times more likely to give a positive performance rating to the federal government in general than are those who have been dissatisfied with their interactions (41 percent versus 14 percent).
- **Technology enhances touch. The Internet is the public’s primary portal into federal government agencies.** More than half of Americans have visited the Web site of a federal department or agency, with 38 percent having visited such a Web site in the past six months. Additionally, it’s not just young people driving this figure. In the past six months, sizable percentages across all age groups say they visited a federal Web site.
- **Economic downturn = increased interest in government jobs. The downturn in the economy appears to be favorably impacting the way Americans think of government as a potential employer.** Despite negative opinions about government performance on the whole, most Americans (53 percent) would recommend the federal government as an employer. The main reasons for encouraging the federal government as an employer are job security and benefits.
- **Don’t forget the process. The new administration needs to think about HOW government gets things done.** The president’s policy agenda can influence public attitudes toward government, but this new research suggests public views are strongly correlated to the way government does its job. Across the board, the public gives low ratings of the processes by which government operates (i.e., how government does its work). However, Americans consistently rate government performance higher when they believe government gets the process right—by spending money wisely, making decisions based on merit and not politics, hiring talented civil servants, and demonstrating strong leadership.
- **Media matters. The media have tremendous power to move public opinion.** The media are a key driver of public attitudes about government, particularly for those who have not had direct interactions. Nearly eight in 10 say they have seen news stories about the performance of federal agencies, but only 7 percent describe the coverage as positive. In addition, people who have seen positive stories about government in the press are twice

as likely (45 percent to 22 percent) to give a positive performance rating for the federal government, than those seeing mostly negative stories.

This Gallup poll is part of the Partnership's *State of the Public Service* project, which is based on the premise that good government starts with good people. The project will provide a report card on how well government is addressing the core components of an effective federal workforce: the right talent, workforce engagement, strong leadership, effective systems and structures, and public support.

This report is only a preliminary analysis of Gallup's and the Partnership's research for the *State of the Public Service* project. This is the first in a series of planned releases that will offer additional insights about public opinion of government. In particular, it will examine Americans views of specific federal agencies and about government's top priorities. It will also dig deeper into early data discussed in this release. The full report will be released in 2009. After the release, the entire findings will be available upon request from the Partnership for Public Service.

The fact that this survey was conducted before the presidential election provides a baseline that will allow researchers to see how much the change in administrations moves the needle of public opinion.

The Partnership for Public Service works to revitalize the federal government by inspiring a new generation to serve and by transforming the way government works. For more information visit www.ourpublicservice.org.

The Gallup Organization has studied human nature and behavior for more than 70 years. Gallup's reputation for delivering relevant, and visionary research on what people around the world think and feel is the cornerstone of the organization. Gallup employs many of the world's leading scientists in management, economics, psychology, and sociology, and its consultants assist leaders in identifying and monitoring behavioral economic indicators worldwide. Gallup consultants also help organizations boost organic growth by increasing customer engagement and maximizing employee productivity through measurement tools, coursework and strategic advisory services. Gallup's 2,000 professionals deliver services at client organizations, through the Web, at Gallup University's campuses, and in 40 offices around the world. For more information, go to www.gallup.com.

Results for this study are based on a self-administered survey conducted via mail and Web with 2,808 adult members of the Gallup Panel, including 1,398 responses received via mail, and 1,410 received via Web. The Gallup Panel is a nationally representative multi-mode panel, whose members are recruited from a random digit dialing sampling frame and are then assigned to receive surveys either by mail or Internet (or phone), depending on Internet usage and willingness to provide an email address. Independent samples were pulled for mail and Web such that each would be nationally representative. Data were collected from September 26-October 14, 2008. Mail and Web data were combined and weighted to reflect population estimates from the Current Population Survey, March 2008. The margin of sampling error is +/-2.2 percent for the overall sample, and is larger for subgroups. In addition to sampling error, question wording and practical difficulties in conducting surveys can introduce error or bias into the findings of public opinion polls.

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For those of you attending the American Counseling Association conference in Charlotte, NC next year, the Association of Counselors and Educators in Government is sponsoring a two day professional development institute. See the next page for the announcement. MCDA members have key roles in this activity. Karol Taylor is speaking at the PDI, and Janet Wall is President-Elect of the organization. The second day of the workshop includes a half-day session on using the MBTI and Strong for Career Development. All persons are welcome to attend the entire two-day workshop or just the MBTI session.



Association for Counselors and Educators in Government Professional Development Institute

***Theme: Supporting and Advocating for Our Service
Members: Pre, In, and Post Service***

This PDI will update counselors and educators on the various support services including education, mental and physical health, legal, and career development. Counselors of all specialties are encouraged to attend this PDI.

Join us for the Silver Anniversary celebration of ACEG!

19-20 March 2009

The Westin Charlotte
601 South College Street
Charlotte, North Carolina 28202

REGISTRATION INFORMATION: [http://www.dantes.doded.mil/
Dantes_web/organizations/aceg/PDI-text.htm](http://www.dantes.doded.mil/Dantes_web/organizations/aceg/PDI-text.htm)