

# THURSDAY

## Concurrent Breakout Session 1 (2:00-3:15)

### Visualizing Your Private Practice: A Step-by-Step Guide to Success

#### Private Practice Pathway

**Room:** Maryland/State

*1.25 NBCC Clock Hours*

As institutional career services have been under assault from budget cuts and changing priorities, private practice career counseling has become a vital service for many people, from new entrants to the labor market to people facing mid-career layoffs and transitions to retirement-age workers looking to remain engaged in the professional world. Supporting the growth of small private practice business makes these necessary services available to workers across the lifespan, especially as many private practice counselors also provide pro bono services in their communities.

For anyone considering starting or expanding a career counselling private practice, this workshop will provide both inspiration and information. We will address selecting and defining services, setting fees, marketing, website content and business planning (i.e. "How much money can I make?"). Define a vision for your unique private practice and create a plan to move from vision to reality.

**Presenter:** Karen James Chopra, LPC, MCC, NCC, Career Counselor, Chopra Careers

**LinkedIn URL:** [www.linkedin.com/in/karenchopra](http://www.linkedin.com/in/karenchopra)



**Karen James Chopra**, LPC, MCC, NCC, is a career counselor and private practice consultant based in Washington D.C. She helps career professionals identify and pursue their career dreams, including launching a private practice. One of her specialties is salary negotiations, and she is the author of *Coaching Career Clients on Salary and Other Workplace Negotiations*. You can find her at [www.TheSavvyCareerCounselor.com](http://www.TheSavvyCareerCounselor.com), on LinkedIn at [www.linkedin.com/in/karenchopra](http://www.linkedin.com/in/karenchopra) and on Twitter @ChopraCareers.

### The Joy of Generational Diversity and Inclusion

**Room:** Columbia West

*1.25 NBCC Clock Hours*

Diversity and inclusion in our workplaces begins with our willingness to examine our attitudes, make appropriate changes, and be open to new ways of thinking. Personal experiences influence our willingness to engage, communicate, and connect with individuals whose experiences are not like ours. This session explores social influences, unconscious bias, and the dynamics involved in shifting our attitudes. Learn about the influence of the social media environment on attitudes and behavior. Explore the difficulty and importance of making

appropriate self-changes. Discuss inclusion as a strategy and intervention technique for career growth and professional development.

This session is ideal for coaches and counselors who assist Millennials with career decision making. It satisfies the GCDF competency for Providing Career Services to Multicultural Populations, addresses issues that college career counselors might experience with recently discharged Veterans using the GI Bill, and supports private practitioners working with Millennials who never quite made their way to the college career center. The workshop shares recent demographic information on Millennials, and uses a genogram as an experiential exercise.

**Presenter:** Karol Taylor, Federal Career Counselor, Taylor Your Career

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Karol Taylor is a Master Career Coach with more than 14 years of private sector training and consulting, and 30 years of government experience as an internal consultant. Her areas of expertise include Global Career Development Facilitator (GCDF) Instructor, One-Stop Job Search training, federal career counseling/consulting, and teaching at the community college level. Karol provides expert advice and guidance on the hiring and internal promotion process, goal setting, and on developing effective accomplishment statements for performance reviews. She is the coauthor of two books on the federal job search: Find Your Federal Job Fit, and Guide to America's Federal Jobs, 4th ed.

Karol's concern for fairness and inclusion is reflected in her day-to-day approach to working with a diverse population, and in teaching Cultural Diversity in her GCDF workshop, where generational differences, White Privilege, Implicit Racism, and general differences are key topics. Karol was recently recommended to lead a small group experience for a faith-based ongoing Race initiative on diversity and inclusion.

## **A Unique Approach to Landing the Job that Gives You a Life AND a Meaningful Career**

**Room:** Columbia East

In Gallup's 2013 State of the American Workplace study, 70 percent of those who participated described themselves as "disengaged" from their work. Most people feel they are underpaid, overworked and unappreciated in the workplace. Those that are happy and successful, are in jobs and careers that inspire their life's dreams and ambitions. As career counselors and coaches, we can assist our clients by helping them identify meaningful work that they are passionate about. Learn about the five components to identify meaningful career goals leading to a career that you truly enjoy. Be able to apply lessons learned to your clients' job campaigns and transitions, as well as your own career development as well.

**Presenter:** Carolyn R. Owens, Career Strategist & Leadership Coach, Infinity Coaching, Inc.

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**Carolyn R. Owens** is the Chairwoman/CEO of Infinity Coaching, Inc. which provides career, leadership and life coaching that moves individuals forward, allowing them to take COMMAND of their lives. With over 25 years of proven experience, she is a leading authority on leadership and professional development and has worked with and trained top leaders across the globe. Carolyn is recognized as one of the select few, certified Rapid Employment Master Coaches. Having served in key leadership positions, she knows quite well some of the challenges one faces when pursuing the career and life of one's dreams.

Prior to starting her career at Infinity Coaching, Carolyn served in the United States Navy for over 24 years, retiring as a Navy Commander.

Carolyn has served as the President of the Maryland Career Development Association and is a host of the internet radio show, "Let's Coach". She has been featured in Money Magazine, Fox News Magazine Website, Huffington Post, and many other publications. She has served as a guest speaker for many conferences/seminars such as the American Psychological Association (APA) Career Fair and the Maryland Counseling Association Conference. She is also a frequent guest expert on local/national radio shows.

## Concurrent Breakout Session 2 (3:30-4:45)

### A Career Transition Model That Assist Clients in Focusing on and Reaching Career Goals That Will Bring Joy as Well as Income

**Room:** Maryland/State

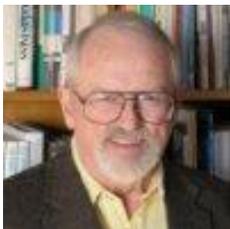
*1.25 NBCC Clock Hours*

In this fast-paced session, a career transition model design to help career practitioners assist their clients make job and career transitions will be demonstrated. Participants will learn how to guide their clients through the four steps of Assessment, Exploration, Focus and Strategy Implementation. The transition model provides a structure that keeps both counselor and client on track from start to finish.

The model includes simple, inexpensive and effective assessment tools as well as key questions that the counselor uses to empower the client to come up with his/her own answers. Use of the career transition model allows the client to do 90% of the talking in a counseling session and make 100% of the career decisions.

**Presenter:** Richard Knowdell, Executive Director, Career Development Network

**Website URL:** [www.CareerNetwork.Org](http://www.CareerNetwork.Org)



**Dick Knowdell**, MS, NCC, NCCC, CDFI, CMF, NCD A Fellow, is the author of six career development books and has developed four career assessment instruments that have been translated into ten languages and are used by career development professionals throughout the world. In 1995, President Clinton appointed him to the Board of Examiners for the United States Foreign Service. Dick is a past president of the California Career Development Association and in 2015 received their Life-Time Achievement award. He has trained and certified over 7,000 Job and Career Transition Coaches in Africa, Asia, Europe, Australia and North America.

## The Million \$ Question - Should I Disclose or Not?

**Room:** Columbia West

*1.25 NBCC Clock Hours*

Disclosing of one's disability continues to be a controversial topic in the employment arena for persons with 'hidden' disabilities and service providers who assist them to secure employment. This interactive workshop will discuss this issue in light of the changes that were made by the Americans with Disabilities Act Amendments Act, 2009. The ADA was amended because it fell short of what it was intended to do - level the playing field in the employment arena for persons with disabilities. The ADAAA has not changed the definition of disabilities as was set forth in the ADA but it has changed how it is interpreted so that more people can be protected. Hence, it's very important that job seekers with disabilities and those who assist them understand the changes. Learn how persons with disabilities and service providers can become better advocates during the job search and employment process. Discover resources like JAN that are available to provide assistance.

**Presenter:** Faith Saunders, Chief Transformation Officer/Lead Trainer, Discover A New Future

**LinkedIn URL:** [www.linkedin.com/in/faithsaunders](http://www.linkedin.com/in/faithsaunders)



**Faith Saunders'** career path has given her the opportunity to work in various capacities with private, nonprofit and state entities that provide services to various populations - families in the foster care system, youth with emotional problems, adults with mental illness, and persons with substance abuse disorders. She worked at Rutgers University (formerly known as the University of Medicine and Dentistry of New Jersey) for over 10 years in various leadership positions. She was also an adjunct professor at UMDNJ's School of Health Related Professionals for 3 years.

Faith later started Career Connection Employment Resource Institute, a New Jersey funded initiative at the Mental Health Association in New Jersey (MHANJ). The Institute provides training and technical assistance to the mental health and business community on employment related issues. In 2010, her position was expanded to oversee a 5-year federally funded grant for Somerset County, addressing systems issues that were barriers to positive employment outcomes for persons with mental health challenges. In 2014, Faith started her own consulting and training business – Discover A New Future.

Faith is also a published author and the proud parent of two adult children - her greatest accomplishment!

## Finding Joy through a Photo Metaphor Card Sort

**Room:** Columbia East

*1.25 NBCC Clock Hours*

A visual assessment has a strong impact on people, yet while popular in other parts of the world in different formats, there is no such assessment in the career field in the United States. The Photo Metaphor Card Sort is a new way for people to look at themselves and uses an innovative approach in which individuals select from multiple photograph images and identify what resonates with them.

Sometimes they see themselves in a different light once they have clarified which photo images have meaning to them. With help from the counselor in soliciting a narrative about these photo metaphors, this fun and powerful experience helps clients clarify patterns in their choice in ways that no other assessment tool offers. Learn about this powerful tool and how it can help clients identify themes in their lives and understand how these may impact the way they are approaching career or life as career. And, experience this card sort for yourself during the presentation.

**Presenters:** Elda Schwartz, Career Counselor/Photographer and Marilyn Maze PhD, Executive Director, APCDA

**Elda Schwartz** has been in the field of career development working mostly with community college students. As a GCDF instructor, she wrote a chapter in the CDF manual and offered numerous workshops in career topics. She recently joined PsyCoun as an Associate. She initiated this Photographic Metaphor Card Sort using her photographs. Her interest in photography has grown exponentially over the last few years. Her latent creative skills were unleashed when she started to look more closely at things around her and wanted to capture color, design, relationship of objects, patterns and things that catch her eye. Her company is called Out & About Photos and Greeting Cards.



**Marilyn Maze, Ph.D.**, is a highly experienced presenter and developer of training materials with experience in education, non-profit, and, for-profit environments. She is a Principal in PsyCoun Consultants and the Executive Director of the Asia Pacific Career Development Association (APCDA). She has organized the annual APCDA Conference since its inception, conducted numerous research projects on hot labor market and career counseling issues, and presented at international conferences. Marilyn received the President's Award from NCDCA in 2016 and the Lifetime Achievement Award from the

Maryland Career Development Association in 2010. Dr. Maze formerly developed the ACT Profile (previously called DISCOVER).).

**Website URL:** [www.asiapacificcda.org/](http://www.asiapacificcda.org/)

## **Time Money Optimization™: A Holistic Approach to Financial Health for Private Practitioners**

### **Private Practice Pathway**

**Room:** Baltimore/Washington Ballroom

What's the difference between being busy and being intentional in our private practice? About being proactive instead of reactive? Knowing and doing the things that actually move your business forward is critical to your success. Discover how you can boost your financial and business sustainability by being more intentional with your time, using basic accounting tools and concepts, and harmonizing your business plans to your larger life. Learn about and discuss real tools that real people use to solve real problems. Tools like QuickBooks and Google Drive to optimize budgets and schedules. We'll cover basic accounting concepts such as Profit & Loss and Balance Sheets, and how to understand and use them in your business planning. Explore how feedback, evaluation, and measurement of ROI can help you define and measure success as a solopreneur, and help you maintain accountability. In short, you'll learn the basics of an innovative life management program designed to boost the efficiency, effectiveness, and sustainability of their finances and goals.

**Presenter:** Trish Slatin, Owner, Symbionics LLC

**LinkedIn URL:** <https://www.linkedin.com/in/trishslatin>



**Trish Slatin** grew up in Maryland, the daughter of two entrepreneurs. She graduated from the University of Maryland with a degree in Marketing, and worked both for herself and for various employers in diverse businesses and industries in Maryland and in California. In 2010, she launched Symbionics, LLC to help small business owners who lacked accurate financial information, sound financial office systems, and effective support for growth, and to educate them on the importance of sound internal systems and controls that align financial applications to operational goals.

Her work has helped her to build clear and realistic plans based on client goals, collaboration and discipline, identified and utilized resources, and support and encouragement within the team and from others to help small businesses succeed more and stress less. She collaborates with her clients to support their vision and deliver solutions that keep their business sustainable and growing, their staff accountable, and their numbers adding up. She leverages her experience as a Certified QuickBooks ProAdvisor, Certified Professional Coach, Certified Professional Bookkeeper, and Project Manager to add real value to her clients' businesses.

## FRIDAY

### Concurrent Breakout Session 3 (9:45-11:00)

#### Finding Passion Rather than Penance in Career Paths

Room: Maryland/State

1.25 NBCC Clock Hours

“Work,” sadly for many is the ultimate 4-letter word. When that Dromedary “spokesman” in the GEICO commercial asked, “What day is it?” we all knew the answer – “hump day”. Sadly, the cost to employers AND employees of this mindset is incalculable. Experiencing joy at work is directly related to one's ability to recognize and apply their passions in all they do, providing "payment" in both financial and emotional capital! How can we help our clients identify and engage their passions in their work and lives? Attend this engaging session to discover a simple, time-tested process to help our clients, students and ourselves to experience Passion, not Penance, in career decisions! Learn a practical way to consider one's true, abiding talents. Help your clients see the blessings inherent in each and every failure. Hear about a different 4-letter word that is critical to career success.

**Presenter:** Barry Davis, Career Coach, Gift of Self Career Services, LLC

**LinkedIn URL:** [www.linkedin.com/in/barrydavismcdp](http://www.linkedin.com/in/barrydavismcdp)



**Barry Davis** is a Career Coach with Gift of Self Career Services, and a favorite presenter for MCDA. For over 25 years he has been helping people live the mantra, “What you do should be who you are.” Barry holds a Master's degree in Clinical Psychology from Millersville University, is a college professor, and has been designated as a Master Career Specialist by the National Career Development Association. An active blogger, he has extensive presentation experience with businesses, universities and organizations. On a personal note, he is a true bibliophile (he has well over 150 book reviews on [www.goodreads.com](http://www.goodreads.com)), and has completed 30+ full marathons.

#### Things That Make You Go Uhhh . . . Workplace Ethics in Turbulent Times!

Room: Columbia West

1.25 NBCC Clock Hours

The 21st century workplace seems to have given "new" meaning to work ethics. Although, the workplace has always been a futile breeding ground for ethical dilemmas, now more than ever the role of ethics in career counseling and coaching is at the forefront. Today's economy has limited employment opportunities and now includes: career changers, laid off workers, delayed retirees, all seeking work in a climate of uncertainty. As companies attempt to maintain a profitable margin unscrupulous decisions are being made which have a tremendous ripple effect for the workforce and the career professionals who assist them.

As long as there are professional helping relationships there is the potential for ethical dilemmas. Technology continues to be a driving force impacting on work place behavior. Social media has emerged as an uncharted and challenging area for ethical dilemmas. Join your colleagues in addressing ethical job search challenges! What would you do as a job seeker? As a career coach/counselor? We'll explore case studies, discuss and apply professional ethical standards, and tap into resources to assist us in making ethical decisions.

**Presenter:** Rose Howard, Transition Manager, Fleet & Family Support Center



Rose Howard is a licensed clinical social worker, certified career coach by the Hudson Institute of Santa Barbara, certified as a Global Career Development Facilitator Instructor and Master Trainer of the National Career Development Association - Career Development Curriculum.

She has had an extraordinary career working with the military for over 30 years. She was overseas for seven years and experienced the historic fall of the Berlin Wall and the end of the cold war. In 1992, she returned home and joined the Fleet & Family Support Center at the U.S. Naval Academy. For 25 years she has worked as the Transition Manager at the Annapolis Navy Fleet and Family Support Center. In this capacity, she works with military members and their spouses as they transition to the civilian sector, and has assisted thousands of military members. In addition, she has trained over 100 Navy Career Counselors to be Global Career Development Facilitators. Some of her collateral duties are serving as a member of the Annapolis Navy Emergency Operation Center (responding to local crisis situations) and as a member of the Quality of Life Program Advisory Committee.

Rose is a lifelong learner actively involved in the career development field, as Continuing Education Chair for the Middle Atlantic Career Counseling Association, (MACCA), and the Maryland Career Development Association (MCDA). She is a past-President of MACCA and a former Chair of the Metropolitan Area Career & Life Planning Network). Rose is also quite proud to have been trained and mentored by Richard Bolles, the author of the internationally renowned book, "What Color is your Parachute?"

She enjoys spending time with her family, reading, yoga, swimming, growing spiritually - and a little Zumba now and then! Her 2017 goal is to mentor and encourage at least 10 individuals who are entering into/or continuing to pursue the career development field.

## **A (Career) Designer's Toolkit: What Silicon Valley Can Teach Us about 21st Century Careers**

**Room:** Columbia East

Change is the new constant. This not only holds true for the business world, but it is increasingly becoming true for individuals when it comes to their careers. The average worker is expected to experience up to 7 career changes, the average tenure at a job is 4.2 years, and entrepreneurial activity is at its highest level in years. It is no surprise that the recently released book, *Designing Your Life: How to Build a Well-Lived, Joyful Life* by Stanford professors Bill Burnett and Dave Evans became an instant NY Times bestseller. Design thinking has become a huge buzzword in the business world as companies try to innovate to remain relevant in an economy marked by constant change and disruption. With its human-centered focus and emphasis on experimentation, design thinking can offer the same thing to individuals, and every career development professional can benefit from learning about its structured process and mindsets.

One of the tenets of design thinking is to let go of dysfunctional beliefs. And when it comes to career development, clients have many dysfunctional beliefs that they carry. Design thinking can help clients begin to recognize them, let go and then set upon a journey of learning and discovery with the ultimate goal of helping them understand how to design more joyful, fulfilling careers. In design, there are no "right" answers, just better designs. Whether your clients are seeking to disrupt (i.e. a major career change), pivot (i.e. a minor career transition) or accelerate (i.e. find ways to advance in their current path), design thinking provides valuable tools to help them chart their course and adapt along the way as needed. Learn how to utilize design thinking to help your clients navigate the twists and turns of their increasingly nonlinear careers.

**Presenter:** Julie Neill, Assistant Director, MBA Career Consultant, University of Maryland, Smith School of Business

**LinkedIn URL:** [linkedin.com/in/julienneill](https://www.linkedin.com/in/julienneill)



**Julie Neill** has over 15 years of diverse experience working in higher education, government and the nonprofit sector in the US and overseas. Currently, she works at the University of Maryland's Smith School of Business where she provides career coaching to MBA students and alumni. Prior to Smith, Julie coached mid-career and entry level professionals at Johns Hopkins University's School of Advanced International Studies (SAIS). She has also worked at American University's Kogod School of Business, where she directed employer relations, and at Gettysburg College, where she advised undergraduate students.

Julie's work has been recognized by the National Association of Colleges & Employers (NACE) for innovation in career services, and in 2010, she was awarded a Fulbright to Germany exclusively for higher education administrators. Julie graduated from Barnard College, Columbia University in New York and earned a master's degree in international development from the University of London's School of Oriental & African Studies (SOAS).

## **Round Table: Tabletop Games for Career Development Workshops: Innovative Engagement and Education**

**Room:** Baltimore/Washington Ballroom

The concept of “disguising learning as fun” through the use of tabletop games and activities undeniably brings joy to career and workforce development. It’s an uncommon – but impactful – method of bridging the gap between program outcomes and sustained participant engagement. It also crosses multiple barriers and is a customizable, resource-light method of program delivery. Career facilitation for participants of disparate backgrounds, ages, demographics, and different levels and ways of learning can be addressed simultaneously through the use of tabletop games and learning activities, and workshop material can be directly connected to both participant’s focus areas as well as program outcomes, increasing success for both metrics.

Learn how to increase your impact in career facilitation with multi-sensory tabletop activities that help participants retain what they learn. Discover how you can create your own educational games to maximize participant engagement, education, and outcomes for your programming. Hear about several innovative approaches used with great success in Maryland New Directions. In this hands-on roundtable session, we’ll provide tools and tips for creating your own large- and small-group activities, discuss the fundamentals of Andragogy (adult learning), and suggest resources for finding low- and no-cost materials to create your activities.

**Facilitators:** Stephen B. Thomas, Instruction Facilitator, and Grace Lee, Executive Director, Maryland

New Directions, Inc

**LinkedIn URL:** [www.linkedin.com/in/stephenbthomas](http://www.linkedin.com/in/stephenbthomas)



**Stephen Thomas** has worked as an instructor and job coach with Maryland New Directions for over 7 years after completing a year of AmeriCorps serving in Baltimore City. As the primary instructor for MND's employment readiness training and computer literacy programs, Stephen develops and delivers training curricula that reflect employer needs, helping clients to increase employability and earning potential by acquiring industry-recognized skills and credentials. Serving over 300 clients annually in conjunction with the direct service team, Stephen's instruction provides maximum benefit regardless of an individual's background, situation, or barriers to employment. He is passionate about serving clients with a diverse array of challenges - including the re-entry population and those with disabilities - to ensure that everyone who hungers to work has the opportunity to find worthwhile employment. Whether in workshop or one-on-one settings, Stephen's clear and compassionate instruction seeks to encourage and enable motivated job-seekers to fulfill their dreams, provide for their families, and become contributing members of their community.



**Grace Lee** has been serving Maryland New Directions since 1999. Prior to her appointment as the Clinical/Executive Director in 2007, Grace served as Program Director and Clinical Counselor. Grace has a Master's degree in Clinical Community Counseling from Johns Hopkins University and is a Maryland State certified Licensed Clinical Professional Counselor (LCPC) and Approved Clinical Supervisor. Maryland New Directions is a 43-year-old nonprofit organization located in Baltimore with a mission to train and coach people facing career and life transitions to overcome barriers, restore self-belief, and acquire the skills and tools needed to secure employment.

Grace completed non-profit leadership training in 2008 through the Harry and Jeanette Weinberg Foundation as a Weinberg Fellow and is a member of The Greater Baltimore Committee (GBC)'s Leadership Class of 2011. Grace has received several awards and recognition for her outstanding nonprofit management and achievements, including The Harry and Jeanette Weinberg Fellow Program Achievement in Management (AIM) Award (2009), World of Difference Award, International Alliance of Women (2011), Bank of America Neighborhood Builders Award (2011), The Daily Record's VIP List, Success by 40 (2011), and Baltimore SmartCEO profile highlight (September, 2012).

## **Round Table: National Service: A Joyful Tool in Your Toolbox**

**Room:** Baltimore/Washington Ballroom

There is great joy that comes with serving others. AmeriCorps programs move communities forward and they serve their members by creating jobs and providing pathways to opportunity for young people entering the workforce. AmeriCorps places thousands of young adults into intensive service positions where they learn valuable work skills, earn money for education, and develop an appreciation for citizenship. It is also a meaningful alternative for baby boomers looking for an encore career. Individuals can also match their passions with an area of need, for example, working with children, building community gardens, and supporting veterans. Learn about how national service prepares individuals of all backgrounds for gainful employment in any sector and helps build careers. Discuss how to help clients navigate which programs are best for gap year, career pivots, and encore careers. Explore how skills gained in national service transfer to the workplace. Hear how

national service can help meet the needs of veterans, refugees, LGBTQ, homeless, and incarcerated populations, persons with disabilities, and at-risk youth.

**Facilitator:** Liz Matthews, Alumni and Employer Team Lead, AmeriCorps VISTA, The Corporation for National and Community Service

**Website URL:** [www.nationalservice.gov/VISTA](http://www.nationalservice.gov/VISTA)



**Liz Matthews** is the AmeriCorps VISTA Alumni and Employer Team Lead with the Corporation for National & Community Service. She was a VISTA volunteer in Lake Charles, LA in the mid-1990's and has carried the skills she developed throughout her many careers that have included public service, a tech start-up, and her own business. She recently completed the NCDCA Career Development Facilitator Training.

## Concurrent Breakout Session 4 (11:15-12:30)

### A Quick and Easy Way to Determine Which Skills Can Bring an Individual Joy as Well as Rewards

**Room:** Maryland State

*1.25 NBCC Clock Hours*

The Motivated Skills card sort is a tool for helping clients determine the difference between skills that bring them joy when used, and skills that will result in job burnout when used too much. It is a quick and easy way to identify areas that are central to personal and career satisfaction and success. Clients use the cards to assess their proficiency and motivation in 51 transferable skill areas. The instrument is culture-free and has been translated into ten languages.

Learn how to administer and interpret the Motivated Skills Card Sort. Know how to guide clients about which transferable skills should be included on their resumes and which should be left off. Leave the session with an assessment instrument that you will be able to use over and over again with dozens of clients.

**Presenter:** Richard Knowdell, Executive Director, Career Development Network

**Website URL:** [www.CareerNetwork.Org](http://www.CareerNetwork.Org)



**Dick Knowdell, MS, NCC, NCCC, CDFI, CMF, NCD A Fellow,** is the author of six career development books and has developed four career assessment instruments that have been translated into ten languages and are used by career development professionals throughout the world. In 1995, President Clinton appointed him to the Board of Examiners for the United States Foreign Service. Dick is a past president of the California Career Development Association and in 2015 received their Life-Time Achievement award. He has trained and certified over 7,000 Job and Career Transition Coaches in Africa, Asia, Europe, Australia and North America.

### Using Technology as a Career Counselor- How to Make Tech Decisions that Serve You and Your Clients

**Private Practice Pathway**

**Room:** Columbia West

*1.25 NBCC Clock Hours*

Webinars, Videos, Social Media, Emails, Websites. There are many different ways to use technology to engage with counseling clients and potential clients. As digital natives enter the workforce, we now have clients that wish to engage and learn about career development using a variety of tools. Counselors and coaches that are excellent in working with clients are often outpaced when compared to experienced marketers/recruiting firms entering the coaching space. Trying to decide on the best types of technology to use as a career counselor or coach is challenging. This session will discuss criteria and best practices in selecting systems and provide

examples of top vendors to engage with clients and promote your services. Attendees will leave ready to evaluate and find the best products for them.

Learn how to do more with technology in a thoughtful way that doesn't overwhelm you. Discover how to use a rubric to evaluate products according to your coaching or counseling purpose and needs.

**Presenter:** Dawna Reeves, Principal- Reeves Career Services Consulting/ Career Coach Johns Hopkins Healthcare System

**Website URL:** [www.dawnareeves.com](http://www.dawnareeves.com)



**Dawna Reeves** is the founder of Reeves Career Services Consulting. She works with individual clients and career services providers to help them reach their goals. Dawna's career began at Southern Methodist University (SMU). There she counseled engineering and computer science students and alumni, as well as helping employers manage their recruiting strategies and campus presence. Dawna was at SMU when the dotcom bubble burst and the telecomm corridor crashed in the early 2000s. She helped many talented engineering and technology professionals find new jobs and careers. She left SMU to lead the career counseling team at the Johns Hopkins University Career Center. Dawna did that for 12 years until leaving to start her own career coaching and consulting business in 2015. Currently, she is a senior consultant with Right Management, a career and talent management organization, as well as serving as the Chief Learning Officer for Intern Bridge. She has chaired the Internship Special Interest Group for the National Society for Experiential Education (NSEE) and the Membership Committee of the National Internship Consortium (NIC).

Over the course of her career, Dawna has spoken to a wide variety of professional organizations, including the National Society for Black Engineers, Theta Tau, and Alpha Kappa Psi business fraternity. Dawna has presented at professional conferences including Eastern Association of Colleges and Employers, Career Counselor Technology Forum, and the National Career Conference on Integrating a Career Culture in Your Institution

## **Jobs, Joy, and All That Jazz: Tips and Tools for a Happier Work/Life**

**Room:** Columbia East

Creating an environment where people feel they can share their opinions and creativity is a perk in most jobs. But, how does one develop techniques to make others want to achieve their potential? How do these motivators do it and what makes them a joy to be around? We'll discuss what joy means to us as individuals, and address the questions: Does it matter to feel "happy" at work? Why, or why not? And the connections between joy, purpose, work, relationships, and success. Researching and practicing joy at work will make us better career development professionals, and our clients will reap the rewards.

Learn how to identify another person's joy and make it work for their benefit. Discover some effective JOY tools to make any work environment better. Hear about how to reinvent our workplaces with tried and true techniques and activities. Become a Joy Agent where you are and watch the fun begin!

**Presenter:** De Jackson, President, CWAP4U

**LinkedIn URL:** [www.linkedin.com/in/de-jackson](http://www.linkedin.com/in/de-jackson)



**De Jackson** is a retired federal employee, where she was known as “The Career Doctor,” counseling and providing career training to 65,000+ employees nationwide within the Social Security Administration. She is President and CEO of Careers With A Purpose 4 U, a Maryland-based business. She has been a GED Counselor for the last ten years as part-time adjunct faculty with Community Colleges of Baltimore County (CCBC). In February 2017, she begins a new CCBC endeavor as a Trainer in Continuing Education. De’s writings on careers and family are featured monthly in the Woodlawn Villager and she maintains a Facebook Career Blog. She is affiliated with MCDA, NCDA and MCA as well as being a member of the Alpha Kappa Alpha Sorority, Inc. She received her BSW in Social Work from Morgan State University and a PR Management Certification from Goucher College. She currently holds the GCDF and DCF certifications as well. De’s motto for the last twenty years has been “Discover your PURPOSE and you will live life abundantly”.

## **Round Table: Finding Your Occupation: Where Purpose and Passion meet in the Field of Career Development**

**Room:** Baltimore/Washington Ballroom

Someone once said, “Your career is what you are paid for and your calling is what you are made for.” Like the rest of the working world, the field of career development is evolving and changing rapidly. Economic challenges impacting organizations, a politically divided nation, and people doing more with less have increased stress and removed joy in our work lives - even for some of us career professionals. We sometimes overlook our own career journey and may experience burnout in the work of helping others develop meaningful work. How do we stay connected to the calling to serve clients in a meaningful way, while maintaining our own motivation? We’ll discuss best practices on how to reflect, refocus, redirect and re-energize our careers through self-reflection about the reasons you chose career development as a profession. Learn how the “helper” can get help for themselves through work-life balance. And identify where you are in your own career journey – how to become your own client

**Facilitator:** Lisa Punter, President, Exceed Consulting Group

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**Lisa Punter** is the President of Exceed Consulting Group, which provides on-site, professional and career development workshops to schools, college/universities, private firms, faith-based and non-profit organizations. Exceed Consulting Group is a former certified Minority Business Enterprise with the State of Maryland and with Baltimore City. With over 20 years in healthcare management, she has transitioned her business acumen into a consulting company. Ms. Punter has worked with Baltimore area organizations such as Education Affiliates, Safeguard Corporation, The Children’s Home, and the Ronald McNair Scholars Program at the University of Maryland, College Park.

## Round Table: Using Real-Time Labor Market Information to Make Informed Career-Driven Decisions

**Room:** Baltimore/Washington Ballroom

Knowing where to find information about occupations and industries estimated to have the most growth is a valuable tool for career coaches and counselors. Find careers in occupations and industries for which employers have the most demand. In this Round Table session, learn how to research where employers are hiring the most in Maryland. View in real time what jobs and industries have the most availability.

**Presenter:** Jones Williams, Bureau of Labor Statistics Programs Administrator, Maryland Department of Labor, Licensing and Regulation (DLLR)

**Jones N. Williams** is a Liberian born naturalized U.S. citizen. Williams initially studied for the Catholic priesthood in St. Kizito's and St. Paul's Catholic seminaries, majoring in philosophy, sociology and cultural anthropology, and has completed graduate education at New York University's (NYU) Wagner Graduate School of Public Service. He has an undergraduate degree in philosophy and a graduate degree in international management with concentration in finance and public policy. Jones has worked extensively in the private, nonprofit and government sectors. He joined the Maryland Department of Labor as a Labor Market Information Manager in early 2011 - late 2014 and is currently the Administrator of the Bureau of Labor Statistics programs at the Maryland Department of Labor. He is also the chief of industry and occupational projections and is the official representative to the US Census Bureau for Maryland as chief information officer. Prior to joining the Maryland Department of Labor, he worked with the Maryland's Department of Human Resources' Family Investment Administration and subsequently as Assistant Salary Administrator/Senior Salary Analyst at the Maryland's Department of Budget and Management.

## Concurrent Breakout Session 5 (2:00-3:15)

### Unmasking Career Shame: Restoring Hope through Coaching

**Room:** Maryland/State

Career Shame presents significant barriers to a positive sense of self; when people feel they are falling short of internal and external expectations, they struggle to see current and future possibilities. Fueled by hidden causes and suppressed emotions, Career Shame hides in the shadows, taunting a person's unfulfilled internal expectations and external comparisons. Current research in the power of positive psychology by Buchanan, Seligman and Peterman, and Hope Theory by Lopez and Snyder provides us with tools and interventions to help clients normalize feelings, open themselves to vulnerability for growth, and build new, hope-filled career pathways. In this interactive workshop, we'll unmask Career Shame and give you an opportunity to put these tools into action and try approaches to find ways that fit within your coaching style

**Presenter:** Denise Riebman, Director, Career Development, George Washington University's Trachtenberg School; [CareerHappinessCoaching.com](http://CareerHappinessCoaching.com)

**Website URL:** [www.CareerHappinessCoaching.com](http://www.CareerHappinessCoaching.com)



**Denise Riebman** is a career development specialist who applies a strength-based, positive psychology framework towards inspiring individuals to find career happiness. Currently the Director of Career Development and Alumni Services at George Washington University's Trachtenberg School, she has spent over 20 years working in the nonprofit and higher education sectors, specializing in career advancement, professional leadership, and community development. Since 2013, Denise has served as the National AmeriCorps Alum Career Coach where she shares career advice through national webinars and a career column. In 2014, she launched [CareerHappinessCoaching.com](http://CareerHappinessCoaching.com) which offers individual coaching, workshops and consulting.

With certifications and training in Positive Psychology, Global Career Development Facilitation, Presence Based Coaching, Federal Careers and Co-Active Coaching, Denise is deeply passionate about motivating people to see their potential and find fulfilling careers that impact the world for positive change. Denise has a PPM from the Muskie School of Public Service, USM.

### Playing Reporter: Injecting Joy into Informational Interviewing

**Room:** Columbia West

*1.25 NBCC Clock Hours*

Informational interviewing is widely held as a best practice in career exploration. Nothing can replace the birds-eye view of people currently involved in a profession, but often clients don't have a good idea of how to conduct a good interview. Too many people ignore information gathering and focus on relationship building, but information gathering is a great way to build a relationship. Solid interviewing skills can open doors, and the career development profession could borrow a page from journalists' playbook to help their clients. Nothing can replace trusted conversations. As career professionals, we need to look hard at the sources of information we disseminate, and advocate for workers to gather their own facts.

We'll take a playful approach to an aspect of career exploration many people dread: informational interviewing. It all begins with curiosity. What is it like to get up at 2 a.m. to bake bread for a living? What does an educational consultant actually do, day-to-day? The presenter, a former journalist turned career coach, will cover the art of crafting good questions, conducting a thoughtful interview that gets you the information you need, and compiling information that truly matters in a career transition. Learn tips for people who are shy about asking for interviews, and discover how to select and develop reliable sources.

**Presenter:** Meredith Tseu, Career Coach, MLT Career Services

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**Meredith Tseu** is a career coach in private practice in Ellicott City, MD, focusing on mid-career transitions. Prior to striking out on her own, she worked as a career counselor at Georgetown University for two years. She holds a Master of Arts in Community Counseling from The George Washington University and is a National Certified Counselor. Before becoming a career development professional, Meredith worked for nearly a decade in journalism, at small dailies in the Midwest and in northern Virginia, and finally as an assistant managing editor at the Gazette Newspapers of Montgomery County, MD. She

also once worked for a newsletter specializing in sewage and still likes to bring it up at cocktail parties. She is not afraid of asking dumb questions, and hopes others will join her in asking more of them.

## Clarity Blockers: Why Your Client Can't Tell You What Brings Them Joy or What They Want

**Room:** Columbia East

*1.25 NBCC Clock Hours*

Ever face a client who couldn't answer the question, "What do you want to do next with your career?" Alison Cardy, author of *Career Grease: How to Get Unstuck and Pivot Your Career*, illustrates the 5 biggest clarity blockers that keep people from accessing their true career desires. Learn how to spot these issues, along with techniques to support clients in moving closer to their desired career direction. Not only will this create more ease in other career professional's work, it will also benefit their clients in moving closer to careers that bring them joy. Hear about coaching tools, frameworks and techniques that she has found to be most effective in her 7+ years in private practice. Discover ways of working more effectively with clients who are "stuck" in terms of knowing what they want to do next.

**Presenter:** Alison Cardy, Career Coach, Cardy Career Coaching

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**Alison Cardy** is a career coach who runs an international career coaching team specializing in guiding people through career changes. Her team's work focuses on that crucial step before job searching: helping you figure out what it is you actually want to be doing with your life. She and her team have guided hundreds of people, in every industry imaginable, to innovative and functional career solutions. Alison is the author of the 5-star rated, bestseller, *Career Grease: How to Get Unstuck and Pivot Your Career*. Her work has been featured on *Monster*, *Forbes*, *The Muse*, *Undercover Recruiter*, and *The Washington Post*. Her home on

the web is at [cardycareercoaching.com](http://cardycareercoaching.com).

## How to Build a Marketing System that Grows your Business and Grows with your Business

### Private Practice Pathway

**Room:** Baltimore/Washington Ballroom

Marketing for career coaches is the strategic function between career development and sales. Learn how to be an entrepreneur to grow your own career coaching business. Build confidence, competence and creativity in your marketing through Career Coach Marketing 101. Learn how to develop a simple plan that incorporates tried and true best practices of marketing, helps you establish an online presence, and that will help you now and as your business develops.

**Presenter:** Tanya Amaya, Metric Marketing Consultant, Diamantegraphix, LLC dba Analytic Design

**Website URL:** [www.analyticdesign.solutions/](http://www.analyticdesign.solutions/)



**Tanya Amaya** is well-known for her strategic imagination in aligning business goals with creative strategy and expression, and has successfully led brand design and marketing engagements for a variety of clients. Ms. Amaya's experience runs across a variety of industries—including technology, healthcare, retail, consumer products and professional services. Committed to elegant solutions and powerfully simple communications, her areas of expertise include sustainable design solutions, logo design, integrated brand identity systems, brand design and strategy, print design, web design, digital media strategy, site architecture, and site marketing.