



# Career Development Network

# NEWSLETTER

**Serving Career Development Professionals Since 1979**

Volume 41, Number 2

Richard Knowdell, Publisher

March/April 2019

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## NETWORK ACTIVITIES IN SUB-SAHARA AFRICA

**Raymond Ayinde**, is the Career Development Network's Africa Manager, based in Nigeria. He can be contacted at [cdnetworkafrica@gmail.com](mailto:cdnetworkafrica@gmail.com)

Raymond is busy promoting the Job & Career Transition Coach Certification workshops in Africa and the Middle East. Raymond has identified the five individuals below as examples of career development leaders who are contributing to our profession in Africa.

### REPUBLIC OF SOUTH AFRICA

**Belinda Janeke**, Head of Career Services, University of the Free State, e-mail: [JanekeB@ufs.ac.za](mailto:JanekeB@ufs.ac.za), Web Site: [www.ufs.ac.za](http://www.ufs.ac.za). Belinda attends the NCDA Global conference and will present at a Roundtable at NCDA 2019 in Houston.

### REPUBLIC OF SOUTH AFRICA

**Elona Hlatshwayo**, Career & Business Coach, e-mail [elona@bizpreneur.co](mailto:elona@bizpreneur.co), Web Site [www.bizpreneur.co](http://www.bizpreneur.co). Elona teaches job seekers how to prepare for a psychometric assessment.

### NIGERIA

**Funmilola Kehinde**, Career Coach at Career with Funmi, e-mail [hello@careerswithfunmi.com](mailto:hello@careerswithfunmi.com), Web Site [www.careerswithfunmi.com](http://www.careerswithfunmi.com) Funmilola teaches the course: *Nine Solid Ways to Land a Job Online*

### GHANA

**Emmaline Datey**, H.R. & Admin. Manager, EIB Network, e-mail [GH.rmativator@gmail.com](mailto:GH.rmativator@gmail.com), web site [www.about.me/emmalinedatey](http://www.about.me/emmalinedatey) Emmaline teaches the course: *How to Design Your Career*

### NIGERIA

**Ndubuisi Ekekwe**, Founder of the Fasmicro Group, e-mail [tekedia@fasmicro.com](mailto:tekedia@fasmicro.com), Web Site [www.tekedia.com](http://www.tekedia.com). Ndubuisi writes that how managing time is key to career development

# TRAINING AND CERTIFICATION WORKSHOPS



## JOB & CAREER TRANSITION COACH CERTIFICATION WORKSHOP

Three-Day Workshop. 22.5 ICF Continuing Coach Education Hours.  
Workshops led by **Rich Feller, Ph.D., LPC, NCC, NCCC, JCTC, JCDC**

- **Houston, Texas.....June 23-24-25, 2019**
- **San Diego, California.....December 9-10-11, 2019**

This workshop can also be conducted in your organization where you will benefit from the addition of team building to learning coaching skills.



## BUSINESS DEVELOPMENT & MARKETING "What they didn't teach us in graduate school"

One-Day Workshop. 7 Continuing Education Hours.  
Led by **Richard Knowdell, MS, NCC, NCCC, CMF, NCDA Fellow**

- **Houston, Texas.....June 22, 2019**
- **San Diego, California.....December 12, 2019**

To register for either or both of the above programs or for more information, contact:  
**Richard Knowdell, Career Development Network, P O Box 611930, San Jose, CA 95161 USA**

**Tel: 408-828-3858, e-Mail [rknowdell@mac.com](mailto:rknowdell@mac.com)**

or go to our web site [www.CareerNetwork.Org](http://www.CareerNetwork.Org)

**Richard Knowdell** filmed a 90-minute webinar on **Building a Private Career Coaching Business**. This film covers the first 90-minutes of the full-day workshop and can give you a head start if you plan to attend the live workshop. For information on the webinar, contact Janet Wall at [careerfacilitator@janetwall.net](mailto:careerfacilitator@janetwall.net). or [www.ceuonestop.com](http://www.ceuonestop.com).



## JOB & CAREER TRANSITION COACH CERTIFICATION WORKSHOPS in ASIA and AUSTRALIA

led by **Timothy Hsi, Ed.D., GCDFI, JCTC, JCDC**

For information on dates and locations, contact:

**Amy Lew: [amy@abundanzconsulting.com](mailto:amy@abundanzconsulting.com)** or

go to: [www.abundanzconsulting.com](http://www.abundanzconsulting.com)

or phone **+65 6513 7721**



## JOB & CAREER TRANSITION COACH CERTIFICATION WORKSHOPS in MIDDLE EAST and NORTH AFRICA (MENA)

led by **Ahmed Mostafa, CDF Master Trainer, JCTC, JCDC**

For the dates and locations, contact:

**[ahmed.mostafa@acdามena.org](mailto:ahmed.mostafa@acdามena.org) or [ahmed@olou.com](mailto:ahmed@olou.com)**

**website: [www.olou.com](http://www.olou.com)**

# SOCIAL MEDIA AND YOUR CAREER



**Melissa A. Venable**, guest edited our Fall 2013 journal special issue on the topic of *Social Media and Career*

*Development* and the Spring 2017 special issue on *Careers and the Internet*.

She is a writer and online education advisor for [Higher-Education.com](http://Higher-Education.com), and an online adjunct instructor for the University of South Florida and Saint Leo University. Contact her as follows:

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## Challenge Your Social Media Status Quo

This New Year isn't so new anymore as the months pick up speed and calendars get full. One result is that my motivation for social media fades. I know I need to keep up, but as my time and energy start to wane, social media ends up on the back burner. If you are like me, it may be time to refresh your approach. Luckily, there are a few small steps we can take to get back on track.

### Set Up a Social Media Schedule

Develop a short list of social media tasks you want to accomplish every day, week, month, etc., and add them to your calendar! Social Media Today [1] provides a sample checklist to get you started. Making decisions in advance about what you'll do and when can take some of the anxiety out of the process.

### Create New Content

Sharing what others share is effective, and easy, but mixing in your own original posts is important, too. Constant Contact [2] created a 30-day content challenge with ideas like "Answer a Question", "Share something funny", "Give a shout out to another organization," and many more. Explore the suggestions and add a few to your schedule.

### Find Some Inspiration

When is the last time you followed new accounts and hashtags? It may be time to add an influx of creativity to your social media feed. Another Social Media Today resource [3] suggests five tools to find inspiration. One tool, Forecast, can help you find new events, while another, Feedly, helps you find new websites and forums.

What will it take to move you from passive to active with your social media accounts? It's absolutely okay to take a break from social media (I even recommend it), but don't stay away too long. Whether you are searching for a job, building a community, or extending the reach of your career office, find a way to jumpstart your social media efforts.

### Resources

[1] Social Media Today. Your Ultimate Social Media Checklist.

<https://bit.ly/2NpnvEs>

[2] Constant Contact. 30 Day Social Media Content Challenge.

<https://conta.cc/2k21rw8>

[3] Social Media Today. 5 Tools for Social Media Content Inspiration.

<https://bit.ly/2BUHEun>

# CONTINUING EDUCATION OPORTUNITIES FOR CAREER PROFESSIONALS

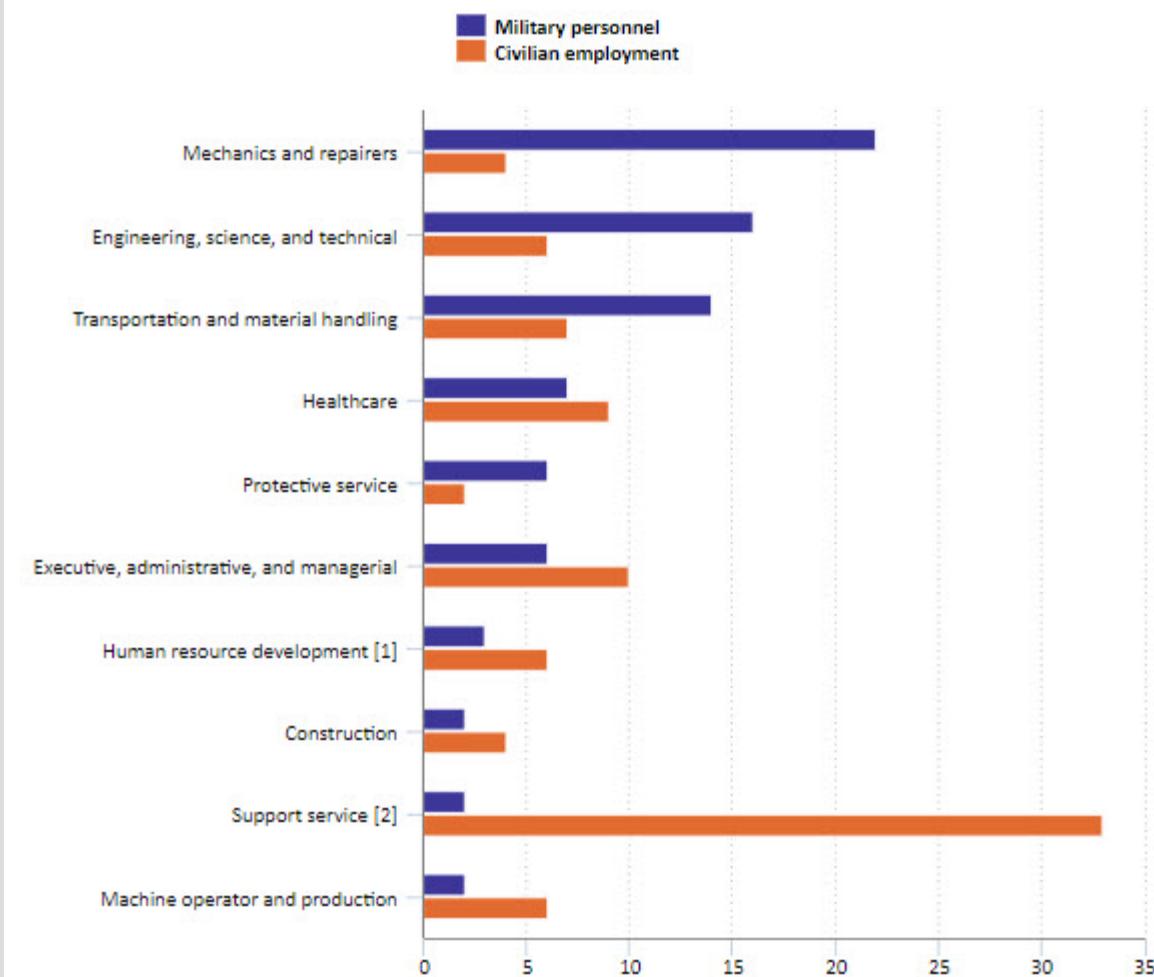


Dr Janet Wall

## Military Occupations and Transition

Approximately 85% of occupations in the military are also found in the civilian world of work. The Bureau of Labor Statistics recently published a comparison of the differences in representation of some occupational fields as is shown below. For example, nearly 35% of the civilian workforce work in support service jobs, far greater than the military while about 18% of the military are working in engineering science and technical jobs, far greater than the civilian workforce.

Percent share of civilian employment and military personnel employment, by selected occupation field, 2017



## CONTINUING EDUCATION OPORTUNITIES FOR CAREER PROFESSIONALS

### Continued

**Janet Wall** is Founder of CEUonestop.com, author of McGraw-Hill's ASVAB books, and former manager of the ASVAB Career Exploration Program. She is an NCDA Fellow and GCDF Instructor. Contact her at [ceuonestop@gmail.com](mailto:ceuonestop@gmail.com) for information.

<https://www.bls.gov/careeroutlook/2018/data-on-display/military-civilian-compare.htm>

Related Professional Development from CEUonestop.com:  
Sarah Minnins, PhD has created an online self-paced course called Veterans' Career Development: Serving Those Who Have Served.

You can earn 9 clock hours toward your career development certifications upon completing this course. <https://ceuonestop.com/product/veterans-career-development-serving-those-who-have-served/>

CEUonestop.com is an official National Board of Certified Counselors (NBCC) approved continuing education provider. As a result, completing any of our online, self-paced courses (<http://www.ceuonestop.com/courses>), live webinars (<http://www.ceuonestop.com/webinars>), or recorded webinars (<http://www.ceuonestop.com/webinar/recordings>) gives you clock hours for such certifications as the NCC, LPC, GCDF, BCC, CWDP, EVGP and CRC. Sign up for the VIP Mailing List offering periodic discounts <http://ee-purl.com/EUz8f>

# SMART JOB SEARCH



**Susan P. Joyce** has been observing the online job search world and teaching online job search skills since 1995. A veteran of the United States Marine Corps and a Visiting Scholar at the MIT Sloan School of Management from 2013 to 2016, she is a two-time layoff graduate who has worked in human resources at Harvard University and in a compensation consulting firm. Since 1998, she has been editor and publisher of [Job-Hunt.org](http://Job-Hunt.org) and chief blogger on [WorkCoachCafe.com](http://WorkCoachCafe.com) since 2011. Follow her on Twitter at [@jobhuntorg](https://twitter.com/jobhuntorg) and on Facebook, LinkedIn, and Google+. She is the author of *How to Find a Job Using Craigslist*. She is co-editor of *New Year, New Job!* Contact her as follows: e-mail: [sjoyce@netability.com](mailto:sjoyce@netability.com)

## Practice Personal Online Reputation Management with LinkedIn

Whether you are in a job search or in career management mode, having up-to-date and well maintained professional online visibility is a necessity today. Recruiters and potential employers expect it of job candidates, and so do members (and potential members) of both your social and your professional networks.

Professionally, when we are considering growing our professional network or looking for someone to help resolve a problem, we search Google. If someone cannot be found in those search results, we typically don't reach out to them (how could we?).

Recruiters work the same way. An August, 2018, a survey by CareerBuilder shows that nearly half (47%) of employers are less likely to contact a job candidate that does not have an online presence, and 20% expect candidate to have an online presence. Both of those numbers will increase in the future.

**Practice Defensive Googling.** For many years, I have recommended that people practice "defensive Googling" – searching Google regularly on their name to see what Google shows people. Search results often show LinkedIn at the top of the first page (if that person or someone with the same name has a LinkedIn profile).

**Build and Maintain a Robust LinkedIn Profile.** LinkedIn is the best starting point for most of us. Google trusts LinkedIn, so it appears high in search results. LinkedIn offers many ways to build a robust presence that can provide substantial information supporting a person's professional identity (a.k.a., "personal brand"). The downside of a LinkedIn presence is that your LinkedIn visibility is limited to your 1st, 2nd, and 3rd level connections, but the upside is the visibility in Google search results.

**Be Carefully Visible on LinkedIn.** LinkedIn offers many options to increase visibility – publish articles on the LinkedIn Pulse blog, "share" good content from others, and "comment" or "like" the information shared by other members.

**The Bottom Line:** Demonstrate your knowledge and professionalism on LinkedIn, and monitor your Google visibility. Keep your LinkedIn Profile up-to-date, and stay carefully and professionally visible on LinkedIn. Don't confuse LinkedIn with Facebook or other less professional social media.

# CAREER RELATED CONFERENCES & MEETINGS

## THAILAND

**March 8-9-10, 2019**  
Job & Career Transition Coach Certification Workshop  
**Bangkok, Thailand**  
[pmalarat@yahoo.com](mailto:pmalarat@yahoo.com)

## USA

**April 5, 2019**  
**Eastern Association of Colleges & Employers**  
Symposium on Emotional Intelligence  
**York College of Pennsylvania, York, PA USA**  
[www.EACE.org](http://www.EACE.org)

## USA

**April 5, 2019**  
Idaho Career Development Association Annual Conference  
Boise, ID USA  
[lance.Kaldor@labor.idaho.gov](mailto:lance.Kaldor@labor.idaho.gov)

## CHINA

**April 26-27-28, 2019**  
Job & Career Transition Coach Certification Workshop  
**Hong Kong, China**  
[www.abundanzconsulting.com](http://www.abundanzconsulting.com)

## UNITED KINGDOM

**April 29 -May 2, 2019**  
What Color is Your Parachute? Institute Training  
Accredited Career Coach Program  
**London, United Kingdom**  
[www.wcipinstitute.com/](http://www.wcipinstitute.com/)

## USA

**May 6-8, 2019**  
National Association of Workforce Development Professionals  
**San Antonio, TX USA**  
[www.NAWDP.org](http://www.NAWDP.org)

## VIETNAM

**May 21-25, 2019**  
Asia Pacific Career Development Association  
Annual Conference  
RMIT University  
**Ho Chi Minh City, VIETNAM**  
[info@AsiaPacificCDA.org](mailto:info@AsiaPacificCDA.org)

## USA

**June 26-27-28-29, 2019**  
National Career Development Association  
Annual Conference  
**Houston, TX USA**  
[www.ncda.org](http://www.ncda.org)

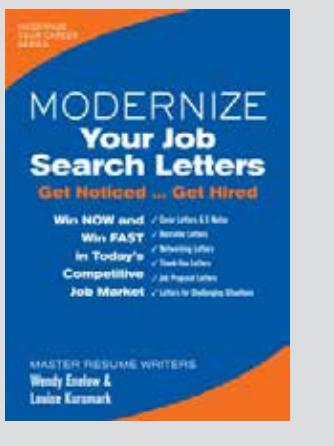
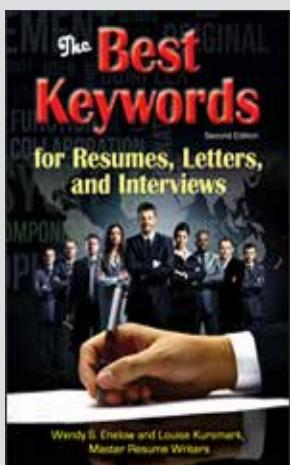
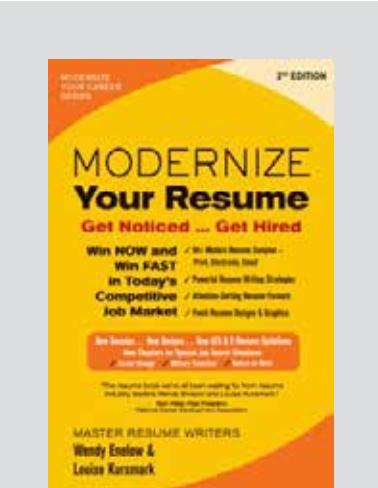
## AUSTRALIA

**September 19-21, 2019**  
Career Development Association of Australia  
National Conference  
Hyatt Hotel  
**Canberra, ACT, AUSTRALIA**  
[www.cdaconference.com.au](http://www.cdaconference.com.au)

# CAREER ASSESSMENT INSTRUMENTS

| ATTRIBUTE                                      | ASSESSMENT INSTRUMENT  |
|--|--|
| <i>Personality</i>                             | <b>MYERS-BRIGGS TYPE INDICATOR (MBTI)</b><br><a href="mailto:custserv@cpp.com">custserv@cpp.com</a>                                      |
| <i>Interests</i>                               | <b>STRONG INTEREST INVENTORY</b><br><a href="mailto:noreen@gsonline.com">noreen@gsonline.com</a>   |
| <i>Values, Skills, Leisure &amp; Interests</i> | <b>KNOWDELL CARD SORTS</b><br><a href="http://www.CareerNetwork.Org">www.CareerNetwork.Org</a>   |
| <i>Aptitudes, Interests &amp; Personality</i>  | <b>YOU SCIENCE</b><br><a href="http://www.youscience.cpm/contact">www.youscience.cpm/contact</a>   |
| <i>Career Exploration</i>                      | <b>WHO YOU ARE MATTERS</b><br><a href="mailto:service@onelifetools.com">service@onelifetools.com</a>                                     |
| <i>Interests, Values &amp; Abilities</i>       | <b>CAREER DECISION-MAKING SYSTEM</b><br><a href="http://www.cdminternet.com/contact/index.jsf">www.cdminternet.com/contact/index.jsf</a> |
| <i>Personality &amp; Work Environment</i>      | <b>SELF-DIRECTED SEARCH</b><br><a href="http://www.parinc.com/support/contactform.aspx">www.parinc.com/support/contactform.aspx</a>      |
| <i>Interests and Ability</i>                   | <b>COPS SYSTEM</b><br><a href="mailto:customerservice@edits.net">customerservice@edits.net</a>   |
| <i>Personality</i>                             | <b>PERSONAL STYLE INDICATOR</b><br><a href="http://www.crgleader.com">www.crgleader.com</a>  |
| <i>Abilities</i>                               | <b>ABILITY EXPLORER</b><br><a href="http://www.jist.com">www.jist.com</a>  |
| <i>Personality</i>                             | <b>PERSONALITY DIMENSIONS</b><br><a href="http://www.career-lifeskills.com">www.career-lifeskills.com</a>                                |
| <i>Interests</i>                               | <b>CAREER INTEREST TEST &amp; REPORT</b><br><a href="http://www.career-planner.com">www.career-planner.com</a>                           |

# ABOUT RESUMES



## A RECOMMENDATION FROM NEWSLETTER PUBLISHER DICK KNOWDELL

There are dozens of resume books on the market.

There are several resume certification courses.

There are even two or three resume writing organizations.

Rather than spending lots of time and energy researching the books, professional organizations and certification programs, I have found that the best way to find out about how to write the best resumes is to go directly to the person who, in my opinion, is the world's expert on resumes - **Wendy Enelow**.

Wendy has an impressive background:

- President - Enelow Enterprises Executive Resume & Career Services, Inc. [www.wendyenelow.com](http://www.wendyenelow.com)
- Founding Executive Director & Board Member Emeritus Career Thought Leaders Consortium
- Founding Executive Director & Board Member Emeritus Resume Writing Academy

If the above background is not enough, Wendy and her co-author, Louise Kursmark have recently founded their own publishing company: **Emerald Career Publishing**. They describe the company as providing:

*Uncommonly Valuable Books, Tools and Resources for Lifelong Career Development.*

Just go to their the Emerald Publishing web site [emerald-career-publishing.myshopify.com](http://emerald-career-publishing.myshopify.com) and check out what they have to offer on these topic:

- Key Words • Cover Letters • Computer & Web Jobs
- Engineer Jobs • Health Care Jobs • Teaching Jobs
- Military to Civilian Jobs • Entrepreneur Jobs

....or you could do what I would do and go directly to the resume expert. Contact her directly at:

**[wendy@wendyenelow.com](mailto:wendy@wendyenelow.com)**  
**434-299-5600**

# NETWORK CONTACTS

## UNITED STATES CONTACTS

|               |                         |              |  |
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|               | Maggi Payment Kirkbride |              | <i>mkpayment@usa.net</i>                       |
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| MAINE         | Jim Peacock             | 207-649-9761 | <i>jimpeacock@peak-careers.com</i>             |
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| MICHIGAN      | Roberta Floyd           | 248-357-2426 | <i>rafloyd1@mac.com</i>                        |
|               | Ken Soper               | 616-698-3125 | <i>kensoper@yahoo.com</i>                      |
| MISSOURI      | Carolyn Thompson        | 573-873-5500 | <i>cbt@trainingsys.com</i>                     |
| NEW MEXICO    | Charles Lehmen          | 505-938-1282 | <i>charlesj.lehman@gmail.com</i>               |
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|               | Kim M. Voyle            | 503-647-2382 | <i>kimvoyle@voyle.com</i>                      |
| PENNSYLVANIA  | George Ponticello       | 412-586-3731 | <i>gponticello@careerdevelopmentcenter.org</i> |
| TEXAS         | Suzy Drapkin            | 512-590-2545 | <i>sdrapkin@careerachievers.com</i>            |
|               | Helen Harkness          | 972-278-4701 | <i>options@career-design.com</i>               |
|               | Kim Thompson            | 832-724-8921 | <i>kmathomp@aol.com</i>                        |
| WASHINGTON DC | Margaret New            | 703-298-2525 | <i>margaret@middleburggroup.com</i>            |

## INTERNATIONAL CONTACTS

|             |                       |                |  |
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| SINGAPORE   | Timothy Hsi           |                | <i>timothy@abundanzenterprise.com</i>  |
| SOUTH KOREA | Eunmee Hwang          | 82.2.3672.7700 | <i>emhwang95@emconsulting.co.kr</i>    |
| VENEZUELA   | Egberto Fernandez     | 58-212-2837471 | <i>egbertof@cantv.net</i>              |

# MEMBERSHIP & NEWSLETTER

## *Contact Information*

### NEWSLETTER CONTENT

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web site: [www.careernetwork.org](http://www.careernetwork.org)

### BOOK REVIEWS

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San Diego CA 92104  
e-mail: [mkpayment@usa.net](mailto:mkpayment@usa.net)

### NETWORK MEMBERSHIP

**NETWORK MEMBERSHIP QUESTIONS**  
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Post Office Box 611930, San Jose, CA 95161-1930 USA  
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Visit the Network web site at: [www.careernetwork.org](http://www.careernetwork.org)

Membership in the Career Development Network  
Includes Six Newsletters and up to four Journals each year

***Membership is now *FREE****

### APPLICATION FORM

#### MEMBERSHIP APPLICATION/RENEWAL FORM

Name: \_\_\_\_\_  
Organization: \_\_\_\_\_  
Address: \_\_\_\_\_  
City: \_\_\_\_\_ State \_\_\_\_\_  
Postal Code: \_\_\_\_\_ Country \_\_\_\_\_  
Phone: \_\_\_\_\_ e-mail: \_\_\_\_\_

Send form or e-mail us with your information:

**Richard Knowdell, Career Development Network.**  
**Post Office Box 611930, San Jose, CA 95161-1930 USA**  
**(408) 828-3858; e-mail: [rknowdell@mac.com](mailto:rknowdell@mac.com).**  
**Network web site: [www.careernetwork.org](http://www.careernetwork.org)**

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