Work In The Time Of COVID-19

The world of work has fundamentally changed in the wake of COVID-19. By current estimates, a third of the world’s population is currently on partial or full lockdown [1]. The resulting disruption to the world’s economies is expected to eliminate the equivalent of 195 million jobs worldwide (i.e., 6.7% of working hours globally) before the end of June [2]. Those who are fortunate enough to retain their employment have been forced to adjust to once unfathomable working conditions. Some are working from home while balancing full-time childcare and crisis education, while others are facing unimaginable realities as essential workers providing service and support on the frontlines. Whatever the circumstances of work during COVID-19, it is likely that it is experienced as complex and challenging.

In this issue, we offer support for these new realities by exploring how to best utilize social media and technology. And in a new column focused on workers, we gain the perspective of a Chinese teacher from Wuhan experiencing this crisis in the U.S.

With wishes for wellness and good health,

Vera V. Chapman, Ph.D.,
Executive Director

Social Media in the Age of Physical Distancing

by Melissa A. Venable, Ph.D., JCTC

Our social media accounts make it easy for us to connect with each other and the world, so it’s probably no surprise that use is up since the coronavirus outbreak [1]. You may find that you are relying on social platforms more than ever to stay connected while staying at home.

I’ve been working remotely for over a decade and in that time social media use has become part of my everyday life. I’ve noticed a change in my use over the past month, however. Likely you’ve also experienced some of the drama, arguments, bullying and misinformation that has become exhausting and sometimes outright stressful. As a result, I’ve been reflecting more on not only what I’m sharing, but also what I’m receiving.

There are three areas in which social media has been a benefit to me so far during isolation and social distancing. These are the areas I’m choosing to focus on moving forward:

1. Getting Local Community Updates: Which restaurants are delivering? Are the parks still open to the public? When is the Governor’s next press conference and where can I watch? These questions are readily answered via social media!

2. Checking in with Friends and Family: These connections are helpful sources of good news, inspiring messages, and commiseration on the changes in our day-to-day lives. Shared pictures of spring gardens and inventive pantry recipes have been welcome breaks in the day.

3. Staying Up To Date at Work: Work carries on and I continue to rely on social media for the latest interviews, reports, and discussions related to online education and career development, including the many changes happening since college campuses have closed. I’m also sharing my related research.

What is helping me reduce frustration and stress is placing limits – both in terms of time spent scrolling feeds and how I filter those feeds. This has meant fine tuning my account preferences and settings, and in some cases “muting” and “unfollowing.” [I even deleted one account altogether a few weeks ago.] I am also following new-to-me accounts and topics that support my three focus areas, which has led to new ideas and opportunities.

Are you also feeling the stress of social media right now? Re-center and focus participation on your objectives. Take some time to refresh your feeds with relevant content and conversations that help you meet your goals.

References:
[1] TechCrunch - Increase in Usage Due to Pandemic https://tcrn.ch/2XENSKq

Additional Resources:
- CNN World – Staying Positive Online During Coronavirus - https://cnn.it/3aigqfv

"Take some time to refresh your feeds with relevant content and conversations that help you meet your goals." - Melissa Venable

Melissa A. Venable, PhD, JCTC guest edited our Fall 2013 journal special issue on 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 – Red Ventures, and an online instructor at Saint Leo University. Contact – email: melissa.a.venable@gmail.com, Twitter: @Melissa_Venable and @TechnologyTwins.
Leveraging LinkedIn for Career While At Home

by Susan P. Joyce, MBA

During the COVID-19 pandemic, most of us have moved the focus of our work to the online environment. This makes our online visibility increasingly important! Now is the time to pay more attention to LinkedIn. In the absence of face-to-face interactions, it truly may be the first impression someone has of us.

Do some competitive analysis: Observe how successful members present themselves in their profiles. What is included in their LinkedIn headline and LinkedIn about section? How have they described their jobs and accomplishments? How many connections do they have? How many followers? Are they active on LinkedIn? Do not copy – learn!

Improve your profile: Focus on identifying and using the keywords appropriate for you in your profile — location, job titles, skills, education, and certifications. Describe your relevant professional accomplishments. Note, “marketing professional” and “finance professional” (etc.) are NOT job titles.

Be active: Also, increase your visibility by being more active on LinkedIn. Share relevant information in “posts,” and make professional comments on others’ posts, focused on your professional visibility.

Grow your LinkedIn network: Because you typically appear in LinkedIn search results only when connected to the searcher (1st, 2nd, or 3rd degree) – unless the searcher is searching for you by name or pays LinkedIn – a small LinkedIn network may negatively impact your visibility during networking and the job search.

Combat this by connecting with people you know, but do not stop there. Grow your LinkedIn network by reaching out to people with customized invitations to connect, personalized to the individual. Also carefully accept connection invitations from people you don’t (yet) know. Fake profiles exist. Be wary of bad grammar and skimpy profiles with fewer than 50 connections.

Be public: Finally, make your profile “public” in your LinkedIn privacy settings so a Google search for your name will show your LinkedIn profile – your best online marketing a credibility-building tool.

Additional Resources:
- Choosing and Using Your Best Keywords - https://bit.ly/2wEWjtU
- 6 Ways to Make Your LinkedIn Profile Stand Out - https://bit.ly/2xYrloC
- 4 LinkedIn Icebreakers (with Sample Messages) - https://bit.ly/2xAcyZH

"Now is the time to pay more attention to LinkedIn. In the absence of face-to-face interactions, it truly may be the first impression someone has of us."

- Susan P. Joyce

With an MBA in IT, Susan P. Joyce, owner and editor of JobHunt.org, has been observing the online job search world and teaching online job search skills since 1995. A USMC veteran and a former MIT Visiting Scholar, Susan is a two-time layoff “graduate” who worked in HR and compensation consulting. Follow Susan at twitter.com/jobhuntorg, facebook.com/JobHuntOrg, and linkedin.com/in/susanjoyce/
Welcome to the new normal. That happened fast! Like so many people, I am learning all about how to coach, counsel, train, and meet virtually. Here are some of my lessons learned that you can use to improve any virtual interaction.

**Content Matters!** Guess what?! If your meetings and trainings weren’t great in person, technology won’t help. Here’s your chance to review your content. Whether you are preparing a training, coach/counseling session, or a meeting agenda, ask yourself – What is my goal? Who is my audience? What do they need today? Make sure your content is clear and useful. Then add up to 50% extra time to your virtual interaction because using technology adds time, especially if you are using break-out rooms, polls, etc.

**Technology Can Connect Us or Get in the Way!** Choose a platform that meets your needs, then learn to use it well (for example, learning how to share your screen and avoiding ‘Zoombombers’ by dis-allowing participants in a public event to share their screens). Prior to each interaction, prepare by uploading slides, creating polls, sending the link so participants can join you, and practice. Log on early to be ready. And, give yourself a break. The technology might get messy, so be patient and do your best.

**Lighting is Everything!** Make sure people can see your face. Place a lamp with a shade in front of you (behind the camera) low enough that it lights your face without causing a shadow. Also, avoid having light behind you.

**Eye Level!** Position your webcam just above your eyes, then tilt your chin down a bit and look slightly up into it. This widens your eyes and defines your jawline. It’s a good look. Try it.

**Listen in Silence!** In the virtual world, listening is silent. Lean in. Nod. Smile. Raise an eyebrow to show interest or curiosity. Give a thumbs up. Just don’t speak. Agreeing verbally – “a-ha…” interesting… hmmmm” – makes sound which can cause the speaker to think you said something or have a question. It can even highlight your video block or put your face in the big screen, thereby removing focus from the speaker. To avoid this, listen actively and silently.

I hope this brings a bit of calm in the storm. Attend our Virtually Excellent Demo to learn more about this topic and consider our Virtually Excellent Programs. As always, it is a joy & honor to be part of your good work.

**Add up to 50% extra time to your virtual interaction because using technology adds time, especially if you are using break-out rooms, polls, etc.**

- Elisabeth Sanders-Park

Elisabeth is a celebrated careers author, speaker, trainer and thought leader. She co-wrote “No One Is Unemployable” and “The 6 Reasons You’ll Get the Job,” was named NCDI’s ‘Career Development Practitioner of the Year,’ has written 80+ widely used tools including soft skills and welfare-to-work curricula, and trained 30,000+ practitioners worldwide. She will keynote APCDA’s 2021 Conference in Singapore. She can be reached at elisabeth@worknetsolutions.com
Introducing Our Young Professionals: Heather Lu-Lasky

by Katie Maguire, M.A., LPC, NCC

While we live in an era of technology, COVID-19 has changed our way of life, connection, and the way we look for jobs. For this article, I am highlighting a young professional who embodies resilience and models how we can best utilize technology during a time of seclusion.

Heather Lu-Lasky is the Founder & CEO of ChampAmerica Inc., a New York based career & workforce development and management consulting firm. In 2001, she finished her undergraduate degree in China and came to the U.S. to pursue a Master’s Degree in business.

As a Chartered Financial Analyst, she dreamed of a career on Wall Street, but was rejected many times over. “After some crushing defeat, I managed to get better at the job search game,” she explained.

While Heather was working in finance and taking a lead role with campus recruiting team, she noticed that there are many who were just like her, struggling to find their way into the professional world. She started coaching and mentoring others, and eventually this passion led her to leave the finance world and starting her own business.

She started ChampAmerica Inc. in 2017, which has since grown into a small but global team. Heather brings to the table strong industry experience and connections. Her international experience makes her keenly aware of the challenges faced by a large group of population in the U.S. – the international students and young professionals who are underserved and often struggle to find their identity.

To learn about Heather’s impact in the career development field, I asked her the following questions:

KM: Who is has inspired you in the career development field?
HL: Brian Hutchinson, the “Global Career Guy,” really elevated my knowledge of the field and the theoretical foundation that I felt I was missing. I am currently taking his “Career Work is Justice Work” course, and it is helping me form a more comprehensive understanding of my role in helping students and young professionals – especially those with an international background.

KM: What advice would you give to young career professionals?
HL: The career development field is full of opportunities. It is especially gratifying if you are passionate about giving back.

"After some crushing defeat, I managed to get better at the job search game.”

- Heather Lu-Lasky

Katie Maguire is a Licensed Professional Counselor (LPC) in Colorado working towards a PhD in Counselor Education and Supervision at Walden University. She serves as an Adjunct Instructor at The University of Colorado Colorado Springs (UCCS) teaching career planning, wellness, resiliency, and emotional intelligence, and career assessment and transition. She has a passion for uplifting young professionals in the career field. She can be reached at Kaitlin.Maguire@waldenu.edu.
**Work in the World:**

Chinese Teacher From Wuhan in the USA

by Brian Hutchison, Ph.D., CCCE, ACF21

Welcome to Work in the World, my new column focusing on workers from around the globe as they build meaningful lives while navigating the 21st Century World-of-work.

Wei (not real name) is a Chinese language teacher and school counselor at a K-12 charter school in a Midwestern city. While the US has only recently reacted to the COVID-19 pandemic, it has been a day-to-day part of Wei’s life since January. Wei, his wife, their two children, and his parents have experienced the crisis firsthand through family and friends who live in Wuhan, China, their home province.

"I feel sad each day because I missed the opportunity to say good-bye to my students." Wei works in an urban charter school where 95% of students are African American, 90% are eligible for free or reduced meals, and many live in dangerous neighborhoods. Earning students’ trust over the past 6 years, particularly as an “outsider”, is a point of personal pride to Wei. Knowing that he is leaving his city for California this summer makes the disruption of these relationships particularly difficult; he is making a career transition in the midst of a crisis.

There are several career phenomena that Wei and his wife experience differently as immigrants to the US. Most notably Wei points to mask culture. Culturally Chinese and other Asian people comfortably conform to wearing masks to protect themselves and others from viruses and pollution. He cannot believe that people react so negatively to mask wearing in the US. When he chose to wear a mask to school, student and faculty response was visible. They literally stepped back when they saw him, assuming he was sick when he was doing it to protect others. His family sees this everywhere in the US, while walking outside or shopping for groceries.

Personal time off (PTO) including sick days and vacations were also difficult to understand and negotiate. Neither he nor his wife felt comfortable with the lack of attention to safety at work including the use of air conditioning systems (that circulate the virus), lack of social distancing early on, and slowness to encourage work from home. Both made the difficult decision to use PTO before their jobs closed for the safety of their family.

Viewing the pandemic through Wei’s dual lens helps career professionals better understand our own biases and awareness gaps. It also reminds us how connected we really are as one global community.

Unpacking Questions:

1. How do you decide if cross cultural information is relevant to your circumstances?
2. During a crisis, how do you “moderate” your personal reactions to maintain appropriate professional interactions with clients?
3. What aspects of your professional career work with clients needs to be examined in response to the COVID-19 crisis?

"Welcome to my new column focusing on workers from around the globe as they build meaningful lives while navigating the 21st Century World-of-work." – Brian Hutchison

Brian Hutchison, PhD, CCCE, ACF21 is a Counseling Professor who focuses on career issues. Also known as Global Career Guy he provides career coaching, counseling, speaking, and consultation focused on globalized work and mental health. Contact – email: globalcareerguy@gmail.com, Twitter and Instagram – eglobalcareerguy.
Free Resources for Career Practitioners During COVID-19

A Selection of Free Resources Found on the Web

**Career Planning Academy Webinar** (Recorded)
Coping and Career in the Time of COVID-19, presented by Brian Hutchison
https://bit.ly/2zIS0tC

**CERIC Article**
‘Doing What We Do Best’: How Career Professionals are Adapting to COVID-19.
https://bit.ly/2XDEJJ1

**CERIC Free Webinar Series** (recorded)
Thriving Through Chaos: How to Manage Your Mental and Emotional Well-Being and Help Your Clients Do the Same.
https://bit.ly/2VsBmLk

**IBISWorld Fast Facts**
IBISWorld presents a collection of fast facts that outline how the spread of COVID-19 (coronavirus) is impacting sectors across the countries where IBISWorld operates, incl. Australia, Canada, Germany, New Zealand, the UK and US.
https://bit.ly/2K83C0g

**ICF Article**
Supporting Clients Through Coronavirus-related Stress.
https://bit.ly/3eIyqgD

**ICF Video Series** (Recorded)
Making the Shift to Virtual Coaching.

**LinkedIn Learning Training Videos**
LinkedIn is offering a selection of free learning paths to help navigate these challenging times.
https://bit.ly/2K37qA0

**Mental Health America Mental Health And COVID-19 - Information And Resources.**
Resources and information for specific populations.
https://bit.ly/2z2rTml

**Mental Health America Webinar** (Recorded)
Building Resiliency to Isolation & Loneliness: How to Increase Our Resiliency During the COVID-19 Crisis
https://bit.ly/3esYqCr

**National Institute of Environmental Health Sciences Fact Sheet**
When Terrible Things Happen. Information about common reactions to traumatic events and recommendations for effective coping strategies.
https://bit.ly/3a6eVAV

**NCDA’s COVID-19 Career and Mental Health Resources**
https://bit.ly/3a8LMFg

**Remote Pathways Remote Work Whitepaper**
Provides a high-level look at the major components of remote work today for those that need to get up to speed quickly.
Job & Career Transition Coach (JCTC) Training & Certification Workshops

Since our founding in 1979, the Career Development Network has provided training seminars and workshops for career development professionals throughout the world. One of our most highly sought-after programs is the 3-day Job and Career Transition Coach (JCTC) certification workshop, which has been attended by over 7,000 career practitioners throughout the world.

The JCTC program includes an overview of the changing nature of work, jobs and careers as well as job search techniques. The central aspect of the program is the structured Knowdell Career Transition Process that has proven successful in assisting adults in moving from one job or career to another. This process is made up of the following elements:

- Knowdell 4-step Transition Process
- Knowdell Assessment Instruments
- Knowdell 5 Coaching Roles

- Knowdell 5 Coaching Questions
- Knowdell Career Development and Job Search Profile
- Coaching practice

Individuals who complete the Career Coach Workshop receive two credentials: The Job and Career Transition Coach (JCTC) credential and the Job and Career Development Coach (JCDC) credential. Each workshop is led by a trained facilitator who understands the local culture and its history. The local facilitator customizes the segment on the changing nature of the “world of work” at the beginning of each JCTC/JCDC workshop and again at the conclusion when presenting the section on resumes, interviewing and salary negotiation. Programs are approved for continuing education hours for counselors by most states.

United States of America
Led by Rich Feller, Ph.D., LPC, NCC, NCCC, JCTC, JCDC and Richard Knowdell, MS, NCC, NCCC, CMF, NCDA Fellow
JCTC training in the USA is now only available through organization sponsorship or group trainings. For more information, contact Richard Knowdell at rknowdell@mac.com or 408-828-5858.

Asia, Australia, & New Zealand
Led by Timothy Hsi, Ed.D., GCDFI, JCTC, JCDC
For information on JCTC training and other workshops in Asia, contact Amy Lew at amy@abundanzconsulting.com or +65-6513 7721.

Middle East & North Africa (MENA)
Led by Ahmed Mostafa, CDF Master Trainer, JCTC, JCDC
Classes are taught in Arabic and English.
For dates and locations in MENA, contact ahmed.mustafa@aadamen.org or ahmed@olou.com. Visit www.alou.com.

We heard your requests and are working on developing virtual JCTC workshop options. We’ll send more information via email soon!
Career-Related Conferences & Meetings

United States

National Association of Workforce Development Professionals Conference – CANCELLED
May 4–6, 2020 | Orlando, Florida, USA
www.NAWDP.org

California Career Development Association Annual Conference
May 8, 2020 | Walnut, CA – CANCELLED
http://www.ccdaweb.org/

Ohio Career Development Association Annual Conference
May 29, 2020 | Columbus, OH – NOW VIRTUAL
https://ocda2020.org/

National Association of Colleges and Employers Conference
June 2–5, 2020 | Minneapolis, MN – CANCELLED
https://www.naceweb.org/conferenceexpo/default.htm

National Career Development Association (NCDA) Global Career Development Conference
June 30 – July 2, 2020 | Minneapolis, MN
http://www.ncdaconference.org/

Eastern Association of Colleges & Employers 2020 Annual Conference – NOW VIRTUAL
August 5–7, 2020 | Baltimore, MD
https://www.eace.org/eace20-attenderegistration

NCDA Career Practitioner Institute
“Practical Techniques and Strategies for Career Development Practitioners”
October 15–16, 2020 | Jersey City, NJ
https://www.ncda.org/aws/NCDA/pt/sp/cpinstitute

Mountain Pacific Association of Colleges & Employers 2020 Annual Conference
December 9–11, 2020 | Tucson, AZ
https://www.mpace.org/

Latvia

International Association of Educational and Vocational Guidance (IAEVG) Conference
October 19–22, 2020 | Riga, Latvia
http://www.iaevgconference2020.lv/

Canada

Cannexus21 – National Career Development Conference
January 25–26, 2021 | Ottowa, Canada
http://cannexus.ca/
# Career Assessment Instruments

## Personality
- **Myers-Briggs Type Indicator (MBTI)**  
  [https://www.myersbriggs.org/](https://www.myersbriggs.org/)
- **YouScience**  
  [http://youscience.com/](http://youscience.com/)
- **Self-Directed Search**  
- **Personal Style Indicator**  
- **Personality Dimensions**  

## Interests
- **Strong Interest Inventory**  
  [https://www.gsconsultants.net/](https://www.gsconsultants.net/)
- **Kuder Career Assessment**  
  [https://www.kuder.com/](https://www.kuder.com/)
- **Knowdell Card Sorts**  
- **YouScience**  
- **Career Decision-Making System**  
  [http://www.cdminternet.com/contact/index.jsf](http://www.cdminternet.com/contact/index.jsf)
- **COPS System**  
  [https://www.edits.net/via/interests/](https://www.edits.net/via/interests/)
- **Career Interest Test & Report**  

## Values
- **Knowdell Card Sorts**  
- **Career Decision-Making System**  
  [http://www.cdminternet.com/contact/index.jsf](http://www.cdminternet.com/contact/index.jsf)
- **Abilities**
  - **Career Decision-Making System**  
    [http://www.cdminternet.com/contact/index.jsf](http://www.cdminternet.com/contact/index.jsf)
  - **COPS System**  
    [https://www.edits.net/via/interests/](https://www.edits.net/via/interests/)
  - **Ability Explorer**  

## Aptitude
- **YouScience**  
- **Knowdell Card Sorts**  

## Leisure
- **Knowdell Card Sorts**  

## Skills
- **Knowdell Card Sorts**  

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**Join Us On LinkedIn**

The Career Development Network now has a LinkedIn Page. For more helpful content related to adult career planning, click here to follow us.
Network Contacts

United States Contacts

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International Contacts

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