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## President's Corner

*With the Minnesota Careers Conference right around the corner, I hope you will mark your calendar and attend this important event!*

*MCDA volunteers have worked tirelessly to bring to you a unique opportunity to hear from nationally-known speakers and to learn from experts in the field. This annual event is not only wonderfully educational, but a fantastic opportunity to network and meet other professionals like yourself.*

*Whether you are new to career development and or are a seasoned professional, this event is one that will leave you energized, refreshed, and excited about your profession. That said, read through this newsletter to learn more about this event, as well as our upcoming roundtable and summer event in June!*

*In MCDA, we are a-movin' and a-shakin' and look forward to seeing you in person soon!*

*– Jennifer Rosand  
MCDA President, 2014-2015*

## 2015 Minnesota Careers Conference Register Today!

Registration is now available online for the 2015 Minnesota Careers Conference: **April 23<sup>rd</sup> and 24<sup>th</sup>**. The conference will be held at the University of Minnesota, Continuing Education & Conference Center in St. Paul.

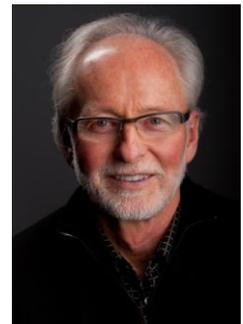
For more information, visit the conference website at <http://mcda.net/events/spring-conference/>

### Keynote Speaker: Friday, April 24

On Friday, April 24<sup>th</sup>, our keynote presenter, **Richard Leider** will address "**Work Reimagined.**"

Our culture offers us precious little guidance on finding our way in midlife and beyond. Part of the problem is that we lack a clear map and guidance for creating a positive and purposeful "What's next?" Based on Richard's bestselling book, ***Life Reimagined: Discovering Your New Life Possibilities***, people will be able to:

- Discover how to find renewed meaning and purpose
- Learn how to blend the essentials of money, medicine and meaning
- Participants will receive a copy of *Life Reimagined* book, *Life Checkup*



Richard holds a Master's Degree in Counseling, and is a Nationally Certified Master Career Counselor. He is a Carlson Executive Education Fellow at the University of Minnesota's Carlson School of Management. He is a Senior Fellow at the University of Minnesota's Center for Spirituality and Healing where he is a founder of The Purpose Project. (CONTINUED)

## MN CAREERS CONFERENCE - FROM PAGE 1

The day-long conference will also include breakout and round table sessions led by professionals in the field on a variety of career-related subjects.

### Professional Development Institutes (PDIs) – Thursday, April 23

The conference starts out on Thursday, April 23<sup>rd</sup> with two half-day Professional Development Institutes (PDIs):

#### **“Resume Rescue: Building Powerful Resumes That Help Clients Land Faster”**

*Presented by Barbara Safani*

During this interactive half-day presentation, participants will:

- Examine key resume writing trends and strategies for building engaging content
- Review eye-catching formatting and design tricks that make resumes pop
- Learn how to extract quality, accomplishment-focused information from any client
- Receive discount coupon for completion of the Resume Writing Academy (ACRW) certification.

Barbara Safani is the owner of Career Solvers, a career management firm specializing in career transition programs.

Barbara has been a career expert for CNN.com, CareerBuilder, and AOL Jobs and she has been quoted extensively in major media outlets including CBS, ABC, FOX, NPR, The New York Times, Fortune Magazine, Smart Money, Oprah, and Cosmopolitan. In addition, she is the recipient of ten Toast of the Resume Industry awards and she is the author of four books on career management and resume writing.

#### **Networking Social**

Immediately following the breakout sessions on Friday afternoon will be a Networking Social. Connect with colleagues and enjoy some delicious hors d'oeuvres and refreshments. Door prizes will be given away, so please join us!

#### **“From Insecurity and Doubt to Hope and Confidence: Guide your clients using innovative tools from an evidence-based, narrative method for career counseling”**

*Presented by Mark Franklin*

The CareerCycles narrative method of practice has demonstrated exciting research results that show significant increases in hope, optimism, resilience, confidence (collectively, “psychological capital”), curiosity & exploration, and personal growth. These increases are correlated with higher career clarity, job satisfaction and job alignment.

This holistic method of practice is grounded in elements of narrative, happenstance, positive psychology and constructivist approaches and has been used with over 3500 diverse clients of all ages and stages. In a dynamic and interactive training featuring role play, demonstration, presentation and time for lively Q & A, you will learn:

- How to listen to stories with a greater understanding, to help clients gather and organize strengths, desires, personal qualities, assets, and influences of others
- How to map what is happening in a narrative session, to guide clients to personalize and own insights from their stories
- How to align clients’ plans with their mindsets so they take inspired action
- Skills and tools to transform a client’s career and life clarification into a succinct ‘Career Statement’
- Ways to link this narrative approach to traditional career counseling, employment advising
- How to apply this framework effectively with a diversity of clients, in a variety of settings

This PDI is partial certification toward CareerCycles’ Level 1 training; participants are eligible for savings when registering.

(PDI CONTINUED ON NEXT PAGE)

**PDI CONTINUED FROM PREVIOUS PAGE**

Mark Franklin, M.Ed.,P.Eng.,CMF, is practice leader and president of CareerCycles, a career management social enterprise. Mark and a team of Associates have helped 3500+ clients across North America become empowered and proactive in their careers and lives. Mark created the CareerCycles evidence-based narrative framework and method of practice, and has trained 300+ professionals in it. Mark hosts Career Buzz radio show, and presents nationally and internationally. He received the Stu Conger Leadership in Career Development Award, holds the Career Management Fellow designation through Institute of Career Certification International and is a Canadian Certified Counselor.

*MAY 20, 2015*

## **Upcoming Round Table: “How to Successfully Work With Recruiters”**

The Minnesota Career Development Association (MCDA) offers monthly Round-table meetings that focus on selected career development topics to help us become better practitioners. Round-tables also serve as a time to network with colleagues working in a variety of sectors.

- **Topic:** “How to Successfully Work with Recruiters” by Tom Colosimo
- **Where:** University of St. Thomas, Opus College of Business
- **Date/Time:** May 20; 6:00pm – 7:30pm

### **RSVP and learn more!**

Irene Rossman - [irene.rossman@cpitwincities.com](mailto:irene.rossman@cpitwincities.com)

**Note:** *You do not need to be a MCDA member to join us! We encourage you to spread the word to your non-MCDA member colleagues.*

*JUNE 5, 2015*

## **New Summer Event! “6 Second to Success: The EQ Advantage”**

*Have you ever wondered why some people with really high IQ’s aren’t always successful when working with others?*

In this session you’ll learn about:

- The fundamental competencies of EQ;
- Why EQ is a “success factor”; and
- How to incorporate this into your own practice when working with clients.

**Presenter:** Jeff Stafford is the owner and founder of Orange Slice Training – a company taking a juicy approach to leadership and learning. As author of the book LEARN2 Lead, Jeff takes an inside out approach to providing leaders with the tools they need to be successful at work – and beyond! His experiences are 100% engaging, lively and inspire people to succeed.

### **Mark Your Calendar!**

Friday, June 5, 2015

9:00 am - 12:00 pm

Southdale Library— Ethel Berry Room

7001 York Ave S

Edina, MN 55443

**Cost:** MCDA Members (\$35); Non-Members (\$40)

## **MCDA Mentor Program**

**Seeking your participation!** If you are interested in being a mentor or mentee next year, please email [MCDAMentor@gmail.com](mailto:MCDAMentor@gmail.com).

Registration forms on available on the Mentor page on the website. We will also have information available at the Minnesota Careers Conference.

## MCDCA Membership Database (AMO)

*Did you know that you can update your profile, renew your membership, and look-up contact information on other MCDCA members? Sign-in to the [MCDCA Membership Database \(AMO\)](#) – it's easy and all right at your fingertips!*

### Overview of the Member Center

The new member center is a central hub for you, as a member, to manage your account information and interact with the association and fellow members. From this area you can update personal information and process online registrations.

### Updating Your Account

Updating your account is easy now! Login to the member center and click on “My Account”. From here you can update all of your personal information. You'll be able to see your membership information here too but only your association can edit that information. Send an email to [minncareerdevelopment@gmail.com](mailto:minncareerdevelopment@gmail.com) with the information you wish to update.

### Updating Your Bio

Update your Bio and add a picture for the member directory! Click on “My Bio” and add a little bit about yourself. This will show up when members are searching for you. Adding a photo and a resume to this page are nice touches! You never know when someone just might want to contact you about a new opportunity.

### Searching the Member Directory

The member directory makes it easy for you to find others in your organization. You can search for them by name, organizations, location and other features. You'll need to reach out to these people directly. Perhaps you'll use one of the social media links on their profile (if they have added them) to get in touch!

### Registering for Events

In your member account you can see any upcoming events and register for them online! Always make sure to login when registering for events because there may be member-specific pricing and then you'll be able to look back on your event history.

### Reviewing Your Events History

We're able to put all of your event registrations in one place so that you can easily track what you have attended. You'll also be able to see if you received any continuing education credits from courses or activities you attended.

### Renewing Your Dues

Membership dues are now completely automated and when renewals come around, you can pay for your membership online. When you login to your account, you'll see how long your membership is good for or if you have any dues that need to be submitted to stay active.

