



# CAREER MOMENTUM

September 2023



## IN THIS ISSUE:

- Message from the CDAA Executive
- Feature Article:  
Member Benefits Overview
- Career Practitioner Profiles:  
Meet The Board!

**CDAA**  
*Current. Connected. Committed.*



## Career Momentum Member Focus Edition

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*By Paula Wischoff Yerama, CCDP  
Career Development Association of Alberta*

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Welcome to our **Member Focus edition** of Career Momentum for September 2023! The first day of fall this year was on September 23, and brought with it the classic burst of colours we love along with some beautiful warm weather in which to enjoy them.

For many of us it's back to work and school after a summer break, but here at CDAA our work continues all year round with the dedicated efforts of our Board of Directors. Like our other provincial counterparts, our organization is guided by board members who volunteer their time and expertise for the betterment and advancement of our profession in Alberta.

In this Member Focus edition of Career Momentum, we wanted to introduce these hardworking individuals to our members who may not have had a chance to meet them in person. We hope their stories and contributions may inspire you to serve on our board someday in the future. Elections take place at our Annual General Meeting.

We hope you're enjoying Career Momentum with its wider distribution and monthly publication schedule. Although our website houses up-to-date information on our association and all things career development related, we thought this issue would also be a good vehicle in which to refresh everyone on the benefits of being or becoming a CDAA member.

If you have received this message as a subscriber, please read on to discover all benefits of membership and consider joining us. We welcome new members!

From the CDAA Board of Directors, Committee Members and Contractors, we wish everyone a spectacular fall season!

A handwritten signature in black ink that reads "Paula". The signature is written in a cursive, flowing style.

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## Member Benefits Overview

### Who are our CDAA members?

Among the many related job titles, CDAA members are those who provide career and employment services either as part of their day to day work or as an additional function. The CDAA welcomes all individuals working in career development or providing career development services; as well as students attending career development, counselling, human resources, coaching, or related fields of study.

Joining our association means becoming a part of more than 300 Alberta and North of 60 career development professionals who stay connected through their professional association. The CDAA provides services and supports to aspiring and practicing career development professionals and seeks to advance the career development profession through strategic outreach and partnership activities.

There are two types of memberships, individual and organizational, each with specific benefits. Visit the [Become a Member](#) page for full descriptions of membership categories, fees and benefits: You can start your membership application online at <https://www.careerdevelopment.ab.ca/joinonline>

### Member benefits associated with the individual, alumni, and professional certified member categories include:

- CDAA membership certificate and lapel pin.
- Member only pricing for all CDAA events.
- Member only pricing for select non-CDAA events.
- Eligibility for discounted professional and commercial general liability insurance.
- Free subscription to CDAA's monthly e-publication, *Career Momentum*.
- Free subscription to CDAA's bi-weekly e-newsletter, *Community Connector*.
- Weekly job posting notifications.
- Opportunity to advertise in the CDAA Career and Employment Services Directory.
- Opportunity to be nominated for CDAA Career Development Awards of Excellence ("Lifetime Membership", "Career Development Practitioner of the Year", or "Volunteer of the Year").
- Access to member only opportunities and resources through the CDAA website and member only emails.
- Access to other CDAA member perks and benefits.
- Promotion of own events/workshops/practitioner resources, free of charge, by providing a direct web link to the CDAA for inclusion in CDAA's bi-weekly e-newsletter, *Community Connector*.

### Organization member benefits include:

- CDAA membership certificate.
- Discounted individual, alumni, and professionally certified membership pricing (15% for small organizations and 20% for large organizations) – organization or employee paid.
- Member only pricing for all CDAA events and select non-CDAA events – for those employees with individual, alumni, and professionally certified memberships.
- Discounted non-member pricing (15% for small organizations and 20% for large organizations) for all CDAA events and select non-CDAA events – for those employees without individual, alumni, and professionally certified memberships.
- Free subscription to CDAA's monthly e-publication, *Career Momentum*.
- Free subscription to CDAA's bi-weekly e-newsletter, *Community Connector*.
- Weekly job posting notifications.
- Opportunity to advertise in the CDAA Career and Employment Services Directory.
- Community Affiliate discount on the per-code fee for up to 1,000 Employment Readiness Scale codes.

## But wait, there's more!

As a member, you have access to other CDAA member perks and benefits, such as:

- Downloadable "proud member" logo badges for use in your personal branding, email signatures, websites, promotional materials and more.
- Downloadable membership card displaying your professional identification and member status.
- A preferred insurance rate for professional and commercial general liability insurance to career development practitioners under the Canadian Counselors Liability Insurance program.
- 5% -12.5% discount at IPP Books on volume orders.
- 30% discount on online courses and webinars delivered through Career Professionals of Canada.
- Discount on the per-code fee for up to 1,000 codes as an ERS Scale Inc. community affiliate.
- Special offers on courses, events, tools and other resources throughout the year that will appear via our member communications. Be sure to opt-in to all CDAA correspondence inside your member profile.
- The ability to enroll, pay fees, register for events, and self-maintain your personal and professional details by keeping your member profile up to date.

Once you become a member, you can visit our [Member Perks](#) page for full details and links to the above benefits.

If you are already a member but haven't visited our site in awhile, you can review all your benefits in detail on our [Members Only](#) page

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## How do I become a member?

- You can apply online for membership on our [Join Online](#) page.
- If you are interested in professional certification, view our [CCDP Application Guide](#).

We look forward to welcoming you as a new member!

## Meet the Board!

Get to know this active and diverse group of dedicated individuals who volunteer their time and talents for the benefit of all CDAA members and subscribers!

Current Board positions include Chairperson, Board Member/Registrar, Treasurer, four Directors from the Calgary region, two Directors from the Edmonton region, and one Director from the Central Alberta region.

In addition to their board responsibilities, several of our board members also serve on various CDAA committees as well as hold full time jobs and/or provide consulting services. Their backgrounds and career paths may differ, but all are united in their passion for and support of the career development profession and our Association.



### **Chair - Javier Vinsome**

Currently a Diversity and Career Advisor for the Chartered Professional Accountants (CPA) Alberta, Javier completed the Career and Academic Advising Certificate through the University of Calgary.

In addition to serving as Chair and Acting Chair with the CDAA for the past three years, Javier also works closely with immigrant-serving associations in Alberta to present career related topics to new Canadians. His professional services include career advice, resume critiques, cover letter reviews, job search, and networking resources to international professionals.

### **Board Member and Registrar - Paula Wischoff Yerama**

Paula accepted her first career development job in 2001 at the Centre for Employment in Olds, Alberta. Over the years she has worked with thousands of individuals including unemployed and underemployed Albertans, youth at risk, WCB and Long Term Disability clients. She also worked with military members and veterans as a Career Transition specialist with the Canadian Forces.

After serving as CDAA Chair for six years, Paula transitioned to the role of Executive Director and began pursuing her interest in fitness. Her current work as a personal trainer allows her the flexibility to continue her deep connection and commitment to the career development field.



### **Director - Bev Lyseng, Edmonton**

With over 25 years experience as a teacher, teacher staffing consultant, university instructor, and high school guidance counsellor, Bev has a passion for lifelong learning and helping others in a career development capacity.

She is an advocate of social and emotional learning, work life integration, and overall well-being. She has served on the Registration, Certification and Standards Committee with the CDAA, which oversees the designation process for CCDPs.

### **Director - Nancy Burford, Edmonton**

A Certified Career Development Professional (CCDP) and Certified Coach Practitioner, Nancy also holds a Certificate in Career Development and a Bachelor of Design in Visual Communications.

As Internship Program Coordinator at The King's University, she coordinates, delivers, and manages the Internship Program within the ENVS Department and is passionate about helping students find purposeful and individual career pathways.



### **Director - Melissa Maschke, Central Alberta**

Melissa owns and operates Key Employment Services, offering career coaching, employment readiness and consulting services for small companies related to human resources.

A CCDP, Melissa also completed studies for a University Certificate in Human Resources and Labour Relations as well as a Business Management diploma.

She is currently working towards a Certificate in Adult Learning, specializing in Workplace Learning.

### **Director - Sharmin Surani, Calgary**

An honors graduate of bachelor's in business administration from University of Wales, Sharmin also holds an MBA from Edinburgh Napier University. She has previously served as a Prairies Skills and Employment board member with Ismaili Council for Canada, and is a certified career development professional specializing in technology related careers.

Sharmin is passionate about how the future of work is changing and encourages being adaptive and resilient to change.



### **Director - Leita Blasetti, Calgary**

A Certified Career Development Professional since 2006, Leita is a Community Liaison with The City of Calgary Youth Employment Centre, and has experience working with youth and persons with disabilities, as well as employers in both urban and rural settings.

Leita is proud to have promoted best practices at conferences in supported employment, and youth employment provincially and nationally.

### **Director - Doreen Upshaw, Calgary**

A Career Coach with Career Connection/ Bow Valley College, Doreen holds a bachelor's degree in Sociology and has also completed the Implicit Career Search Practitioner program with Implicit Solutions.

In her more than 8 years of experience in the career development field, Doreen has worked with people from all cultures, lifestyles, abilities and socio-economic backgrounds.



### **Director - Hoda Kilani, Calgary**

The owner of Right Career Fit, a career coaching practice that helps young adults (ages 14 to 25) and women-in-transition find education/career direction, Hoda also holds a Bachelor of Arts in Public Administration and Political Science, a Master of Education and a Doctor of Education.

Her continued lifelong learning, career and volunteer involvements provide her with up-to-date expertise in educational project design, business experience and continuous improvement processes.

### **Treasurer, Trevor McIlroy**

Trevor holds a Bachelor of Management, Accounting from The University of Lethbridge and is a graduate of CMA Canada's Strategic Leadership Program. He has worked as Cost Accountant for multiple companies and is currently a Senior Accounting Tech with the City of Lethbridge.

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You can get in touch with any of our board members by using the [Member Directory](#) on the CDAA website under the Members Only menu section. You must be logged in as a member to search the directory.