



cdaa
career
development
association
of alberta

Career Momentum

January to February 2010



From the CDAA Board of Directors

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The beginning of a new year is a time not only to look back and reflect on the previous year's successes and challenges but also to focus forward on new opportunities, growth, and areas for change and development. The CDAA Board of Directors and Chapters will be meeting early in the new year to connect and communicate on a variety of strategic priorities and initiatives as well as participate in some visioning activities for the Association on behalf of its members, YOU!

The CDAA has a network of people working on behalf of its members and the profession. We would like to take this opportunity to recognize and thank those who have contributed to the successes of CDAA this past year including the CDAA Committees (Partnerships / Special Projects, Finance, Board Development, Standards and Certification / Registration, Marketing / Communications, and Professional Development / Special Events); the Southern Alberta, Calgary, Central Alberta, Edmonton, Northern Alberta, and North of 60 Chapters of CDAA; the BTT 2009 Planning Committee, Partners, and Sponsors; the Career Momentum Editors; the CDAA Webmaster; the volunteers who have assisted with committee work, and Association functions; and our Administrator / Registrar! It is the commitment and dedication of these committees and individuals that enable CDAA to offer you the services and benefits you enjoy.

We are pleased to announce, that after much work, the new CDAA website is ready to launch. By the time you read this, www.careerdevelopment.ab.ca should have a new look and a variety of new features and functions that will benefit you as a member and as a professional. Ongoing updates and improvements will be made to the website moving forward and your feedback, comments, and suggestions are welcomed and appreciated.

We hope that you all enjoyed a safe and warm holiday season with family and friends and look forward to your involvement as members and volunteers this coming year.

Please direct any comments, questions, suggestions, or feedback regarding CDAA, its services and benefits, or the profession, to the Board of Directors through the CDAA Administrator at admin@careerdevelopment.ab.ca.

Warm regards,

CDAA Board of Directors

Important Update Regarding BTT 2010

Dear CDAA Members, BTT Delegates, Partners, Sponsors, and Supporters:

For 15 years the Building Tomorrow Today (BTT) consultation has contributed to the landscape of the Career Development field and played an integral part in defining the culture of Career Development as a profession. The Career Development Association of Alberta (CDAA), in partnership with various funders has played a key role in planning and implementing BTT for many years. As you may or may not be aware the CDAA has recently assumed sole responsibility and accountability for BTT. What this means is that the CDAA now has full budgetary and planning responsibility and accountability whereas previously it was shared amongst the BTT Partnership Committee. In light of this change, the CDAA has been offered an opportunity to review BTT as a consultation and how it can best serve the Career Development community. BTT has been a consultation by professionals, for professionals; as the field of Career Development grows and changes so do the Career Development Professionals it serves.

Planning and implementing BTT takes considerable financial, human, and time resources. The expenses (venue, presentation / audio visual, food, etc) associated with hosting a professional event such as BTT continue to rise and without guaranteed funding these costs are ultimately assumed by delegates. While minimal registration fee increases are often expected for events such as this, as a Board we were not comfortable with the extent of the registration fee increase necessary to ensure the viability of BTT 2010. Over the next several months the CDAA will be reviewing its Strategic Plan and developing a Strategic Plan for BTT with input from representatives of various delegate groups, organizations, associations, funders, sponsors, and of course CDAA members. In order to ensure that BTT continues to meet the needs of its delegates and remains financially viable it is essential that CDAA take this time to review not only the finances for BTT but also the needs of the delegates and the

Career Development profession. For these reasons the CDAA has decided to postpone BTT 2010 and focus on exploring options for BTT 2011 with your input.

The CDAA Board of Directors is committed to providing its members with professionally relevant and financially viable events. Cost saving measures and opportunities for sponsorship and partnerships have been and will continue to be explored. The BTT 2010 Planning Committee has been diligent in exploring resources, services, and opportunities that will benefit BTT delegates in the future. Excellent work has been done already with respect to developing keynote, plenary, and presenter databases, marketing options, and sponsorship, partnership and advertising opportunities. This work will not be lost.

Regular updates and information will be provided on the CDAA website as well as by email to the BTT delegate database and to CDAA members, in Career Momentum, etc. Work on a BTT survey has been started which you can expect to receive in the coming weeks. Your feedback, comments, thoughts, ideas, and suggestions will provide valuable information to the CDAA Board of Directors regarding future BTT events and is very much appreciated.

While this decision was very difficult to make we trust that you understand as the planners and organizers of BTT we have your best interests, as delegates, in mind and that we are working professionally and fiscally on your behalf.

Please direct any questions regarding this notice to the CDAA Board of Directors through the CDAA Administrator at admin@careerdevelopment.ab.ca.

Respectfully,
CDAA Board of Directors

Professional Development Opportunity

CDDA would like to invite anyone interested to participate in this exciting professional development opportunity, offered jointly in Edmonton and Calgary:

Workshop Title: **Career Development in Organizations**
Presenters: **Dr. Roberta Neault**, PhD, CCC, RRP, GCDFi, CCDP and
Deirdre Pickerell, MEd, CHRP, GCDFi

Calgary:
Thursday, March 18, 2010
9:00 AM – 4:00 PM
Holiday Inn
4206 Macleod Trail South
Calgary, AB

Edmonton:
Friday, March 19, 2010
9:00 AM – 4:00 PM
Chateau Louis Hotel and Conference Center,
11727 Kingsway Avenue,
Edmonton, AB T5G 3A1

An official Eventbrite invitation will be sent to all members in the near future with the pricing details and registration information. Members can also check out the website www.careerdevelopment.ab.ca for more information as it becomes available.

Employees who have no sense of future with their employer are vulnerable to external opportunities. Those who are not satisfied in their jobs (more than 50% of the population) can become negative resulting in toxic work environments. Career Development Practitioners are uniquely poised to assist employers and employees to build a career development culture – a workplace that supports the active management and ongoing development of careers – improving employee retention and engagement, and managing talent at all levels. Yet, many practitioners aren't sure how to position themselves to work within organizations or support individuals who are currently working. While HR professionals are well-situated within the workplace, most don't have specific training in career development. The result is a gap – who are employers and workers to turn to for support in managing their careers or designing and launching workplace based career development services?

Join **Roberta Neault** and **Deirdre Pickerell**, award winning professionals and experienced corporate career management consultants, in exploring career development within organizations. Discover the benefits, to employees and employers alike, of good career fit; examine how to reposition your own careers if this kind of work sounds like a good fit for you; and discuss how to support employers and employees during shifts in economic conditions.

During this 1-day session participants will gain an awareness of the:

- Language used to define their work (e.g., career management, career development)
- Similarities and differences between HR Professionals and Career Development Practitioners
- Roles they can play within organizations and how to reposition their careers to fill those roles
- Ways they can support employers to understand, and begin to build, a career development culture within the workplace
- Links between effective career management and employee engagement
- Importance of coaching clients about how to look for organizations that support career development
- Essential steps for conducting an organizational needs analysis as a foundation for customizing career development programs and services

6th Annual Aviation Alberta Conference and Trade Show Looks to the Past, Envisions the Future

By: Michelle Stirling-Anosh, Ponoka Employment Services

Alberta Aviation hosted its 6th Annual Conference & Trade Show Nov 5-7, 2009 at the Executive Royal Inn in Nisku-Leduc, to great success. The theme was “Celebrating 100 Years of Flight in Canada...and Looking to the Future”, and there were lots of both.

Some 100 delegates from aerospace, aviation and defence industries and government agencies, mostly Albertan, gathered to share information, review progress in leading edge industries, and to enjoy a deep appreciation for the exceptional contribution Canadians have made to the field of aviation.

Alberta Finance and Enterprise Minister, the Honorable Iris Evans kicked off the events by reminding participants of the significant economic contribution the aerospace and defence sector makes to Alberta every year. Her comments included: “Aviation, aerospace and defence in Alberta is contributing \$1.3 billion to the economy, 40% of production is destined to export markets and there are over 170 companies that employ some 5,000 workers.”

The Minister noted that aviation, aerospace and defence have been identified as targeted growth sectors. She went on to illustrate why, with a ‘cluster map of the province showing the geographic location and color coded type of sector participant (i.e. manufacturer, service provider, military base, etc.) <http://www.alberta-canada.com/industries/873.html>. Swinging her arm about in a giant circle encompassing Alberta, Saskatchewan and the North West Territories she noted that “...”67% of all developable (developable, not developed) resources in the world are within this target area – a veritable smorgasbord of energy and commodities.” Minister Evans was optimistic in her projections for the industry, stating that this is the ‘heartland of the future’. Alberta has the potential to be a global leader using a combination of aerospace and defence industries to maximize the adjacent resources and our inherent cultural stability – summed up in a phrase, “We’re safe...and in a perfect geographical position.”

As most Canadians know, but take for granted, aviation and aerospace provide the tools that allow for the pinpointing and subsequent development of these resources as most are in remote locations with little or no infrastructure access.

While most Canadians think of aviation and aerospace as being about flight or transportation alone, there are many spin-offs – the more exotic being associated with robotics and space electronics. These, in turn have many contemporary and consumer or manufacturer applications (i.e. GPS, I-robot home vacuums, robotic manufacturing processes, or automation of difficult, dirty operations). However, look at the associated spin-off industries of aviation, including: global tourism; car rentals; hospitality; support services (parts/supply/catering/security); and general industrial development, to name a few businesses that would not exist without the tools and needs of aviation.

Alberta’s commitment to the future was mirrored in a later presentation on the work of the Canadian Centre for Unmanned Vehicle Systems, located in Medicine Hat. The Centre is lead by Dewar Donnithorne-Tait, an affable global robotics (unmanned vehicles) expert with a long list of credits to his name – but most importantly he enthusiastically expressed his vision of the future applications of unmanned vehicles.

These might range from examples like the big unmanned mining trucks that presently drive across the almost empty Australian outback, fitted with sensors that specifically keep them from running over any people who might be around. He suggested applying that robotics/sensory technology to cars, to keep us from having collisions. Or more extraordinary, he proposed the idea of a robotic aide to help seniors manage as our boomers age and the labour force dries up.

In keeping with the theme of the show, the special lunch guest was Edmonton filmmaker Michael Jorgenson’s presentation of “Hitler’s Stealth Fighter” – documenting his amazing discovery of the carcass

Aviation Alberta Conference & Trade Show – Continued...

of a Horton 229, stored in a US Air Force warehouse. Unbelievably, this was a wooden stealth fighter designed and built by the Horton brothers for the Nazi's in the hope of breaching England's 'invincible' home chain radar command <http://www.mythmerchantfilms.com/> .

The gripping story followed the aerospace experts at Norththrup Grummon as they built a replica model (non-flight) to put the plane up on their test pedestal and see what its stealth capacity would be. The film brought home just how close the Allies came to losing World War II and how significant a role technology played, on both sides. Liam O'Connell of the Red Deer Airport was another presenter who spoke on Small Airports Strategy and emphasized the economic benefits that local airports bring to communities. He invited airports, users and municipalities to work with Alberta Aviation in making a case for maintenance and upgrading funding, particularly in these difficult economic times.

Subsequently, at the evening dinner, guests were transported back 100 years through Canadian aviation history, as lively and entertaining keynote speaker Stephane Guevremont presented a stunning visual display and commentary on our aviation heritage. His vibrant commentary on our successes was punctuated by repeated questions "Did we celebrate that success? No! We sold it...disbanded it...fired them...etc."

The number of global aviation firsts in Canadian history is extraordinary and virtually unknown. Apparently even today, many foreign aerospace engineering projects are lead by Canadians, the best and the brightest who can't find a place for their excellence at home, something Aviation Alberta and the Alberta government are striving to change.

Guevremont's historic summary program notes state "during World War II Canada, as part of the British Commonwealth Air Training Plan (BCATP) set up 100 new aerodromes and 107 training schools in just 4 years – allowing some 131,500 aircrews from 11 nations to be trained and sent overseas to win the war." As we look to Remembrance Day, consider the impact of our 'lots of space to crash' (as Guervremont put it) in teaching hoards of young men how to fly and how that tipped the balance of World War II.

In looking back, Aviation Alberta posthumously awarded northern bush pilot Wop May with the prestigious Jack & Molly Reilly award for outstanding contributions to aviation by an Albertan, accepted by his son, Denny May. In looking forward, 12 year old pilot Jeremy Sam ("Flyboy") of Spruce Grove was recognized for his joyful entrance into the world of flight.

Future challenges were addressed in the conference too – particularly that of skilled workers. Aviation is such a part of the fabric of Canada's past development, and its future position on the global scene, it is imperative that young people learn of our aviation history, and explore the broad diversity of career options offered in aviation, aerospace, defence and security – all of which are related industries, and all of which are growth industries in this province.

Aviation Alberta offers the public a newly redesigned website with information on: companies engaged in aerospace, aviation and defence; education and training information and scholarship opportunities; and for history buffs, a section on Alberta's aviation heritage, with several links. <http://www.aviationalberta.com/>

For more information on Aviation Alberta and how to join, contact Czndhi Lou at:

czndhi@aviationalberta.com

<http://ca.mc580.mail.yahoo.com/mc/compose?to=czndhi@aviationalberta.com>

Telephone: 1-780-756-4450 Fax: 1-780-756-2172

For more information on the CCUVS and robotics in Alberta, see <http://www.ccuvs.com/>

Working the Web

By: Victoria (Vicky) Driver - Career Practitioner, Calgary Board of Education

The Year is New and according to the economists that economy and job market will improve albeit slowly. That is a general comment about Canada and that means Alberta may be better or worse depending on the work sector.

The media keeps publishing articles that predict severe shortages in Trades and Technology. Unfortunately if students, workers or parents engage in career planning research they may find many articles that paint a different picture and worse many industry web sites with outdated stats. I was very disappointed to discover that one important site includes old information and even more surprised because it includes information about the World Skills competition that took place in Calgary in September 2009. <http://www.careersintrades.ca/>. The stats that are cited go back to 2001 in one article and my concern is that someone could conclude information that is so outdated may not be valid nine years later.

An article, in the December issue of Canadian Living, about the 10 hot career paths in Canada was also challenged by some readers as being inaccurate for their province. The author included some web links with statistics that are woefully out of date and did not add any qualifying statements or information. Here is the web link to the article:

http://www.canadianliving.com/life/work_and_money/canadas_10_hottest_jobs_skilled_trades_pharmacist_finance_dental_hygienist_and_more.php

My comment about web resources with outdated stats includes Job Futures <http://www.jobfutures.ca/en/home.shtml>. It was last updated in March 2007 and that likely means the stats were gathered in 2006. Career Practitioners know that each province publishes their own LMI but I am not sure that the general public knows that. Here is the link to every province from the Federal site <http://www.labourmarketinformation.ca/standard.aspx?ppid=57&lcode=E>

The career planner also has to understand what is hot and what is not varies by province. Some types of work such as automobile manufacturing barely exist outside Ontario. There is more manufacturing in Alberta than one might think. The concentration may be on products for the Oil and Gas sector but not exclusively. There are some internationally renowned ICT companies that originated in Calgary including Smart Technologies <http://smarttech.com/> and of course all **Dragon** fans know that Arlene Dickinson is a Calgary Girl who founded Venture Communications. This is an article:

http://www.canadianbusiness.com/entrepreneur/financing/article.jsp?content=20070928_095516_6208. My point is that the Alberta Work place includes many opportunities outside the O & G sector if one knows how to find them.

Here are links to some recent articles printed (or reprinted) in the Calgary Herald:

- <http://www.apprenticesearch.com/images/uploadimage/link/pages.asp?pageid=298&Title=SkilledTradesShortageFaredDespiteDownturn>
- This link includes a quote from our own Elizabeth Mehrer from Calgary Economic Development <http://www.immigration.ca/news-oct09-expecting.asp>
- **Calgary Economic Development** <http://www.calgaryeconomicdevelopment.com/>

New ALIS Resources

By: Brenda Jorgensen, Editor Career and Workplace Resources, Alberta Employment & Immigration

Career and Workplace Resources Catalogue available mid-January

This annual catalogue features publications and posters produced by the Career and Workplace Resources branch of Alberta Employment and Immigration. Topics covered include career planning, the workplace, human resource strategies for employers, and the labour market. The catalogue includes a list of resources authorized by Alberta Education, as well as an index that cross-references publications by topic and audience. To order your free copy (available mid-January), visit <http://www.alis.alberta.ca/publications>.

Watch for these new publications coming Spring 2010:

- **Easy Reading Job Profiles**, a series of 24 occupations written at a Grade 2 to 3 level for adults with low literacy skills. It includes an accompanying dictionary and a guide for career advisors and tutors.
- **Why Study Poster Series**, a four-poster series that helps students make the link between studying core high school subjects—Biology, Chemistry, English and Math—and future career options. Each poster includes a list of related occupations.

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Sign up at <http://www.alis.alberta.ca/rss>.

Ignite Your Passion – Speaker Feedback

By: Ann Nakaska - 2009 Ignite Your Passion Committee Chair

First, I would like to thank Laura Trettwer for taking on the very time consuming task of compiling all the speaker feedback for the Ignite Your Passion conference. She has created a very complete and detailed feedback summary sheet for each of our three professional panel members. I will be sending this information on to each of our speakers for their own personal and professional information. I would like to share a brief summary of this information with the CDAA members on how each of our professional speakers was viewed by the delegates of the 2009 Ignite Your Passion Conference.

Dr. Nancy Arthur:

Relevance to our Career Development Needs

Of the 87 feedback sheets that were completed and returned, over 85% of the delegates said that Nancy's discussion on culture and career development was very relevant to their professional development needs and rated her as 8 or higher out of a possible score of 10. In fact, 34% rated her perfect 10.

Well Presented

86% of our delegates felt that Nancy had presented her topic in an organized and informative manner. Delegates commented on Nancy's presentation calling it very informative and thought provoking. Others shared how she provided excellent information in showing how one's cultural perspective can influence a person's decision-making and judgment. While the majority of comments were overwhelmingly positive there was the odd comment from delegates who felt the presentation style was a bit too academic. Overall, delegates felt that Nancy presented a very informative and practical topic, they found the case study of Rosa very helpful, and that the presentation time was far too short.

Dr. Norm Admundson:

Relevance to our Career Development Needs

Over 69% felt that Norm's discussion of metaphors was relevant to their career work and rated him an 8 or higher. As metaphors are a constructivist approach to career development that require more time and discussion with clients, many practitioners may find that this approach takes more time than they have to offer clients in this time pressured world of work.

Well Presented

While not everyone could relate to using metaphors in their work, well over 80% felt that Norm gave an interesting and creative presentation. They found his information new and exciting and had never thought of using metaphors in their day to day work with clients. They liked the information and many wished there had been far more time for interactive exercises using metaphors. I agree, I find this to be a very new and rich field of career development using a very simple constructivist technique and like many who attended the conference, I am awaiting Norm's new book. While many of us enjoyed Norm's presentation there were those who felt it was not relevant to their needs in the work that they do with their clients demonstrating how we need many different tools to help our clients in a variety of ways.

Ignite Your Passion Speaker Feedback – Continued...

Dr. Roberta Neault:

Relevance to our Career Development Needs

Roberta received an overwhelming 93% rating of 8 or higher for her topic relevance. Of the 78 forms that were filled out the vast majority felt that Roberta was an engaging and energetic speaker. Delegates loved her sense of humour and found her to be very passionate about her topic material, the ten C's of career development.

Well Presented

A whopping 97% of delegates who completed our feedback forms said that Roberta had done an excellent job of presenting her topic. I too found Roberta to be humorous, engaging and passionate and was thrilled to have the opportunity to hear her speak and it is no wonder that Steve Elman (a member of the 2007 and 2008 Ignite Your Passion committee team) has spoken so highly of Roberta. He is her number one fan.

I would like to officially thank our three professional panel members – Nancy, Norm and Roberta for being so open to trying a different format for the Ignite Your Passion Conference and for educating and informing us with their combined wealth of knowledge.

It is important to remember that each of these speakers has made their own unique contributions to the field of career development. Just as all of us have our unique talents that we add to the profession, each of these speakers has worked hard on researching and expanding the field of career development. On behalf of the Ignite Your Passion Conference Committee and the CDAA, we would like to thank all three for sharing their wisdom, their knowledge and their expertise with us and for taking the time and making such a difference in the field of career development. You inspire us and role model to all of us what this profession is all about.

Did You Know?

Career Momentum Editors Invite Your Ideas and Submissions!

Career Momentum is YOUR newsletter!

The expertise of CDAA members spans the spectrum of the career development field within the province and beyond. Is your niche or interest being represented? The entire membership would benefit from information, awareness, and insight about the issues, trends, events and new developments in your representative fields.

Pass on your ideas for articles, or submit one! See the CDAA website for submission guidelines.

Cheryl Côté, CCDP CLSC
Carolyn Jonsson, CCDP CDC

Send Comments/Submissions to:
momentumeditor@careerdevelopment.ab.ca



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