

FOCUS

On Career Development



Fall, 2009

Newsletter of the
Puget Sound Career
Development Association

Join Us for these Special Events

"How to Plan for a Good Life"

with: Sarah van Gelder

Editor and Co-founder of Yes Magazine.



Sara's life, the magazine she edits, and her talk will set the tone for the PSCDA 2009-10 year: How to have a happy, successful and sustainable life in today's turbulent times. Interacting with her will help us with our own life's goals as well as help us to

Wednesday, October 7th

Mercer Island Community Center

Networking begins at 6:30pm and the presentation starts at 7:30pm.

help our clients.

Would you like to get inspired by reading about stories that about what can be accomplished in our community and in our economy? The stories and ideas from Yes Magazine provide nourishment fir imbibing in a life of meaning and reward. They are published quarterly in

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"Working with Clients on a Long-Distance Job Search"

with: Linda Panter



Linda has been a career consultant since 1996, after she obtained her Master's Degree in Psychology Counseling. She currently is a Licensed Professional Counselor, and teaches Career Counseling and Development at her alma mater, Regis

Thursday, November 5th

Telemeeting beginning at 7:30

Email Terry Pile for the phone # and pin at terryp@careeradvisorsonline.com. Long distance rates apply unless you use your cell.

University.

Upon graduation, she established a career center for a health organization consisting of three major hospitals. Linda eventually accepted a full time position at the Career Center at Regis. Three years later, she developed her

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"The Work You Were Born To Do: How To Help It Find You"

with: Dan Keusal, M.S., LMFT



"To feel that what we do is right for ourselves and good for the world at exactly the same time is one of the great triumphs of human existence."

(David Whyte, Crossing The Unknown Sea: Work As A Pilgrimage of Identity)

The quest for meaningful and rewarding

Thursday, December 3rd

Mercer Island Community Center

Networking begins at 6:30pm and the presentation starts at 7:30pm.

work can be conceived of as having two stages: identifying and finding the type of work that suits your natural gifts, and then attending to the issues that arise as you step into that work. However, it turns out that these two seemingly separate processes may go hand in hand—addressing the issues helps you find the right

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Join Us at An Upcoming Event:

Directions to the Mercer Island Community Center

**8236 SE 24th Street
Mercer Island, WA 98040**

I-90 Eastbound from Seattle: take exit #7A, 77th Ave SE. Turn left across the freeway. At stop sign turn right onto North Mercer Way. Go one long block to the stop light. Go straight though the stop light. Turn left onto 81st Avenue SE. Turn right onto SE 24th Street. The Community Center is two blocks up on your left.

I-90 Westbound from Bellevue: take exit #7, Island Crest Way. Continue straight ahead. Turn right on 81st Avenue SE. Turn right on SE 24th Street. The Community Center is two blocks up on your left.



"PSCDA continues to function as a vital organization that promotes the personal and professional growth of those who participate."

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For new subscriptions or to cancel, contact the PSCDA Focus editor at billygreg@gmail.com or

PMB 345
227 Bellevue Way NE
Bellevue WA 98004



From the President

Tom Washington

I will always be thankful to Jan Reha, Kay Bell, Bill Gregory, and Cal Crow

for creating PSCDA. It required a powerful idea that inspired others to catch the vision. As one who attended those early meetings and voted for the acceptance of the by-laws, it was truly an exciting beginning. Now, as we start our 24th year, I would like to invite our members, past members, those who have attended meetings, and those who somehow got on our email list, to consider the value of this organization.

PSCDA continues to function as a vital organization that promotes the personal and professional growth of those who participate. In this issue, Terry Pile has provided an excellent list of the benefits of membership. I've experienced each one of them. Prior to joining PSCDA in 1986, I had been a member of a national organization that had a special interest group for career professionals. I attended several times, but I knew it was not what I was looking for. Then I attended my first PSCDA meeting. Immediately I realized I had found a home. The people were right, the purpose was right. Everything about it seemed right. Now, 24 years later it still seems right.

I would like to invite everyone who got this newsletter to attend a meeting. As always, we've attracted outstanding speakers with topics of interest to anyone in the career profession.

The Beginning and Fulfillment of a Dream

By Jan Reha

The following comes from a history of PSCDA produced in 1996, representing the first ten years of PSCDA. Each president wrote about his or her year as president. Jan Reha wrote about the founding of PSCDA and its first two years. It has been slightly edited to reduce its length, while maintaining its essence.

In the beginning there was Jan and Kay. Great things spring from great ideas. The ideas which sprang from those two have certainly had an impact on those of us who

PSCDA consists of those who are dedicated to the field of career development as well as those who are seeking to enter this field. All are welcome. You will meet some really friendly committed people who would like to get to know you. No matter how good our speakers are, you will not be equally interested in every topic. Several times I've attended a meeting simply because I like being with my friends and those who will become friends. We've been kicked out of our meeting place because folks just kept talking. I'm sure a lot of the conversation was just friends bringing each other up to date. The reality is we just like each other and we are very welcoming to those who visit us.

As an organization we try to learn from our members. They've told us that with their busy lives it's hard getting to meetings. We listened. This year we will hold three meetings at Mercer View, one meeting on a Saturday morning, one dinner meeting held at a restaurant, and two telemeetings with two excellent speakers. We will once again hold a May workshop covering timely topics. So, we've reduced the total number of meetings, made it possible to attend two of them in a bathrobe, and included an early spring Saturday morning meeting.

Elsewhere in this newsletter we have included a description of the founding of PSCDA. Jan Reha, the one with the big idea that caught on, described the founding of PSCDA and its first two years. I think you'll enjoy Jan's story.

have come to value and even cherish the friendships which have developed through PSCDA, as well as the interesting and useful ideas we extract from our speakers and from one another. The idea of a forum for counselors started in one mind, sparked ideas in another, and then was passed along. Let's learn how this took place.

1985-1987

I was sitting alone in my office waiting for the telephone to ring, feeling anxious

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Sarah van Gelder continued from page 1

the magazine, and all but those of the current quarter are archived and available at their web site: www.yesmagazine.org.

As co-founder and executive editor of YES!, Sarah leads the framing and development of each issue of YES! and writes a column introducing each issue. Sarah blogs at YES!, and Huffington Post, writes articles and does interviews for YES! magazine, and speaks on leading-edge innovations that show that another world is not only possible, it is being created. Topics she has covered include the new econ-

omy, solutions to climate change, alternatives to prisons, food, water, nuclear disarmament and active peacemaking, education for a better world, beyond the superpower, happiness, and many more. As part of her community involvement, Sarah volunteers on the Port Madison Reservation where she lives, working with the Suquamish Tribe on enhancing the quality of life for all area residents. She is co-founder of Suquamish Olalla Neighbors where she co-led a statewide effort to return the home of Chief Seattle to the

Suquamish Tribe. She is also a member of the board of directors of the tribally-chartered Suquamish Foundation. Sarah has traveled and lived in Latin America, India, China, and Central America. She was a founding board member and resident of Winslow Cohousing, and previously was a television and radio producer, a community organizer, a classical Indian dancer, and founder of a cooperative of food co-ops that linked organic farmers to urban markets. She has two young adult children.

Linda Panter continued from page 1

own private practice, wherein she became an adjunct faculty member, private career coach, expert witness in career related judicial matters, and a career consultant for REA Career Services.

REA serves partners and spouses of people who are relocating due to a transfer or recruitment by a major corporation. Linda was promoted to a supervisor at the end of her first year with REA, and again to a regional manager after her second year on staff. She continues to serve in

this capacity, with over 20 career consultants throughout the US reporting directly or indirectly to her.

Linda has volunteered services to teens-at-risk as well as to Hispanic Women's Organizations, and has maintained her status as a Master Career Counselor for over 7 years. She is qualified and certified in the interpretation of the MBTI, and certified by CPP in the interpretation of the SII.



Dan Keusal continued from page 1

work, just as much as finding the right work reveals those issues that need attention.

In this presentation, we'll explore this paradox using an often-ignored yet extraordinarily insightful tool: astrology. We'll see how astrology can help you identify the parts of yourself you'll need to develop before the work you were born to do finds you. We'll also look at how astrology helps you place the quest for meaningful work in the context of the rest of your life journey—relationships, creativity, spirituality, money, and more.

Finally, we'll look at how astrology can help those people who weren't "born to do" anything, but still need to earn a living!

Each person who attends the work-

shop will receive a free copy of their own astrological birth chart.

Dan Keusal, M.S., LMFT, is a Licensed Marriage & Family Therapist and a professional Astrologer in private practice in Seattle. He loves his job! For more than 20 years, Dan has facilitated workshops on psychological, spiritual, and astrological topics for a wide range of organizations, including Microsoft, Providence Health Systems, Seattle University, The Rainier Club and dozens of other businesses, churches, and community groups (a complete list is available on his web site). He has three times been invited to serve on the faculty of the Northwest Astrological Conference (NORWAC). By integrating practical examples with stories, humor,

and the arts, Dan has gained a reputation for making complex ideas accessible, speaking to the heart as well as the head.

Dan holds a master's degree in Marriage & Family Therapy from Seattle Pacific University, has studied Analytical Psychology at the C.G. Jung Institute of Chicago, and is a Past President of the Seattle Counselors Association. He completed a five-year astrological apprenticeship with Steven Forrest, an internationally renowned astrologer, author, and teacher. Dan also holds a degree in theology from the University of Notre Dame. He is a musician (his CD "All Along" has garnered both critical and popular acclaim), a photographer, and an avid baseball fan.

Officers for the 2009-2010 Year

President: Tom Washington

Tom is a career counselor with Career Management Resources and an author of books and videos on job finding topics. He never tires of watching clients deal with various personal issues, while at the same time growing and achieving their personal and career goals. The process of getting to that point is still enjoyable after 30 years as a career counselor. A key goal for PSCDA is to increase both the enthusiasm and number of our members this year, as well as provide resources that help those members in their professional development. When not working Tom is usually found sitting on his sagging sofa reading Time, Newsweek, Business Week, books on career topics, and numerous newsletters on personal and national health issues. If not that, he is probably scratching his beagle Chloe behind the ears and being fascinated by the fact that beagles are at the bottom of the ladder in dog intelligence. That fact seems not to affect their cheerfulness and sweetness.

President Elect: Terry Pile

Terry is a creative and versatile career counselor specializing in helping people find the work they love. Her private practice, Career Advisors, provides outplacement, career development and resume writing services to individuals and corporations. Terry has published numerous articles and e-books on career issues. Her goal for the year is to encourage her professional colleagues to become more involved in PSCDA. In addition to her work, Terry enjoys reading, playing with her rabbits, and dining out with her husband and two adult children.

Past President: Allan Hay

Allan completed his second year as president of PSCDA last year. He is the author of the book, *Memory Mining. Digging for Gems from Your Past Good Work*, is a career management and executive outplacement consultant who's work in job interview training was featured in the Seattle Times article titled "How to Ace the Interview" (S. Holt, Seattle Times, October, 2002). He is also an adjunct instructor for Bellevue College teaching career planning and job search subjects. He is a member of the Puget Sound Career Development Association where he has twice served as president (1998-'09 and 2008-'09)."

Secretary: Andrea Davis

Andrea Davis is a contract trainer working for four US based companies who provided cross-cultural training for large companies who send employees to work and live in foreign countries or who bring foreign nationals to work in the US. Her role is to teach expatriates how to decode culture and build core cultural competencies. Andrea has lived and worked in Brazil, Hong Kong, Indonesia, Taiwan and Italy. She also has a private counseling practice focusing on career and cultural issues and she has just passed her exam to become a Licensed Mental Health counselor in the state of Washington. Her Secretary role will support PSCDA by keeping a record of the growth and changes within the Association. Play includes romping with three young granddaughters, travel, visiting her cabin in the High Sierras of California and hiking among the flora and fauna of the natural world.

Membership: Roy Kauer

Roy is currently serving military veterans as a Washington State Employment Specialist and is the concierge for a remodeling referral company, focusing on the real estate industry. As a retired Army Veteran he has 20+ years Army Career Counseling experience and, as a civilian, 20+ years business consulting experience. He and his wife enjoy working together on Boy Scouts, Rotary, Church and various counseling activities. They also enjoy traveling, camping and participating in various sports, exercise and community events. As PSCDA membership chair, Roy's goal is to encourage local area career counselors to enhance their counseling services through active participation in PSCDA Programs.

Meeting Coordinator and Outreach: Dan Hallak

Dan Hallak is a Career Coach with private practice, Next Step Career Consulting. He is also a Career Services Specialist at Bellevue College where he works with job seekers of all ages. His background includes career development work at Seattle Pacific University, Northwest University, and Right Management. Dan hopes to schedule meetings this year that will be full of energy. When he is not working, Dan is enjoying himself with his beautiful new bride!

Newsletter Editor: Bill Gregory

Bill is the career counselor at Bastyr University, where he also promotes learning how holistic principles are used to build optimal health through workshops and other means. His background includes outplacement counseling, managing internet career sites and community college teaching. The goal for the newsletter this year is to make it a vehicle through which communities of interest are formed. When not working, he can be found on a golf course facing all of the challenges of actualizing a vision of perfection into the physical world.

Membership Matters



Benefits of PSCDA Membership

Many people attribute the success of their career as a career counselor to their involvement with PSCDA. They learn about the latest ideas and meet people who know where jobs are and how to get clients. Here is a list of specific benefits.

Education

Discounts at workshops (NCDA/PSCDA)*
Meetings/Virtual Meetings with Speakers
3 – 4 Newsletters to keep you up-to-date in your field*
Continuing education credits

Practice Building

Public listing "Find a Counselor"*
Members only Job Board*
Volunteer opportunities*
Public Speaking Opportunities*

Networking Opportunities

Networking with colleagues at meetings and workshops
PSCDA on-line discussion group*
Access to Membership Director*

Other

Scholarships*
*Members only



Dues are Due

The \$55 in dues from each member funds these professional opportunities. September is Dues Month. Please mail a check payable to PSCDA to:

PSCDA
PMB 345, 227 Bellevue Way NE
Bellevue, WA 98004



Membership Year

The Board proposes that the membership year be from September 1st to August 31st. This is when 8 straight months of valuable activities begin, its when many people make decisions to invest in their professional development, and its when most people join. The By Laws need to be changed to state this. A discussion will be held and a vote of the members taken at the December meeting.



NEW!!! PSCDA Scholarships will be Awarded

Did you miss last year's PSCDA Conference because money was tight? Don't let it happen again. PSCDA now has a new scholarship program to assist members in need of financial assistance to attend PSCDA's annual conference. Scholarships will be awarded at the discretion of the Board based on estimated attendance, budgetary restraints and the following criteria:

- Applicant is a PSCDA member
- Applicant has volunteered within PSCDA or broader community in activities related to career development.
- Financial support from employer is not available.
- Whether applicant has received previous scholarships. (First time applicants are given priority.)

Applications must be submitted within six weeks of the event. Applicants will hear back from the Board within three weeks. For an application form please contact Terry Pile at terryp@careeradvisorsonline.com.

Thanks Mixie!



Webmaster – Mixie Kingman Eddy, who has been PSCDA's "web mistress" during the past seven years, plans to resign her position on the board (as soon as a replacement is found), in order to focus more on building her new business in Bellingham as a personal historian and creativity coach.

Mixie has contributed her skills unselfishly to PSDCA over the past several years. Her dedication has earned her the friendship and respect of every Board leader and association member.

She is looking forward to her new role. She loves to coach, co-design, and collaborate with her clients for the creation of a "living" archive of their personal histories and unique work, as well as the creativity of a special, gifted individual in one's family (deceased or still living).....so that (like an ongoing blooming perennial flower) this highly creative person's legacy will live on and on for years to come! In her business called Blooming Creatives, Mixie is passionate about honoring one's unique creativity and personal history, and finds great joy in the archiving process (especially through videos) to design a living tribute, since it brings out both her clients' and her own creativity as well.

When not working, Mixie can be found strumming her octave mandolin (also called a "bouzouki") and especially enjoys playing Celtic tunes with several bands in various gigs around Bellingham.

According to Mixie: "Being a part of PSCDA over the past decade definitely

has been a joy filled, highly meaningful experience, through which I've met some very wise, wonderful friends and colleagues.... plus have learned A LOT about the art and creativity of being a career coach and webmaster. Indeed, PSCDA has influenced and enhanced significantly my own career goals, values and skills. How much I deeply appreciate PSCDA for ALL it's done for me all these years.... Heart-felt thanks to all who have made that possible for me!"

Join the Conversation: What is a Sustainable Career?

Here are 4 viewpoints:

The Activity View:

Job search trainers, managers and recruiters have a factual view. Sustainability means having the needed skills or the potential to develop them. On this practical level, what is needed to perform a job well now will probably be inadequate in the future. Sustainability means to be prepared to perform well in the longer term.

The Career View

A career counselor pays attention to the broader picture of a person's life. Do the activities referred to above reflect a person's values and natural abilities? If not, stress might be building that could make a person sick. Is the life balanced between roles including family, work, recreation, spiritual connection, etc.

The Self View

The career may work from both of the above views, but who's career is it? Many people act out of meeting others expectations and are not aware of their own values and strength pattern. The most flexible, resilient and creative sustainability comes from feeling a drive from within. The soul's goal is to express this self in the world, and a career is a major vehicle.

The Social View

David Korten, author of Agenda for a New Economy points out the difference between real main-street wealth and wall-street wealth. A person who wants to have a self infused sustainable career needs to be engaged in activities that do good and create real wealth, not just money. These include basic survival skills such as cooking, maintaining health, and caring for

others. This is sustainable for communities and societies, which are essential for us to be able to have any kind of career.

What do you think?

Go to the Networking group at this link on LinkedIn:
www.linkedin.com/groups?gid=23817
Or search groups for "Networking".

Professional Notices – Request for Proposal

The Workforce: Transitions, Learning & Work Conference,

Sponsored by the Center for Learning Connections and WOIS, will be held February 1, 2010, located just north of Seattle. Registered participants will include counselors, career specialists, case managers, career development staff, and teachers from K-12, state agencies, colleges, non-profit organizations, and businesses. They are seeking session presenters for the conference. Suggested topics include job search in today's market; working with veterans;

career transition; labor market trends; college planning; college readiness; STEM (science, technology, engineering, and math) advising; multicultural issues; engaging students; using technology for those in transition. Each session is one hour; some sessions may be repeated. Presenters can attend the conference at no charge.

To request a Call for Proposal form, email tami@wois.org or go to <http://learningconnections.org/Workforce/2010/index.htm> Questions? Call Tami at 1-800-700-WOIS.

The Beginning and Fulfillment of a Dream continued from page 2

and frustrated. I never did well brainstorming by myself. Struggling with developing my practice in career counseling and recognizing that my colleagues were experiencing the same difficulty, I decided to call my friend Kay Bell, to discuss the possibility of starting a group of some sort. We met for lunch and talked about our loneliness in working independently as well as the challenge of marketing our services.

After our lunch, Kay and I called Cal Crow and Bill Gregory to further discuss starting a group. We met in the spring of 1986. We agreed that we needed a vehicle for promoting career counseling. We also needed a group to help us grow professionally and at the same time to develop a profession.

We wrestled with when to start the organization, who to include in the, what to call our new group, and how to structure it. At each meeting we tackled one aspect. We wanted our name to be as inclusive as possible. When we agreed upon Puget Sound Career Development Association, we thought that it might be too lengthy. We felt the acronym PSCDA would override the concern. We decided that meetings once a month were sufficient enough to plan for.

For our membership we wanted to include educators, private sector counselors, people from human resources, and anyone who was involved in career development. We agreed to start our venture in the fall. We chose Bellevue Community College as our first location since it was inexpensive and easily accessed.

In selecting our first officers, we wanted to have a representation of various career development practitioners. There-

fore we selected people from the school system, the college system, and private practice. I was the first president, Kay Bell president elect, Bill Gregory treasurer, Mike Strand, programs, Keith Graham, constitution, Rod Agassiz, membership, and Steve Merrill, publications.

We lined up a variety of speakers and started our newsletter to publicize our association. Wanting our newsletter to stand out amongst the junk mail, we selected a bright green paper to represent PSCDA. To keep the member dues low, we charged only enough to cover a newsletter and mailing as well as refreshments.

We held our first meeting in September of 1986. Approximately 20 people attended. We were on our way, little imagining that this organization would blossom into an association with some 130 members. Among our first speakers was Phyllis Needy who accurately foresaw the demise of middle management.

One major task was the development of a formal structure. PSCDA has Keith Graham to thank for his assistance in devising our original constitution and bylaws. This process helped us to clarify our mission and our goals. Originally our main intent was to build the organization so we used inclusive language to ensure that our organization was open to all people "interested" in career counseling.

In marketing our organization our major goal was to provide interesting and informative programming to attract people. I believe we were successful in our efforts and we continued to follow this direction throughout Kay Bell's year as president. Many aspects of the association were formalized during her administration which

reflected her skills and talents. The bylaws were finalized during the second year and ratified by the membership. There was a real sense of accomplishment among those present at Bellevue Community College that night.

During that second year we had many excellent speakers. Bernard Haldane led off the year with a talk entitled, "Career Counseling: Past, Present, and To Come." Allan Brown and I discussed our experience with career centers. For the last meeting of the year Warren Carlisle (Rainier Bank), Bill Gregory (Pacific First Federal) and Carol Trowbridge (Hewlett-Packard) discussed career development in organizations.

To attract more people from Seattle we began alternating meetings between BCC and Seattle University.

In the second year we grew to 27 members and published our first directory. The beginnings were small but the idea was not.

As I look back I am amazed at the power of an idea. I've learned that an idea becomes more powerful when it is embraced and supported by others. I feel honored and thrilled to be a member of an association that concerns itself with the support and development of ourselves as career professionals. As we empower ourselves we can more effectively empower our own clientele. I'm certain that all of us who shared in initiating PSCDA sense we were pioneers in this profession. I give us all credit for being aware enough in 1986 to know that this task was necessary and relevant to our field. Ten years later we continue with this challenge.



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Why PSCDA?

Because PSCDA Provides:

Opportunities for Professional development through our annual workshop

Identification and discussion of new exercises and techniques in career counseling

Networking opportunities with local career development professionals through our website and monthly meetings

Recognition as a member of an outstanding professional organization

Renew or Join Today!

www.pscda.org