



*National Career Development Conference Programme*  
The Westin Ottawa & Ottawa Convention Centre, January 23 – 25, 2012

# Cannexus12



[Cannexus.ca](http://Cannexus.ca)

Presented by:



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CANADIAN EDUCATION AND RESEARCH INSTITUTE FOR COUNSELLING  
INSTITUT CANADIEN D'ÉDUCATION ET DE RECHERCHE EN ORIENTATION

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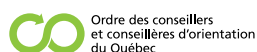
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# Cannexus12

*National Career Development Conference Programme*  
The Westin Ottawa & Ottawa Convention Centre  
January 23 – 25, 2012

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# Welcome to Cannexus12!

## *The National Career Development Conference*



Cannexus12 promises to inspire,  
provoke and revitalize!

It is my pleasure to welcome you to Cannexus12. Our sixth bilingual National Career Development Conference brings to you a great learning and networking event spread across both the Westin Hotel and the new Ottawa Convention Centre, and I hope this will be the best Cannexus yet. My colleagues on the CERIC Board and I are very proud of our program this year and trust that you will find it both refreshing and informative.

This exciting conference program boasts 100+ sessions and once again, we are pleased to offer three invigorating keynotes—Trey Anthony, Michael Adams and repeat Cannexus keynoter, Mark Savickas. We will also feature a Counselling Professionals Plenary Panel.

This year we have added great and much-welcomed Pre-conference Workshops. Our Networking Luncheon on Tuesday boasts engaging topics hosted by some of our more than 20 Supporting Organizations. Please be sure to consult the Cannexus Connections booklet which accompanies your Conference Programme. I would be remiss if I did not acknowledge the contributions these organizations have made in assisting to promote Cannexus12.

I am proud to say that the hallmark of a Cannexus conference is that it has something for everyone. Cannexus12 affords the ability to network with colleagues from across the country and internationally, and to participate in sessions dealing with career counselling, employment, Aboriginal

issues, entrepreneurialism, coaching, mentoring and self-care. You will have the opportunity to visit the exhibitor booths, learn about services and products, and enhance your networks. Cannexus12 promises to inspire, provoke and revitalize!

The Reception on Monday night, hosted and sponsored by The Counselling Foundation of Canada, will provide an opportunity to catch up with friends and to meet new colleagues over tasty food and drinks. International colleagues as well as peers from just about every corner of Canada await! I would like to extend my wholehearted thanks to the CERIC staff, volunteers and CERIC's Cannexus12 Program Committee members for putting this very professional conference together. All of this would not be possible without the generous support and funding of The Counselling Foundation of Canada. I would also like to thank my colleagues on the CERIC Board and members from all of CERIC's Committees for their wise counsel.

I hope to have the opportunity to meet many of you throughout the three days. I wish all of you an uplifting and enjoyable conference.

**Nancy Dube**

Chair, CERIC Board of Directors



# Cannexus12



What we hear repeated over and over is that Cannexus is now truly the National Conference for career counsellors and career development practitioners from all sectors, and that CERIC is the innovator in the field.

Welcome to Cannexus12!

The Counselling Foundation of Canada is proud to sponsor the sixth annual Cannexus conference. The year's conference will see us taking advantage of the Westin's proximity and connection with the Ottawa Convention Centre's sparkling new facility—with plenary and concurrent sessions at the Westin and concurrent sessions in the Convention Centre.

As you read this, Ottawa will be abuzz with excitement about the NHL's All-Star Game, immediately following our conference. With that in mind, I'd like to share one of the favourite quotes of one of the world's greatest innovators, the late Steve Jobs, founder of Apple—the quote is from Wayne Gretzky: “A *good* hockey player plays where the puck is. A *great* hockey player plays where the puck is going to be.”

The Foundation is very proud of how CERIC continues to “skate to where the puck is going to be” in the career field. One of the most tangible ways we know that CERIC is fulfilling its promise is through the continued growth and popularity of Cannexus. What we hear repeated over and over is that Cannexus is now truly the National Conference for career counsellors and career development practitioners from all sectors, and that CERIC is the innovator in the field.

The breadth and depth of topics at this year's Cannexus highlight how Canada is adapting and evolving to new challenges, and looking to where the puck is going to

be. There are, of course, sessions dealing with career counselling, mentorship, coaching and employment issues. But importantly, we're seeing a trend of sessions delving into new and different areas, such as the link between mental health and career, how to provide better and culturally appropriate services to Aboriginal peoples, and self-care for you, the practitioner.

The times we find ourselves in are tough: there is very slow economic growth and governments at all levels are looking at how they can balance their budgets—and much will be asked of you, the all-stars in the career field: to be both leaders and team players, and to come up with new and innovative ways to change paradigms and do even more with even less.

None of us is immune—the Foundation's ability to grant has also been affected, and so we find ourselves looking at new ways of skating to where the puck is going to be—through collaborations with other funders, like our “Inspiring Approaches to First Nations, Métis & Inuit Learning” initiative and considering new approaches to investing most strategically within our sphere.

We thank you for being all-stars. Canada needs more leaders who are also team players like you!

I wish you a great Cannexus!  
Sincerely,

**Donald G. Lawson, Chairman**

The Counselling Foundation of Canada

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CANADIAN EDUCATION AND RESEARCH INSTITUTE FOR COUNSELLING  
INSTITUT CANADIEN D'ÉDUCATION ET DE RECHERCHE EN ORIENTATION

CERIC (Canadian Education and Research Institute for Counselling) is a charitable organization that advances education and research in career counselling and career development.

Le CERIC est un organisme caritatif voué à la progression de l'éducation et de la recherche en matière d'orientation professionnelle et de développement de carrière.

## INITIATIVES • LES PROJETS

### Project Partnerships Partenariats de projets

CERIC funds both research as well as learning and professional development projects that advance the body of knowledge in career counselling and career development in Canada. For more information about our current funding priorities and project partnership details, please visit [ceric.ca](http://ceric.ca).

Le CERIC finance à la fois des projets de recherche et des projets pédagogiques et de développement professionnel qui promeuvent l'ensemble des connaissances dans le domaine de l'orientation professionnelle et de la formation continue au Canada. Pour de plus amples renseignements sur nos priorités de financement et nos partenariats de projets, visitez le site [ceric.ca](http://ceric.ca).



### Cannexus.ca

Canada's bilingual National Career Development Conference promoting the exchange of information and innovative approaches for career development and counselling. **Ottawa, January 28 - 30, 2013.**

Cannexus est un congrès national bilingue favorisant l'échange d'informations et d'initiatives novatrices dans le domaine de l'orientation et du développement de carrière. **Ottawa, du 28 au 30 janvier 2013.**



### contactpoint.ca orientaction.ca

ContactPoint is a Canadian online community program providing career resources, learning and networking for practitioners.

OrientAction est un programme communautaire canadien en ligne destiné aux praticiens(iennes), qui fournit des ressources sur le développement professionnel, l'acquisition de connaissances et le réseautage.



### The Canadian Journal of Career Development Revue canadienne de développement de carrière

The CJCD is a peer-reviewed publication of career-related academic research and best practices. [cjcdonline.ca](http://cjcdonline.ca).

La RCDC est une publication qui porte sur la recherche universitaire et les meilleures pratiques évaluées par des spécialistes du secteur. [rcdcenligne.ca](http://rcdcenligne.ca).

### Graduate Students Étudiants aux cycles supérieurs

Graduate Student Engagement Program and Graduate Student Award. For information, visit [ceric.ca](http://ceric.ca).

Programme de mobilisation des étudiants(es) aux cycles supérieurs et Prix des études supérieures. Pour obtenir plus d'informations, veuillez visiter [ceric.ca](http://ceric.ca).

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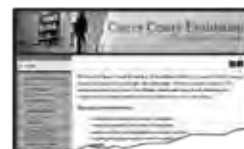
## RESOURCES & PROJECTS RESSOURCES & PROJETS



### Assessment Guide for Career and Guidance Counselling

#### Guide d'évaluation en orientation

In partnership with / en partenariat avec  
l'Ordre des conseillers et conseillères  
d'orientation du Québec (OCCOQ)



### Career Centre Evaluation: A Practitioner's Guide

#### Évaluation des centres de carrières : Le guide du praticien

In partnership with / en partenariat avec  
University Career Centre Metrics  
Working Group  
Groupe de travail sur les mesures de  
performance du centre de carrière  
universitaire



### Look Before You Leap: Self-Employment Survival Strategies

#### Regardez avant de faire le grand saut : Stratégies de survie pour les entrepreneurs

In partnership with / en partenariat avec  
Life Strategies Ltd.

## NEW RESEARCH NOUVELLE ÉTUDE



### CERIC Survey of Career Service Professionals

#### Sondage des spécialistes de l'orientation professionnelle du CERIC

Download full report at [ceric.ca](http://ceric.ca)  
Téléchargez le rapport complet à [ceric.ca](http://ceric.ca)



# CERIC

## Who We Are



The Canadian Education and Research Institute for Counselling is a charitable organization that advances education and research in career counselling and career development. We support the creation of career counselling-related research and professional development for a cross-sectoral community through funding project partnerships and our strategic programs. Our strategic programs are Cannexus, ContactPoint/OrientAction and The Canadian Journal of Career Development.



### MISSION

To encourage and provide education and research programs related to the development, analysis and assessment of the current counselling and career development theories and practices in Canada.

### VISION

To increase the economic and social wealth and productivity of Canadians through improved quality, effectiveness and accessibility of counselling programs, especially in the areas of career counselling and career education.

### OBJECTIVES

- > To advance education and knowledge in the field of career counselling by developing and delivering conferences, seminars, academic courses and training to the general public.
- > To educate and increase the public's understanding of career counselling by collecting and disseminating educational material on that topic.
- > To support career counselling research by providing a research fellowship program.

### WHAT WE DO

We work towards our mission through our own means as well as through nurturing and participatory partnerships, engaging with one or more potential partners in the spirit of collaboration, innovation and co-operation. CERIC undertakes both Research Project Partnerships and Learning and Professional Development Project Partnerships.

### BOARD OF DIRECTORS

CERIC is directed by a pan-Canadian volunteer Board of Directors reflecting a broad sectoral representation in the field of career counselling.

CERIC also has a number of Advisory Committees which support the mission-focused work of the Board and staff. The Academic and Practical Research Committee and Professional Development and Ongoing Learning Committee determine the most effective way by which CERIC can support the creation of career counselling-related learning and development material in Canada.

In addition, CERIC's other Committees play an important role in providing input on areas such as Marketing, Web Services, Cannexus Program and Editorial.

### CANNEXUS PROGRAM

#### Gary Agnew

Cenera  
Calgary, AB

#### Mohammed Ammar

ACEE  
Quebec City, QC

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#### Gregg Blachford

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#### Marie-Josée Pouliotte

Ontario School Counsellors' Association  
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#### Jennifer York

Immigrant Services Society of BC  
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### CONFERENCE PROGRAMME

Special thanks to **Michael Nourse** and **Communications.ca** for the design and layout of the Cannexus conference programme.

# Special Offer for Cannexus12 Delegates!

on books, guides and DVDs from career practitioners for career practitioners

Quote Priority Code: **CANNEXUS12**

Must purchase by February 20, 2012 for discounted prices

**ON SALE  
NOW**



**Good Work! Get a Great Job or Be Your Own Boss: A Young Person's Guide**  
By Nancy Schaefer

Maintenant disponible en français

~~\$19.95~~ **\$15.00**



**The Decade After High School: A Parent's Guide**  
By Cathy Campbell, Michael Ungar and Peggy Dutton

~~\$10.00~~ **\$10.00**



**Good Work! Facilitator's Guide Companion Workbook**  
By Nancy Schaefer

~~\$24.95~~ **\$24.95**

#### SPECIAL BUNDLE!

Purchase both the Good Work! book and Facilitator's Guide for only **\$30.00**



**The Decade After High School: A Professional's Guide**  
By Cathy Campbell and Michael Ungar

~~\$10.00~~ **\$10.00**

#### SPECIAL BUNDLE!

Purchase both The Decade After High School Parent's and Professional's Guides for only **\$15.00**



**From My Perspective: A Guide to Career / Employment Centre Management**  
By Marilyn Van Norman

~~\$15.00~~ **\$10.00**

Also available!  
From My Perspective: A Guide to University and College Career Centre Management



**A Difference of Ability: Recruiting, Hiring and Employing People with Disabilities (DVD)**

~~\$49.95~~ **\$35.00**

Stop by the CERIC booth to make your purchases or visit the ContactPoint Marketplace at [contactpoint.ca](http://contactpoint.ca).

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# Ottawa

## *Downtown Map*



### MUSEUMS/GALLERIES:

- > Canadian Museum of Civilization
- > National Gallery of Canada
- > Canadian Museum of Nature
- > Canada Science and Technology Museum
- > Canadian War Museum
- > Canadian Aviation Museum
- > Diefenbunker Cold War Museum
- > Currency Museum/Royal Canadian Mint

### ATTRACTIONS:

- > Rideau Canal
- > Parliament Hill
- > Chateau Laurier
- > ByWard Market
- > Rideau Centre
- > Gatineau Park

### WEBSITE:

For more information and maps,  
please visit [www.ottawatourism.ca](http://www.ottawatourism.ca).

*Ottawa*  
ONTARIO CANADA

[WWW.OTTAWATOURISM.CA](http://WWW.OTTAWATOURISM.CA)



Academic & Career Entrance  
Accès Carrières Études



## Studying online changes when and how people learn

### Subjects

- English
- Français
- Anglais Langue Seconde
- Biology
- Chemistry
- Physics
- Core Math
- Apprenticeship Math
- Business Math
- Technology Math
- Computer Fundamentals
- Self Management & Self Direction

### Testimonials

*"...the perfect fit for me because I do not have the time to travel to an actual college and am able to study and learn at my own pace."*

— Michelle D.

*"...I'm looking forward to the interaction with other students in this forum and hope we can all accomplish our goals."*

— Tony V.

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Learners get the academic skills required to succeed on the job, in post-secondary and apprenticeship training.

**ACE Distance Programming** is available in French and English – 24/7/365! And **registration is FREE** for Ontario residents.



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For more information, visit:

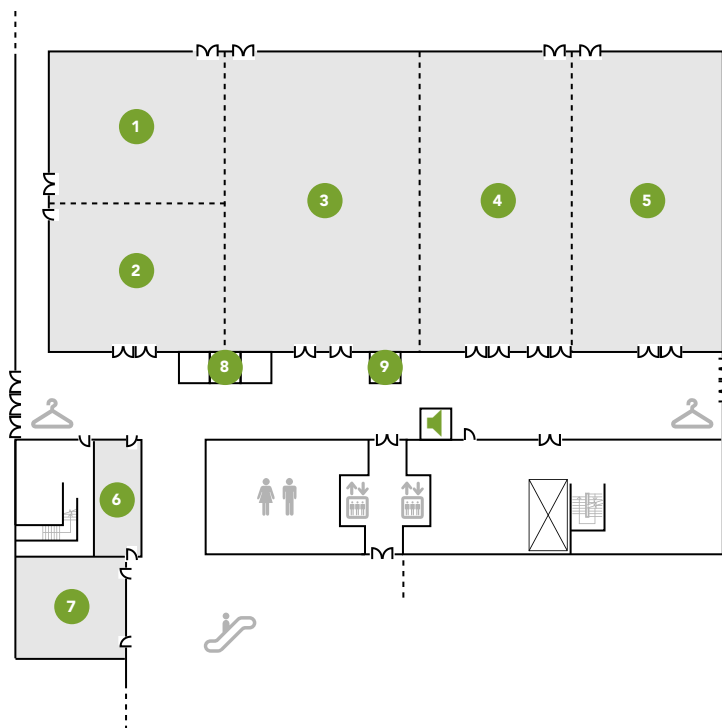
**[www.acedistancedelivery.ca](http://www.acedistancedelivery.ca)**

# Conference Floor Plan

## *Find Your Way*

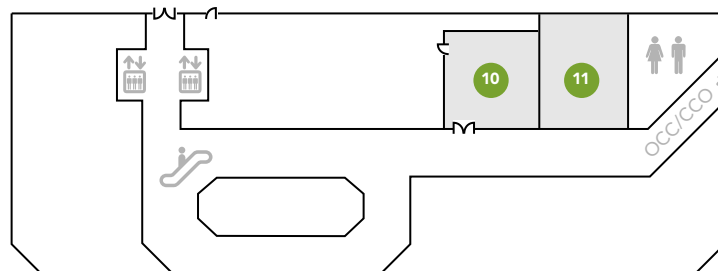
### WESTIN FOURTH FLOOR

1. Provinces 1
2. Provinces 2
3. Confederation 1
4. Confederation 2
5. Confederation 3
6. Private Office
7. Nunavut
8. Cannexus12 Welcome Booths
9. Registration Payment / Information Desk
- Interpretation Headsets

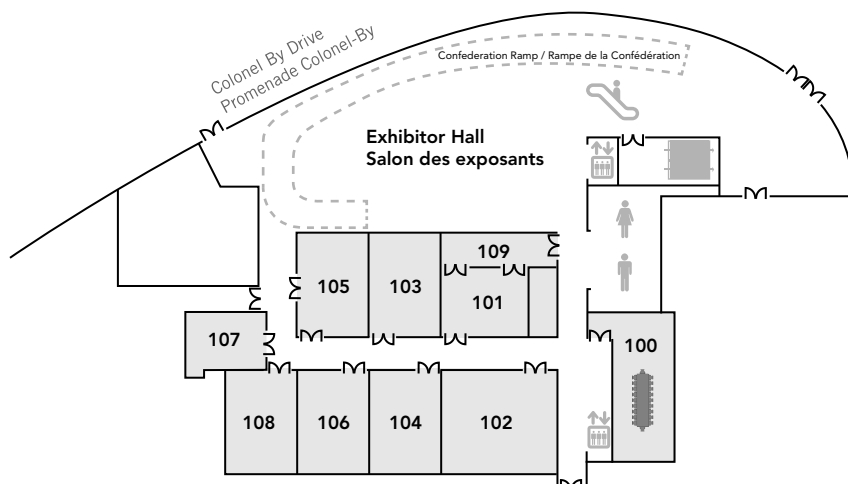


### WESTIN SECOND FLOOR

10. Manitoba
11. BC



### OTTAWA CONVENTION CENTRE FIRST FLOOR



# Overview

## Conference Itinerary

Network, learn and share in an engaging environment!

NOTE: Westin refers to the Westin Hotel and OCC refers to the Ottawa Convention Centre, both of which are connected via the 2<sup>nd</sup> floor

### SUNDAY, JANUARY 22

9:00 AM – 4:00 PM	<b>Pre-conference Workshops</b>	2 <sup>nd</sup> floor Westin BC & Manitoba
1:00 PM – 4:00 PM	<b>Welcome, Registration and Information</b>	4 <sup>th</sup> floor Westin

### MONDAY, JANUARY 23

7:00 AM – 7:00 PM	<b>Welcome, Registration and Information</b>	4 <sup>th</sup> floor Westin
7:00 AM – 8:15 AM	<b>Networking Breakfast</b> <i>Sponsored by: The Westin Ottawa</i>	4 <sup>th</sup> floor Westin Confederation
8:00 AM – 5:15 PM	<b>Pick up / Return Interpretation Headsets</b>	4 <sup>th</sup> floor Westin
10:00 AM – 7:00 PM	<b>Exhibitor Showcase Open</b>	1 <sup>st</sup> floor OCC Exhibitor Hall
8:30 AM – 9:00 AM	<b>Assembly and Opening Comments</b>	4 <sup>th</sup> floor Westin Confederation
9:00 AM – 10:00 AM	<b>OPENING KEYNOTE ADDRESS</b> <b>Trey Anthony</b> <i>"The Call Comes for You"</i>	4 <sup>th</sup> floor Westin Confederation
10:00 AM – 10:30 AM	<b>Exhibitor Showcase / Networking Break</b> <i>Sponsored by: Memorial University of Newfoundland</i>	1 <sup>st</sup> floor OCC Exhibitor Hall
10:30 AM – 12:00 PM	<b>Concurrent Sessions – Block 1</b>	OCC & Westin Break-out Rooms
12:00 PM – 1:00 PM	<b>Networking Lunch</b>	4 <sup>th</sup> floor Westin Confederation
1:00 PM – 1:30 PM	<b>Exhibitor Showcase / Networking Break</b>	1 <sup>st</sup> floor OCC Exhibitor Hall
1:30 PM – 3:00 PM	<b>Concurrent Sessions – Block 2</b>	OCC & Westin Break-out Rooms
3:00 PM – 3:30 PM	<b>Exhibitor Showcase / Networking Break</b>	1 <sup>st</sup> floor OCC Exhibitor Hall
3:30 PM – 5:00 PM	<b>Concurrent Sessions – Block 3</b>	OCC & Westin Break-out Rooms
5:00 PM – 7:00 PM	<b>Reception</b> <i>Sponsored by: The Counselling Foundation of Canada</i>	1 <sup>st</sup> floor OCC Exhibitor Hall

## TUESDAY, JANUARY 24

7:30 AM – 4:30 PM	<b>Welcome, Registration and Information</b>	4 <sup>th</sup> floor Westin
7:30 AM – 8:15 AM	<b>Networking Breakfast</b>	4 <sup>th</sup> floor Westin Confederation
8:00 AM – 5:00 PM	<b>Pick up / Return Interpretation Headsets</b>	4 <sup>th</sup> floor Westin
8:15 AM – 8:30 AM	<b>Assembly and Announcements</b>	4 <sup>th</sup> floor Westin Confederation
8:30 AM – 9:30 AM	KEYNOTE ADDRESS <b>Dr. Mark Savickas</b> <i>"The Career Counsellor's Career: From Preoccupation to Occupation"</i>	4 <sup>th</sup> floor Westin Confederation
9:30 AM – 5:30 PM	<b>Exhibitor Showcase Open</b>	1 <sup>st</sup> floor OCC Exhibitor Hall
9:30 AM – 10:00 AM	<b>Exhibitor Showcase / Networking Break</b>	1 <sup>st</sup> floor OCC Exhibitor Hall
10:00 AM – 11:30 AM	<b>Concurrent Sessions – Block 4</b>	OCC & Westin Break-out Rooms
11:30 AM – 12:45 PM	<b>Cannexus Connections Luncheon</b>	OCC Break-out Rooms
1:00 PM – 2:30 PM	<b>Concurrent Sessions – Block 5</b>	OCC & Westin Break-out Rooms
2:30 PM – 3:00 PM	<b>Exhibitor Showcase / Networking Break</b>	1 <sup>st</sup> floor OCC Exhibitor Hall
3:00 PM – 4:30 PM	<b>Concurrent Sessions – Block 6</b>	OCC & Westin Break-out Rooms
4:30 PM – 5:30 PM	<b>Showcase Sessions – Block 7 / Last Chance Exhibitor Visits</b>	OCC Break-out Rooms

## WEDNESDAY, JANUARY 25

7:30 AM – 10:30 AM	<b>Welcome, Registration and Information</b>	4 <sup>th</sup> floor Westin
7:30 AM – 8:15 AM	<b>Networking Breakfast</b>	4 <sup>th</sup> floor Westin Confederation
8:00 AM – 12:00 PM	<b>Pick up / Return Interpretation Headsets</b>	4 <sup>th</sup> floor Westin
8:15 AM – 8:30 PM	<b>Assembly and Announcements</b>	4 <sup>th</sup> floor Westin Confederation
8:30 AM – 10:00 AM	<b>Counselling Professionals Plenary Panel</b> <i>"What Challenges and Opportunities Lie Ahead in Career Counselling and Career Development"</i>	4 <sup>th</sup> floor Westin Confederation
10:00 AM – 10:30 AM	<b>Networking Break</b>	4 <sup>th</sup> floor Westin
10:30 AM – 11:30 AM	KEYNOTE ADDRESS <b>Michael Adams</b> <i>"Canada's Demographic Destiny: Implications for our Rapidly Changing Labour Market"</i>	4 <sup>th</sup> floor Westin Confederation
11:30 AM – 11:45 AM	<b>Closing Comments</b>	4 <sup>th</sup> floor Westin Confederation

# Conference At-A-Glance

WESTIN  
OTTAWA

		BC	MB	NU	109 OCC	PROV1	PROV2	CF 3	TBD	
MONDAY	7:00 AM 8:15 AM	Networking Breakfast								
	9:00 AM 10:00 AM	Opening Keynote Address – Trey Anthony “The Call Comes for You”								
	10:30 AM 12:00 PM Block 1	So What Is Your Client’s Essential Skills Level?	Other Paths to Career Growth	Evolution and Vitality of Narrative Career Counselling	A New Approach to Identify Professional Trajectories	Transmitting a Professional Legacy	Web Analytics that Inform Career Services	Unstick that Stuck Client!		
	12:00 PM 1:00 PM	Networking Lunch								
	1:30 PM 3:00 PM Block 2	Ensuring Employment Sector Service Excellence...	The Integration of Literacy and Essential Skills...	Facilitate with Finesse	From a Distance	An Under-Utilized Potential in Career Development	Using the Latest in Positive Psychology	International Student University-to-Work Career Decision...		
	3:30 PM 5:00 PM Block 3	Career Development: Not Just About Work	Connecting with Students & A Win-Win Partnership	Please Don’t Make Me Talk to that Audience	Who (or Does) Psychotherapy Help...	Granted You Have a Great Idea...Now What?	Roles and Generation Y	Hope-Filled Engagement through Matterings		
	5:00 PM 7:00 PM	Reception Sponsored by: The Counselling Foundation of Canada								
TUESDAY	7:30 AM 8:15 AM	Networking Breakfast								
	8:30 AM 9:30 AM	Keynote Address – Dr. Mark Savickas “The Career Counsellor’s Career: From Preoccupation to Occupation”								
	10:00 AM 11:30 AM Block 4	Career Development for Young Mothers	The Lucky Clover Model	Survey on Working America: The Results Are Clear	From Fear to Future: Create Positive Work Visions	Career Centre Evaluation: A Practitioner’s Guide	The ART of Questioning: Be at Your Best as a Counsellor!	Beliefs and Belief Structures	Using the Ontario Skills Passport...	
	11:30 AM 12:45 PM	Cannexus Connections Luncheon								
	1:00 PM 2:30 PM Block 5	The Creation and Management of Diverse Teams	Survive, Revive and Thrive: Create the Job You Want	Practical Solutions for Supporting Marginalized Clients	The Job-Search Diagnosis	Parental Involvement in Children’s Career Exploration	Benefits of a Clear Method-of-Practice	Supporting People with Mental Health Challenges		
	3:00 PM 4:30 PM Block 6	Improv Act 3: The Art of Living in the Moment	Reaching Marginalized Learners	Adora DeBook	Career Counselling in the Middle East & Nigeria	Building Career Choice...	Look Before You Leap: Self-Employment Essentials	Measuring the Impact of Labour Market Information		
	4:30 PM 5:30 PM Block 7									
WEDNESDAY	7:30 AM 8:15 AM	Networking Breakfast								
	8:30 AM 10:00 AM	Counselling Professionals Plenary Panel								
	10:30 AM 11:30 AM	Keynote Address – Michael Adams “Canada’s Demographic Destiny: Implications for Our Rapidly Changing Labour Market”								



OTTAWA  
CONVENTION CENTRE

100	101	102	103	104	105	106	107	108		
Networking Breakfast									7:00 AM 8:15 AM	MONDAY
Opening Keynote Address – Trey Anthony “The Call Comes for You”									9:00 AM 10:00 AM	
Volunteering as an Extension of Career	Cross-Cultural Understanding in Aboriginal Career Development	Access and Support in Education	From Chance to Choice	Facilitators, This One's For You!	Career Planning Needs of Ontario Grade 10...	What You Should Know about Sector Councils – Panel	V.I.P.P. What's This?	Clients' Thought Processes as Barriers...	10:30 AM 12:00 PM Block 1	
Networking Lunch									12:00 PM 1:00 PM	
Homophobia, Career Choice and the Workplace	First Nation and Inuit Career Decision-Making...	Feeling Overwhelmed or Under-utilized?	Taking the Terror Out of Career Change	Helping Midlife Career Changers	Values in Action	Effective Relationships with Your Clients	Living with Wild Tigers in Thailand	Multiple Mini Interviews: What Happens? What Helps?	1:30 PM 3:00 PM Block 2	
A 21 <sup>st</sup> Century University-wide Career Development Centre	Boost Your News Media EQ	Secrets for Productivity in a Diverse Workplace	Career Integrated Learning: Curricular Reform	The Bridges Project: Education, Women and Violence	Employment Readiness: Addressing Critical Soft Skills	Coming to Terms with Career Regret	Private Career Colleges: Your Vocational Training Solution	Effective Career Counselling with Musical Clients	3:30 PM 5:00 PM Block 3	
Reception Sponsored by: The Counselling Foundation of Canada									5:00 PM 7:00 PM	TUESDAY
Networking Breakfast									7:30 AM 8:15 AM	
Keynote Address – Dr. Mark Savickas “The Career Counsellor's Career: From Preoccupation to Occupation”									8:30 AM 9:30 AM	
Interest and Personality Assessment, Self-awareness...	A Treaty Right to Post-secondary Education	Managing Social Media in the Workplace	Re-Integrating People with Mental Illness	Designing Interactive Online Career Development Services	The Care & Feeding of Career Development Professionals	A Model for e-Career Services & Walking the Talk	Career by Design: Creating Your Professional GPS	Lessons from a Green Job Programs	10:00 AM 11:30 AM Block 4	
Cannexus Connections Luncheon									11:30 AM 12:45 PM	
Career Practitioner Certification in Canada	Understanding Indigenous Peoples...	Preserving Your Wealth in Uncertain Times	How Tweet It Is: Career Counsellors and Twitter	Evaluation as a Subversive Activity: Career Service Value	Understanding and Preventing Burnout	What Careers in Technology Will Look Like in 2020	Are You Using Career Cruising to Its Full Potential?	Professional Skills Development Program (PSDP)	1:00 PM 2:30 PM Block 5	WEDNESDAY
The Federal Government Recruitment Process	Aboriginal Literacy Symposium Outcomes	Effective Coaching Skills for Counsellors	Coach/ Supervise, Supervise/ Coach...	Graduation Nation, Making It a Reality	The Perfect Storm	Leveraging Your Client's Story into Career Transition	Giving Your Unmotivated Clients Hope	Generation Y Career Transitions...	3:00 PM 4:30 PM Block 6	
	WIGUP.TV: The Creative Social Network for School		HR in the Cloud	Who Am I? Self-assessment Game	Careers in Oil and Gas: What You Didn't Know	Career Success for Citizens: Prosperity for Communities	Royal Roads University	ONESTEP: Professional Development and Training	4:30 PM 5:30 PM Block 7	
Networking Breakfast									7:30 AM 8:15 AM	
Counselling Professionals Plenary Panel									8:30 AM 10:00 AM	
Keynote Address – Michael Adams “Canada's Demographic Destiny: Implications for Our Rapidly Changing Labour Market”									10:30 AM 11:30 AM	

# Presenter Lineup

## *Face-to-Face*



Agnew, Gary



Amundson, Norm



Anderson, Billy



Anderson, Tami



Arthur, Nancy



Bernatchez, François



Bishin, Sharon



Blachford, Gregg



Bossick, Brian



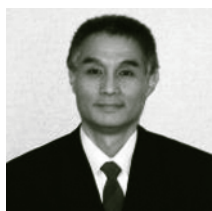
Bottomer, Jan



Bulmer, Krista



Bulstrode, Anne



Chen, Charles P.



Clarke, Anne



Cole, Darrell



Cook, Suzanne



Davis, Clint



Deslauriers, Pierre



Dolliver, Crystal



Doyon, Diane



Dube, Nancy



Franklin, Mark



Gauvin, Julie



Geary, Susan



Gravelle, Mario



Hopkins, Sareena



Horn, John



Hulnick, Gail



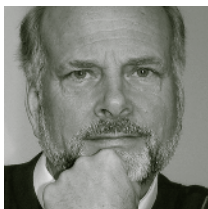
Hung, Jeanette



Ibrahim, Riz



Ives, Nicole



Jarvis, Phil



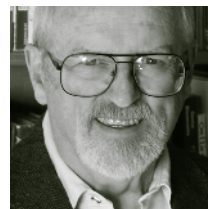
Jewell, Louisa



Johnson, Kathy



Keis, Ken



Knowell, Richard





## Author Signings!

*Watch for opportunities to meet the various Cannexus presenters at book signings.*



Koblyk, Liz



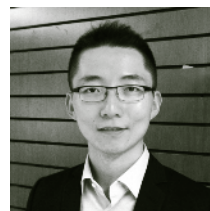
Larochelle, Wilfrid



Levine, Kathryn



Limogues, Jacques



Lin, Xiaohai (Kevin)



Loft, Michael



Manning, Linda



Martin, Neesa



Matte, Laurent



McKee, Kathy



Nie, Nina



Paquette, Gilles



Parulekar, Patricia



Pinault, Mathieu



Proulx, Suzane



Rekar Munro, Carol



Rodney, Yvonne



Sawatzky, Roxanne



Schau, Judy



Shea, Rob



Singer, Rhonda



Stewart, Carol



Stewart, Elaine



Stuart, Joanne



Thomas, Judith



Thomas, Sangeetha



Turnbull, Heather



Venning, Mark



Walsh, Lynn



Willson, Catherine



Wong, Sonny K.H.



Zaugra, John



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# The Canadian Journal of Career Development

Revue canadienne de  
développement de carrière



## Celebrating our 10<sup>th</sup> Anniversary!

*Special edition coming January 2012*

Watch for a special commemorative book, "A Multi-Sectoral Approach to Career Development: A Decade of Canadian Research," in celebration of **The Canadian Journal of Career Development 10<sup>th</sup> anniversary**. The book is a compilation of some of the most thought-provoking and ground-breaking articles to appear in the CJCD over the last 10 years.

Book launch at Cannexus12. All delegates receive a free copy! Will also be available online.

[cjcdonline.ca](http://cjcdonline.ca) 

## La RCDC célèbre son 10<sup>ième</sup> anniversaire !

*Édition spéciale à venir en janvier 2012*

Surveillez la sortie du livre commémoratif, « Une approche multi-sectorielle du développement professionnel : Une décennie de recherche au Canada », publié par la **Revue canadienne de développement de carrière pour son 10<sup>ième</sup> anniversaire**. Ce livre est un recueil des meilleurs articles, inspirants et novateurs, publiés dans la RCDC ces dix dernières années.

Ce livre sera lancé à Cannexus12. Tous les délégués en recevront un exemplaire gratuit ! Il sera également disponible en ligne.

[rccdcenligne.ca](http://rccdcenligne.ca) 



# Pre-conference Workshops

## *Sunday, January 22*

Some of your colleagues started their Cannexus12 conference with one or two of these intensive workshops. They participated in an in-depth discussion and engaged in hands-on learning. Why not try to find out who they are and what they learned!



9:00 AM – 12:00 PM

### **Actively Mastering What We Passively Suffer: A Counselling Session**

A critical but often unexplored area is how to do career counselling that focuses on life preoccupations and the pain people suffer in one form or another. A world-renowned authority in vocational guidance, Mark Savickas will detail that we must understand a client's problem in growing up as well as how work provides a way of actively mastering what we passively suffer. This session will focus on the *cri de coeur*, how our deepest wound is also the womb of our needs and values. You will learn about career counselling as a healing art that transforms symptoms to strengths and then social contributions. Dr. Savickas will take participants through a live counselling session, calling on volunteers.

**Mark Savickas** Ph.D. is professor of Behavioral Sciences at the Northeastern Ohio Universities College of Medicine, Adjunct Professor of Counselor Education at Kent State University and Professor Extraordinaire at the University of Pretoria in South Africa. His 80 articles, 40 book chapters and 500 presentations to professional groups have dealt with vocational behaviour and career counselling. He is President of the Counseling Psychology Division of the International Association of Applied Psychology and has just completed 13 years as a member of the Board of Directors for the International Association for Educational and Vocational Guidance.



9:00 AM – 12:00 PM  
AND REPEATED AT  
1:00 PM – 4:00 PM

### **The Social Media Toolkit and Career Counsellors**

Increasingly, career counsellors must understand social media both as a tool for building their own professional brand as well as for educating clients on job search. In this session, go in-depth with social media guru and career counsellor Chris Kulbaba to learn about the core social media platforms and the latest tips and techniques to use them effectively. From Twitter, Facebook and LinkedIn to YouTube and Quora, you will discover how these powerful tools can be used to gather information, position yourself as a subject matter expert and build your network. All participants will receive a valuable handbook to provide a guide to the fast-moving world of social media!

**Chris Kulbaba** is a Web 2.0 Career Transition Specialist, adept at navigating and using online resources to seek answers, instigate discussions and develop an active, lasting personal brand. The speed and ease of free social networking tools has made networking easier, and Chris's easy manner, patient style and interactive process makes learning these tools very fun and easy.



1:00 PM – 4:00 PM

### **Career Flow in Action**

Norman Amundson has co-authored a new career workbook (2011) with Dr. Spencer Niles and Dr. Roberta Neault that focuses on career exploration and planning using the metaphor of "career flow" and a hope-centered process model. In this hands-on workshop, Dr. Amundson, a pioneer in the career counselling field, will discuss and demonstrate a number of career counselling strategies that relate to this theme. He will also introduce other career metaphors that help expand the career development process. This training seminar is designed for practitioners who want to learn a series of dynamic, practical strategies for working with clients.

Dr. **Norman Amundson** is a Professor in Counselling Psychology / Faculty of Education at the University of British Columbia, Canada. He has given numerous workshops and seminars and also has been a keynote speaker at many national and international conferences. Dr. Amundson has published widely in the career development area and in his writings he emphasizes the importance of creativity, imagination, cultural awareness and action as career counselling strategies.

# Keynote Speaker

## Monday, January 23

MONDAY

9:00 AM –  
10:00 AM



### Trey Anthony

*The Call Comes for You*

Westin  
Confederation

E

You need to appreciate “who you are” in order to be able to appreciate how you can best contribute to your community. If part of what we do is to help clients understand what career is best for them, does it not also behoove us to help clients understand themselves. Trey Anthony says “YES”! Trey implores us to defy the narrow categorization the world imposes upon each of us and to counsel our clients to do the same. Anthony says “quit that job you hate! Quit it!” Is this sound advice? Anthony tells us that when the “call” comes for you, you must answer it. Listen as Trey describes her own “calling” and how she was forced to stop letting others define her—put her in a box and what that change has meant for her own career. She relates the story of her grandmother, who in her early eighties, decided that she wanted to do something which Trey was not so sure was appropriate for a woman her age. Grandma did it and at the end, she said to me, “Trey, I’ve done everything I wanted to do.” How many of us can or will be able to say that?

Award-winning Canadian playwright, executive producer, actor, creator and stand-up comedian Trey Anthony is known for the ground-breaking production *‘da Kink in My Hair*. Anthony has been in the entertainment industry for more than 15 years, and she debuted *‘da Kink in my Hair* at the Toronto Fringe Festival. The play was later featured at the prestigious Toronto’s Princess of Wales Theatre, and has been seen in theatres in New York, San Diego and London, England. *‘da Kink in my Hair* has won four NAACP Awards, and was named one of the top 10 plays in Canada’s theatrical history!

Anthony is a former television producer for the Women’s Television Network (now W) and a writer for the Comedy Network and CTV. She is the first Black Canadian woman to write and produce a television show on a major prime time Canadian network. She is also the Executive Producer of the Urban Women’s Comedy Festival, “*da girl, sho is funny!*” She co-wrote *I Am Not a Dinner Mint*, *The Crap Women Swallow to Stay in a Relationship*, which debuted in 2006 to sold-out audiences.

A mentor and role model, Anthony, who went to high school in Brampton, Ontario, regularly visits schools to inspire youth. She volunteers with the Black Queer Youth Group, speaking to students about body image and other issues facing female adolescents, and gives away free tickets to her shows to youth and women in shelters.

Anthony founded the Trey Anthony@One Centre in Toronto, a women-focused, creative wellness facility. Here she offers classes on creative writing, well-being and spirituality. She hopes the Centre will help change the way Canadian women view themselves.

In 2009, Anthony produced the hit play *Secrets of a Black Boy*, which was a box office success! She is now busy working on: her new production, *The Trey Anthony Show*; her Birthday big bash, *Talk Dirty* and her first feature film. She has recently been named a featured contributor/writer for the *Toronto Star*.

Trey invites you to visit her website [www.treyanthonystudios.com](http://www.treyanthonystudios.com) and also adds that she is a life/career coach and recently founded Girl, Doing Better—a life/career coach service.

# Day 01

MONDAY

MONDAY, JANUARY 23

7:00 AM – 7:00 PM	<b>Welcome, Registration and Information</b>	4 <sup>th</sup> floor Westin
7:00 AM – 8:15 AM	<b>Networking Breakfast</b> <i>Sponsored by: The Westin Ottawa</i>	4 <sup>th</sup> floor Westin Confederation
8:00 AM – 5:15 PM	<b>Pick up / Return Interpretation Headsets</b>	4 <sup>th</sup> floor Westin
10:00 AM – 7:00 PM	<b>Exhibitor Showcase Open</b>	1 <sup>st</sup> floor OCC Exhibitor Hall
8:30 AM – 9:00 AM	<b>Assembly and Opening Comments</b>	4 <sup>th</sup> floor Westin Confederation
9:00 AM – 10:00 AM	OPENING KEYNOTE ADDRESS <b>Trey Anthony</b> <i>"The Call Comes for You"</i>	4 <sup>th</sup> floor Westin Confederation
10:00 AM – 10:30 AM	<b>Exhibitor Showcase / Networking Break</b> <i>Sponsored by: Memorial University of Newfoundland</i>	1 <sup>st</sup> floor OCC Exhibitor Hall
10:30 AM – 12:00 PM	<b>Concurrent Sessions – Block 1</b>	OCC & Westin Break-out Rooms
12:00 PM – 1:00 PM	<b>Networking Lunch</b>	4 <sup>th</sup> floor Westin Confederation
1:00 PM – 1:30 PM	<b>Exhibitor Showcase / Networking Break</b>	1 <sup>st</sup> floor OCC Exhibitor Hall
1:30 PM – 3:00 PM	<b>Concurrent Sessions – Block 2</b>	OCC & Westin Break-out Rooms
3:00 PM – 3:30 PM	<b>Exhibitor Showcase / Networking Break</b>	1 <sup>st</sup> floor OCC Exhibitor Hall
3:30 PM – 5:00 PM	<b>Concurrent Sessions – Block 3</b>	OCC & Westin Break-out Rooms
5:00 PM – 7:00 PM	<b>Reception</b> <i>Sponsored by: The Counselling Foundation of Canada</i>	1 <sup>st</sup> floor OCC Exhibitor Hall

# Concurrent Sessions

## Monday, January 23

MONDAY

10:30 AM –  
12:00 PM

BLOCK

1

SESSION TITLE		ROOM	KEY
<b>A New Approach to Identify Professional Trajectories</b>		109	<b>F</b>
ABSTRACT	Personality efficiently supports interests to develop significant professional trajectories. Based on a single tool, the "Vocational Report" (in English and French), several studies will show how it is possible to offer training and vocational programs tightly correlated to the functional abilities of a person. The proposed approach builds solid bridges to the labour market of the new millennium.		
BIO	<b>François Bernatchez</b> , President of Gestion Carrières Inc., is an expert in psychometrics. He has developed and implemented the "Performance Carrière" psychometric tools. In 1996, he was awarded the « Prix de l'Ordre » by OCCOQ.		

SESSION TITLE		ROOM	KEY
<b>Access and Support in Education</b>		102	<b>E</b>
ABSTRACT	We describe employment supports offered in two education programs at George Brown College (GBC) in Toronto serving adults with mental health and/or substance use challenges. We describe the career planning, skills development and job training initiatives of these programs and evaluate how our practices—augmented curriculum, learning support, individualized assessment, job development, job coaching, access to counselling, and an equity framework—contribute to the self-efficacy, self-determination and employment of marginalized students, and evaluate their transferability to other settings.		
BIO	<b>Jo Petite</b> , MSW, is a faculty member in the Redirection through Education Program (REP) at GBC where she teaches and develops curriculum in the area of vocational support and development. Her focus is on equity and access in employment. <b>Lee Delaino</b> , MTS, is a faculty member in the REP at GBC where she teaches and provides coaching in employability skills, job search strategies and career research and development. She also works in Academic Upgrading. <b>Suzanne De Freitas</b> is a job developer and coach in the Augmented Education Program at GBC. She works both in the classroom and the lab in this supported training program that certifies graduates to be employed as assistant cooks. <b>Ken Hall</b> is a GBC graduate and 'Counsellor of the Year' nominee. Ken is a Work Placement Coach in the REP at GBC and has extensive experience counselling people with multiple barriers to employment.		

**WESTIN**  
HOTELS & RESORTS

We would like to thank the Westin Ottawa for  
sponsoring the Monday morning breakfast!

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◀ Headsets are available on 4<sup>th</sup> floor of the Westin

10:30 AM –  
12:00 PM

BLOCK

1

MONDAY

SESSION TITLE		ROOM	KEY
<b>Career Planning Needs of Ontario Grade 10 Students</b>		105	<b>E</b>
ABSTRACT	Between May 2010 and June 2011, 1,600 Grade 10 students in a Career Studies course, 144 secondary school counsellors and 53 Career Studies teachers completed a survey on Ontario secondary students' career planning needs. We will summarize the findings with particular attention to differences and similarities in the perceptions of each stakeholder group. Implications for policy and practice will also be discussed.		
BIO	Dr. <b>Peter Dietsche</b> has researched the impact of policy and practice on student educational outcomes in Canadian and U.S. colleges. As principal investigator for the Ontario College Student Engagement Survey, he identified Career Clarity as a critical factor in student success and retention.		

SESSION TITLE		ROOM	KEY
<b>Clients' Thought Processes as Barriers to Career Success</b>		108	<b>E</b>
ABSTRACT	The desire to strive for career success is increasing for Foreign Trained Professionals, Mature Workers and New Graduates. They may be experiencing anxiety due to how they experience/perceive themselves within their professional, social and cultural arenas. By exploring clients' thought processes, it can reveal the clients' level of readiness for reemployment. This interactive session aims to build the capacity of Career Practitioners so that they can foster clients' healthy career identity development.		
BIO	<b>Sonny K.H. Wong</b> , M.Ed., possesses over 10 years of experience in education/career counselling. Wong serves as a Training Consultant in the non-profit employment services sector. Presently, he is working as the Faculty of Arts Career Counsellor at Ryerson University.		

SESSION TITLE		ROOM	KEY
<b>Cross-Cultural Understanding in Aboriginal Career Development</b>		101	<b>E</b>
ABSTRACT	In recent years, Canadians have increasingly been self-identifying as Aboriginal. This translates into an increased need for practitioners to grow their competency in the area of cross-cultural understanding. Join one of Canada's premier Aboriginal awareness consultants to gain insights into Aboriginal issues as they relate to career development. This session will help you with practical advice in assisting you to provide service that is culturally sensitive and productive.		
BIO	<b>Trina Bucko</b> , Ojibwe member of Mattagami First Nation, is one of Canada's leading consultants in the area of Aboriginal awareness training. Over the past 12 years she has been sharing her expertise with industry leaders, educators, corporate Canada and governments.		

# Concurrent Sessions

## Monday, January 23

10:30 AM –  
12:00 PM

BLOCK

1

SESSION TITLE		ROOM	KEY
<b>Evolution and Vitality of Narrative Career Counselling</b>		Nunavut	<b>E</b>
ABSTRACT	The Narrative Career Counselling approach represents both an epistemology and methodology derived from the post-modern and social constructivist thinking in vocational and career psychology. It points to a significant paradigm shift from the traditional objectivist view in that it helps individuals make sense of life-career meanings from their unique phenomenological lenses. I will describe the conceptual and theoretical evolution of the narrative approach; elaborate its contemporary relevance to construe life-careers; and offer ideas to guide career development and counselling practice.		
BIO	Dr. <b>Charles P. Chen</b> is Professor of Counselling Psychology and a Canada Research Chair at the University of Toronto. His book, <i>Career Endeavour</i> , received the 2008 Best Canadian Counselling Book Award. He is featured in Canadian Who's Who and Who's Who in the World.		

SESSION TITLE		ROOM	KEY
<b>Facilitators, This One's For You!</b>		104	<b>E</b>
ABSTRACT	Have you given any thought lately to the way you facilitate? Do you feel like you could use some re-energizing with the help of solid ideas and techniques? Join an experienced and passionate facilitator and test drive new ice breakers, energizers and activities that create positive and immediate results. Gain practical insights into managing difficult behaviours that can sabotage your workshops. Practice techniques that establish rapport with your groups, add to your expertise and net you the kind of evaluations that set you apart.		
BIO	<b>Joanne Stuart</b> is a career development trainer and speaker known for her ability to connect with her audiences and has facilitated career-related workshops for 15 years and commits her passion to helping others find their unique voice and meaningful contributions. Her ability to think in the moment landed her the unique opportunity to host her own television show for two years.		

SESSION TITLE		ROOM	KEY
<b>From Chance to Choice</b>		103	<b>E</b>
ABSTRACT	Although companies hire on the basis of 50% skill and 50% attitude, more people are kept or released because of their interpersonal abilities. We will look at the 'how to' in keeping a job, moving forward and, most importantly, relating to others so a person's future is not left to just chance. The session is an interactive, hands-on style to build awareness of the choices in our lives and how to use them in career development.		
BIO	<b>Tami Anderson</b> has more than 25 years of experience in HR, specializing in recruitment, administration and training for local and foreign clients. She has provided services as a freelance sign language interpreter and instructor and was also a life skills coach. These multi-cultural experiences give Tami a comprehensive understanding of workplace dynamics and unique communication skills. She currently sits on the Editorial and Marketing committees of CERIC.		



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◀ Headsets are available on 4<sup>th</sup> floor of the Westin

10:30 AM –  
12:00 PM

BLOCK

1

MONDAY

SESSION TITLE		ROOM	KEY
<b>Other Paths to Career Growth</b>		Manitoba	<b>E</b>
ABSTRACT	On-the-job training coupled with the desire of many industries to recruit management and develop employees from 'the floor' has meant that there are many opportunities for career growth that do not rely on a university degree or college diploma. However, biases as well as a genuine lack of understanding of how those career paths evolve persist in the general public and the career counselling profession. This is an opportunity to learn about recruitment and development practices of different industries.		
BIO	<b>Patricia Parulekar's</b> policy and research experience is extensive: from biotech and agriculture to the pharmaceutical sectors; and from health, education and labour to economic policy. She has an MBA from Queen's University and a Social Science degree from the University of Ottawa.		

SESSION TITLE		ROOM	KEY
<b>Redirection: Volunteering as an Extension of Career</b>		100	<b>E</b>
ABSTRACT	This is a study that explores whether retirees' volunteer experiences represent an extension of their career in the paid workforce, and how this integration of life roles impacts their career self-concept, as interpreted through Donald Super's life-span, life-space theory of career development. It looked at retirees, 55 to 75 years of age, who were contributing three or more hours per week to their volunteer activities. The findings indicate these adults experience a new stage that I call 'Redirection'. This is contributing to healthy aging during retirement and this will be further described.		
BIO	<b>Suzanne Cook</b> recently completed her PhD. at OISE at the University of Toronto. She is a Postdoctoral Fellow in the Rotman Research Institute at Baycrest in Toronto where she continues to study older volunteers in <i>Redirection</i> .		

SESSION TITLE		ROOM	KEY
<b>So What Is Your Client's Essential Skills Level?</b>		BC	<b>E</b>
ABSTRACT	Determining a client's readiness for apprenticeship and further post-secondary training is becoming increasingly important for employment counsellors. Come learn about two new online tools which identify client levels in Document Use, Reading Text and Numeracy, according to the IALS 500 point scale. These tools also direct individuals to free online resources which they can use to upgrade their skills. The use of this resource is free to counsellors and employers across Canada.		
BIO	<b>Lynne Wallace</b> , M.A., Executive Director of the College Sector Committee for Adult Upgrading, has for the past three years focused on the development and delivery of online programming to enable those clients traditionally underrepresented in post-secondary and apprenticeship training to access the skills required to succeed in next-step training. Lynne coordinated the upgrading program at Cambrian College in Sudbury where she acquired a thorough understanding of the needs of learners in transition.		

# Concurrent Sessions

## Monday, January 23

MONDAY

10:30 AM –  
12:00 PM


BLOCK

1


SESSION TITLE		ROOM	KEY
<b>Transmitting a Professional Legacy</b>		Provinces 1	<b>E</b> ◀
ABSTRACT	A Career Legacy Circle (CLC) is a reflection-oriented space bringing together people in the later stage of their active working life. The process aims to develop two new bodies of knowledge: knowing to stay and knowing to leave, which implies, among other things, wrapping up commitments and transmitting one's professional legacy. This workshop will present results of the CLC Professional practice in regards to knowledge transfer, personal wellbeing and inter-generational relationship workforce challenges.		
BIO	A career guidance counsellor and experienced in Human Resources Management, <b>Diane Doyon</b> is the originator of the Career Legacy Circle (CLC) concept, research and practice. She facilitates Work-Life management groups and is in charge of the international training program for CLC facilitators.		

SESSION TITLE		ROOM	KEY
<b>Unstick that Stuck Client!</b>		Confederation 3	<b>E</b> ◀
ABSTRACT	The Stages of Change (SOC) and Motivational Interviewing (MI) have been used extensively and successfully in health psychology. An innovative three-year research project has recently concluded, showing the practical application of SOC and MI to be an effective counselling style that is client-centered and directive for eliciting behavioural change by helping clients to explore and resolve ambivalence towards employment. The SOC/MI model is the future trend for motivating job seekers and fills a gap in the practices not covered by other techniques. This model has been proven to work for: Youth, Persons with Disabilities, Newcomers and other marginalized groups.		
BIO	<b>Roxanne Sawatzky</b> , President and Founder of Empowering Change, successfully managed a three-year, \$1.3 million research study with almost 3,000 individuals who had multiple barriers to employment. Her innovative company is delivering training to diverse employment services providers and not-for-profit groups. She is changing employment and social service provider thinking and practice by increasing effective, short-term motivational service delivery methods across Canada.		

SESSION TITLE		ROOM	KEY
<b>V.I.P.P. What's This?</b>		107	<b>E</b>
ABSTRACT	It's a process to help uncover values, interests, purpose and plans for career/life planning. Using a 'collage' of standard career counselling practices, you will participate in a process that can be used with individuals or in groups to assist in clarifying values, interests, purpose/plans and create your own personal portable artefact for reminder and reference for future directions.		
BIO	<b>Kathy Johnson</b> works as a career and employment consultant in Saskatchewan. She has a B.A. (sociology) and a Certificate in Career Development from Concordia University College of Alberta.		

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 Headsets are available on 4<sup>th</sup> floor of the Westin

SESSION TITLE		ROOM	KEY
<b>Web Analytics that Inform Career Services</b>		Provinces 2	<b>E</b> 
ABSTRACT	How many people visit your organization's website and engage with your social media channels? Where do they come from? How much time do they spend searching for information? What do they look at? And, most importantly, how does your programming and how do your services match what your clients are searching for? We will explore web development theory, examine case studies from career services units across Canada, and conclude with a discussion of best practices that will help you turn the analysis of your online media into results for your organization.		
BIO	<b>John Horn</b> , Associate Director of Career Services at UBC, delivers strategic direction and positive energy to UBC's Career Development team, who provide innovative and engaging advising, workshops and faculty-customized programming to over 50,000 students and alumni. As the Editor-in-Chief of the <i>Daily Gumboot</i> , he collaborates with nearly 30 correspondents from around the world. John is also the Web Services Committee Chair for CERIC, a Book Reviewer for Activehistory.ca, Co-founder of The Circle of Literary Judgement, a Piratologist and a Resident Blogger for MyGradGuide.		

10:30 AM –  
12:00 PM

BLOCK

1

MONDAY

SESSION TITLE		ROOM	KEY
<b>What You Should Know about Sector Councils: Panel</b>		106	<b>E</b>
ABSTRACT	Canada's Sector Councils are industry's voice on Human Resources and Skills Development Issues. Sector Councils are industry-led partnership organizations that address skills development issues and implement labour market solutions in key sectors of the economy. Sector Councils bring together representatives from business, labour, education, governments and other professional groups to comprehensively address solutions across Canada. The Alliance of Sector Councils (TASC) is the network of over 35 sector councils and sector-like organizations that facilitates the sharing of best practices in skills development, advances expertise of all councils, and builds strategic partnerships with other labour market stakeholders.		
BIO	<b>Andrew Cardozo</b> is the Executive Director of TASC, a network dedicated to skills development in key sectors of the economy. He also teaches a course on media policy at Carleton University, and is a columnist with the Ottawa-based Hill Times. He is a board member of the Catholic Centre for Immigrants in Ottawa. <b>Kevin Maynard</b> , Executive Director, Canadian Supply Chain Sector Council, leads an enthusiastic team of staff members, project managers and consultants. He is the Chairman of TASC and sits on the Board of the CCDF and the Board of Advisors for AIESEC Ryerson. As Director, Attraction, Retention, and Transition with the Mining Industry Human Resources Council, <b>Melanie Sturk</b> is responsible for the initiatives that encourage new workers, particularly those from underrepresented groups, to engage in mining careers and with initiatives that support the industry with enhancing workplace diversity.		



We would like to thank Memorial University for sponsoring the Monday morning networking break!

# Concurrent Sessions

## Monday, January 23

1:30 PM –  
3:00 PM



BLOCK

2

SESSION TITLE		ROOM	KEY
<b>An Under-Utilized Potential in Career Development</b>		Provinces 1	<b>F</b> ◀
ABSTRACT	What a pity and waste for clients and stakeholders alike! There is nothing better than a well-chosen and well-structured group to merge both the capacity (intrinsic) and the challenges (extrinsic) of a person, whether they are at the counselling, integration or career management level. I will show why the group capacity—found in small, medium and big groups—is the way to go when knowledge, know-how and soft skills are at the heart of the matter.		
BIO	Dr. <b>Jacques Limoges</b> has been an associate at the University of Sherbrooke Career Counselling Department for the last 40 years. Qualified assistance, occupational integration, career counselling and, more importantly, group approaches, are his main fields of research and teaching. He has authored about 20 books, some of which have been translated. He is an internationally recognized teacher-lecturer. With a dynamic team, he is presently finishing a thesis that rounds up the potential of groups, adolescent mental health issues, qualitative research and family-centered practice.		

SESSION TITLE		ROOM	KEY
<b>Down the Rabbit Hole: Helping Midlife Career Changers</b>		104	<b>E</b>
ABSTRACT	We will provide practical information on how Career Practitioners can assist mid-life career changers—whether by choice or consequence to navigate through the career-changing process. Information will also be provided on Canadian labour market trends and processes. This presentation was the keynote address at the Newfoundland and Labrador Career Practitioners conference 2010.		
BIO	<b>Deborah Noel</b> and <b>Anne Clarke</b> have a combined 30 years in the career coaching field. Speaking on a variety of areas from Facilitation Techniques to Trends in Career Development, they have presented a NATCON, Opportunities, Strategies for Success, Cannexus and many more venues. Their presentation style is informative and energetic, incorporating a variety of learning styles.		

SESSION TITLE		ROOM	KEY
<b>Effective Relationships with Your Clients</b>		106	<b>E</b>
ABSTRACT	We know a trusting relationship is crucial when you are counselling or facilitating others. But how do we develop this type of relationship? We will focus on how to quickly establish rapport and build trust. You will learn how to identify the natural predispositions of others and quickly adapt your approach in order to enhance communications with them. You will leave this workshop with tools and techniques that you can apply right away.		
BIO	<b>Anne Bulstrode</b> is a Learning Consultant, international speaker, coach and co-author of <i>Colour Savvy: Helping You Achieve Success in Your Work Life</i> with more than 20 years of experience helping people reach their goals. Her area of expertise is Interpersonal Communication and Management Development. Dr. <b>Susan Geary</b> has more than 20 years of experience as a trainer, coach, consultant and corporate education manager. She has a doctorate in Adult Education and is the co-author of the bestselling book <i>Colour Savvy: Helping You Achieve Success in Your Work Life</i> .		

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 Headsets are available on 4<sup>th</sup> floor of the Westin

SESSION TITLE		ROOM	KEY
<b>Ensuring Employment Sector Service Excellence across Communities</b>		BC	<b>E</b>
ABSTRACT	OneClient evaluates, measures and celebrates the performance and operations of service delivery agencies, providing assurance to all service providers, clients, funders, employers and the public, that clients are treated with the same high standards of respect and quality of service regardless of which agency they enter. Learn how the OneClient model can ensure consistent, benchmarked quality of service across your community.		
BIO	<b>Carol Stewart</b> , as the Project Manager of the Employment Sector Council of London-Middlesex, coordinates the labour market and employment policy and planning interests of more than 40 non-profit and public employment and training service delivery agencies, and community, business and government organizations in the London-Middlesex County Region. <b>Kelly Culver</b> is a Certified Management Consultant and President of The Culver Group, a management consulting company focusing on public sector transformation, organizational capacity/sustainability and program/service quality evaluations with not-for-profit and public sector organizations. Kelly is the Prime Consultant for ESCLM's Service Delivery Standards Project.		

1:30 PM –  
3:00 PM

BLOCK

2

MONDAY

SESSION TITLE		ROOM	KEY
<b>Facilitate with Finesse</b>		Nunavut	<b>E</b>
ABSTRACT	I offer an interactive workshop to hone your own workshop facilitation skills. Topics include: Roles and Rules; Presentation Styles; Ice Breakers; Lectures versus Laughter; Learning Styles; Difficult Customers; and Tips. This is a very hands-on workshop, where participants will be taking part in the Party Exercise and developing some of their own material.		
BIO	<b>Judith Thomas</b> is a certified Career Development Practitioner with her own consulting business. This will be her third presentation at Cannexus. Her other presentations and training sessions include effective counselling, disabilities and employment, newcomers, political correctness and program models.		

SESSION TITLE		ROOM	KEY
<b>Feeling Overwhelmed or Underutilized?</b>		102	<b>E</b>
ABSTRACT	Are you struggling to help clients fully engage with their work? Stressed or bored in your own job? A new Career Engagement model draws from a variety of theoretical foundations, in business, education and Psychology, to take the mystery out of career success and job satisfaction. Join the co-developer of the model to learn how aligning challenge to individual/organizational capacity can keep careers on track for such diverse populations as youth, mid-career workers, peoples with disabilities, under-employed professionals and immigrants.		
BIO	<b>Dr. Roberta Neault</b> , President of Life Strategies Ltd., is an award-winning career development leader, inspiring international speaker, career practitioner and counsellor-educator, author of practical tools for career practitioners and clients, and co-developer of the Career Engagement model.		

# Concurrent Sessions

## Monday, January 23

1:30 PM –  
3:00 PM

BLOCK

2

SESSION TITLE		ROOM	KEY
<b>First Nation and Inuit Career Decision-Making Ability</b>		101	<b>E</b>
ABSTRACT	Making career decisions is a struggle, especially for First Nation and Inuit students who have more factors to consider than most. Jobmatics, a diamond mine and the Government of NWT are partnering to increase northern students' capacity to make decisions they will pick and stick with. We will describe the exciting results to date of equipping First Nation and Inuit students with the tools and skills needed to make decisions that take them to work/learning that fits.		
BIO	<b>Kathy Harris</b> , a 30-plus-year veteran of the career industry, is author of a ground-breaking concrete career decision-making process that is making it possible for career decision-making to become Canada's fourth literacy. As Guidance Head, <b>Penny Hopkins</b> struggled with making sure students developed the skills they needed to make good decisions. Upon finding Kathy Harris' career decision-making program, Penny developed it into the classroom-ready program it is today. <b>Elaine Stewart</b> has been involved in northern education for 25 years. It has been her pleasure to coordinate the partnerships needed, including key private industry partner, BHP Billiton, to enable full implementation of this amazing program across the NWT.		

SESSION TITLE		ROOM	KEY
<b>From a Distance</b>		109	<b>E</b>
ABSTRACT	The College Sector Committee for Adult Upgrading has developed an innovative and effective intake and assessment module called Learn to Learn (L2L) which determines if individuals have the necessary personal, academic and computer skills to succeed in an online learning environment. Come for a demonstration of L2L and see how it has improved success and retention rates for distance learners.		
BIO	<b>Mary Jonik</b> is responsible for designing the Learn to Learn (L2L) course with the help of many others; she is also a Facilitator with L2L and the Academic Advisor for the ACE Distance program. Mary has been an Academic Advisor and Professor at Cambrian College for over 20 years. She possesses a degree in Psychology and a Masters in Human Development.		

SESSION TITLE		ROOM	KEY
<b>Homophobia, Career Choice and the Workplace</b>		100	<b>E</b>
ABSTRACT	Because of homophobia, transphobia and heterosexism, LGBT (lesbian, gay, bisexual and transgendered) people can face difficulties at work. The dynamics at play when LGBT people choose careers, search for a job and decide whether or not to be "out" in the workplace can be further complicated for our LGBT clients if they are also a member of a minority ethnic or religious community. We will examine how being "queer" can be an advantage for LGBT people because of the additional skills they bring to the workplace and will suggest ways in which career educators, like yourselves, can create an environment that will be welcoming to the LGBT population.		
BIO	<b>Gregg Blachford</b> is the Director of McGill University's Career Planning Service (CaPS) in Montreal. He has been active with CERIC since 2008 and with CACEE since 1997. His research interests involve an examination of the links between sexual orientation, gender identity, internalized homophobia and career choice. This includes the study of the strategies that LGBT people use to deal with "coming out" issues at work.		



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Headsets are available on 4<sup>th</sup> floor of the Westin

SESSION TITLE		ROOM	KEY
<b>International Student University-to-Work Career Decision-Making</b>		Confederation 3	E
ABSTRACT	We will share findings from two research projects. Firstly, we will share research findings that help us to better understand the individual characteristics of international students who have successfully navigated the transition from university-to-work. Using participant narratives, we will examine stories related to goals, a sense of well-being, personal satisfaction, perseverance, talent and wisdom. We will discuss how these positive qualities and markers of success can be integrated into career counselling with international students. Secondly, we will provide examples of how relationships are embedded in all stages of career planning and decision-making from our research with international students who are pursuing permanent immigration to Canada. Participants will be introduced to relational-cultural theory as a way of understanding client career issues. Key considerations, for exploring the context of clients' relationships when implementing career counselling interventions, will be emphasized.		
BIO	Dr. <b>Nancy Arthur</b> , Professor and Canada Research Chair in professional education at the University of Calgary, has teaching and research interests in counsellor education, multicultural counselling and career development. She is also a registered psychologist with Calgary Psychology Group. <b>Natalee Popadiuk</b> is an Assistant Professor in Counselling Psychology at the University of Victoria. Her research interests focus on relational connections and disconnections, and international student adjustment. She also works as a registered psychologist in private practice in Victoria.		

SESSION TITLE		ROOM	KEY
<b>Living with Wild Tigers in Thailand</b>		107	E
ABSTRACT	It's not always about work! This is an experiential presentation by a coach specializing in Leadership and Career Development. An advocate of contributing to the community, devoting a considerable amount of time to community initiatives within Canada as well as his passion for saving the tiger from extinction, he provides insight and knowledge around 'thinking outside of the box' and achieving fulfillment through giving back. The presentation is supported with intriguing photos of his experience.		
BIO	<b>Gary Agnew</b> is a senior human resources practitioner with more than 25 years' experience in the field of coaching and mentoring of professionals from all market sectors; succession planning as well as training and development. Gary's entrepreneurial and creative mind is the foundation for helping clients see the possibilities and achieve results.		



Join the Conversation! If you're on **Twitter**, use the hashtag **#cannexus12**. Plus, share that you are attending the conference through the Cannexus **LinkedIn** or **Facebook** pages.

1:30 PM –  
3:00 PM

BLOCK

2

MONDAY

# Concurrent Sessions

## Monday, January 23

MONDAY

1:30 PM –  
3:00 PM

BLOCK

2

SESSION TITLE		ROOM	KEY
<b>Multiple Mini Interviews: What Happens? What Helps?</b>		108	<b>E</b>
ABSTRACT	The Multiple Mini Interview (MMI) is an innovative interview procedure which evaluates the qualities and characteristics of applicants to professional programs such as: medicine, pharmacy and veterinary medicine. Looking more like speed dating than a traditional interview, candidates move from station to station experiencing different scenarios and interviewers each time. This interactive presentation is designed to describe the MMI protocol and demonstrate the strategies used in a workshop to help applicants build skills, reduce anxiety, increase confidence and transform their communication styles.		
BIO	<b>Jeanette Hung</b> , M.Ed. (Counselling), CCC, RCT, is the Coordinator of Career Counselling at the Counselling Services Centre, Dalhousie University. Her expertise focuses on the teaching and supervision of counsellors and the promotion of career development practices.		

SESSION TITLE		ROOM	KEY
<b>Taking the Terror Out of Career Change</b>		103	<b>E</b>
ABSTRACT	Career changes are scary. Having worked with many demographics from youth-at-risk to corporate executives, I've seen first-hand that those fears never change: failure, looking stupid, not being liked. This presentation explains the fears which can be present in career change, how to understand them better and how to overcome them; whether it's for a new career, a recent promotion or going back to school.		
BIO	<b>Billy Anderson</b> says, "I've jumped out of an airplane 100 times. I've been an advertising manager, a non-profit executive and an Outward Bound instructor. I teach people how to control their fears in order to get the career they want."		

SESSION TITLE		ROOM	KEY
<b>The Integration of Literacy and Essential Skills into the Career Development Process</b>		Manitoba	<b>E</b>
ABSTRACT	The Supporting the Canadian Advancement of Literacy and Essential Skills (SCALES) project's Literacy and Essential Skills (LES) experts met with 27 organizations and interviewed approximately 120 practitioners to ask what LES tools were needed to support them in their work. The CONNECT SCALES project team will present the tools developed to fill gaps identified by practitioners and demonstrate the various uses of LES in the Career Development process.		
BIO	Prior to becoming the CONNECT SCALES Project Manager, <b>Debi Saul</b> was Project Lead on the Canadian Agricultural Skills Service (CASS) program. Debi supported career advisors assisting low-income farmers to access education and training across Ontario. <b>Michelle Forrest</b> is the full-time Subject Matter Expert working on the CONNECT SCALES project. She has 20 years employment counselling and job development experience working in provincially funded employment programs in Ontario. <b>Pam Jadischke</b> has 14 years of experience in the career development field, including eight years working in Job Connect at Conestoga College. Pam has worked on numerous Essential Skills projects funded by HRSDC-OLES.		

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◀ Headsets are available on 4<sup>th</sup> floor of the Westin

1:30 PM –  
3:00 PM

BLOCK

2

MONDAY

SESSION TITLE		ROOM	KEY
<b>Using the Latest in Positive Psychology</b>		Provinces 2	<b>E</b> ◀
ABSTRACT	What is the most important electronic tool you have to work with these days? Is it your computer? No. It's your brain. Your brain is the key to your performance and your happiness. It is your best source of strength and, sometimes, your greatest enemy. Join this interactive workshop where we will share the latest techniques in resilience training and positive psychology that can dramatically improve your ability to bounce back from any tough situation and increase your happiness.		
BIO	<b>Louisa Jewell</b> , MAPP, is the founder of the Canadian Positive Psychology Association and is a facilitator and speaker working with leaders to build positive workplaces. She is a graduate of the Master of Applied Positive Psychology program at UPENN and co-host of CareerBuzz, a weekly radio show on CIUT.FM.		

SESSION TITLE		ROOM	KEY
<b>Values in Action</b>		105	<b>E</b>
ABSTRACT	The recent economic downturn has reinforced post-secondary students' desire to find a career path that will lead to financial stability and certainty. However, the presenters suggest that if students make choices that are congruent with their inner character strengths and values, they will have more career satisfaction and success. This interactive workshop will encourage discussion about and illustrate the presenters' use of the Values in Action Inventory of Strengths (VIA-IS) alongside other traditional career inventories to enhance post-secondary career counselling.		
BIO	<b>Dr. Anna-Lisa Ciccocioppo</b> is a registered psychologist who works as a Counsellor and as the Career Development Coordinator at the University of Calgary's SU Wellness Centre. She also serves as Adjunct Assistant Professor in the Faculty of Education. <b>Dr. Sonya Flessati</b> is a registered psychologist who works as a Counsellor (and recently completed a term as Chair of Counselling) at Mount Royal University's EnCana Wellness Centre. <b>Dr. Janet Miller</b> is a registered psychologist who is a Counsellor and serving as Chair of Counselling at Mount Royal University's EnCana Wellness Centre.		



## CJCD 10<sup>th</sup> Anniversary Book

**Pick up your free copy!** You can pick up your complimentary copy of this special issue throughout Cannexus12 at the CERIC booths 1 & 2 in the Exhibitor Hall. Visit the CERIC booths Monday morning, 10:00 – 10:30 AM, to meet Rob Shea, Editor of *The Canadian Journal of Career Development (CJCD)*.

# Concurrent Sessions

## Monday, January 23

3:30 PM –  
5:00 PM

BLOCK

3

SESSION TITLE		ROOM	KEY
<b>A 21<sup>st</sup> Century University-wide Career Development Centre</b>		100	<b>E</b>
ABSTRACT	Strategies in constructing and implementing such a Centre at universities and colleges are outlined. Strategic processes ranging from A to Z are identified, discussed, and include: rationales, paradigm shifts, goals, core values, overcoming institutional barriers, differentiated program practices, diagnostic career assessment inventories, intentional staff/student roles and responsibilities, and measured outcomes. One major program effect is increased confidence in what career practitioners do through a comprehensive Career Centre.		
BIO	Dr. <b>John Zaugra</b> is the Coordinator of Career Counseling and Testing at Grand Valley State University and has been the president of the Michigan College Student Personnel Association and editor of the <i>Michigan Journal of College Student Development</i> . He has made numerous presentations on career paradigm shifts and issues. Dr. <b>Brian Bossick</b> serves as the Career Outreach and Wellness Specialist at Grand Valley State University. He has made national and international presentations on career problem solving and wellness.		

SESSION TITLE		ROOM	KEY
<b>Boost Your News Media EQ</b>		101	<b>E</b>
ABSTRACT	Career development professionals often have stories to tell that are of interest to the news media. The results of the media interviews are sometimes disappointing. In this interactive workshop you learn how to improve four key emotional intelligence capabilities that can have an impact on performance: empathy, stress tolerance, impulse control and optimism.		
BIO	<b>Gail Hulnick</b> brings 20 years' experience in the news media as a TV reporter and a radio talk show host, followed by many years' experience in business as coach and consultant. Her background includes an M.A. in Journalism and an M.B.A.		

SESSION TITLE		ROOM	KEY
<b>Career Development: Not Just About Work</b>		BC	<b>E</b>
ABSTRACT	Effective career development has the potential to influence so many aspects of people's lives. We will explore the various contributions which a deeper understanding of self may make to enrich a person's life. We will engage participants in self-reflection, dialogue and activities that may be used with other people accessing career services.		
BIO	<b>Clarence De Schiffart</b> is the Coordinator of Career Services at the Nova Scotia Community College (NSCC). He is a nationally recognized trainer in career development theory and practice and is known for his deep passion to assist others with making significant life/work decisions. <b>Laurie Edwards</b> is the Director of Career Development Services for the NSCC. She is a nationally recognized leader in career development and has a reputation for pushing the career sector to realize its essential role in wealth creation, innovation, economic prosperity and citizenship.		

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◀ Headsets are available on 4<sup>th</sup> floor of the Westin

3:30 PM –  
5:00 PM

BLOCK

3

MONDAY

SESSION TITLE		ROOM	KEY
<b>Career Integrated Learning: Curricular Reform</b>		103	E
ABSTRACT	This presentation will explore a new pan-university project at Memorial University of Newfoundland. The project engages faculty members across all disciplines and fields of study. The project seeks to isolate graduating student competencies that exist within their curriculum, and then engage students by creating learning opportunities in order to develop those competencies. The use of Work Integrated Learning (WIL) is explored as one of those ways to seek out competencies. WIL includes, but is not limited to, co-op, internship and service learning, i.e. anything where a workplace situation is used to enhance learning. The challenges and opportunities which have been encountered and the potential outcomes for this project will also be explored.		
BIO	<b>Rhonda Joy</b> is an Assistant Professor (Counselling Psychology) and registered psychologist in the Faculty of Education at Memorial University of Newfoundland. Prior to joining Memorial University, Rhonda spent 18 years as a guidance counsellor in primary, elementary and high schools in Newfoundland. Her teaching includes graduate and undergraduate courses in assessment of learning disabilities and counselling. Her research interests include career development, second language acquisition and the role of guidance counsellors in the school system. <b>Karen Youden</b> , BA Ed. (Primary) from Memorial University and Master of Continuing Education (Workplace Learning) from the University of Calgary, has worked for the YMCA-YWCA for more than 20 years and worked with the provincial government in Newfoundland in the area of career counselling and client services for post-secondary students seeking financial assistance. She is involved in the development of a career and work integrated learning program at Memorial University. <b>Rob Shea</b> is Dean of Student Affairs and Services and an Assistant Professor (Post-secondary and Adult Education) in the Faculty of Education at Memorial University. Rob is the Founding Editor of <i>The Canadian Journal of Career Development</i> ; founding President of CERIC and a Director on the Board of The Counselling Foundation of Canada.		

SESSION TITLE		ROOM	KEY
<b>Coming to Terms with Career Regret</b>		106	E
ABSTRACT	What if you spent your life at a job you disliked? What if you never figured out what you wanted to do? What if you did know, but circumstances prevented you from achieving your career goals? Regret connects individuals to their past, anchors them in the present, and focuses them on possibilities for the future. This presentation details the researcher's use of a phenomenological method to discern common themes in the lives of retirees who have experienced career regret. Possible implications for career counselling will be explored.		
BIO	<b>Juanita Hennessey</b> is an International Student Advisor at Memorial University of Newfoundland and a part-time graduate student in the Master of Education (Counselling Psychology) program.		

## Cannexus Connections, *Tuesday, 11:45 AM*

Hear all about the findings of the new CERIC Survey of Career Service Professionals, Room 104 of the OCC!

# Concurrent Sessions

## Monday, January 23

MONDAY

3:30 PM –  
5:00 PM

BLOCK

3

SESSION TITLE		ROOM	KEY
<b>Connecting with Students &amp; a Win-Win Partnership</b>		Manitoba	<b>F</b>
ABSTRACT	Connecting with students and giving them the appropriate tools can be quite the challenge for all of us. Committed to meet the challenge of integrating pre- and post-graduate students, the Laval University Placement Bureau launched an initiative called "Client Experience", and we would like to share implemented strategies and opinions on this subject. The Placement Bureau cooperated with the Library in order to offer a training program whose research focuses on career development. It allowed us to create a rewarding relationship for both departments. How can we provide the student community with all the services required to help integrate them into the labour force?		
BIO	<b>Richard Buteau</b> , B.B.A. (Commerce & Finance, Laval University) has been the leader at SPLA since March 2007. With more than 25 years of management and human resource experience, he is well equipped to meet the service's challenges. He and his team of almost 40 employment specialists are deeply involved in their work so that their service delivery remains one of the best in Canada.		

SESSION TITLE		ROOM	KEY
<b>Employment Readiness: Addressing Critical Soft Skills</b>		105	<b>E</b>
ABSTRACT	While career decision-making, skills enhancement and job search are often our focus in facilitating work-life transitions, the "soft skills" involved in self-efficacy, social supports and work history are also critically important to success. Data from over 15,000 Ontario Works clients will be used to demonstrate the importance of these factors and highlight which interventions are making a difference. Practical exercises will provide participants with an opportunity to strategize "best practice" approaches for individuals, as well as particular client demographic groups.		
BIO	<b>Valerie Ward</b> specializes in developing programs, learning resources, partnerships and strategies to advance career development. She is co-developer and owner of the Employment Readiness Scale™ and heads Valerie G. Ward Consulting Ltd. in Vancouver, BC <a href="http://www.employmentreadiness.info">www.employmentreadiness.info</a> .		

SESSION TITLE		ROOM	KEY
<b>Getting in Tune: Effective Career Counselling with Musical Clients</b>		108	<b>E</b>
ABSTRACT	What does a successful career in music look like? What paths are possible beyond a performance career? And what transferable skills can trained musicians draw upon? Using examples and insights gained from my work with musicians, I will discuss the range of possibilities in the professional music world, strategies and approaches to work effectively with clients who have a background or interest in music, and resources that can help in the process.		
BIO	As Music and Arts Career Advisor at McGill University, <b>Jan Bottomer</b> , M.A., CCC, has initiated and developed a comprehensive program of career services for Music students. A life-long amateur musician, she is currently one of the principal cellists with I Medici di McGill Orchestra. Jan is an active member of the Network of Music Career Development Officers (NETMCDO), and is passionate about helping musicians achieve their career goals.		

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◀ Headsets are available on 4<sup>th</sup> floor of the Westin

3:30 PM –  
5:00 PM

BLOCK

3

MONDAY

SESSION TITLE		ROOM	KEY
<b>Granted You Have a Great Idea...Now What?</b>		Provinces 1	E ◀
ABSTRACT	You've identified a need that must be met. You've got a project idea that addresses the need and you're ready to move forward but not sure where to go. Could it be the Canadian Education and Research Institute for Counselling (CERIC)? We will explore CERIC's current funding priorities for Project Partnerships, our application and review processes, and supports available to applicants. With sample materials as well as successful applicants on hand, explore FAQs and learnings that can simplify submitting a Project Partnership Application to CERIC.		
BIO	<b>Riz Ibrahim</b> is the Vice-president and General Manager of the Canadian Education and Research Institute for Counselling. Riz works with CERIC's cross-sector Board and Committees to develop strategic and functional partnerships that enhance the body of knowledge for Canadian career practitioners. Additionally, Riz oversees all areas within CERIC's mandate, including Cannexus, ContactPoint / OrientAction and <i>The Canadian Journal of Career Development</i> . <b>Kathryn Levine</b> is an Associate Professor and current Associate Dean of Undergraduate Programs in the Faculty of Social Work at University of Manitoba. Her research interests focus on marginalized youth, child and adolescent mental health issues, qualitative research and family-centered practice. <b>Crystal Dolliver</b> is a leader and trainer with Northern Lights Canada. She relishes the opportunity to bring innovative and practical ideas to the career development field.		

SESSION TITLE		ROOM	KEY
<b>Hope-Filled Engagement through Mattering</b>		Confederation 3	E ◀
ABSTRACT	Mattering is integral to hope. People who don't feel they matter are like invisible people—invisible to themselves and to others. Many people including Aboriginals feel invisible. If they see little in their lives that makes any difference in their world, what's the point of even trying? How can we assist these invisible people to become visible again (to us, to themselves and then to their world)? We can start by looking from different perspectives than those which made them feel invisible in the first place. Although this session is from an Aboriginal perspective, these approaches are meant for use with diverse client populations.		
BIO	<b>Gray Poehnell</b> is an experienced career author, trainer and presenter interested in holistic approaches that cultivate hope, practical spirituality, creativity, imagination and career integrity. <i>Hope-Filled Engagement</i> , co-authored with Norm Amundson, reflects his work with diverse client populations, including Aboriginal peoples.		



Academic & Career Entrance  
Accès Carrières Études

We would like to thank ACE Distance  
for being the Internet Sponsor!



# Concurrent Sessions

## Monday, January 23

MONDAY

3:30 PM –  
5:00 PM

BLOCK

3

SESSION TITLE		ROOM	KEY
<b>Please Don't Make Me Talk to that Audience</b>		Nunavut	<b>E</b>
ABSTRACT	Do you know what W.I.I.F.M. stands for and why it is critical to understand your audience? Can you name the five elements to consider when developing your content? Do you know how to bump your style up from dry to dynamic? Would you like to become an A.C.E. presenter? This interactive workshop answers the above questions and allows each person to practice speaking, which is an important element in mastering these skills. Change your headset from "Please don't make me talk" to "Bring it on!"		
BIO	<b>Sharon Bishin</b> , M.A. (Ed.Tech.), is a communicator with a background in writing, training and technology. She has worked in both the public and private sectors, with academics, students and business professionals. She likes to approach challenges from both low-tech and high-tech perspectives.		

SESSION TITLE		ROOM	KEY
<b>Private Career Colleges (PCCs): Your Vocational Training Solution</b>		107	<b>E</b>
ABSTRACT	Private Career Colleges are the most misunderstood player in the post-secondary field. You can't get through your day without it somehow being facilitated by a PCC graduate. Come learn how these often subject specific schools help train and re-train individuals for the workforce. With almost 100,000 graduates a year the PCC sector will offer a viable solution for your clients. From Massage Therapy to Welding, from Truck Driving to Personal Support Worker, PCC offer these course and more.		
BIO	<b>Michael Nurse</b> , as Executive Director of The Association of Private Colleges, has seen first-hand the value that these little known, often misunderstood schools add to the post-secondary schools. Michael is a career educator who has worked in a number of schools and school systems.		

SESSION TITLE		ROOM	KEY
<b>Roles and Generation Y (Gen Y)</b>		Provinces 2	<b>E</b> ◀
ABSTRACT	Noted as high-performing, entrepreneurial, craving excitement, most likely to ignite radical change in the workplace and having an unorthodox approach to career management that does not parallel traditional paths, it's Gen Y. Engage in a collaborative exploration of the career development needs of Gen Y and the role we can collectively play to enhance Gen Y's preparedness for the many roles they will assume. We begin by assessing participants' specific interests in relation to this topic and will proceed with an overview of research findings, followed by small group activities and discussions regarding the implications of this research.		
BIO	<b>Dr. Carolin Rekar-Munro</b> , M.A. PhD. (Developing HR and Leadership: U of Toronto) CHRP, CTDP, is Associate Professor in the Faculty of Management at Royal Roads University, serving as intellectual lead for Leadership and HR Management; and President of the Faculty Association. She is also Adjunct Professor in the M.A. program at Central Michigan University and has held senior Human Resources positions in the private and public sectors.		

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◀ Headsets are available on 4<sup>th</sup> floor of the Westin

3:30 PM –  
5:00 PM

BLOCK

3

MONDAY

SESSION TITLE		ROOM	KEY
<b>Secrets for Productivity in a Diverse Workplace</b>		102	<b>E</b>
ABSTRACT	Retirements cost employers skills and tacit knowledge. Skilled immigrants can fill skills shortages but may not as easily fill management gaps. Strong on technical skills, they often lack Canadian soft skills. Talent management practices around employee engagement, performance appraisal and identification of high potentials are important. I will lead participants through an activity to raise awareness of the situation faced by managers, and provide guidelines for retention and advancement of immigrant employees.		
BIO	Dr. <b>Linda M. Manning</b> , President of Leadership Mosaic Inc., earned her economics degree in the U.S. She has over 16 years' academic, industry and training experience. Linda works with businesses, educational institutions and community groups to develop inclusive talent management strategies.		

SESSION TITLE		ROOM	KEY
<b>The Bridges Project: Education, Women and Violence</b>		104	<b>E</b>
ABSTRACT	Participants will be invited to reflect on the effects of violence for women students, how it influences educational engagement and achievement, and the challenges it presents for learners, educators and counsellors. A community-based alternative education model will be presented and discussion invited about lessons learned in its development, implementation and evaluation. Resources to support similar work in other communities, including resources for educators, are being developed with funding by The Counselling Foundation of Canada; work to date will be presented and participation in further development invited.		
BIO	<b>Susan Rodger's</b> research interests include trauma, child welfare and the influence of trauma on educational success for women and children. She is engaged in community-based practice and research, and teaches in the graduate program in Counselling Psychology at the Faculty of Education, UWO.		

SESSION TITLE		ROOM	KEY
<b>Who (or Does) Psychotherapy Help during an Employment Transition?</b>		109	<b>E</b>
ABSTRACT	Can employment counsellors successfully identify the recently unemployed who would most benefit from psychotherapy? Should access to psychotherapy be a key fixture in the Client Service Toolbox of employment counsellors? This two-year multi-agency study included over 700 participants who were unemployed at time of intake. Self-reports of emotional wellbeing (depressive symptoms, optimism and self-efficacy) were obtained at intake and repeated six to 12 months later, and changes in well-being and employment status were examined with respect to participation in psychotherapy.		
BIO	<b>Rebecca Machado</b> is a researcher and psychotherapist, with the unifying goal of identifying effective therapeutic interventions, which occur when the right person is matched with the right form of support. She is a graduate of the University of Western Ontario. <b>John Griffiths</b> has about 20 years' experience working with a diverse range of clients in a range of settings. One of his goals is to strengthen the services and supports that people going through significant employment transitions need to thrive.		

# Keynote Speaker

## Tuesday, January 24

8:30 AM –  
9:30 AM



### Mark Savickas

*The Career Counsellor's  
Career: From Preoccupation  
to Occupation*

Westin  
Confederation

E

The narrative turn in the social sciences has provided a new lens with which to view careers. Rather than just ask “What work can you do?” we may also ask “What may work do for you?” The first question deals with job fit while the second addresses meaning and mattering in life. We will examine how your work as a career counsellor makes you more complete and whole. Of course, we will also consider what narrative career construction can do for your clients, yet what the work of counselling does for counsellors may be equally important. Each counsellor has unique experiences that they bring to the working alliance with clients, including their own preoccupations. We will discuss how turning preoccupations into occupations is the essence of career counselling with clients and how this transformation provides meaning to the work of counselling. To do this we will examine how early recollections offer a window on a life in progress and role models provide solutions to problems in growing up, shape our careers and design our lives.

Mark Savickas Ph.D. is professor of Behavioral Sciences at the Northeastern Ohio Universities College of Medicine, Adjunct Professor of Counselor Education at Kent State University, and Professor Extraordinaire at the University of Pretoria in South Africa. He has served as a Visiting Professor in the Department of Organisational Behaviour in the School of Business at Loughborough University (United Kingdom), the Faculty of Psychology at the University of Lisbon (Portugal) and the Department of Psychology at Vrije University (Belgium).

His 80 articles, 40 book chapters and 500 presentations to professional groups have dealt with vocational behavior and career counseling. He is President of the Counseling Psychology Division of the International Association of Applied Psychology and has just completed 13 years as a member of the Board of Directors for International Association for Educational and Vocational Guidance.

He has served as editor for the *Career Development Quarterly* (1991–1998) and is currently editor for the *Journal of Vocational Behavior* (1999 to the present). He has written a book entitled *Career Counseling* (June, 2011) and edited the *Handbook of Career Counseling Theory and Practice* (1996 with B. Walsh), *Vocational Interests* (1999 with A. Spokane), and the *Handbook of Vocational Psychology* – 3<sup>rd</sup> ed. (2005). He has received the John L. Holland Award for Outstanding Achievement in Career and Personality Research from the Counseling Psychology Division (17) of the American Psychological Association and the Eminent Career Award from the National Career Development Association. He is a fellow of the American Counseling Association, the American Psychological Association, the American Psychological Society and the National Career Development Association. He has received honorary doctorates from the University of Lisbon (Portugal) and the University of Pretoria (South Africa).

# Day 02

TUESDAY, JANUARY 24

7:30 AM – 4:30 PM	Welcome, Registration and Information	4 <sup>th</sup> floor Westin
7:30 AM – 8:15 AM	Networking Breakfast	4 <sup>th</sup> floor Westin Confederation
8:00 AM – 5:00 PM	Pick up / Return Interpretation Headsets	4 <sup>th</sup> floor Westin
8:15 AM – 8:30 AM	Assembly and Announcements	4 <sup>th</sup> floor Westin Confederation
8:30 AM – 9:30 AM	KEYNOTE ADDRESS Dr. Mark Savickas <i>"The Career Counsellor's Career: From Preoccupation to Occupation"</i>	4 <sup>th</sup> floor Westin Confederation
9:30 AM – 5:30 PM	Exhibitor Showcase Open	1 <sup>st</sup> floor OCC Exhibitor Hall
9:30 AM – 10:00 AM	Exhibitor Showcase / Networking Break	1 <sup>st</sup> floor OCC Exhibitor Hall
10:00 AM – 11:30 AM	Concurrent Sessions – Block 4	OCC & Westin Break-out Rooms
11:30 AM – 12:45 PM	Cannexus Connections Luncheon	OCC Break-out Rooms
1:00 PM – 2:30 PM	Concurrent Sessions – Block 5	OCC & Westin Break-out Rooms
2:30 PM – 3:00 PM	Exhibitor Showcase / Networking Break	1 <sup>st</sup> floor OCC Exhibitor Hall
3:00 PM – 4:30 PM	Concurrent Sessions – Block 6	OCC & Westin Break-out Rooms
4:30 PM – 5:30 PM	Showcase Sessions – Block 7 / Last Chance Exhibitor Visits	OCC Break-out Rooms

TUESDAY

# Concurrent Sessions

## Tuesday, January 24

10:00 AM –  
11:30 AM

BLOCK

4

TUESDAY

SESSION TITLE		ROOM	KEY
<b>A Model for e-Career Services &amp; Walking the Talk</b>		106	<b>E</b>
ABSTRACT	e-Career services and Centre staffing: (1) Learn how McMaster University has harnessed the creative power of its e-learning platform to inform, engage and reach students and alumni, and provide accessible, global career services including statistics and evaluations for the first two groups to experience the multi-module e-course. (2) The University of Waterloo recently made its two-year staff career advising pilot a permanent feature of university work life. Find out about the struggle to make services available, unusual challenges to getting staff on board, surprise allies and the data from year one of services.		
BIO	<b>Catherine Maybrey</b> is the Alumni Career Coach at McMaster University. With 15 years combined experience in career development, teaching and research, Catherine is passionate about helping students and alumni learn how to successfully begin and develop their careers. As uWaterloo's Staff Career Advisor, <b>Liz Koblyk</b> worked with staff and post-docs on career and job search strategies. She previously worked with students and alumni at McMaster University, and developed alumni career programming that earned a CASE Gold Accolades award. Currently, she is the Assistant Director, uWaterloo Centre for Career Action and a blogger for University Affairs Careers Café.		

SESSION TITLE		ROOM	KEY
<b>A Treaty Right to Post-secondary Education</b>		101	<b>E</b>
ABSTRACT	The Numbered Treaties, 1871–1911, signed between the Crown and western First Nations promised education services to enable Indigenous people to “prosper” and be prepared for a “new life” equal to other Canadians (Morris, 1880/1991). Canada has funded individuals to pursue tertiary education within the context of the treaties, however, in the latter part of the 20th century both limited funding and the number of students funded has been capped. This presentation provides the background for post-secondary education as a treaty right and highlights the number of First Nations students who have pursued post-secondary education and “future” opportunities.		
BIO	<b>Sheila Carr-Stewart</b> teaches in the area of leadership, community development and Indigenous education. Her area of research is Indigenous education with an emphasis on First Nations education in Canada.		

SESSION TITLE		ROOM	KEY
<b>Beliefs and Belief Structures</b>		Confederation 3	<b>E</b> ◀
ABSTRACT	Beliefs play a significant role in most of the work we do with clients as career practitioners. We will examine beliefs and belief structures historically and from an interdisciplinary viewpoint although the main analysis will be psychological. In particular, there will be a focus on the hidden nature of self-beliefs and the role of transformative experiences in exposing such beliefs. You will be invited to join in a modest analysis of your own structure of beliefs.		
BIO	<b>Geoff Peruniak</b> is a professor in the Centre for Psychology, Athabasca University and coordinator of the University Certificate in Career Development. He has combined interests in experiential learning and quality of life.		

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◀ Headsets are available on 4<sup>th</sup> floor of the Westin

10:00 AM –  
11:30 AM

BLOCK

4

TUESDAY

SESSION TITLE		ROOM	KEY
<b>Career by Design: Creating Your Professional GPS</b>		107	<b>E</b>
ABSTRACT	This interactive workshop is designed to demonstrate an innovative coaching model that helps people tap into three core elements that are fundamental to creating long-term career plans. Exercises will be demonstrated on how to identify strengths, values and passions and include those elements into an integrated, whole life career planning process.		
BIO	<b>Janet Frood</b> has significant experience in facilitating people through “transitions by choice”, a coaching program dedicated to facilitating professionals as they architect their career plans proactively and with purpose. She founded Horizon Leadership Institute in 2005. She is also a faculty member of the Center for Right Relationship, a global company specializing in relationship and systems coaching.		

SESSION TITLE		ROOM	KEY
<b>Career Centre Evaluation: A Practitioner’s Guide</b>		Provinces 1	<b>E</b> ◀
ABSTRACT	Evaluation has become a critical activity for university career service offices. Learn about a new online resource, Career Centre Evaluation: A Practitioners’ Guide. This guide is designed to help university career Centres think through and develop effective evaluation strategies. Recognizing that every Centre has its own evaluation interests and priorities, this session, through case studies, sample tools and templates, will provide an overview of the Guide and how it can be adapted to inform the evaluation plans of your particular Centre.		
BIO	<b>Cathy Keates</b> was the project coordinator for the creation of this CERIC-supported guide. With experience in leadership roles in university Career Centres, Cathy provides training and support to university student services to inform and improve their planning and evaluation strategies. <b>Kristi Kerford</b> is the Acting Associate Vice President, Student Services at Trent University. In her previous role as Career Centre Director, Kristi implemented an evaluation strategy that focused on student outcomes. She is a founding member of the University Career Centre Metrics Working Group (UCCMWG). <b>Yvonne Rodney</b> has worked in the field of career development for over 25 years as career counsellor, manager, associate director and director. She has a keen interest in using evaluation to inform student career outcomes and demonstrate the value of career education.		

## Career Centre Evaluation: A Practitioner’s Guide

**Meet the Developers!** Take this opportunity to meet the developers who created this new online CERIC-supported guide. Members of the University Career Centre Metrics Working Group will be available at the CERIC booths 1 & 2 on Tuesday from 2:30 PM – 3:00 PM.



# Concurrent Sessions

## Tuesday, January 24

10:00 AM –  
11:30 AM

BLOCK

4

TUESDAY

SESSION TITLE		ROOM	KEY
<b>Career Development for Young Mothers</b>		BC	E
ABSTRACT	Young mothers represent a significant population within Canadian society, yet their career development needs are seldom considered. This is doubly problematic when one considers that the career development outcomes of the mother will likely be a significant determinant of her child's/children's path. We will present an overview of the "M" project, designed to meet the career development needs of these women (ages 14–21) in the City of Winnipeg. We will cover such areas as program structure, budgets, partnerships, outcomes and challenges.		
BIO	<b>Darrell Cole</b> is the Founder and current Executive Director of Career Trek Inc., a not-for-profit organization dedicated to improving educational and career outcomes for young people. <b>Judy Schau</b> is the manager of the "M" project, a project within Career Trek Inc. that is designed to meet the unique educational and career needs of young mothers located in the City of Winnipeg.		

SESSION TITLE		ROOM	KEY
<b>Designing Interactive Online Career Development Services</b>		104	E
ABSTRACT	New technologies are changing career practice. This session will examine pedagogical approaches for designing and delivering interactive online career services that bridge time and space for Practitioners and Clients—including a live demonstration. The presenter is a member of the Transformational Technology Working Group (ICCDPP), and will share highlights from a collaborative international paper presented at the International Symposium (2011) that documents considerations for integrating technology into career practice.		
BIO	As the President of Training Innovations, <b>Tannis Goddard</b> has designed innovative career services for 20 years. She is completing her Doctorate in Education focused on online career services and has spearheaded the use of this modality in BC over the past 10 years. Tannis is the winner of BCCDA's Award of Excellence.		

SESSION TITLE		ROOM	KEY
<b>From Fear to Future: Create Positive Work Visions</b>		109	E
ABSTRACT	People who meet with us often feel afraid and worried about their future work opportunities. Their negative emotions take up their energy and they are unable to think positively about the future. Clients' language consists of don't wants. Techniques are demonstrated to provide career development practitioners and counsellors with practical tools to guide their clients from the negative to the positive. Guide your clients to feel more hopeful, energized, enthusiastic, encouraged and empowered.		
BIO	<b>Sarah-Jane VandenBerg</b> , B.A., R.R.P., has worked for over 20 years with individuals in difficult and transitioning circumstances through facilitating workshops. Her strengths of seeing possibilities, of communicating and her sense of humour make her workshops a positively transforming experience. Participants have described her style as refreshing, fun, genuine and engaging. Thriving through changes in employers, industries and herself, she looks forward to working with you.		

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◀ Headsets are available on 4<sup>th</sup> floor of the Westin

10:00 AM –  
11:30 AM

BLOCK

4

TUESDAY

SESSION TITLE		ROOM	KEY
<b>Interest and Personality Assessment, Self-awareness, Exploration</b>		100	<b>E</b>
ABSTRACT	Referring to both Holland's and Jung's typologies, the GROP inventory proposes a picture of the interests, the personal traits and the values of your client in just a few minutes. We will use exercises and case studies to demonstrate how we can use GROP in different guidance or career development processes, e.g. to identify the client's preferences and characteristics as well as criteria to use with different occupations' directories.		
BIO	A psychologist and co-author of GROP3, <b>Caroline Roy</b> has worked for Psymétrie for over 10 years. Coordinator of Professional Services and involved in research and development, she uses her extensive work experience in community-based organizations, youth centres and physical rehabilitation services. A career counsellor in Quebec, <b>Nathalie Perreault</b> has over 13 years of experience in the development of specialized tools for the professionals of our field. She now combines the roles of trainer at Psymétrie, instructor at Laval University and career counsellor in private practice.		

SESSION TITLE		ROOM	KEY
<b>Lessons from a Green Job Programs</b>		108	<b>E</b>
ABSTRACT	The green economy represents a dramatic shift in the labour market, one which can provide youth with important and exciting career paths. In its first year of operation, the Green Skills Network, First Work's network of youth employment centres and green economy partners, has trained more than 100 youth in green industry roles, including conservation retrofitting and solar PV installation. The Network has also reached out to more than 1,100 youth through green job fairs and online resources, educating them and exciting them about the possibilities of green careers. This session will take a look at the Network's efforts, and where the green economy can take youth in the future.		
BIO	A frequent presenter at Cannexus, <b>Matt Wood</b> has been Executive Director at First Work for 10 years. In this role he has founded Evidence evaluation and consulting, Hire Prospects youth surveys, and the Green Skills Network—all social enterprises supporting non-profit employment agencies' work with at-risk youth. <b>Justine Katz</b> is the Program Coordinator for the Green Skills Network at First Work, responsible for overseeing the efforts to inform and train youth across Ontario. As an advocate for creating positive environmental change, she is especially excited about the opportunities that are being provided to youth in the growing green-focused sector.		

**HRReporter**  
CANADIAN  
**Counsellor**  
CANADIAN SOCIETY

We wish to thank our Media Partners.

# Concurrent Sessions

## Tuesday, January 24

10:00 AM –  
11:30 AM

BLOCK

4

TUESDAY

SESSION TITLE		ROOM	KEY
<b>Managing Social Media in the Workplace</b>		102	<b>E</b>
ABSTRACT	The use of social media websites as well as personal blogs has become ubiquitous and employees use many forms of social media regularly both personally and professionally. Because of the widespread use of social media, employers must take active steps to protect themselves from the potential risks inherent in social media use. We will take you through recent Canadian case law, as well as highly publicized examples related to the use of social media in the workplace, and offer up strategies to regulate employee conduct when using social media and to minimize the impact it may have on the business and the workplace.		
BIO	<b>Krista Bulmer</b> , an associate of Willson Lewis L.L.P., was called to the bar in 2006. Krista practices in all of the areas of civil litigation, including employment matters and handles all manner of family law matters. She brings a practical approach to the practice of law and works hard to achieve fair and efficient results for clients by using common sense combined with legal expertise and effective communication, negotiation and advocacy skills.		

SESSION TITLE		ROOM	KEY
<b>Re-Integrating People with Mental Illness</b>		103	<b>E</b>
ABSTRACT	The Redirection through Education Program (RTE), the Augmented Education Programs (AE, and the Assistant Cook and Construction Craftworker Programs at George Brown College (GBC) are full-time supported education/supported employment programs for adults dealing with mental health and/or addiction challenges who are interested in accessing training and education as a pathway to work. We share lessons learned from these psychosocial rehabilitation programs, considered best practices in enabling people with mental health-related disabilities to succeed in reaching employment goals. Practices in these programs are transferable to other post-secondary educational programs and employment settings.		
BIO	Dr. <b>Jaswant Kaur Bajwa</b> (Clinical Psychology) is coordinator and faculty member RTE at GBC, her work and research interests are in the field of mental health and social determinants of health, including poverty and violence, examining mechanisms of resilience among marginalized persons and the effectiveness of psychiatric rehabilitation interventions. <b>Susan Toews</b> , M.Ed., has worked in the field of access-focused education for the last 23 years. She is the Chair of the School of Work and College at GBC. In this role, Susan provides leadership to 11 access programs, both post-secondary and non-post-secondary. In her role at GBC, she continues to explore her interests of curriculum development, assessment, deaf education and mental health. <b>Tony Priolo</b> , with a background in education and vocational rehabilitation, has been managing the AE programs at GBC for the last seven years. He was hired to launch the first AE pilot program, the Assistant Cook Extended Training (ACET), developed by GBC and the Centre for Addiction and Mental Health (CAMH). Tony has been responsible for program funding as well as managing all funding and partnership relationships related to the AE programs.		



### Oops?

We apologize for any errors or omissions in the Programme. All reasonable efforts were made to ensure accuracy.

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◀ Headsets are available on 4<sup>th</sup> floor of the Westin

10:00 AM –  
11:30 AM

BLOCK

4

TUESDAY

SESSION TITLE		ROOM	KEY
<b>Survey on Working America: The Results Are Clear</b>		Nunavut	<b>E</b>
ABSTRACT	The National Career Development Association (NCDA) commissioned Harris Interactive to conduct a National Survey of Working America. The poll assessed the perceptions of today's workforce on the effectiveness of career counsellors and the hardships implicit in selecting, changing or getting a job in the current economic climate. The feedback is very clear: career practitioners are a vital resource for the livelihood of the American workforce and are under-utilized relative to their potential need and value.		
BIO	<b>Richard W. Feller</b> , PhD. Colorado State University (Education and Human Resource Studies), M.Ed. & B.A. Westfield State College, is Professor of Counseling and Career Development in the School of Education at Colorado State University. Rich was elected President of the National Career Development Association (2012–13). In addition to his vast experience as in the field of counselling, Dr. Feller has been a speaker, including keynoting, at many international conferences. He is the recipient of numerous awards and grants and has published extensively.		

SESSION TITLE		ROOM	KEY
<b>The ART of Questioning: Be at Your Best as a Counsellor!</b>		Provinces 2	<b>E</b> ◀
ABSTRACT	Effective questioning is the essence of significant client self-analysis. It serves numerous purposes such as motivating clients intrinsically, assessing knowledge and skills, or revisiting a client's decision. A body of evidence demonstrates that appropriate questions contribute to optimize a client's perspective regarding a decision process. Related to symbolic communication, I will present an innovative method regarding the ART of questioning, using three levels of communication. This session is designed to challenge your own way of asking questions in order to co-create a meaningful dialogue with a client.		
BIO	SUMAE's CEO, guidance counsellor and writer, Dr. <b>Suzane Proulx</b> works in career transition, organizational development, managerial training programs, strategic communication and executive coaching. She is the author of the SUMAE Technique, a method identifying individual symbolism (level three of communication).		

SESSION TITLE		ROOM	KEY
<b>The Care and Feeding of Career Development Professionals</b>		105	<b>E</b>
ABSTRACT	The career development field is very broad and requires many different abilities to be effective in today's challenging environment. How do you maintain your leverage? How do you stay up to date? How do you fit in your learning when there is so little time? This interactive session will address these questions and more. You will experience a participatory process for learning best practices followed by a presentation on current best practices for professional development.		
BIO	<b>Rob Straby</b> has followed his passion for the innovation of career development systems since 1986. He is a professor in career development at Conestoga College and runs a successful private practice.		

# Concurrent Sessions

## Tuesday, January 24

10:00 AM –  
11:30 AM

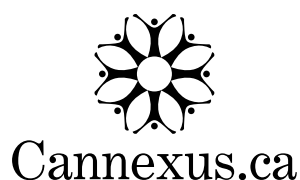
BLOCK

4

TUESDAY

SESSION TITLE		ROOM	KEY
<b>The Lucky Clover Model</b>		Manitoba	<b>F</b>
ABSTRACT	The diagnosis interview is still widely used but during this interactive session including a situation scenario, we will use a new DVD which makes the occupational integration diagnosis-evolution kit more accessible and understandable. This kit has been created using the dimensions and interactions of the Lucky Clover Model. The whole methodology gives an illustrative representation of the employability status of a person and this feature better motivates both clients with a low level of education and visual learners.		
BIO	Dr. <b>Jacques Limoges</b> has been working at the University of Sherbrooke Career Counselling Department for the last 40 years. He is among the first to have studied the experiences of the unemployed, which allowed him to develop the employability concept. After conducting different research and actions, he developed the Lucky Clover Model as well as the OPTRA program, which is a baseline occupational integration program. His work has led to the recognition of a new dimension, the ZOOM dimension. His work is internationally acclaimed.		

SESSION TITLE		ROOM	KEY
<b>Using the Ontario Skills Passport to Make Informed Career Choices</b>		TBD	<b>E</b>
ABSTRACT	A tour of the Ontario Skills Passport (OSP) website and a discussion on how educators and service providers are using the OSP to help their learners and job seekers assess, build and communicate their Essential Skills and work habits, and then transfer them to work, independent living and further education or training. Get an overview of the videos, interactive resources and practical tools on the OSP and the confidence and motivation to use them with your learners and job seekers.		
BIO	<b>Chantal Locatelli</b> , Senior Policy Advisor, Student Success/Learning to 18, Strategic Policy Branch, Ontario Ministry of Education, is the provincial lead for Ontario Skills Passport. Chantal is recognized for her passion, expertise and leadership in the areas of skills development, transitions and business-education-community partnerships.		



## Cannexus Connections

*Tuesday, 11:45 AM*

Don't miss this unique opportunity to share ideas and network with your colleagues with similar focus in the career counselling field while enjoying a delicious lunch. See facing page for details!

# Cannexus Connections Networking Luncheon

*11:30 AM – 12:45 PM*

Bring your business cards,  
grab your lunch, check the  
Cannexus Connections  
Booklet and take part in  
the facilitated networking  
opportunity that interests  
you the most!

**ContactPoint /  
OrientAction: Building  
"Winning" Community  
Websites for Career  
Development Professionals**

Facilitators:  
Gilles Paquette, Pierre Deslauriers  
and Julie Gauvin

**100 – OCC**

**Cultural Intelligence  
A Business Imperative for  
Career Professionals  
...and Their Clients**

Facilitators:  
Rhonda Singer and  
Heather Turnbull

**101 – OCC**

**Opportunity Encounter!  
What is the Prospect of  
Work in Later Life?**

Facilitator:  
Mark Venning

**103 – OCC**

**What Did We Learn from  
CERIC's Survey of Career  
Service Professionals?**

Facilitator:  
Mario R. Gravelle

**104 – OCC**

**Preparing Students for  
Jobs that Do Not Yet  
Exist: A Look at Core  
Competencies**

Facilitator:  
Yvonne Rodney

**105 – OCC**

**Health and Wellness  
Practices for the  
Professional**

Facilitator:  
Ken Keis

**106 – OCC**

**Socio-economic Issues  
Affecting Career  
Counselling**

Facilitator:  
Laurent Matte

**107 – OCC**

**Building a Career with  
Aboriginal Business**

Facilitator:  
Clint Davis

**108 – OCC**





# Concurrent Sessions

## Tuesday, January 24

1:00 PM –  
2:30 PM

BLOCK

5

TUESDAY

SESSION TITLE		ROOM	KEY
<b>Are You Using Career Cruising to Its Full Potential?</b>		107	<b>E</b>
ABSTRACT	Career Cruising is designed to be accessible to a variety of clients, whether they are involved in career planning or are already looking for work. We will review some of the unknown features and best practices that may help you in working with your clients. In addition, we encourage you to bring and share some of the ways in which you have used the program.		
BIO	<b>Lynn Sadlowski</b> has been a consultant with Career Cruising for more than four years. She holds a Master's Degree in Education, as well as teaching credentials in Ontario. Prior to working as a guidance counsellor in secondary schools, Lynn worked as an employment counsellor for a service provider in Kingston, serving clients involved in Job Connect and other provincial and federal programs.		

SESSION TITLE		ROOM	KEY
<b>Being Batman: The Creation and Management of Diverse Teams</b>		BC	<b>E</b>
ABSTRACT	Many professionals in career development/counselling understand the importance of the recruitment and retention of employees from various designated groups. This is only one part of the argument, effective implementation is the key. Being Batman is designed to engage conversation regarding diversity in employment from a different approach, one that takes into consideration qualification, skill set, employee expectations, management expectations and difference. Move beyond your obligations to legislation and create a shift in mindset to hiring the best team, one filled with diversity leading to successful outcome.		
BIO	<b>Andrea Carter</b> is an Employment Equity AODA (Accessibility for Ontarians with Disabilities Act) Officer. In this role, she engages and advises the University of Toronto's senior administration, divisions and units in the promotion and implementation of Employment Equity, Ontario Disability Act and Accessibility for Ontarians with Disabilities Act objectives and programs.		

SESSION TITLE		ROOM	KEY
<b>Career Practitioner Certification in Canada</b>		100	<b>E</b>
ABSTRACT	The Canadian Career Development Sector is "coming of age". Increasingly, we are establishing strong regional professional associations, networking/working groups, competency-based training and professional development programs and provincial certification initiatives. These certification programs have at their foundation the Canadian Standards & Guidelines, which provide a robust framework for consistency and quality of practice. Come learn about the current state of certification across Canada, emerging directions and resources/supports available to you as a professional.		
BIO	<b>Sareena Hopkins</b> is Co-Executive Director of the CCDF and provides support and expertise to the newly formed Canadian Council of Career Development Associations, an affiliation of regional career development associations seeking to share resources and align their certification and career practitioner development efforts. <b>Gregg Taylor</b> BBA, CCDP, CHRP is President of the BC Career Development Association and has provided leadership during the introduction and establishment of the CCDP certification program in BC and is on the steering committee of the Canadian Council of Career Development Associations.		

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◀ Headsets are available on 4<sup>th</sup> floor of the Westin

1:00 PM –  
2:30 PM

BLOCK

5

TUESDAY

SESSION TITLE		ROOM	KEY
<b>Evaluation as a Subversive Activity: Career Service Value</b>		104	<b>E</b>
ABSTRACT	Virtually all stakeholders are interested in demonstrating the value of career services, however, evaluation is frequently inadequately funded, seldom done and often treated as an after-thought. In our chapter on evaluating career services, which is part of the new Canadian career development textbook, we outline an innovative process for integrating evaluation into the everyday practice of career services. In this session, we describe our approach and provide examples of new tools for providing evidence of the value of career services.		
BIO	<b>Bryan Hiebert</b> is an Adjunct Professor in Educational Psychology and Leadership Studies, University of Victoria, a member of the Canadian Research Working Group on Evidence-Based Practice in Career Development and part of the international Prove It Works initiative. <b>Kris Magnusson</b> is the Dean of Education and Professor (Counselling and Career Development) at Simon Fraser University, and a member of the Canadian Research Working Group on Evidence-Based Practice in Career Development.		

SESSION TITLE		ROOM	KEY
<b>How Tweet It Is: Career Counsellors and Twitter</b>		103	<b>E</b>
ABSTRACT	I will share five secrets on how to use Twitter: create a powerful profile; how to gain followers in days; whet your appetite with Twitter applications; use hashtags to start a global conversation; and search strategically to land job leads and penetrate the hidden job market.		
BIO	<b>Melissa Martin</b> is a bilingual social media strategist and leader in career services. To promote her brand, Melissa has been a guest on podcasts and has facilitated online social media events. This Twitter aficionado offers coaching through her business, <a href="http://www.careercoachingbyphone.com">www.careercoachingbyphone.com</a> .		

SESSION TITLE		ROOM	KEY
<b>Methods in Our Madness! Benefits of a Clear Method-of-Practice</b>		Provinces 2	<b>E</b> ◀
ABSTRACT	You're consistently good at what you do, but are you consistent? Wouldn't it be great to feel confident and excited about a framework that balances structure with flexibility and professional judgement? Hear first-hand experience about a narrative method that a growing group of professionals use to corral clients' stories that tumble out. Learn five steps to transform your work into a method-of-practice, making it easier to attract clients, train and evaluate. Clients will find relief in that there's a 'method in your madness.'		
BIO	<b>Mark Franklin</b> , M.Ed., P.Eng., CMF, is practice leader of CareerCycles, a career management social enterprise with clients across Canada. He is creator of CareerCycles narrative method of practice embraced by 100 plus professionals, Who You Are MATTERS! career/life clarification game, and Career Buzz radio.		

# Concurrent Sessions

## Tuesday, January 24

1:00 PM –  
2:30 PM

BLOCK

5

TUESDAY

SESSION TITLE		ROOM	KEY
<b>Parental Involvement in Children's Career Exploration</b>		Provinces 1	<b>E</b> ◀
ABSTRACT	This study explored (a) how parents perceive their roles in the children's career development (b) how parents' educational and career histories influence their perceptions of their roles (c) strategies parents utilize in terms of fostering their children's career development needs. The results suggest that the best way to shift the intergenerational transmission of limited educational/career outcomes is to increase the career development exploration capacities of parents.		
BIO	<b>Kathryn Levine</b> is an Associate Professor and current Associate Dean of Undergraduate Programs in the Faculty of Social Work, University of Manitoba. Her research interests focus on marginalized youth, child and adolescent mental health issues, qualitative research and family-centred practice. <b>Dawn Sutherland</b> is a Professor and Canada Research Chair in Indigenous Science Education in the Department of Education at the University of Winnipeg. Her research examines the impact of culturally-based science programming on educators and students.		

SESSION TITLE		ROOM	KEY
<b>Practical Solutions for Supporting Marginalized Clients</b>		Nunavut	<b>E</b>
ABSTRACT	"Mattering" is an individual's belief that they make a difference, that they matter to those around them. Clients experiencing isolation through poverty and other barriers frequently feel marginalized and question their belief that they count. We explore "mattering" as critical to building client relationships and facilitating progress through the career development process. We'll offer some practical tips and tools to help you show your clients that they matter as they navigate the uncertainty of change and transition.		
BIO	<b>Teresa Francis</b> , Director, New Program Development, Prior Learning Centre, is a Career Counsellor and a specialist in prior learning assessment and recognition. Teresa has a passion for helping individuals recognize their potential. <b>Gisele Gallant</b> , Coordinator of Assessment Services & Career Development, Nova Scotia Department of Community Services, has worked in the career development field for 20 years and has a keen interest in career assessment.		

SESSION TITLE		ROOM	KEY
<b>Preserving Your Wealth in Uncertain Times</b>		102	<b>E</b>
ABSTRACT	We will take a legal look at the financial aspects of your life including: (a) Your employment – considerations on hiring/protecting your working career; problem bosses and trouble at work; how to get the best deal on a termination (b) Your marriage – your financial rights and obligations on marriage and divorce (c) Your children – protecting your nest egg from your kids and their spouses; bomb-proofing the family business.		
BIO	<b>Catherine E. Willson</b> , founding partner of Willson Lewis LLP, was an executive member of the Canadian Bar Association (Ontario – Civil Litigation Section). She is a member of the Advocates Society, the Association of Trial Lawyers of America and the Toronto Construction Association. Catherine is both the Chairman of the Risk Management Committee and an Honourary Governor of the Royal Agricultural Winter Fair. Catherine is the legal expert for the Canadian Federation of Independent Business (Member Services) and is a regular speaker at legal and business conferences.		

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◀ Headsets are available on 4<sup>th</sup> floor of the Westin

1:00 PM –  
2:30 PM

BLOCK

5

TUESDAY

SESSION TITLE		ROOM	KEY
<b>Professional Skills Development Program (PSDP)</b>		108	<b>E</b>
ABSTRACT	The PSDP, winner of the 2011 Atlantic Association of College and University Student Services (AACUSS) Award for Excellence in Student Services, was developed to help prepare international students for employment in Canada. Including themes of communication, culture and career preparation, the program instills a level of Canadian job search knowledge and preparation. The PSDP has compulsory volunteer and networking opportunities allowing students to get outside of their comfort zone, meet people in their community and improve their communication skills.		
BIO	<b>Lynn Walsh</b> has been working in the field of career development for over nine years, co-facilitates the Professional Skills Development Program for international students and has worked on numerous career development initiatives, programming/services for the international student population on campus. <b>Jennifer White</b> facilitates a series of career development workshops for graduate students, co-facilitates the Professional Skills Development Program for international students and promotes awareness of and activates resources for graduate students to help prepare them for the transition to their chosen careers.		

SESSION TITLE		ROOM	KEY
<b>Supporting People with Mental Health Challenges</b>		Confederation 3	<b>E</b> ◀
ABSTRACT	Employment is a cornerstone of equality and social inclusion. Stigma and discrimination towards people with mental health challenges limits their economic and civic opportunities and quality of life. When effectively resourced, career counsellors are powerful agents in supporting people to enter, retain or return to competitive employment. Our research project will identify systemic enablers, barriers and the individual knowledge and skills career counsellors need to effectively support clients with mental health problems. This transformational project has Canada-wide application through knowledge transfer.		
BIO	<b>Neasa Martin</b> has worked as a mental health professional at a clinical, management, research and consulting level. Focusing on stigma, discrimination and social inclusion, she supports consumer, family, government and professional organizations in Canada and internationally to improve inclusion and supports services. <b>Kathy McKee</b> has 25 years' professional experience providing strategic planning and project management from concept to reality with government, corporate and entrepreneurial organizations. She manages a Nova Scotia career resource Centre, is chair of NSACRC and past-chair of NSCDA.		

SESSION TITLE		ROOM	KEY
<b>Survive, Revive and Thrive: Create the Job You Want</b>		Manitoba	<b>E</b>
ABSTRACT	Apart from conventional job search strategies, this workshop focuses on an entrepreneurial and creative approach in career search, especially during an economic downturn. Learn how to support your clients shift from the surviving mode to an "i-create" mentality, leverage their strengths and expertise and take advantage of unconventional resources often overlooked to create career opportunities for themselves to thrive in their career. You will also learn various proven strategies including using social media as well as some best practices.		
BIO	<b>Nina Nie</b> , MBA, CWC, has extensive experience in career and employment counselling field and has guided hundreds of people from diverse backgrounds to find meaningful employment. Her previous experience also includes over 10 years of experience in sales and marketing and setting up new businesses. <b>Xiaohai (Kevin) Lin</b> is a seasoned career and cross-cultural communication coach, trainer and speaker. He blends his creativity along with business strategies into his coaching to help clients reach career success. He managed the operations of career services at both George Brown College and Seneca College in 2010 and 2011.		

# Concurrent Sessions

## Tuesday, January 24

1:00 PM –  
2:30 PM

BLOCK

5

TUESDAY

SESSION TITLE		ROOM	KEY
<b>The Job-Search Diagnosis</b>		109	<b>F</b>
ABSTRACT	In our clients, unemployment often unconsciously creates feelings of ambivalence, sabotaging job-search efforts. Diagnostic Employabilité gives the means to identify and analyse the nature of these feelings as well as their effect. For instance: difficult experiences in a previous job, weaknesses linked to break-ups on several levels, negative self-image in the workplace, environments barren of the professional objective... etc. Diagnostic Employabilité gains from 10 years of research as well as 10 years of experience; the new Internet version is the result of 300,000 administrations of the test.		
BIO	<b>Wilfrid Larochelle</b> , c.o. is President of 'Les Projets Alpha et Oméga'. For the past 25 years he has been a designer of questionnaires, examinations and psychometric tests for numerous firms and a publisher of research on the Questionnaire on the Concept of Self (QCS) 1995 and in 2011 on the Method of Individual Career Counselling. <b>Aimy Andraos</b> is a Career Counsellor with the firm 'Les Projets Alpha et Oméga' and has been a practitioner in the area of individual continuing development process for the past five years.		

SESSION TITLE		ROOM	KEY
<b>Understanding and Preventing Work-Related Burnout</b>		105	<b>E</b>
ABSTRACT	The Maslach Burnout Inventory (MBI) is the leading measure of burnout, defining it as a psychological syndrome of emotional exhaustion, depersonalization and reduced accomplishment. Burnout develops over time, most often as a result of chronic work-related stress. Burnout is preventable and reversible. If you provide career counselling services, manage employees or feel at risk yourself, this workshop will help you understand the conditions that cause burnout, recognize symptoms early, and learn strategies for mitigating stress overload and preventing burnout.		
BIO	<b>Kathleen Johnston</b> has more than 20 years of career development experience in senior management roles. She holds a MA in Pastoral Psychology and Counselling; in private practice in Edmonton as a certified career counsellor/coach and stress consultant.		

SESSION TITLE		ROOM	KEY
<b>What Careers in Technology Will Look Like in 2020</b>		106	<b>E</b>
ABSTRACT	Canadian Council of Technicians and Technologists (CCTT) in conjunction with National Technology Week® and GoTECHgirl® will present a session on the types of technology careers forecasted for 2020. Ten years ago, social media was a non-factor. Careers in Applied Science and Engineering Technology are forever changing and this session will provide insight into jobs of the future.		
BIO	<b>Isidore LeBlond</b> , with over 33 years of construction industry and association experience and Past-President of Construction Specifications Canada (CSC), was inducted into College of Fellows (1997) and is also Project Manager, National Technology Week®; Creator, GOTECHgirl®; and a graduate of Algonquin College (1978).		

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<b>E</b>	<b>F</b>	<b>E</b> ◀	<b>F</b> ◀

◀ Headsets are available on 4<sup>th</sup> floor of the Westin

SESSION TITLE		ROOM	KEY
<b>Understanding Indigenous Peoples and their Contexts</b>		101	<b>E</b>
ABSTRACT	<p>Rahskwahseron:nis – Social work practitioners working with Indigenous families and communities need a comprehensive, grounded understanding of Indigenous peoples and their contexts: histories, cultures and the political, economic, social and health issues they face. Universities are making space for social work students to gain experience and insight into Indigenous contexts from the community's perspective and foster self-reflection to integrate knowledge and experiences into practice. We will present community engagement processes and connections using social work education.</p>		
BIO	<p><b>Michael Loft</b> is a member and life-long resident of the Mohawk community at Kahnawake. His research focuses on the healing of First Nations people. He also has a particular interest in the needs of the much-neglected descendants of Indian residential schools in Canada. Dr. <b>Nicole Ives</b> is an Assistant Professor at McGill University School of Social Work. Her areas of research include refugee and immigrant issues, Indigenous social work education and Indigenous social and educational policies.</p>		

1:00 PM –  
2:30 PM

BLOCK

5

TUESDAY



## Continuing Education Credits

CERIC is pleased to announce that the Canadian Counselling and Psychotherapy Association has approved **18 credit hours** for Cannexus12. Forms are available at the Information booth on the 4<sup>th</sup> floor of the Westin.



## Continuing Education Credits

CERIC is pleased to announce that the Vocational Rehabilitation Association (VRA) Canada has approved **19.25 Credit hours** for Cannexus12. Forms are available at the Information booth, 4<sup>th</sup> floor of the Westin.



# Concurrent Sessions

## Tuesday, January 24

3:00 PM –  
4:30 PM

BLOCK

6

TUESDAY

SESSION TITLE		ROOM	KEY
<b>Adora DeBook</b>		Nunavut	<b>E</b>
ABSTRACT	Adora DeBook came to life to spearhead Sudbury's commitment to foster a city-wide understanding of Essential Skills and contribute to the underlying foundation of the Healthy Community movement. Adora can be found on Facebook, Twitter or her own website <a href="http://www.haveyouseenher.ca">www.haveyouseenher.ca</a> .		
BIO	<b>Sharon Murdock</b> , a teacher for 13 years (five in a one-room school); Commerce, followed by Law at University of Windsor, Constituency Assistant 1987–1990; Sudbury MPP/ Parliamentary Assistant – Minister of Labour 1990–1995; Executive Director of Sudbury & Manitoulin Workforce Planning Board. <b>Vivienne Martin M.A.</b> (Humanities) has over 20 years of experience within the human services field; Manager of Employment Support Services for the City of Greater Sudbury, Social Services Division.		

SESSION TITLE		ROOM	KEY
<b>Building Career Choice &amp; The Work in School-To-Work</b>		Provinces 1	<b>F ◀</b>
ABSTRACT	Sharing the results from two studies (1) Results of a quantitative and qualitative study initiated to better understand why fewer young women than young men are inclined to opt for employment in the construction industry. We also want to highlight some intervention tools aimed at enticing more young women to non-traditional careers such as those in the construction industry. (2) Semi-structured interviews and standardized questionnaires were administered to 57 young adults who were completing a vocational or a technical education program in Quebec City and prepared to work. Results highlight the existence of five types of work values and stress the fact that work globally plays an important role in young adults' lives.		
BIO	<b>Simon Grégoire</b> teaches vocational psychology and psychometrics at the University of Quebec at Montreal (UQAM). Non-traditional career paths are among his research interests. <b>Gaëlle DeRoussan</b> is responsible for Career Counselling in a secondary school and also lectures at the UQAM where she teaches counselling. A student member of CRIEVAT and a PhD. candidate, <b>Mathieu Pinault</b> works with Professor Jonas Masdonati on the school-to-work transition. His principal field of interest is the meaning of work of young adults who invest themselves in a virtual identity.		

## Virtual Cannexus – Online Professional Development!

Having trouble deciding which of the many great sessions to attend? Select Cannexus12 sessions will be available online after the conference. Recorded sessions will be offered as online video and PowerPoint multimedia, creating a "Virtual Cannexus." You will be able to purchase a single session or a full package, consisting of approximately 20 sessions. Visit [www.cannexus.ca](http://www.cannexus.ca) after the conference for further details.

ENG	FRE	ENG INTERPRETED	FRE INTERPRETED
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◀ Headsets are available on 4<sup>th</sup> floor of the Westin

3:00 PM –  
4:30 PM

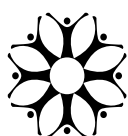
BLOCK

6

TUESDAY

SESSION TITLE		ROOM	KEY
<b>Career Counselling in the Middle East &amp; Silent Epidemic in Nigeria</b>		109	<b>E</b>
ABSTRACT	This is an in-depth overview of the CAREERS department model to portray the holistic guidance and support that's adopted by Dubai Women's College, and its successful impact on the future Emirati women of the UAE. The role of the Career Counselling unit and the process through which it complements the functions of the rest of the department will be highlighted. & School dropout is one of the problems facing the educational system in Nigeria. Mentoring and tutoring have been identified as basic cores of school dropout prevention (Smink & Schargel, 2007). Student Tutoring and Mentoring (STUMEC), which is an innovative approach designed for helping students stay and learn in school, is presented in this session.		
BIO	<b>Sangeetha Thomas</b> , B.A. (Psychology: Women's Christian College Chennai) M.A. (Counselling: Trinity Western University Vancouver) has been a career counsellor at the Dubai Women's College for the past three years. Professor <b>Mopelola Omoegun</b> teaches and supervises both undergraduate and graduate students at the Department of Guidance and Counselling, University of Lagos, Nigeria. She has published in reputable journals both nationally and internationally. She was the President, Counselling Association of Nigeria, Lagos State Chapter (1993 – 2006). Dr. <b>Omolara Funmilola Akinpelu</b> is a Research Associate at Burton Blatt Institute, Syracuse University. She was a Visiting Scholar at the Deaf and Hard of Hearing Program, York University. She taught courses in Counselling and Special Education at both graduate and undergraduate levels at the University of Ilorin, Nigeria. Dr. <b>Rosemary Saidu</b> is a Principal Counsellor at the National Open University in Nigeria. She is a member of Counseling Association of Nigeria (CASSON) and Overseas Association for College Admission Counseling (OACAC). She has attended and presented at conferences nationally and internationally. She has also published a book on marriage counselling.		

SESSION TITLE		ROOM	KEY
<b>Coach/Supervise, Supervise/Coach: What's The Deal?</b>		103	<b>E</b>
ABSTRACT	Much is being said about coaching these days, but what is the difference between coaching and supervising? What is the same? What are the benefits to using each approach? Are there times when one approach works better than another? Do you need to have both skill sets in your toolkit to be successful? Come join this interactive workshop as we explore what these two concepts mean in everyday work life and to your success.		
BIO	<b>Leslie Dean</b> , H.B.Comm., CHRP, Certified Corporate Coach, combines education and practical experience in both Human Resources and Leadership and Career Development Coaching with her natural curiosity to provide a truly unique perspective. Leslie counts Sudbury YMCA Employment and Newcomer Services as one of her leading-edge clients!		



Cannexus13

Save the Date!

Plan now to join us in Ottawa,  
January 28–30, 2013.

# Concurrent Sessions

## Tuesday, January 24

3:00 PM –  
4:30 PM

BLOCK

6

TUESDAY

SESSION TITLE		ROOM	KEY
<b>Effective Coaching Skills for Counsellors</b>		102	<b>E</b>
ABSTRACT	In this fast-paced session, I will outline the similarities and differences between counselling and coaching skills; demonstrate effective coaching skills and techniques; describe specific client situations where coaching skills can be effectively used; and facilitate participant practice of coaching techniques.		
BIO	<b>Richard Knowdell</b> is a National Certified Counsellor and a Global Career Development Facilitator Instructor. He is the author of several career development books. He has taught at the University of California, San Diego and San Jose State University. From 1994 to 2002 he served on the Board of Examiners for the United States Foreign Service.		

SESSION TITLE		ROOM	KEY
<b>Generation Y Career Transitions in the Globalization Era</b>		108	<b>E</b>
ABSTRACT	They have acquired a reputation for being challenging to work with as clients and as employees. We will explore the myths and realities of Generation Y, and the changing nature of career theories and development due to globalization. We will cover the attitudes and skill sets Gen Y should cultivate to successfully develop their careers in the globalized world. We will end with an interactive discussion on how to introduce some of these skills to clients.		
BIO	<b>Barbara Smith, M.Ed.</b> is a UBC Counselling Psychology graduate student, researching creativity in concurrent disorders counsellors' practice, as well as the role of hope in career development. She is a Senior Career Advisor at UBC Career Services.		

SESSION TITLE		ROOM	KEY
<b>Giving Your Unmotivated Clients Hope</b>		107	<b>E</b>
ABSTRACT	Social Assistance, Employment Insurance and résumé gaps often plague our clients, eating away at their hope for securing work. A common complaint is when clients enrol in an agency's Career Exploration program, with no job at the end... only to have another agency try to recruit them for more employment workshops! Learn to give your unmotivated clients hope through both fun, interactive low-tech (e.g. humour, music, Vision Boards) presentation techniques and high-tech ones (e.g. Digital Dashboards, e-Vision Boards, e-portfolios).		
BIO	As a TDSB Project Administrator, <b>Wilf Flagler's</b> passion for Career Development is earmarked by him managing a mobile career exploration service. As co-creator of an Online Career Centre, Wilf presented at Cannexus 2008-2010 on Career e-Portfolios and Personal Social Networks.		

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◀ Headsets are available on 4<sup>th</sup> floor of the Westin

3:00 PM –  
4:30 PM

BLOCK

6

TUESDAY

SESSION TITLE		ROOM	KEY
<b>Graduation Nation, Making It a Reality</b>		104	<b>E</b>
ABSTRACT	We will focus on the partnership of support between Ryerson's Tri-Mentoring Program and Regent Park's Pathways to Education Program (P2E). We will highlight what we have learned, and what we have developed. We will present an emerging model on transitional mentoring from high school to post-secondary education then on to a career. We have discovered that the mentoring departments of both organizations can have lasting impact on the students.		
BIO	<b>Marsha Serrette</b> is a Program Facilitator at Ryerson University's Tri-Mentoring Program. She is working in the area of career mentoring and has a keen interest in the area of retention of non-traditional students. <b>Jennifer Barcelona</b> has worked with the Tri-Mentoring Program at Ryerson for three years now. Her previous work includes five years of youth engagement through the YMCA of Greater Toronto and P2E within various communities around the Greater Toronto Area. <b>Rudhra Persad</b> is the Program Facilitator for Employment and Internships at the P2E (Regent Park Site). Persad has been with Pathways for the past three years and has been in youth employment for the past six years.		

SESSION TITLE		ROOM	KEY
<b>Improv Act 3: The Art of Living in the Moment</b>		BC	<b>E</b> ◀
ABSTRACT	You admire people who can think on their feet. You like a fresh and fun approach to help your clients gain confidence in themselves and their voice. Join us for a highly interactive and inspiring way to get your mind and body working in sync. We offer a series of exercises that build in complexity so you need not be an actor to fully participate. You will get the benefit of full debriefs on how to use the exercises and complete handouts so you can return to your groups and promote skills such as networking, interviewing and team-building. First time or back for more fun and cool lessons from Improv, we guarantee there is something for everybody.		
BIO	<b>Crystal Dolliver</b> loves delivering the Improv series because it ignites creativity and inspires participants in new ways. As a leader and trainer with Northern Lights Canada, she relishes the opportunity to bring innovative and practical ideas to the career development field. This delivery allows her to combine her passion for theatre with her skills as a facilitator.		

SESSION TITLE		ROOM	KEY
<b>Leveraging Your Client's Story into Career Transition</b>		106	<b>E</b>
ABSTRACT	Leverage more value from what your clients are best at, telling their stories! This is not a career assessment test but a story building process. Practical techniques for using life stories to foster career decision-making will be discussed and demonstrated. Provide your clients with more clarity, build their confidence, give them realistic hope, motivate them to say, "I can do this!"		
BIO	<b>George Dutch</b> is President of JobJoy.com, and author of <i>Job Joy: Finding Your Right Work Through the Power of Your Personal Story</i> and <i>JobJoy Bootcamp: Moving You from Career Pain to Job Joy in 3 Easy Steps</i> .		

# Concurrent Sessions

## Tuesday, January 24

3:00 PM –  
4:30 PM

BLOCK

6

TUESDAY

SESSION TITLE		ROOM	KEY
<b>Literacy Partners of Manitoba (LPM): Aboriginal Literacy Symposium Outcomes</b>		101	<b>E</b>
ABSTRACT	LPM, a non-profit organization that is committed to a fully literate Manitoba, recently hosted a successful Aboriginal Literacy Symposium. The two Aboriginal Literacy Roundtable sessions, held in 2010, provided the framework and consensus of a province-wide Aboriginal Literacy Symposium. It is predicted that by 2020, 25% of Manitoba's population will be Aboriginal. We will provide the background and outcomes of the Aboriginal Literacy Symposium, held in fall of 2011.		
BIO	<b>Edward Kidd</b> , LPM board member and Chair of the Aboriginal Literacy Symposium, is originally from the Fisher River and Peguis First Nations in the Interlake region of Manitoba. Raised in Halifax, Nova Scotia, he returned to Manitoba in the late 1980s in search of his biological family. Kidd was the first Executive Director for the Aboriginal Chamber of Commerce of Canada and now is working as a Regional Manager for Western Canada-Aboriginal Markets for CIBC. <b>Wendy Bulloch</b> is a strong proponent of adult education, knowledge transfer and leadership. Wendy joined LPM in January of 2010 and since that time has been engaged in promoting literacy and essential skills to all Manitobans.		

SESSION TITLE		ROOM	KEY
<b>Look Before You Leap: Self-Employment Essentials</b>		Provinces 2	<b>E ◀</b>
ABSTRACT	Self-employment is a growing trend in Canada. Do you know enough about it to support clients considering it as a career option ... or to start a business yourself? "Look Before You Leap" was a project partnership between CERIC and Life Strategies Ltd., developing a suite of resources to support career practitioners and their clients. Join this workshop to learn more about self-employment survival. Access free resources (blog, website) and learn about the two week e-course and book.		
BIO	Dr. <b>Roberta Neault</b> , President of Life Strategies Ltd., is an award-winning career development leader, inspiring international speaker and co-author of <i>Look Before You Leap: Survival Strategies for the Self-Employed</i> . She walks her talk, drawing from more than 30 years of entrepreneurial experiences.		

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◀ Headsets are available on 4<sup>th</sup> floor of the Westin

3:00 PM –  
4:30 PM

BLOCK

6

TUESDAY

SESSION TITLE		ROOM	KEY
<b>Measuring the Impact of Labour Market Information: Panel</b>		Confederation 3	<b>E</b> ◀
ABSTRACT	We will present the results of three field experiments: The first study, Career Motion, explored the question "Does LMI delivered via an electronic channel work? (Improving Career Decision Making of Young Workers)"; the second study, conducted at employment centres in two different provinces, focused on the role LMI has in career decision-making and job search, and posed the question, "To what extent is independent self-help a sufficient process in order for clients to use LMI effectively?"; the third study will address "What makes a good labour market information website?"		
BIO	<p><b>Michel Turcotte</b>, Career Counsellor, Psychologist, has worked for Human Resources and Skills Development Canada for the last 25 years, in the development of career interventions and training of practitioners. He is the manager of a research program aiming to demonstrate impact of labour market information and career development services. Dr. <b>Carole Vincent</b>, (Economics – Université Laval), is Principal Research Associate at the Social Research and Demonstration Corporation (SRDC). Since joining in 2001, she has managed various projects focused on designing policy responses to address the needs of individuals who face barriers to economic self-sufficiency. She manages the CareerMotion project. Prior to joining SRDC, Ms. Vincent was director of research at the Institute of Research on Public Policy. <b>Warren Thorngate</b> is an emeritus professor of psychology at Carleton University in Ottawa. His research specialties include human judgment and decision making, information seeking and information use, the economics of attention, and the ecology of problems and the limits of time. He has taught everything from social psychology to statistics to computer simulation in several universities around the world, including Carnegie Mellon University and the University of Tehran. <b>Lynne Bezanson</b> is the Executive Director of CCDF and Board member of the International Centre for Career Development and Public Policy. She spearheaded the first International Symposium and has played a central role in all subsequent symposia.</p>		

SESSION TITLE		ROOM	KEY
<b>Reaching Marginalized Learners</b>		Manitoba	<b>E</b>
ABSTRACT	In Ontario, the Academic and Career Entrance (ACE) program has been developed by the College Sector Committee for Adult Upgrading for distance delivery in both English and French. This Grade 12 equivalency program provides the necessary academic preparation required for individuals to qualify for admission to post-secondary and apprenticeship programming. Come to the workshop and learn why it works for students in remote communities across Canada and for individuals who can't access onsite programs because of work schedules, personal commitments and transportation challenges.		
BIO	<p><b>Arlene Cronin</b>, B.SC., M.A. has worked in education throughout her career and has extensive experience in curriculum and program development. Arlene, the Project Lead for ACE, has had a long-term commitment to adult upgrading and literacy. She has served on boards at both the community and provincial level and is a member of the Board of Directors of Kingston Literacy.</p>		



We wish to thank WIGUP.TV for  
being the delegate bag sponsor.

# Concurrent Sessions

## Tuesday, January 24

3:00 PM –  
4:30 PM

BLOCK

6

TUESDAY

SESSION TITLE		ROOM	KEY
<b>The Federal Government Recruitment Process</b>		100	<b>F</b>
ABSTRACT	Since 2009, all the jobs advertised outside of the Canada Public Service Commission are opened to all Canadians. Learn how you can help your clients go through all the steps of the process. From the application to the letter of offer, discover how 80% of the jobs can be found informally and how to access them.		
BIO	Over nearly a decade, <b>Andrée Martineau</b> , well-known in the National Capital region, has been offering counselling to federal employees. She published more than a hundred books and electronic articles. A trainer from time to time, she shares with you her experiences.		

SESSION TITLE		ROOM	KEY
<b>The Perfect Storm</b>		105	<b>E</b>
ABSTRACT	Four megatrends are converging to create a “perfect storm” in the work world. Large numbers of Canadians, young and old, will be among the storm’s victims. Learn how a whole community strategy will prepare citizens of all ages, indeed entire communities, to weather the storm and prosper in what will, ironically, be the best time in history to be a career seeker, or a career practitioner. We will be discussing both Career Cruising and the National Life/Work Centre’s whole community strategies.		
BIO	<b>Phil Jarvis</b> authored CHOICES, co-authored the Blueprint for Life/Work Designs and co-created and coordinated The Real Game. He has worked with career development leaders on high-profile projects in every province and territory, most U.S. states and in 15 other countries. <b>Jeff Harris</b> co-founded Career Cruising and has helped guide its evolution to the most powerful suite of career and workforce development tools in the world. He has worked with career and workforce development leaders, legislators and policy makers across North America for 15 years.		



## Graduate Student Award

This award, presented to eligible graduate students annually, provides a free registration to the Cannexus National Career Development Conference and up to \$2,000 to cover expenses to attend the conference. For eligibility requirements and further information, visit [www.ceric.ca](http://www.ceric.ca).



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# Showcase Sessions

## Tuesday, January 24

Learn from our exhibitors how their products and services can help you in your work!

4:30 PM –  
5:30 PM

BLOCK

7

TUESDAY

105 OCC

### Careers in Oil and Gas: What You Didn't Know

A severe labour shortage is looming in Canada's oil and gas industry. As industry employers face the prospect of hiring thousands of new workers over the next decade, a career in oil and gas is a career with a promising future. Career practitioners will leave this workshop with an understanding of Canada's oil and gas industry, available industry career options, and knowledge of valuable resources to help their clients effectively job search in the industry.

**Breanne O'Reilly** has worked in communications for several years and leads the Labour Force Engagement program at the Petroleum HR Council.

106 OCC

### Career Success for Citizens = Prosperity for Communities

Career Cruising offers a whole-community approach to career and workforce development. Come see the new ccEngage bundle of industry leading career and learning resources. All educators, students, parents, businesses and community agencies can now access the same harmonized set of resources to assure career success for more youth and adults, and increased economic prosperity for the community. Attendance at this session will qualify participants for a limited time Cannexus discount on all Career Cruising applications.

**Phil Jarvis** authored CHOICES, co-authored the Blueprint for Life/Work Designs, co-created The Real Game and has helped develop career resources used by millions worldwide. **Jeff Harris** co-founded Career Cruising in 1995 and has helped guide its evolution to the number one integrated suite of online career information, e-portfolio, course planner and community networking applications in the world.

103 OCC

### HR in the Cloud

Cloud technology enables organizations of all sizes to evolve their internal process and become far more efficient and effective when it comes to key operational activities such as internal communications, program management and relationship management. Cloud technology can also be used in human resources to manage job application collection, internal review and help you choose who to interview. Join us for an enlightening session where we will share our experience hiring new candidates using a few easy-to-use cloud technology solutions.

In 2001 **Anil Patel** co-founded Timeraiser, a program aimed at engaging skilled and energetic Canadians involved in the community. He has made a commitment to rekindling citizen involvement across the country. Anil sits on the board of United Way Toronto, and regularly contributes to other initiatives in Canada focused on volunteerism, corporate social responsibility/employee-support volunteerism and nonprofit capacity building. **Noorin Ladhani** is the Platformation Testing Coordinator with Framework. In her role she tests over 200 online apps. All of her testing reviews can be found on [www.platformation.ca](http://www.platformation.ca). She pens a Social Media column for Social Policy Magazine and writes for Techvibes.

108 OCC

### ONESTEP: Professional Development and Training to Fit Everyone's Needs!

Learn more about the exciting projects in which ONESTEP is involved that support the community-based training and employment sector. We will also speak about the professional development opportunities offered through ONESTEP and our partnership with Conestoga College for courses leading to a post-diploma certificate in Career Development.

**Lorraine Katanik** holds a diploma in Career Counselling from George Brown College and has over 25 years of managerial experience in the not-for-profit and private sectors. As Manager of Career and Resource Solutions, she is responsible for developing resources, tools, and training opportunities that support the skill enhancement of front-line workers in the sector and is also responsible for the development and execution of the annual Opportunities Conference. She is a member of the steering committee of the Canadian Council of Career Development Associations (CCCCDA), has served as the provincial Co-chair of the Ontario Alliance of Career Development Practitioners (OACDP), and in 2008 was recognized for her leadership and dedication to the career and employment sector as the first recipient of the George Brown College Crystal Award.

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◀ Headsets are available on 4<sup>th</sup> floor of the Westin

107 OCC

### Royal Roads University: Inspiring More Engaged, Informed and Successful Careers and Lives!

Learn about Royal Roads University's innovative approach: team-based, active and collaborative online experience, combined with inspiring face-to-face learning on campus learning. See how much we value your life achievements, as well as your academic and professional experience. Discover how Royal Roads University programs allow you to further your education—while you continue to work.

*This session will cover a broad range of topics—please join us, and bring your lifelong questions, goals and aspirations. We'd like to show you how Royal Roads University could be the means to the change you are seeking.*

104 OCC

### Who Am I? Self-assessment Game!

Developed by the York University Career Centre to provide a fun and interactive method of self-assessment for students and alumni wishing to engage in career exploration, the purpose of the game is for players to gain insights into their desires, interests, abilities and personality as they relate to career decision making. These insights are recorded by players on Career Profiles that each player develops during the Who Am I?-game to assist them in better understanding who they are and what they want in the world of work. The game can also be used by training and development departments for public and private sector organizations.

**Susan Pogue**, MEd., CCC., is a Career Counsellor at York University's Career Centre. Susan facilitates the Who Am I?-self-assessment game for York University students and recent graduates and assists players in understanding important aspects of themselves and helps them feel more empowered and excited about their career direction. **Dianne Twombly**, MSW., RSW., is the Manager, Career Development at York University's Career Centre. Dianne has provided professional development to career professionals in a variety of settings discussing the value of utilizing a self-assessment game to help guide the student career decision making process.

101 OCC

### WIGUP.TV: The Creative Social Network for Schools

WIGUP.TV is a wonderful bilingual platform that allows schools and classrooms from across the country to share the creativity of their 9- to 14-year-old students. WIGUP.TV connects school subjects with inspiring online content and interactive whiteboard (IWB) applications—a unique way to awaken a passion and a vision within each child. 21<sup>st</sup> century skills, character development, media and collaborative fluencies are among the key characteristics of this instructional state-of-the-art tool. The presentation will be in English with answers available in French as well.

**Mark Chatel** and **Carolyne M. Chatel** are the co-founders of this visionary platform. Their ambition is to help children discover who they are in life and encourage them to believe in their uniqueness in order to start making positive contributions to society while they grow up. **François Tessier** is an experienced Interactive Producer overseeing the production of WIGUP.TV. François will guide the participants inside the world of WIGUP.TV during a step-by-step presentation.

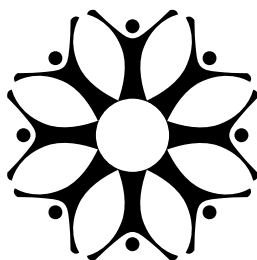
4:30 PM –  
5:30 PM

BLOCK

7

TUESDAY

Plan to attend...



# Cannexus13

*January 28-30, 2013*

National Career Development Conference  
The Westin Ottawa

**Cannexus13** promises to continue to promote the exchange of information and explore innovative approaches in career counselling and career development. Join us to enhance your professional development, organizational productivity and client service effectiveness!

Date	Event
April 30, 2012	Sponsorship, Advertising & Exhibitor Package available
May 22, 2012	Delegate Super Saver Registration opens
June 15, 2012	Call for Proposals deadline

**Here's what your colleagues say about Cannexus:**

- "Fantastic – glad I came! Excellent sessions and the ability to interact with leaders in the field."  
*Tony Botelho, Manager, Career Services, Simon Fraser University, BC*
- "Information about some great programs and projects being offered in different parts of the country."  
*Jane Aupaluktuq, Director of Human Resources, Nunavut Tunngavik Incorporated, NU*
- "The variety of workshops makes the conference my preferred conference every year."  
*Margaret Flett, Program Manager, Sudbury YMCA Employment Services, ON*

Check **Cannexus.ca** regularly for the latest information!



**ceric**

CANADIAN EDUCATION AND RESEARCH INSTITUTE FOR COUNSELLING  
INSTITUT CANADIEN D'ÉDUCATION ET DE RECHERCHE EN ORIENTATION

Cannexus is presented by CERIC and supported by The Counselling Foundation of Canada  
with a broad network of Supporting Organizations

# Day 03

WEDNESDAY, JANUARY 25

7:30 AM – 10:30 AM	<b>Welcome, Registration and Information</b>	4 <sup>th</sup> floor Westin
7:30 AM – 8:15 AM	<b>Networking Breakfast</b>	4 <sup>th</sup> floor Westin Confederation
8:00 AM – 12:00 PM	<b>Pick up / Return Interpretation Headsets</b>	4 <sup>th</sup> floor Westin
8:15 AM – 8:30 PM	<b>Assembly and Announcements</b>	4 <sup>th</sup> floor Westin Confederation
8:30 AM – 10:00 AM	<b>Counselling Professionals Plenary Panel</b> <i>"What Challenges and Opportunities Lie Ahead in Career Counselling and Career Development"</i>	4 <sup>th</sup> floor Westin Confederation
10:00 AM – 10:30 AM	<b>Networking Break</b>	4 <sup>th</sup> floor Westin
10:30 AM – 11:30 AM	<b>KEYNOTE ADDRESS</b> <b>Michael Adams</b> <i>"Canada's Demographic Destiny: Implications for our Rapidly Changing Labour Market"</i>	4 <sup>th</sup> floor Westin Confederation
11:30 AM – 11:45 AM	<b>Closing Comments</b>	4 <sup>th</sup> floor Westin Confederation

WEDNESDAY



# Counselling Professionals Plenary Panel

## Wednesday, January 25

8:30 AM –  
10:00 AM

### What Challenges and Opportunities Lie Ahead in Career Counselling and Career Development

Time again, delegates have responded to our surveys and have asked for a panel on future challenges and opportunities in career counselling and career development. Rob Shea, Past-president of CERIC, will moderate just such a panel with representation by pan-Canadian experts in the field of career counselling/development.



#### MODERATOR:

**Rob Shea** is Dean of Student Affairs and Services and an Assistant Professor (Post-secondary and Adult Education) in the Faculty of Education at Memorial University. Rob is the Founding Editor of *The Canadian Journal of Career Development*; founding President of CERIC and a Director on the Board of The Counselling Foundation of Canada.



#### PANELIST:

**Dr. Norman Amundson** is a Professor in Counselling Psychology / Faculty of Education at the University of British Columbia, Canada. He has given numerous workshops and seminars and also has been a keynote speaker at many national and international conferences including Cannexus. Dr. Amundson has published widely in the career development area and in his writings he emphasizes the importance of creativity, imagination, cultural awareness and action as career counselling strategies. He is a recipient of the Etta John Wileman Award from *The Canadian Journal of Career Development*.



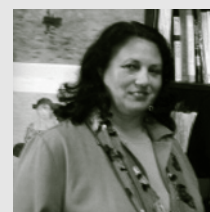
#### PANELIST:

**Dr. Nancy Arthur** is a Professor and Canada Research Chair in Professional Education at the University of Calgary. She also works as a psychologist in private practice with Calgary Psychology Group. She has published extensively in professional journals in the field of counselling psychology with articles focused on counsellor education, multicultural counselling and career development. Dr. Arthur authored the book, *Counseling International Students*, co-edited the book, *Case Incidents in Counselling for International Transitions*, and co-edited and coauthored the book, *Culture-Infused Counselling*. She has presented at Cannexus in the past as well as at national and international conferences in more than 20 different countries.



#### PANELIST:

**Cynthia Martiny**, Ph.D., c.o., is presently a Professor at the University of Québec à Montréal (UQAM) where she teaches group and individual career counselling courses at the graduate and undergraduate levels. She holds degrees from the United States, France and Canada. Her present research interests are career practitioner competencies within pluriethnic contexts including both the job entry process of recent immigrants and academic perseverance in disadvantaged and pluriethnic schools. She has been involved in several partnerships developing mentoring, mediation and tutoring projects. For years she has been facilitating domestic violence groups for men. She is a frequent presenter at Cannexus.

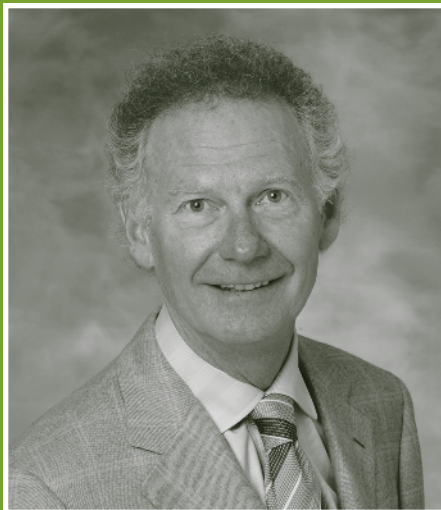


#### PANELIST:

**Dr. Mildred Cahill** is a Professor at Memorial University of Newfoundland (Faculty of Education). She is an experienced (25 years) researcher and counsellor educator. Her demonstrated expertise (both teaching and research) is in the areas of inclusive career development/ counselling, cultural diversity, including First Nations, young girls and women, displaced workers, youth and adults in transition, policy implementation and evaluation. In the past she directed the Centre for Distance Career Counselling, a collaborative research venture with a mandate to design, implement and evaluate career development programs for diverse culture groups. She has been an invited keynote speaker and conference / workshop presenter provincially, nationally and internationally.

# Keynote Speaker

## Wednesday, January 25



### Michael Adams

*Canada's Demographic  
Destiny: Implications  
for our Rapidly Changing  
Labour Market*

Westin  
Confederation

E 4

10:30 AM –  
11:30 AM

Michael Adams will climb 35,000 feet to the top of his mountain of trend data and look ahead into Canada's demographic future. Using the sophisticated market research and modeling tools of Environics Research Group and sister firm Environics Analytics, Adams will present data and projections on groups integral to the future prosperity of Canada over the next 10 years: immigrants, visible minorities, Aboriginals, aging baby boomers and entrepreneurial youth. Armed with this data, he will stimulate the audience with ideas on how these demographic shifts will impact Canadian employers in their efforts to recruit, retrain and incent the employees needed for market success.

Michael Adams is a noted commentator on social values and social change in North America. The founding President of the Environics group of research and communications consulting companies, Michael has written five books published by Penguin Canada, including the bestselling *Fire and Ice: The United States, Canada, and the Myth of Converging Values*, which won the Donner Prize for the best book on Canadian public policy in 2003.

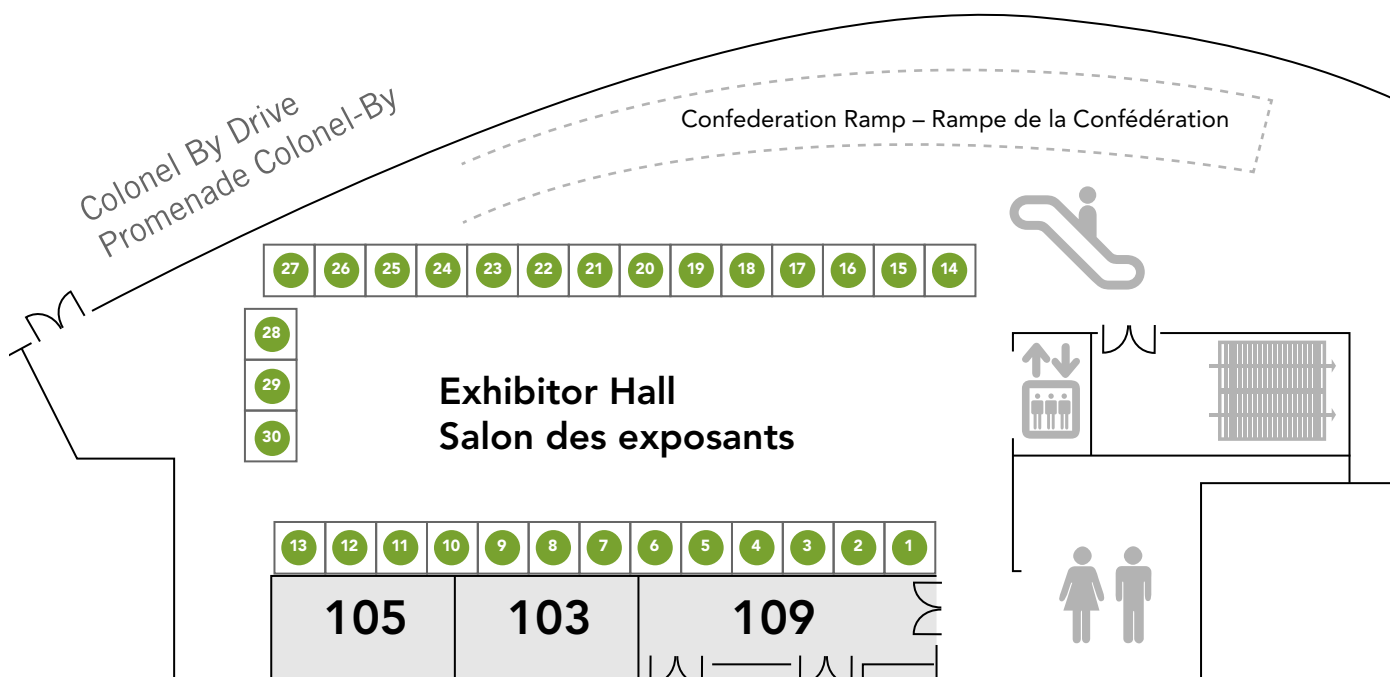
In his most recent book, *Stayin' Alive: How Canadian Baby Boomers Will Work, Play, and Find Meaning In the Second Half of Their Adult Lives* (Penguin, November 2010), Michael reflects on the changes Baby Boomers have brought about in Canadian society—and the changes that are yet to come. In chapters on family, health, technology, politics, retirement, meaning and death, Adams shows that the over nine million Canadians born between 1946 and 1965 are anything but uniform. Environics social values data reveal four distinct values tribes that will negotiate the years to come in their own ways. Understanding the diversity of this large and influential generation is a must for marketers, human resources managers, policy makers and engaged citizens.

In 2006, Michael founded the Environics Institute for Survey Research, a non-profit entity whose mission is to sponsor relevant and original public opinion, attitude and social values research related to issues of public policy and social change. The Environics Institute seeks to survey those not usually heard from, using questions not usually asked. To date, the Institute's projects have included the first ever major survey of Canadian Muslims as well as an ambitious Urban Aboriginal Peoples Study (UAPS) that sought to illuminate the experiences, values, identities and aspirations of Inuit, Métis and First Nations people living in Canada's cities.

A popular public speaker, Michael Adams offers topical, entertaining talks elaborating the data presented in his books. In addition to his groundbreaking work in social values analysis, he has conducted traditional polling in Canada for over three decades. Michael's speaking repertoire includes a long-range look at the evolution of Canadian public opinion on a range of issues from public policy to national identity and diversity.









# Exhibition Floor Plan



## BOOTH

## ORGANIZATION AND DESCRIPTION OF SERVICES

 <b>ceric</b> <small>CANADIAN EDUCATION AND RESEARCH INSTITUTE FOR COUNSELLING</small>	<p><b>1, 2</b> <b>CERIC (<a href="http://www.ceric.ca">www.ceric.ca</a>).</b> The Canadian Education and Research Institute for Counselling is a charitable organization that advances education and research in career counselling and career development. We support the creation of career counselling-related research and professional development for a cross-sectoral community through funding project partnerships and our strategic programs. Our strategic programs are Cannexus, ContactPoint/OrientAction and The Canadian Journal of Career Development.</p>
	<p><b>3</b> <b>The College Sector Committee for Adult Upgrading (<a href="http://www.collegeupgradingon.ca">www.collegeupgradingon.ca</a>)</b> is committed to providing leadership in promoting the continuous improvement of the delivery of academic upgrading programs to meet the needs of adult learners in the Ontario Community College system. The CSC coordinates communications, conducts research, provides practitioner training, and develops learning materials intended to promote excellence at all colleges. The CSC is also responsible for the development and distance delivery of the Academic and Career Entrance (ACE) program.</p>
	<p><b>4</b> <b>YES Employment Services – “Paths to Inclusion” survey (<a href="http://www.yesjobsnow.com">www.yesjobsnow.com</a>).</b> “Paths to inclusion” is a partnership between Anishinabek Employment &amp; Training Services, Confederation College, Lakehead University and YES Employment Services in Thunder Bay, Ontario. Survey results will determine national interest to establish a working network of career professionals to explore aboriginal assessment needs and shared assessment tools.</p>
	<p><b>5</b> <b>OCASI – Settlement.Org (<a href="http://www.settlement.org">www.settlement.org</a>)</b> is an award winning website that provides useful and current information to help new immigrants settle in Ontario, Canada. You will find current and trustworthy information on many topics including Employment, Education, Health, Housing and much more. Multilingual information is available at <a href="http://www.inmylanguage.org">www.inmylanguage.org</a>.</p>
 <b>ROYAL ROADS</b>	<p><b>6</b> <b>Royal Roads University (<a href="http://www.royalroads.ca">www.royalroads.ca</a>)</b> delivers applied and professional programs to advance professionals in the workplace. We combine online learning with short, on-campus residencies so you can further your education and continue to work. Faculty have academic credentials and relevant, real-world experience so students can immediately apply new knowledge and skills to the workplace. Royal Roads University offers graduate and undergraduate degrees, certificates, diplomas, executive education and custom programs. Our flexible admission recognizes and values your academic, professional, and life experience.</p>
 <b>CAREERS IN OIL+GAS</b>	<p><b>7</b> Developed by the <b>Petroleum Human Resources Council of Canada (<a href="http://www.petrohrsc.ca">www.petrohrsc.ca</a>)</b>, the <a href="http://careersinoilandgas.com">careersinoilandgas.com</a> website provides a wealth of information on career options and the world of work within the Canadian petroleum industry. On the site, Career Counsellors will find valuable industry and occupational information, plus a wealth of career tools and resources.</p>



- 8** **UTP Guidance Centre ([www.utpguidancecentre.com](http://www.utpguidancecentre.com))** has a full range of career titles, including workbooks, reference books and career assessments. Get the latest information on resume and cover letter writing, job search strategies, interviewing techniques, HR management, and more.



- 9** **Psymetrik ([www.psymetrik.com](http://www.psymetrik.com))** has worked for over 20 years in the field of psychometrics. Its success resides in its well-known GROF test (career orientation guide). In 2008, Psymetrik published the test's 3rd edition, offering its first English version. Widely used, the GROF has become a fundamental tool for many specialists working in the career counselling field.



- 10** **CONNECT Strategic Alliances ([www.collegeconnect.on.ca](http://www.collegeconnect.on.ca))** is a partnership of Ontario's 24 publicly funded colleges. A not-for-profit organization, CONNECT establishes strategic partnerships between Ontario's colleges and business, industry and government, working to enhance the profile of the colleges as deliverers of training and, in the process, managing multi-site/multi-college contracts.



- 11** **The University of Waterloo ([www.uwaterloo.ca](http://www.uwaterloo.ca))** is one of Canada's leading comprehensive universities with over 30,000 full and part-time students in undergraduate, master's and doctoral programs. Waterloo is also home to the world's largest post-secondary co-operative education program. Skilled students are available for year-round co-op, part-time, and summer work.



- 12, 13** **Laureate Hospitality Education ([www.laureatehospitality.com](http://www.laureatehospitality.com))**, a consortium of 7 leading international business and hospitality universities located in Switzerland, Spain, Australia, China and United States, offers English language degrees, diplomas and master programs for the different profile of student. Their schools are accredited to the higher learning level ([www.neasc.org](http://www.neasc.org)) or are federally recognized. All require internships within their programs to prepare students for employment on graduation. Laureate International Art and Design Education has 5 design schools offering degrees, diplomas and master programs in the areas of architecture, design, fashion, digital media and many more. They are located in Italy, the USA and New Zealand.



- 14, 15** **Career/Lifeskills Resources ([www.clsr.ca](http://www.clsr.ca))**. Quality resources for career/work counsellors and HR Professionals. We specialize in bringing together a comprehensive offering of specially selected resources used in personal, professional, and organizational development. Our mission is to promote life skills and career development by providing the highest quality resources, services and training to meet the needs of career counsellors, human resource professionals, psychologists, educators, and their clients.



- 16** **Global Experience Ontario ([www.ontarioimmigration.ca](http://www.ontarioimmigration.ca))** An Access and Resource Centre which can help internationally trained individuals find out how to qualify for professional practice in Ontario. This Centre offers a range of services.



- 17** **Northern Lights Canada ([www.northernlightscanada.ca](http://www.northernlightscanada.ca))** – Real Work • Real People • Real Results. A Canadian company with a team of over 220 employment and rehabilitation specialists, case managers, corporate trainers, and support staff whose primary goal is to help you achieve yours. We maintain a 99.6% client satisfaction rating and empower 160,000 individuals and organizations annually with award-winning, comprehensive services.



- 18** **Psychometrics ([www.psychometrics.com](http://www.psychometrics.com))** Canada's leading assessments help you improve team performance, resolve conflict, develop leaders, guide careers and select better employees. We have been providing assessment tools and consulting services for the development of people in business, government and education for over 30 years. Psychometrics is the only authorized Canadian distributor of the Myers-Briggs Type Indicator®, Strong Interest Inventory®, Thomas-Kilmann Conflict Mode Instrument, FIRO-B®, CPI 260™, CPI™ 434 and Work Personality Index.



- 19** **Sutherland-Chan School & Teaching Clinic – Massage Therapy ([www.sutherland-chan.com](http://www.sutherland-chan.com))**. Founded in 1978 and with over 2,500 graduates the Sutherland-Chan School is seen by many as one of the best schools in North America for Massage Therapy Education.



- 20** **Career Cruising ([www.careercruising.com](http://www.careercruising.com))** is a global leader in educational and career products because we engage more students and career seekers, more deeply, than anyone else. Using ccEngage, our fully customizable suite of products, we not only help individuals find the right training and a fulfilling career, we inspire them to take action, starting right now.



- 21** **The Interprovincial Standards Red Seal Program ([www.red-seal.ca](http://www.red-seal.ca))**—also known as the Red Seal Program—was established more than 50 years ago to provide greater mobility across Canada for skilled workers. Today it represents a standard of excellence for industry.



## Project Partnership Funding Available

CERIC is currently accepting partnership proposals to develop innovative resources for counselling and career development.

We invite individuals and organizations (e.g. education, community-based, non-profit, private, etc.) alike to submit project proposals for career counselling-related research or learning and professional development.

CERIC's Practical and Academic Research Committee has identified the following priority areas:

- Career Practitioning with Social Impact
- Early Intervention
- Evaluation
- Intersection of Diversity and Work

CERIC's Ongoing Learning and Professional Development Committee has identified the following priority areas:

- New Emerging Career Development Theories and Career Management Models
- The Impact of Social Media on How Career Practitioners Are Doing Their Work
- Entrepreneurial Education and Career Development

For more information or to download a letter of intent application, visit:

**ceric.ca** 

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Charitable Registration Number 86093 7911 RR0001

# Exhibition Floor Plan

BOOTH	ORGANIZATION AND DESCRIPTION OF SERVICES
 	<b>22</b> <b>Katimavik (<a href="http://www.katimavik.org">www.katimavik.org</a>)</b> is the most important youth volunteer service organization in Canada. It delivers intensive service-learning programs where youth ages 17–21 leave their hometown for 6 months to make a difference for themselves and in communities across Canada. <b>CareerCycles (<a href="http://www.CareerCycles.com">www.CareerCycles.com</a>)</b> empowers helping professionals through open-enrollment and on-site training in our proven and published narrative method of practice. We've helped 3500+ individuals develop careers for the future, and organizations engage in career conversations with our Who You Are MATTERS! experience.
	<b>23</b> <b>ODEI's (<a href="http://www.on-dei.com">www.on-dei.com</a>)</b> Dental Hygiene program is an innovative curriculum designed to provide students with the maximum amount of hands-on experiential education to become skilled professionals committed to life-long learning. Our current Dental Hygiene program can be completed in less than two years!
	<b>24</b> <b>The York University Career Centre (<a href="http://www.yorku.ca">www.yorku.ca</a>)</b> provides leading edge job search, career exploration and experiential education programs, services and events, and seeks to create innovative opportunities for students and new graduates to connect with employers and alumni.
	<b>25</b> <b>Framework (<a href="http://www.frameworkorg.org">www.frameworkorg.org</a>)</b> is fanatical about helping connect people with causes and causes with people. With nearly 10 years under our belt, our team has focused on delivering high quality volunteer engagement events while innovating in other areas relating to non-profit capacity building.
	<b>26</b> <b>Thompson Rivers University, Open Learning (<a href="http://www.tru.ca">www.tru.ca</a>)</b> is a public institution and a member of the Association of Universities and Colleges of Canada. We are mandated by the Government to provide open learning programming and an educational credit bank. TRU-OL opens the door to accessible, recognized and quality post-secondary education, offering 57 programs and over 500 courses.
	<b>27</b> <b>The Ontario Network of Employment Skills Training Projects (ONESTEP) (<a href="http://www.onestep.ca">www.onestep.ca</a>)</b> is a province-wide umbrella organization for non-profit agencies that deliver training and employment programs with 100 member agencies across the province. We work closely with government on issues that concern our members. We are committed to continued professional development of the career and employment sector.
 	<b>28</b> <b>Ontario Civil Construction Careers Institute (OCCCI) (<a href="http://www.occci.ca">www.occci.ca</a>)</b> provides youth with insight into the Civil Construction industry and the many career opportunities that it provides, through increased public and government funding, knowledge and resources. <b>The Canadian Construction Association CCA (<a href="http://www.cca-acc.com">www.cca-acc.com</a>)</b> is the voice of the national non-residential construction industry. It represents more than 17,000 members in an integrated structure of some 70 local and provincial construction associations.
	<b>29</b> <b>Wood Manufacturing Council (WMC) (<a href="http://www.wmc-cfb.ca">www.wmc-cfb.ca</a>)</b> . As the sector council for the advanced wood manufacturing industry, we work for you. Since 2002, the Wood Manufacturing Council has collaborated with employers, workers, educators, professional associations and government to help implement human resources solutions that will ensure the success of the advanced wood manufacturing sector.

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## Graduate Student Engagement Program

CERIC encourages the engagement of Canada's full-time graduate students whose academic focus is in career development or related fields. Faculty members are asked to help identify appropriate graduate students.

Through this program, graduate students will be introduced to CERIC and invited to:

- Compete for the **CERIC Graduate Student Program Award**, which provides funding to attend and present at the Cannexus conference;
- Join one of **CERIC's committees** (one graduate student per year);
- Write articles for **ContactPoint / OrientAction** or **The Canadian Journal of Career Development**;
- Participate in a contest held in alternate years for CERIC to **publish a relevant thesis**;
- Connect with other graduate students through the **GSEP Network**, a dedicated LinkedIn group.

For more information, contact [admin@ceric.ca](mailto:admin@ceric.ca) or visit [ceric.ca](http://ceric.ca).

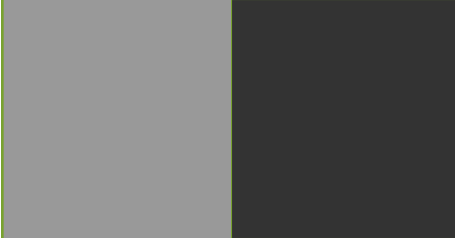
## Programme de mobilisation des étudiants(es) aux cycles supérieurs

Ce programme du CERIC encourage la mobilisation des étudiants(es) canadiens(iennes) aux cycles supérieurs dont la recherche porte sur le développement de carrière et/ou un domaine connexe. On demande aux membres du corps enseignant d'aider à repérer des étudiants aux cycles supérieurs admissibles.

Grâce à ce programme, les étudiants aux cycles supérieurs feront la connaissance du CERIC et seront invités à :

- entrer dans la compétition pour remporter le **Prix des études supérieures**, qui fournit un financement pour participer et présenter au congrès Cannexus;
- joindre un des **comités du CERIC** (1 étudiant(e) des cycles supérieurs par année);
- rédiger des articles pour **ContactPoint / OrientAction** ou pour la Revue canadienne de développement de carrière;
- participer à un concours, qui a lieu tous les deux ans, qui consiste à rédiger **une thèse pertinente qui sera publiée** par le CERIC;
- interagir avec d'autres étudiants(es) des cycles supérieurs grâce au **réseau GSEP**, groupe spécialisé de LinkedIn.

Pour de plus amples renseignements, envoyez un courriel à [admin@ceric.ca](mailto:admin@ceric.ca) ou visitez le site [ceric.ca](http://ceric.ca).



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## Delegate Bag Inserts

### Cannexus12

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|--|---|





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**WEEK 2:** Raising Optimism – Theory and Method  
**WEEK 3:** The Science of Strengths Part 2: StrengthsFinder  
**WEEK 4:** Cultivating Resilience and Final Wrap Up

**DATE:** Wed., Feb. 15, 22, 29 and March 7, 2012

**TIME:** 12 noon – 1:15 pm ET

**COST:** \$249/per person for the entire series of 4 webinars

Series #1 is available for purchase as an archived webinar with accompanying workbook for \$199.

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You've heard of positive psychology, but how do you actually incorporate it into your practice and apply it to help your clients flourish?

Positive psychology is the scientific study of the strengths and virtues that enable individuals and communities to thrive. It is a natural fit for career practitioners because it offers so many ways to improve the well-being, success and happiness of your clients.

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This interactive series is recommended both for those new to positive psychology and experts. You will learn how to help your clients:

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- Reduce stress and anxiety
- Increase positive energy
- Learn healthier thought processes
- Improve psychological well-being and happiness

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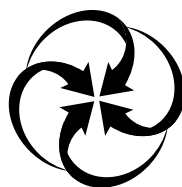
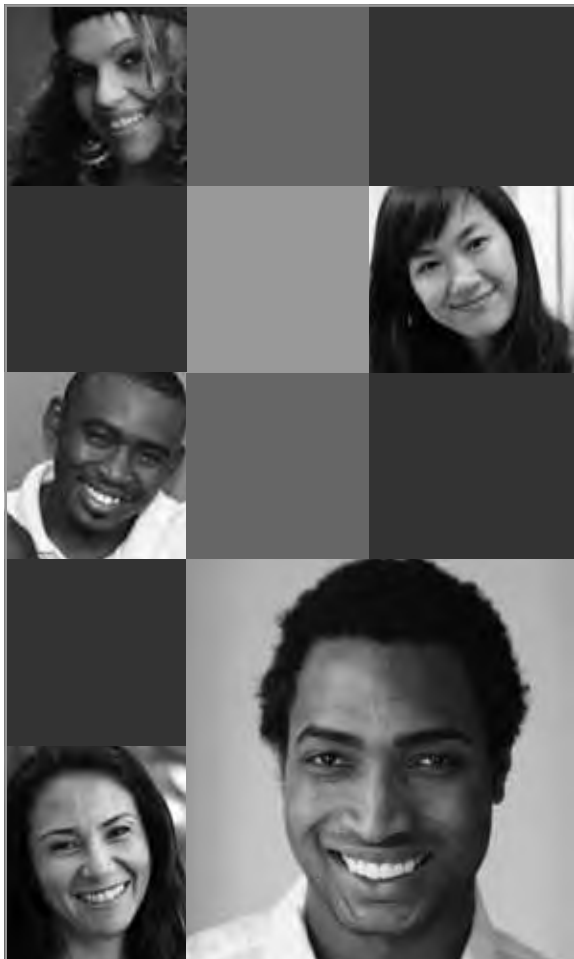


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