



*National Career Development Conference Programme*  
The Westin Ottawa, January 28 – 30, 2013

# Cannexus13



[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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# Cannexus13

*National Career Development Conference Programme*  
The Westin Ottawa | January 28 – 30, 2013

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# Greetings from The Governor General of Canada

## *His Excellency the Right Honourable David Johnston*



THE GOVERNOR GENERAL • LE GOUVERNEUR GÉNÉRAL

I am delighted to extend greetings to everyone attending the Cannexus13 National Career Development Conference.

Canada has an inexhaustible supply of talent, which I have had the opportunity to witness first-hand during my many visits as governor general to communities across our country. I believe that when they have the tools and resources they need, Canadians can achieve anything they desire, including having an enriching and gratifying career.

Cannexus13 will provide delegates with a forum in which to deepen their knowledge, learn more about best practices in career counselling and career development, and explore the most recent innovations in this area. They will then be able to go back into the community to use what they have learned to help our fellow citizens to find employment in a field that is equal to their experience and aspirations.

Congratulations to the Canadian Education and Research Institute for Counselling and its partners on organizing this inspiring initiative. I wish you all a most enlightening event.

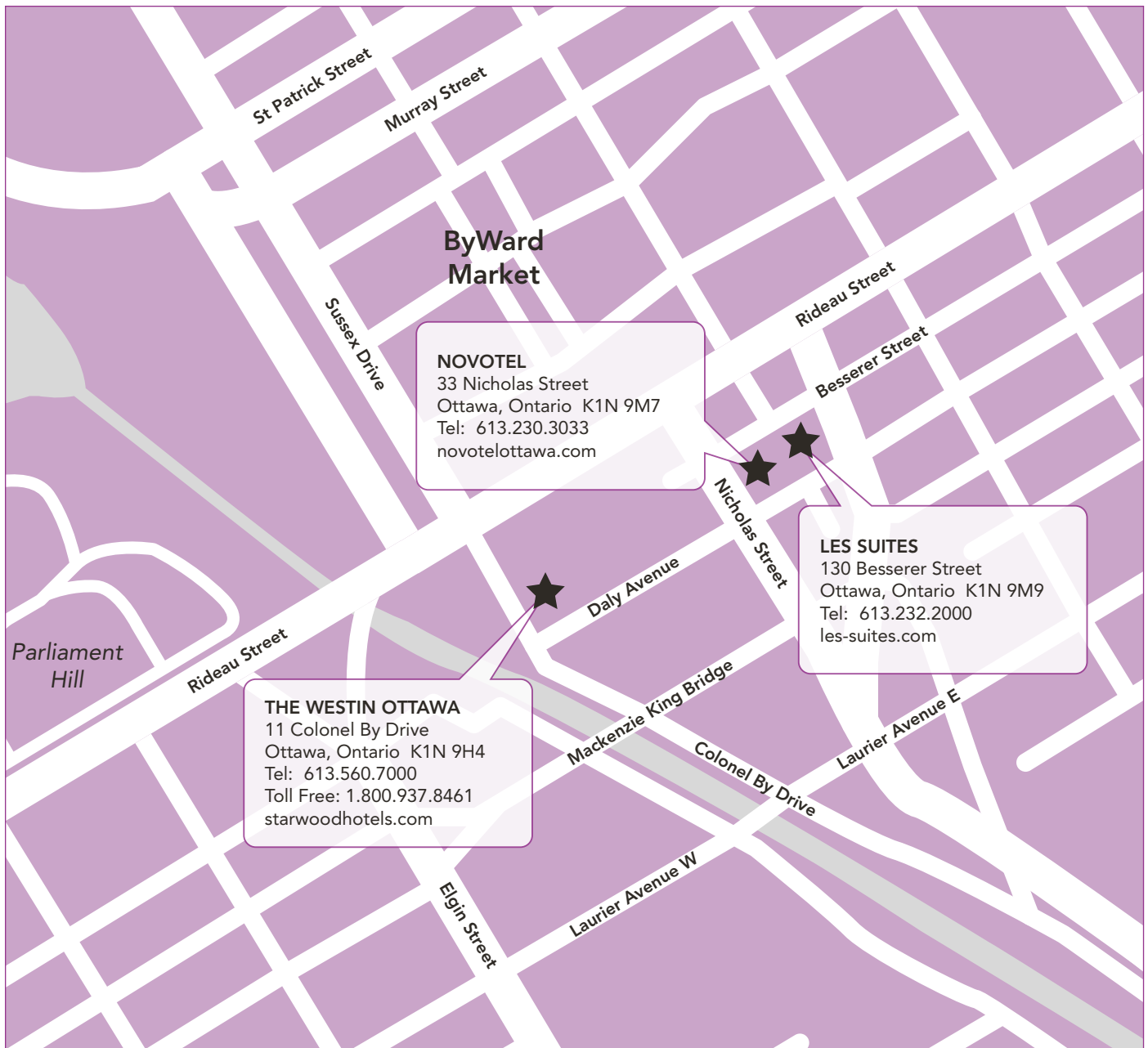
David Johnston

January 2013



# 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



# Welcome to Cannexus13!

## Nancy Dube, Chair CERIC Board of Directors



Cannexus13 promises to unwind, uplift and unleash!

### CERIC COMMITTEES:

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Simon Fraser University  
Surrey, BC

**Joan Schiebelbein**  
University of Alberta  
Edmonton, AB

It is my pleasure to welcome you to Cannexus13. Our 7<sup>th</sup> bilingual National Career Development Conference brings to you a plethora of great learning and networking opportunities spread over two-and-a-half days at The Westin Hotel. My colleagues on the CERIC Board and I are very proud of our rich program this year.

This exciting conference program boasts almost 140 sessions – our most yet – covering topics such as: Exploring Chaos in Life/Work; Putting the Sizzle in Public School Career Planning; Hope-Centered Career Development with College Students; and New Techniques in Positive Psychology. Anchoring our sessions are three great keynotes by four respected speakers: Dr Cindy Blackstock, Roxanne Sawatzky, Debbie Muir & Mark Tewksbury.

By popular demand, we have built on our pre-conference workshops for this year with: Case Management 101; Marketing Yourself as an Essential Career-Building Skill Today; Supercharge Your Presentation Skills; and Hope-Filled Engagement Through Matterering.

Our expanded Cannexus Connections Networking Luncheon on Tuesday boasts engaging topics including: Literacy and Essential Skills in Canada; The Trouble with LMI; and Creativity and Imagination Within Career Development. A number of these topics are hosted by some of our more than 25 supporting organizations. I would be remiss if I did not acknowledge the contributions these organizations have made in assisting to promote Cannexus13.

If you are new to Cannexus, I hope you had an opportunity to participate in our first ever First-Timer's orientation to Cannexus. If you are a repeat attendee at the conference, I am sure that you will agree with me that Cannexus consistently offers something for everyone. You can network with colleagues from across the country and internationally; participate in sessions dealing with all aspects of career development, and explore the various exhibitor booths to learn about services and products. You can initiate and continue conversations and connections through our Cannexus Online Community – also new for 2013. Cannexus13 promises to unwind, uplift and unleash!

Monday night's Reception, once again hosted and sponsored by The Counselling Foundation of Canada, will provide an opportunity for you to catch up with friends and to meet new colleagues over tasty food and drinks.

I would like to extend my thanks to the CERIC staff, event volunteers and CERIC's Conference Program Committee members for putting this very professional conference together. Of course, all of this would not be possible without the generous support and funding from The Counselling Foundation of Canada. I would also like to extend a special thanks to my colleagues on the CERIC Board for their wise counsel and to members of CERIC's various committees for their ongoing support.

I hope to have the opportunity of meeting many of you throughout the next few days. I wish all of you an enjoyable conference. Learn. Share. Have fun!

# *Donald G. Lawson, Chairman*

# *Bruce G. Lawson, Executive Director*

# *The Counselling Foundation of Canada*

We know that everyone who attends Cannexus is committed to helping Canadians realize their career potential, but what of you, the career development professionals? What are the supports you need in your work?



Welcome to Cannexus13!  
The Counselling Foundation of Canada is proud to sponsor Cannexus13, and we are excited by how Cannexus continues to grow year over year. It is one of the most tangible ways we know that CERIC is fulfilling its promise of supporting career practitioners in their professional development.

The world economy continues to be unpredictable. Here in Canada we have been fortunate that governments worked in good times to balance budgets and pay down debt, which has helped mitigate some of the worst effects of the global slowdown. But, we are a long way from seeing the robust economic growth that characterized much of the post-WWII era. Thus, over the last year, the Foundation has undertaken a strategic review process to help sharpen our focus and look at how we can best support the career development field.

Many economic and demographic factors are changing Canada, including an aging population, a rapidly-growing Aboriginal youth segment, increasing globalization, the rapid pace of change in technologies, an increasing reliance on Canada's natural resource base for economic growth, the growing divide between upper and lower income workers and the pressure that is putting on middle-class families, the need for a

skilled labour force and skilled trades, and the shift of people and power from East to West. These factors and many more are affecting the work we all do.

We know that everyone who attends Cannexus is committed to helping Canadians realize their career potential, but what of you, the career development professionals? What are the supports you need in your work? In the coming years, the Foundation and CERIC will be working together to look at ways in which we can better support career practitioners in their career development – both through professional development opportunities like Cannexus, ContactPoint, OrientAction, *The Canadian Journal of Career Development* and other program offerings. Already in the offering at this year's Cannexus, there is an increased number of sessions directed at practitioners both for self-care and self-promotion.

We recognize that CERIC's recent Survey of Career Service Professionals showed that career development professionals are highly educated, but generally underpaid and underappreciated. Thus, we will also be looking for ways in which we can elevate the perceptions of the value of the work you do among Canadians as a whole.

We wish you a great Cannexus!

## CERIC COMMITTEES:

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# 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*.

### CERIC COMMITTEES:

#### EDITORIAL

**Jennifer Browne (Chair)**  
Memorial University of Newfoundland  
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Simon Fraser University  
Burnaby, BC

**Carole MacFarlane**  
Vancouver, BC

**Krista Payne**  
YMCA of Northeast Avalon  
St. John's, NL

#### 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 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 and Ad Hoc Committees which support the mission-focused work of the Board and staff. The Practical & Academic Research Committee and Professional Development & 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, Editorial and Conference Program.



# ceric

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

### 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 du développement de carrière 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 20 - 22, 2014.**

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 20 au 22 janvier 2014.**



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(es) 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



### Emerging Green Jobs in Canada Hausse des emplois verts au Canada

In partnership with / en partenariat avec  
Green Skills Network (First Work)



### 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 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

### Coming Soon À surveiller!

### Hope-Centred Career Development for College Students

### Développement de carrière axé sur l'espoir auprès d'étudiants universitaires

In partnership with / en partenariat avec  
University of British Columbia/PennState

### Career Practitioner's Role in Supporting People with Mental Health Challenges

### Rôle des praticiens de l'orientation qui aident les personnes aux prises avec des problèmes de santé mentale

In partnership with / en partenariat avec  
Nova Scotia Career Development Association

### Career Exploration with At-Risk Adolescents and Young Adults

### L'exploration de carrières chez les jeunes à risque

In partnership with / en partenariat avec  
Career Trek







# The Canadian Journal of Career Development

## Revue canadienne de développement de carrière



*The Canadian Journal of Career Development* is a peer-reviewed publication of multi-sectoral career-related academic research and best practices from Canada and around the world.

La *Revue canadienne de développement de carrière* est une publication évaluée par les pairs portant sur la recherche universitaire et les pratiques d'excellence relatives aux carrières multisectorielles au Canada et partout dans le monde.

- Published twice annually
- Welcomes articles from all sectors
- Broad focus on career development
- View current and past issues online
- Free to subscribe and access
- Publiée deux fois par année
- Accepte des articles de tous les secteurs
- Traite du développement de carrière au sens large
- Consultez la revue et les archives en ligne
- Accès et abonnement gratuit

Be sure to check out *A Multi-Sectoral Approach to Career Development: A Decade of Canadian Research*, celebrating 10 years of thought-provoking and ground-breaking research from CJCD. The book is free to download online.

Jetez un œil au livre *Une approche multisectorielle du développement de carrière : Une décennie de recherche au Canada*, qui célèbre dix ans de recherche novatrice et inspirante de la RCDC. Le livre peut être téléchargé gratuitement en ligne.



*The Canadian Journal of Career Development* is a partnership between CERIC and Memorial University of Newfoundland with the support of The Counselling Foundation of Canada.

La *Revue canadienne de développement de carrière* est un partenariat entre le CERIC et l'Université Memorial de Terre-Neuve qui bénéficie du soutien de The Counselling Foundation of Canada.



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



# Overview

## Conference Schedule

Network, learn and share in an engaging environment!

### SUNDAY, JANUARY 27

8:30 AM – 4:00 PM	Welcome, Information & Registration	3 <sup>rd</sup> floor
9:00 AM – 12:00 PM	AM Pre-Conference Workshops	3 <sup>rd</sup> floor
10:00 AM – 10:30 AM	AM Networking Break	3 <sup>rd</sup> floor Les Saisons
1:00 PM – 4:00 PM	PM Pre-Conference Workshops	3 <sup>rd</sup> floor
2:00 PM – 2:30 PM	PM Networking Break	3 <sup>rd</sup> floor Les Saisons
4:00 PM – 5:00 PM	First-Timer's Session	3 <sup>rd</sup> floor Les Saisons

### MONDAY, JANUARY 28

7:30 AM – 7:00 PM	Welcome, Information & Registration	4 <sup>th</sup> floor
7:30 AM – 8:30 AM	Networking Breakfast	4 <sup>th</sup> floor
8:00 AM – 5:00 PM	Pick up / Return Interpretation Headsets	4 <sup>th</sup> floor
8:30 AM – 9:00 AM	Assembly and Opening Comments	4 <sup>th</sup> floor
9:00 AM – 10:00 AM	OPENING KEYNOTE ADDRESS Dr Cindy Blackstock <i>"Reconciliation in Action Between First Nations and Non-Aboriginal Children"</i>	4 <sup>th</sup> floor Plenary
10:00 AM – 7:00 PM	Exhibitor Showcase Hours	4 <sup>th</sup> floor Exhibitor Hall
10:00 AM – 10:30 AM	Exhibitor Showcase / Networking Break	4 <sup>th</sup> floor Exhibitor Hall
10:30 AM – 12:00 PM	Concurrent Sessions – Block 1	2 <sup>nd</sup> , 3 <sup>rd</sup> , 4 <sup>th</sup> floors
12:00 PM – 1:30 PM	Networking Luncheon	4 <sup>th</sup> floor
1:30 PM – 3:00 PM	Concurrent Sessions – Block 2	2 <sup>nd</sup> , 3 <sup>rd</sup> , 4 <sup>th</sup> floors
3:00 PM – 3:30 PM	Exhibitor Showcase / Networking Break	4 <sup>th</sup> floor Exhibitor Hall
3:30 PM – 5:00 PM	Concurrent Sessions – Block 3	2 <sup>nd</sup> , 3 <sup>rd</sup> , 4 <sup>th</sup> floors
5:00 PM – 7:00 PM	Reception <i>Sponsored by: The Counselling Foundation of Canada</i>	4 <sup>th</sup> floor Plenary

**TUESDAY, JANUARY 29**

7:30 AM – 4:30 PM	Welcome, Information & Registration	4 <sup>th</sup> floor
7:30 AM – 8:15 AM	Networking Breakfast	4 <sup>th</sup> floor
8:00 AM – 5:30 PM	Pick up / Return Interpretation Headsets	4 <sup>th</sup> floor
8:15 AM – 8:30 AM	Assembly and Announcements	4 <sup>th</sup> floor
8:30 AM – 9:30 AM	KEYNOTE ADDRESS Roxanne Sawatzky <i>"Leaving the Comfort Zone"</i>	4 <sup>th</sup> floor Plenary
9:30 AM – 4:00 PM	Exhibitor Showcase Hours	4 <sup>th</sup> floor Exhibitor Hall
9:30 AM – 10:00 AM	Exhibitor Showcase / Networking Break	4 <sup>th</sup> floor Exhibitor Hall
10:00 AM – 10:45 AM	Concurrent Sessions – Block 4	2 <sup>nd</sup> , 3 <sup>rd</sup> , 4 <sup>th</sup> floors
11:00 AM – 11:45 AM	Concurrent Sessions – Block 5	2 <sup>nd</sup> , 3 <sup>rd</sup> , 4 <sup>th</sup> floors
12:00 PM – 1:00 PM	Cannexus Connections Luncheon – Block 6	4 <sup>th</sup> floor
1:30 PM – 3:00 PM	Concurrent Sessions – Block 7	2 <sup>nd</sup> , 3 <sup>rd</sup> , 4 <sup>th</sup> floors
3:00 PM – 3:30 PM	Last Chance Exhibitor Visits / Networking Break	4 <sup>th</sup> floor Exhibitor Hall
3:30 PM – 5:00 PM	Concurrent Sessions – Block 8	2 <sup>nd</sup> , 3 <sup>rd</sup> , 4 <sup>th</sup> floors

**WEDNESDAY, JANUARY 30**

7:30 AM – 10:30 AM	Welcome, Information & Registration	4 <sup>th</sup> floor
7:30 AM – 8:30 AM	Networking Breakfast	4 <sup>th</sup> floor
8:30 AM – 12:00 PM	Pick up / Return Interpretation Headsets	4 <sup>th</sup> floor
8:30 AM – 10:00 AM	Concurrent Sessions – Block 9	2 <sup>nd</sup> , 3 <sup>rd</sup> , 4 <sup>th</sup> floors
10:00 AM – 10:30 AM	Networking Break	4 <sup>th</sup> floor
10:30 AM – 11:30 AM	KEYNOTE ADDRESS Debbie Muir & Mark Tewksbury <i>"The Great Traits of Champions: Achieve Breakthrough Results"</i>	4 <sup>th</sup> floor Plenary
11:30 AM – 11:45 AM	Closing Comments	4 <sup>th</sup> floor Plenary

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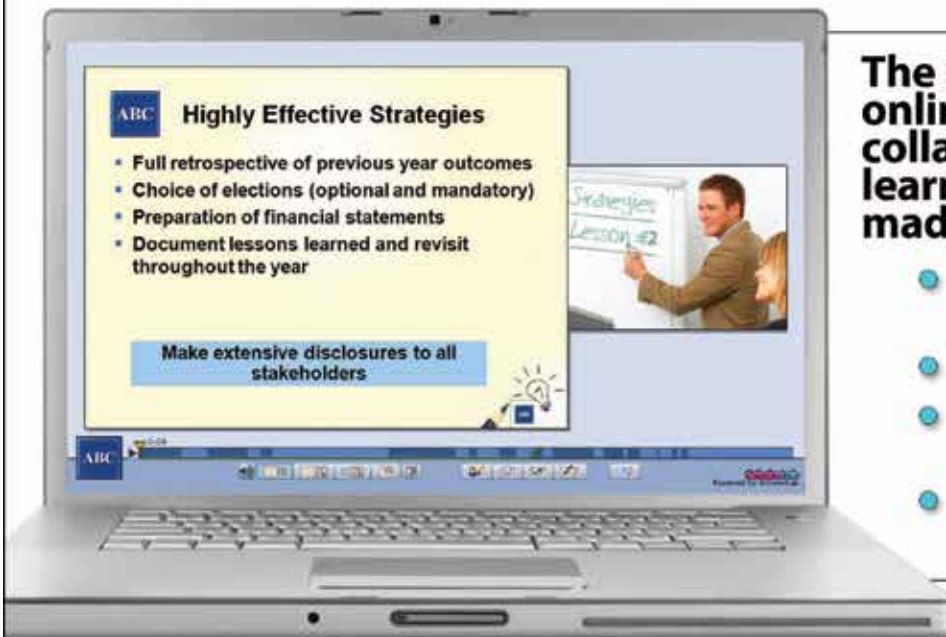
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Academic & Career Entrance  
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## *Studying online changes when and how people learn*

### 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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For more information, visit:

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

# Pre-Conference Workshops

## *Sunday, January 27*

Some of your colleagues started their Cannexus13 conference with one or two of these intensive workshops. They contributed to an in-depth discussion and took part in hands-on training. Why not try to find out who they are and what they learned!



AM

**Roxanne Sawatzky**  
9:00 AM – 12:00 PM

### Case Management 101

Build the skill capacity of your case worker and case management staff through this half-day training. Case managers assume a critical role in human services, acting as a link between clients and services that best meet individual needs. Advocacy is a key area of this practice and it is essential that case managers develop effective skills in accessing programs and services for marginalized persons using client-directed approaches.

The goal for participants is to recognize core case management concepts and procedures. This training is geared to case managers and staff who are not currently case managers but perform case management functions, or who are new to case management but not had formal training. The training is also intended to assist front-line staff in human service agencies to form collaborative relationships with clients.

**Roxanne Sawatzky** has successfully managed a three-year, \$1.3-million research study for the Manitoba provincial and federal government with 2,400 individuals participating. She is now the President and founder of Empowering Change, a leading organization empowering innovative service providers to enhance interactions with multi-barriered individuals. Empowering Change is changing employment and social service provider thinking and practice by increasing effective, short-term motivational service delivery methods internationally through Stages of Change and Motivational Interviewing. Roxanne has done workshops and presentations nationally and internationally.



AM

**Jordan LeBel**  
**Harold Simpkins**  
9:00 AM – 12:00 PM

### "Marketing Yourself" as an Essential Career-Building Skill Today

Building on their successful online course "Marketing Yourself", professors Jordan LeBel and Harold Simpkins will explore why and how learning to apply time-tested marketing concepts to marketing oneself is an essential skill in today's hypercompetitive job and consumer markets, whether you're a jobseeker, entrepreneur, artist or professional.

We will cover basic marketing principles and offer a step-by-step approach to the preparation of a marketing plan that can be applied to yourself or your clients. This workshop will build on key concepts, including how to: identify and qualify career opportunities; select target markets including prospective employers; set personal marketing objectives; create focused marketing strategies around the 4 Ps – Product, Price, Place and Promotion; and develop and execute a personal marketing plan.

**Jordan LeBel**, BSc, MSc, PhD is an Associate Professor in the Department of Marketing at Concordia University's John Molson School of Business, where he teaches undergraduate and MBA courses. He is the 2005 and 2010 recipient of the business school's Dean's Award for Teaching Excellence and the 2010 recipient of Concordia's President's Award for Excellence in Teaching. LeBel is also Vice-President of the Board of Montreal Youth Employment Services (YES – MTL). **Harold Simpkins**, BA, MBA is a Senior Lecturer in Marketing and the Academic Director of Concordia University's John Molson School of Business Marketing Co-op Program. Simpkins has taught or developed undergraduate and graduate courses drawing on his extensive experience in the business and not-for-profit sectors. Simpkins has held product management positions with two global food companies and was Vice-President of Client Services with Canada's largest advertising agency. He serves on the Board of Directors for YES – MTL.





Joanne Stuart

1:00 PM – 4:00 PM

## Supercharge Your Presentation Skills

Looking for that spark to take your love of facilitation to a new level? It's here!

Gain perspectives and maximize the knowledge you already have while discovering new ways to reach and form connections with your groups. Test drive activities and exercises, and new dynamic tools like icon mapping, musical rides and story chasers. Leave with renewed passion, shared wisdom and a trunk load of ideas and resources.

**Joanne Stuart**, BA, CCEP, owner of Life Changes Consulting is a career development facilitator and speaker known for her ability to connect with her audiences. Her life story is filled with entertaining and imaginative responses to both challenges and opportunities, and the magic of happenstance. These include hosting her own television show, the success of her training and consulting business, and an ongoing zest for helping people live smart with life changes. She lives on Georgian Bay inspired by water, rocks and trees.



Gray Poehnell

1:00 PM – 4:00 PM

## Hope-Filled Engagement Through Mattering

Hope-Filled Engagement expresses a person-centered, solution-focused, hope-focused approach that engages people where they are engaged with life and equips them to walk their life/career paths with dignity whatever their challenges. Mattering is integral to hope. People who don't feel they matter are like invisible people – invisible to themselves and to others. 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. These approaches are meant for use with diverse client populations.

**Gray Poehnell**, an experienced career trainer and presenter interested in holistic approaches that cultivate hope, practical spirituality, creativity, imagination and career integrity, has participated in the development and writing of numerous career counselling programs and has co-authored several books and workbooks, including *Hope-Filled Engagement*, *Career Pathways*, *Career Crossroads*, *CareerScope* and *Guiding Circles*. He has worked with diverse client populations, such as youth, social assistance recipients, older adults, immigrants, professionals and Aboriginals and currently trains career practitioners both nationally and internationally. Gray is of Métis descent.

## First-Timer's Session Sunday, 4:00 PM – 5:00 PM

*First time at Cannexus? Then this session, designed to help maximize the conference experience, is for you! We also encourage veteran delegates interested in "mentoring" new attendees to attend.*

*Please be sure to pick up your delegate badge at the Welcome, Information & Registration desk on the 3<sup>rd</sup> floor prior to joining the First-Timer's Session.*

## The Cannexus Online Community & App

*Be part of our new Cannexus13 Online Community via your computer or as an app on your mobile phone. You can:*

- > *View the profiles and interests of the other attendees*
- > *Build a personalized schedule of sessions to attend*
- > *Join the conversations about the conference*

**Forgot to create your account?**  
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# Day 01

MONDAY

JANUARY 28

7:30 AM – 7:00 PM	Welcome, Information & Registration	4 <sup>th</sup> floor
7:30 AM – 8:30 AM	Networking Breakfast	4 <sup>th</sup> floor
8:00 AM – 5:00 PM	Pick up / Return Interpretation Headsets	4 <sup>th</sup> floor
8:30 AM – 9:00 AM	Assembly and Opening Comments	4 <sup>th</sup> floor
9:00 AM – 10:00 AM	<b>OPENING KEYNOTE ADDRESS</b> <b>Dr Cindy Blackstock</b> <i>"Reconciliation in Action Between First Nations and Non-Aboriginal Children"</i>	4 <sup>th</sup> floor Plenary
10:00 AM – 7:00 PM	Exhibitor Showcase Hours	4 <sup>th</sup> floor Exhibitor Hall
10:00 AM – 10:30 AM	Exhibitor Showcase / Networking Break	4 <sup>th</sup> floor Exhibitor Hall
10:30 AM – 12:00 PM	Concurrent Sessions – Block 1	2 <sup>nd</sup> , 3 <sup>rd</sup> , 4 <sup>th</sup> floors
12:00 PM – 1:30 PM	Networking Luncheon	4 <sup>th</sup> floor
1:30 PM – 3:00 PM	Concurrent Sessions – Block 2	2 <sup>nd</sup> , 3 <sup>rd</sup> , 4 <sup>th</sup> floors
3:00 PM – 3:30 PM	Exhibitor Showcase / Networking Break	4 <sup>th</sup> floor Exhibitor Hall
3:30 PM – 5:00 PM	Concurrent Sessions – Block 3	2 <sup>nd</sup> , 3 <sup>rd</sup> , 4 <sup>th</sup> floors
5:00 PM – 7:00 PM	<b>Reception</b> <i>Sponsored by: The Counselling Foundation of Canada</i>	4 <sup>th</sup> floor Plenary



# Keynote Speaker

## *Monday, January 28*

4<sup>th</sup> floor  
Plenary

ENG

9:00 AM –  
10:00 AM



### **Dr Cindy Blackstock**

*Reconciliation in Action Between  
First Nations and Non-Aboriginal Children*

For decades, First Nations children and families have received less benefit from education, child welfare and health services than all other Canadians. First Nations and non-Aboriginal children are taking action, creating the largest child-led reconciliation movement in Canada that puts culturally-based equity at the centre. Children know love and fairness in ways that many adults need to remember and they are standing together to ensure that all First Nations children can grow up safely in their families, be healthy, go to good schools – prepare for meaningful work – and be proud of who they are. Understanding the barriers faced by First Nations youth, the fastest growing segment of the Canadian population, is necessary for counsellors to provide the most appropriate guidance in career exploration and employment.

This presentation showcases how thousands of children all over Canada are making a difference. Their actions uplift First Nations and non-Aboriginal children alike and show adults that change can really happen if you care enough and work hard enough. Be inspired and then take action yourself.

Dr **Cindy Blackstock**, Executive Director of the First Nations Child and Family Caring Society of Canada, and Associate Professor at the University of Alberta, has worked in the field of child and family services for over 25 years. An author of over 50 publications, her key interests include exploring and addressing the causes of disadvantage for Aboriginal children and families by promoting equitable and culturally-based interventions. Current professional interests include holding fellowships with the Ashoka Foundation and The J.W. McConnell Family Foundation.

Cindy grew up in rural and remote communities in northern British Columbia. She became a social worker in a bureaucracy where she learned how little the system was addressing the real problems of child welfare and poverty. In 1999, she became the Executive Director of the Caring for First Nations Children Society in BC

where she established a successful professional development and policy institute for First Nations child welfare in British Columbia. In 2003, she then assumed the role of Executive Director of the First Nations Child and Family Caring Society of Canada ([fncaringociety.com](http://fncaringociety.com)) to lead a social movement where First Nations and non-Aboriginal peoples stand together to address long-standing inequities experienced by First Nations children.

She has a Master in Management from McGill and a PhD in social work from the University of Toronto. Her blend of community development experience, policy development and intellectual rigour have propelled her into a leadership role within the reconciliation movement – an effort to build upon the strengths of First Nations and non-Aboriginal children to reform First Nations children's services.

# Day 01

MONDAY



Amerding, Lois



Amundson, Norm



Anderson, Tami



Arthur, Nancy



Bellrose, Blair



Bergman, Eric



Bilodeau, Cynthia



Bonnema, Betty



Bray, Jonathan



Bulmer, Krista



Buteau, Richard



Chen, Charles



Cochrane, John



Cook, Suzanne



Dube, Colby



Duguay, Nadia



Dupré, Cheryl



Edwards, Laurie



Feltham, Denise



Foss, Jessica



Galway, Tom



Gazzola, Nick



Geary, Susan



Haywood, Susan



Hofmann, Patrick



Jewell, Louisa



Joon Yoon, Hyung



Keis, Ken



Knight, Sherry



Kulbaba, Chris



Mahoney, Kerry



Malott, Brian



Martin, Melissa



Martin, Neesa



McKee, Kathy



Moulday, Nancy



Perreault, Nathalie



Poehnell, Gray



Riddle, Dorothy



Roy, Valérie



Shea, Rob



Smith, Barbara



Smith, Peter



Stanhope, Kelly



Stewart, Elaine



Strodeur, Lasha



Taylor, Lois



Thunderchild, Cori



Ward, Valerie



Willson, Catherine



Wong, Fairy



Wong, Sonny



Wright, Roxanne

# Concurrent Sessions

## Monday, January 28

 Headsets available  
on 4<sup>th</sup> floor

BLOCK

1

10:30 AM –  
12:00 PM

MONDAY

### Assessing Fundamental Employability Skills

Over 28 years, Futureworx has developed a method for building fundamental employability skills like attitude and confidence in underemployed people. The method is supported by a unique assessment tool that provides learners with a clear comparison of how they view themselves, versus how an employer sees them, and then engages them in defining and testing alternative behaviours in simulated work settings. We will review the methodology and invite attendees to participate in ongoing development.

Randy Lindsay, Paul Brinkhurst – Futureworx

MANITOBA | ENGLISH

### Five Steps to Conquer "Death by PowerPoint"

Applying a unique blend of cognitive science and common sense, I take you through five simple steps that can improve every presentation you'll deliver in the future. You'll gain insight into putting the audience first whether one-on-one or to a group of a thousand, structuring conversations (not presentations), minimizing visual aids, conveying your message and personality, and answering questions throughout. Through the use of the audience manifesto, these five steps can also be used to improve the presentations of others.

Eric Bergman – Bergman & Associates

ONTARIO | ENGLISH

### Finding All-Star Employees Through Community Service Providers

What are the services which community services providers can offer? Can these service providers meet recruitment needs cost effectively? What is job development and how can you partner with it? How can you best utilize your local service providers? Community service providers are rich with talented employees who are trained in career development and with diverse backgrounds. For explorations of these questions and more join us.

Brian Malott – Fanshawe College  
Chris Kulbaba – London Employment Help Centre

BRITISH COLUMBIA | ENGLISH

### Applications of Existential Meaning Making in Career Counselling

Career, regardless of our definition, constitutes a key source of life meaning for many people. Diverse events ranging from job loss to career indecision thus can threaten the core of our existence. How do we help clients as they go through the process of redefining their sense of life purpose? We review the research and theory on meaning-making from existential and positive psychology to explore how to best help clients through the process of meaning-making.

Jacqui Synard, Nick Gazzola – University of Ottawa

SASKATCHEWAN | ENGLISH

### Elephants in the Labour Market

Let's be brave and name those "elephants in the room" – changes in the labour market which no one is talking about and which are affecting you, me and our clients. In this interactive and fun workshop we will name the elephants, identify solutions for them and figure out how we and our clients can move from "I will survive" to "I will thrive."

Sarah-Jane VandenBerg – Northern Lights Canada

LES SAISONS | ENGLISH

### Putting the Sizzle in Public School Career Planning

Based on developing Options and Opportunities, a targeted program to engage students not achieving their academic potential, a series of initiatives has been developed to increase engagement with career planning by all students. Starting with a dramatic growth in co-operative education, and the introduction of career development courses, the initiatives now include the electronic LifeWork Portfolio, a career Moodle, career kiosks, a CareerFutures, a career Portal and FutureSeeker, a career adventure app for handheld devices.

Peter Smith, John Cochrane – Nova Scotia Department of Education

QUEBEC | ENGLISH

# Concurrent Sessions

## Monday, January 28

### It's Your Retirement: Career Development for Boomers

Boomers' expectations of retirement range from "Freedom 55" to "never!" Pollsters tell us we can't afford, and don't want to retire. People in relationships may have different visions for spending retirement years together. Financial planners tell us we must plan for retirement! Denial and avoidance are typical responses to competing visions. I will show how career practitioners can use their knowledge and skills to help boomer clients imagine and plan for retirement – whatever that means for them.

Heather E. Bennett – Private Practice

NOVA SCOTIA | ENGLISH

### Navigating the Waters: Disability in the Workplace

Career practitioners have the opportunity to better understand the employment needs of their clients with disabilities through the use of a self-assessment tool called Disability Impact on Career/Employment (DICE), so that more successful placements can be achieved. Through theory, dialogue and interactive exercises, we will explore preliminary statistics on disability type, task challenges and accommodations, as well as issues faced by this population including disclosure, discrimination and workplace accommodations.

Denise Feltham – D.I.C.E. Assessment &  
Employment Counselling Services

ALBERTA | ENGLISH

### Unleashing the Potential of Your Talent

Talent is being recognized as key in driving business forward. Leaders must focus on unleashing the potential of their greatest asset – their people. We discuss the new world of work trends and workforce implications of talent mismatch, individual choice, technological revolutions and increased customer sophistication. We explore how these trends translate into everyday challenges that HR and organizational leaders face today.

Tracy Griffin, Henry Curtis – Right Management

NEWFOUNDLAND | ENGLISH

### Entrepreneurship in a Career Counselling Context

Efforts to promote entrepreneurial activity have increased substantially in the field of employability in Canada. However, we find a lack of tools to assess entrepreneurial qualities and lack of theoretical hypothesis to guide us. In this presentation, I will present our typology of the various entrepreneurial personality styles that serve as the basis for development of a psychometric instrument and various interventions related to our approach.

Cynthia Bilodeau – University of Ottawa

GOVERNOR GENERAL 1 | FRENCH & INTERP

### What About the Other "F" Word? Financial Literacy

Do your clients struggle with managing money during times of hardship? Have your clients been faced with unemployment, underemployment or low-income? Do you find that you have been inundated with individuals trying their best to manoeuvre, so they have a life that goes beyond the pay-cheque-to-pay-cheque lifestyle? We will demonstrate a simple and practical tool that can be delivered to your clientele and assist them with managing their financial struggles.

Cheryl Dupré, Kelly Stanhope – META Vocational Services  
Natasha McKenna – Canadian Centre for Financial Literacy

NEW BRUNSWICK | ENGLISH

### Online Career Learning Interventions: Leveraging Service Delivery Potential

I will share insights regarding organizational readiness, practitioner competence and successfully deploying and launching online career services. My agency pioneered online career services and has been using this delivery approach for nine years and this past year, under British Columbia's new employment programming, supported other career agencies to adopt this service delivery mode.

Tannis Goddard – Training Innovations

GOVERNOR GENERAL 2 | ENGLISH



## Strengthening Your Emotional Intelligence

Recent studies have indicated that emotional intelligence (EI) contributes as much as 90% to your success in life, while IQ may contribute as little as 20%. High EI is a crucial component in today's ever-evolving workplace. In this interactive and engaging workshop you will find out what EI is and how it can improve your counselling and facilitation skills. It will also help you to re-focus and energize your own career.

Susan Geary – Susan Geary and Associates

GOVERNOR GENERAL 3 | ENGLISH & INTERP

## Building Confidence from the Inside Out

Helping others overcome their barriers is a very rewarding experience, often, just a little bit magical. We all have insecurities. For some, it can affect their ability to enjoy the fabulous life at work that we all deserve. Using key tools to identify and restructure emotional challenges, you can learn to envision yourself as valuable. The idea behind this includes belief systems that are controlled by the emotional reactions which hold us back from our dreams and aspirations. What you learn can be applied to helping your clients.

Tami Anderson – Best Foot Forward

NUNAVUT | ENGLISH

## Innovation and Best Practices for Aboriginal Learners

Aboriginal Community Career Employment Services Society (ACCESS) is an urban organization that provides career services to the Aboriginal people of Metro Vancouver. Many of our clients face multiple barriers to gaining and maintaining long-term employment. ACCESS has developed a variety of integrated programs that provide the interventions, skills upgrading and training needed to support successful learning and long-term participation in the workforce. We will share information about best practices that make our programs effective.

Blair Bellerose, Cori Thunderchild, Helen Boyce –  
Aboriginal Community Career Employment Services Society

PROVINCES 1 | ENGLISH

## Humanistic and Career Meaning-Making

With philosophical roots in humanistic psychology, subjective meaning making forms the core for post-modern career psychology. To integrate historical background and present context, we examine the coherent link between humanistic psychology and post-modern career psychology, comparing the dynamic and essential key tenets shared by both psychological paradigms. It then illustrates how such shared constructs of meaning and meaning-making can be effectively utilized in proposing helping interventions to enhance individuals' vocational well-being.

Dr Charles P. Chen – University of Toronto

PROVINCES 2 | ENGLISH

## Hope-Centered Career Development with College Students

An international career hope study has been conducted between UBC and Penn State, examining the baseline of college students' career hope and creating a career hope profile. Our study tested the effects of hope on school engagement, academic performance and vocational identity. Through a series of in-depth interviews with students with relatively high hope and high perceived barriers, we have identified key contributors in shaping hope.

Dr Norman Amundson, Barbara Smith, Lauri Mills – UBC  
Dr Hyung Joon Yoon, Dr Spencer Niles,  
Hyoyeon In, Stacey deShield – Penn State  
Susan Foreille – Thompson Rivers University

CONFEDERATION 3 | ENGLISH & INTERP



## Have a Question About Cannexus?

*Look for anyone wearing a button with the "i" and they'll be happy to help you!*





# Concurrent Sessions

## Monday, January 28

### Boomers and X'ers and Y's, Oh My!

There are currently four distinct generations in the workplace, each with a unique style and different needs and values. This can create misunderstandings, conflict and strife in organizations. Learn how your organization can forge a strong and cohesive team across the generations. Learn how generational diversity can be leveraged to create a more engaged workplace. Learn about policies and practices that will attract younger generations as well as benefit and recognize more seasoned employees.

Susan Haywood – HR Blueprints

MANITOBA | ENGLISH

### Employment Law 2013: Hiring, Firing and Everything in Between

We will take a look at: Hiring – What to ask and what not to ask; Employment Contracts – What they should say, when to sign; Age discrimination; Problem bosses, workplace discrimination and harassment; Termination; and other issues relevant to your employment in 2013.

Catherine E. Willson – Willson Lewis LLP

ONTARIO | ENGLISH

### Challenges and Irritants: Can They Be Turned to Value?

Our shortcomings may well lead us to understand more about our talents. What annoys us most in others may well present us with information about what our own challenges are. Provided we are willing to take a closer look at this reality there is great value to be obtained. In the Netherlands, this technique of turning challenges and irritants into values is used a lot in workshops and team sessions. You will have the opportunity of applying this perspective yourself.

Betty Bonnama, Dirk Bos, Jessica Bosman – Rotterdam University

BRITISH COLUMBIA | ENGLISH

### Tools to Support Skills Development and Career Planning

Get a tour of the “refreshed” Ontario Skills Passport website designed with pathways for learners, teachers, jobseekers, literacy practitioners, employment counsellors and employers. You will see the free, bilingual practical tools and resources to assess, build, document and track Essential Skills and work habits and transfer them to further education, training, the workplace and everyday life. This information will help learners develop their Individual Pathways Plan as they answer the questions: Who am I? What are my opportunities? Who do I want to become? and What are my plans to achieve my goals?

Chantal Locatelli – Ontario Ministry of Education

SASKATCHEWAN | ENGLISH

### New Techniques in Positive Psychology

Positive psychology is a new and exciting field of study that is rapidly growing and changing. I will share the latest techniques and practical tools in resilience training and positive psychology that can dramatically improve your ability to bounce back from any tough situation and increase your happiness. You will be provided with several activities, exercises and tools that you can use with clients immediately as well as a workbook for future reference.

Louisa Jewell – Positive Matters

LES SAISONS | ENGLISH

### First Encounters with Professional Culture

In partnership with educational institutions at college and secondary school levels and employment assistance agencies, SPLA (Student Placement office at Laval University) established a “matching program”. The purpose of this program was to match foreign students with employees of a company operating in a field identified by the students as a possible future career match. The matching process was designed to be flexible and moderately informal to ensure a convivial atmosphere during the encounters.

Richard Buteau – Laval University

QUEBEC | FRENCH



### For Some Clients Apprenticeship is the Answer

Learn about English and French online assessment and upgrading-materials for individuals seeking a meaningful career through post-secondary or apprenticeship programming. The materials which provide test scores on the 500 and HRSDC 5-point scales are reliable, effective and available free of charge across Canada. These assessments are being used in three communities to determine the impact of early academic intervention on the retention of registered apprentices. Get an outline of the challenges of engaging apprentices, the logistical complications of working with officials and educators and the unexpected results and solutions.

Sandra Hennessey, Bea Clark – College Sector Committee

NOVA SCOTIA | ENGLISH

### Mapping Success: Financial Literacy in Alternative Education Programs

The Partners for Youth (PFY) Roadmap initiative seeks to provide financial literacy, career planning and life skills training to young people in alternative education sites. As a demographic comprised almost entirely of youth deemed at-risk, the lack of financial literacy often translates to difficulty making sound decisions regarding personal money management, which, in turn, places an additional burden not only on the individual but their community as well.

John Sharpe, Mathieu Cormier – Partners for Youth

NEWFOUNDLAND | ENGLISH

### Exploring Career Education Through an Experiential Spectrum

There's much talk lately about experiential learning, but what does it mean? - Internships? - Service learning? - Co-op? How can a career centre assess the scope of experiential learning embedded in programs and services? This session will examine experiential learning and its incorporation into career activities. Learn about an innovative model for identifying activities which will enrich students' learning experience. We will discuss two unique case studies, and how the model provides a framework to assess effectiveness.

Roxanne Wright, Jonathan Bray – University of Toronto

NEW BRUNSWICK | ENGLISH

### Redirection 2: Volunteering as an Extension of Career

Interested in energizing and stimulating your clients? Redirection 2 will be explored through practical exercises that go beyond the theoretical model. First, I will discuss the volunteer motivations research for adults age 55 plus. I will describe the types of volunteer roles and experiences that individuals generally find the most fulfilling and engaging. Next, exercises will be shared that enable career coaches and counsellors to work with clients who are seeking a rewarding volunteer role.

Dr Suzanne L. Cook – Private Practice

ALBERTA | ENGLISH

### How "Tweet" It Is: Career Counsellors and Twitter

This interactive workshop with a bilingual career/social media strategist will introduce you to two hot Twitter applications: Twylah and Pinterest. She will share five secrets on how to use Twitter to: create a powerful profile; 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.

Melissa Martin – MC Martin Teaching & Social Media Coaching

GOVERNOR GENERAL 1 | ENGLISH ◀ INTERP

### Opening New Frontiers: Exploring Chaos in Life/Work

We will focus on a holistic look at the potentially positive impact of unexpected experiences and moments of chaos in life/work. We will assist you in exploring happenstance in your own life and how it may contribute to finding personal meaning and direction. Career practitioners can use this learning when working with their client's unplanned life circumstances in order to strengthen their identity awareness.

Clarence De Schiffart, Laurie Edwards – NS Community College  
Darlene O'Neill – Fanshawe College

GOVERNOR GENERAL 2 | ENGLISH



# Concurrent Sessions

## Monday, January 28

### Co-Development of Career Counselling Practices

We will highlight how professional co-development, an approach developed in the field of administration, has been implemented for continuing education purposes with career counsellors at the secondary and college levels in Quebec. We will present a typical case of a co-development session, its short-term effects, its reinvestment in professional practice and the appropriation of the approach in institutional life.

France Picard, Nathalie Perreault – Laval University

GOVERNOR GENERAL 3 | FRENCH ◀ INTERP

### Client Termination Is Not Rejection, It's Progress!

Career counselling is intertwined with personal counselling. Successful development of a client's healthy career identity is dependent on the career counsellor's skills set to identify, assess and prioritize the presenting issues. Many clients use career counselling as a gateway to personal counselling. How and when is it appropriate to terminate the client counsellor relationship so that the career counsellor is not part of the barrier to the client's success?

Sonny Wong – Ryerson University

PROVINCES 2 | ENGLISH

### Empowering Jobseekers to Be Their Own Headhunter

Getting a job is good. Helping others get a job is heavenly. Searching for a job is often a chore. Being one's own headhunter makes it rewarding. Learn how to empower your clients to discover their passion and find the job of their dreams. Inspire them to develop the essential job search skills you will receive in this session so they can become their own headhunter.

Sherry Knight – Dimension 11 Ltd.

NUNAVUT | ENGLISH

### Not Just an Older Woman

Women's career development emphasizes gender influences but often positions women as if they all have similar life circumstances. I will focus on older women, ages 45-65, and their unique career issues. Following an overview of women's career development, I will focus on how older women navigate their learning and work roles. Examples from interviews with immigrant professional women will highlight how cultural identities are linked to successful career transitions.

Dr Nancy Arthur – University of Calgary

CONFEDERATION 3 | ENGLISH ◀ INTERP

### Full Circle: The Power of Long-Term Mentorship

For 16 years, Career Trek has provided experiential career education as well as long-term mentorship and leadership development to thousands of young people across Manitoba. Today, over 50% of part-time staff graduated from the program and over 60% of the management team are either past participants, their family members or past staff. We will present the impact, successes and challenges of a long-term approach to mentorship and leadership development.

Lasha Stordeur, Fairy Wong, Jessica Foss, Patrick Hofmann, Colby Dube – Career Trek Inc.

PROVINCES 1 | ENGLISH

## Dine Around Ottawa with Cannexus



*Looking for dinner options during Cannexus? Sign up at the **Cannexus Welcome, Information & Registration desk** and join some of your colleagues for a relaxing evening.*



# THIS PROGRAM REALLY DID EXPAND MY THINKING.

CATHERINE ANNE FRANSENS, GRADUATE, **CERTIFICATE IN ADULT LEARNING**

As an academic advisor or a career development professional, you can benefit from these convenient online programs offered through University of Calgary Continuing Education:

- Certificate in Adult Learning with a specialization in Career and Academic Advising | 300 hours
- Certificate in Career and Academic Advising | 120 hours

These certificate programs are professional development opportunities recognized for CED credit by the Canadian Counselling and Psychotherapy Association.

GOOD THINKING.

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Courtesy of Ottawa Tourism, this Delegate Insider Badge entitles you, as a Cannexus13 delegate, and a guest to a discounted visit to select attractions, tours and restaurants. A complete list is available at the Cannexus Welcome, Information & Registration desk or on the Cannexus.ca website. No need to print this passport, all you have to do is present your delegate badge. Enjoy! Call the participating attractions in advance to make reservations and/or confirm availability as required.

**OTTAWA**

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PRIX D'ENTRÉE PRÉFÉRENTIELS POUR DEUX PERSONNES, SUR PRÉSENTATION D'UN PORTE-NOM DE DÉLÉGUÉ.**

# Concurrent Sessions

## Monday, January 28

### Strategic HR and Business Planning

Employee development discussion (EDD) is a tool developed for our organization for two purposes: to provide employees with pertinent information and tools to assist in pursuing their own career planning; and to gather valuable information from them on their future goals to assist managers in both strategic HR and business planning. The format used was personal interview, both face-to-face and by distance. The information gathered was returned to the employee and also rolled up for strategic HR and business planning.

Faye Clow – Veterans Affairs Canada  
Sue LeMaistre – Bureau of Pensions Advocates

MANITOBA | ENGLISH

### Managing Social Media in the Workplace

The use of social media websites as well as personal blogs has become ubiquitous in the workplace. Employers must take active steps to protect themselves from the potential risks inherent in social media use. We will take you through recent case law related to the use of social media in the workplace, and offer up strategies to minimize the impact social media use may have on the business and the workplace.

Krista Bulmer – Willson Lewis LLP

ONTARIO | ENGLISH

### Transforming Leadership: Purposeful Principles and Skills

Do your leadership actions produce positive results? Transforming Leadership PRINCIPLES are vital for creating a sustainable and successful organization. Position yourself to manage less and lead more through this session by examining 12 critical principles and benchmark your leadership competencies in five areas (and 60 skills) which include: Self-Management; Interpersonal Communication; Coaching and Problem Management; Consulting and Team Development; and Organizational Development. Leave with an action plan to achieve success in all your leadership roles.

Ken Keis – Consulting Resource Group International Inc.

BRITISH COLUMBIA | ENGLISH

### Foreign Credential Recognition: Opportunities and Barriers

Internationally trained workers (ITWs) play an important role in the health of the Canadian labour market and, in turn, the Canadian economy. ITWs often have difficulty covering the significant costs associated with the foreign credential recognition process. We will focus on the financial barriers faced by ITWs seeking employment in Canada, and highlight two federally-funded pilot projects that provide loans to ITWs seeking foreign credential recognition in British Columbia and Ontario.

Shalaleh Najafy, Sanjiv Inamdar – Access Centre for Regulated Employment

SASKATCHEWAN | ENGLISH

### Diversity at TD: A Personal Case Study

Diversity is part of my role and a passion of mine. I currently sit on a number of employment affinity groups including providing advice on people with disabilities to the Corporate Diversity team. Hear my story of employment equity at TD and how I successfully champion the diverse employee experience.

Nancy Moulday – TD Business Banking

LES SAISONS | ENGLISH

### Supporting Employment for Clients with Mental Health Issues

Employment is a cornerstone of equality and inclusion. Stigma towards people with mental health issues limits their economic and civic opportunities and quality of life. Undertaking a Nova Scotia-wide transformative research and engagement project, we identified what training career professionals say they need to effectively support people with mental health issues enter, retain or return to competitive employment. We will share our learning and seek your input to validate our findings.

Neasa Martin – Neasa Martin & Associates  
Kathy McKee – Nova Scotia Career Services Centre

QUEBEC | ENGLISH

### Milieux en action : An Innovative Project

People living in remote or rural communities away from the job market have been the focus of growing concern in Quebec. This concern led to a project called Milieux en action (Communities in Action), whose main goal was the development of an incentive approach to increase engagement for these people in the labour market. I will present the distinctive features of this innovative project and its eight experimental sites.

Valérie Roy – Regroupement québécois des organismes pour le développement de l'employabilité

NOVA SCOTIA | FRENCH

### Elements of a Good Jobseeker's Website

Learn how to design an effective information and resource website for your organization. This session is targeted to non-technical employment services managers and professionals but would be of interest and value to many others. You will know the elements that make your website truly effective for self-directed jobseekers and employers. Your clients could self-discover the resources they need to find suitable employment and recruits.

Terry Maynard – Unlimited Worth, Job-Boost websites

ALBERTA | ENGLISH

### Branding Meets Research: Why Career Action?

Learn about the steps that the University of Waterloo's Career Services took to become the Centre for Career Action. Our journey has involved working with marketing firms, gathering input from stakeholders, creating business descriptors, identifying consumer types and more. We're not the experts but we sure learned a lot and are happy to share what we'd do again and what we'd change.

Kerry Mahoney – Career Action, University of Waterloo

NEWFOUNDLAND | ENGLISH

### Transforming the Evidence Base of Career Services

Traditionally, providers of career services have not measured changes in client knowledge, skill and attitude resulting from services received nor what impacts these changes have on sustainable employment or savings to benefit programs. The Canadian Research Working Group is working with three provinces to identify "common indicators" of success and develop an online tool to capture these types of data. I will include a research update and an opportunity to provide input on the developing indicators.

Lynne Bezanson – Canadian Career Development Foundation

GOVERNOR GENERAL 1 | ENGLISH ◀ INTERP

### Do We Really Need More Lawyers?

Preparing Aboriginal students for careers in law: How many Aboriginal lawyers/judges are there in Canada? Where are they? Why should Aboriginal students consider a law career? How can you help Aboriginal students get into law school? What are the prerequisites? Where can they study? What do Aboriginal law graduates do? Get answers to all these questions and information about the Program of Legal Studies for Native People (PLSNP).

Ruth Thompson – University of Saskatchewan

NEW BRUNSWICK | ENGLISH

### Advancing Career Integrated Learning at Memorial University

During 2012, the presenters conducted a series of interviews and roundtable discussions with faculty, staff and students at Memorial University (MUN) as well as employers and community agencies. They identified unique characteristics of work-integrated learning programs and began the process of enhancing career integrated learning concepts within these programs. We will focus on the content of discussions and the experiences of the presenters as they advanced the concept of career integrated learning at MUN.

Rhonda Joy, Rob Shea, Karen Youden Walsh –  
Memorial University of Newfoundland

GOVERNOR GENERAL 2 | ENGLISH

# Concurrent Sessions

## Monday, January 28

### Issues and Approach Strategies Favouring Citizen Participation

Exeko has developed idAction, socio-educational programs that favour, through reflexive tools, societal analysis and solidarity in action. The objective? Social inclusion and participation of the most marginalized members of society. Through workshops and with a unique approach, idAction offers tools which allow a better understanding of the world around us and favours a better fit between troubled youth and society. We will question the strategies used, their innovative character and their close links to the act of creation.

Nadia Duguay – Exeko

GOVERNOR GENERAL 3 | ENGLISH ◀ INTERP

### "First Do No Harm"– Expanding Thinking About Opportunities

Surrounded by media messages of "tough economic times," we may inadvertently limit the options we explore with clients. What if our assumptions about limited opportunities are incorrect? We will combine expert analysis of "the real opportunity structure in the new world of work" with insights about challenges practitioners face gathered through 10 years of implementing the Employment Readiness Scale™, concluding with an engaging exploration of sample client scenarios from an "expanded opportunity thinking" perspective.

Valerie Ward – Valerie G. Ward Consulting Ltd.  
Dr Dorothy I. Riddle – Service-Growth Consultants

PROVINCES 2 | ENGLISH

### Internationally Trained Professionals' Employment Needs

We will discuss solutions to addressing the employment needs of internationally educated/trained immigrants, as well as employers in attracting and retaining qualified workers. The Skills Connect for Immigrants Program bridges recent immigrants to jobs that build on their pre-arrival skills, training and experience. Representing three contractors, an immigrant services organization, a college and a private organization, we will review best practices related to case management, online learning, employer engagement, soft-skills training and mentoring/internship opportunities.

Lois Armerding – Immigrant Services Society of BC, Lois Taylor – Douglas College, Tara Fong – Training Innovations Inc.

NUNAVUT | ENGLISH

### The Unsung Potential of "Weakness"

An over-emphasis on a strength-based career approach need not imply that only "strengths" matter and that "weakness" is equated with failure and cannot lead to success. Such a perspective may cause some to give up prematurely. What is a more holistic perspective of weakness? Are not strengths and weaknesses relative to different values and perspectives? If a "strength" can become a "weakness" why can't a weakness become a strength?

Gray Poehnell – Ergon Communications

CONFEDERATION 3 | ENGLISH ◀ INTERP

### Partnering for Aboriginal Youth Development PHASE II

BHP Billiton, the Government of the Northwest Territories Department of Education, Culture and Employment (GNWT.ECE) and Jobmatics partnered for three years to equip junior and senior high school teachers to teach students the tools and skills needed to make career decisions that take them to work/learning that are a good fit – that they stick with. The mine has committed to further funding support. You will hear next steps and results to date of this unique partnership.

Kathy Harris – Jobmatics  
Elaine Stewart – Northwest Territories Department of Education

PROVINCES 1 | ENGLISH

## Learn and share



*Tweet about what you learn and who you meet using the official #Cannexus13*

*hashtag. Plus, share that you are attending the conference through the Cannexus LinkedIn or Facebook pages.*







## Cannexus Connections Tuesday, 12:00 PM

*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 page 41  
for details!**



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Rehabilitation Association –  
VRA Canada** has approved  
21 credit hours

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Welcome, Registration & Information  
desk on the 4<sup>th</sup> floor of the Westin.**



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*– Jan Basso, Director, Co-operative Education & Career Development, Wilfrid Laurier University*



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CERIC wants to start a conversation. A conversation about why career development matters. And we want you to be part of it.

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Me to We t-shirts are Canadian-made and sweatshop free, made from eco-friendly fabrics. 50% of the profits go to support the charity Free the Children, and a tree is planted for every tee.



# Day 02

JANUARY 29

7:30 AM – 4:30 PM	Welcome, Information & Registration	4 <sup>th</sup> floor
7:30 AM – 8:15 AM	Networking Breakfast	4 <sup>th</sup> floor
8:00 AM – 5:30 PM	Pick up / Return Interpretation Headsets	4 <sup>th</sup> floor
8:15 AM – 8:30 AM	Assembly and Announcements	4 <sup>th</sup> floor
8:30 AM – 9:30 AM	KEYNOTE ADDRESS <b>Roxanne Sawatzky</b> <i>"Leaving the Comfort Zone"</i>	4 <sup>th</sup> floor Plenary
9:30 AM – 4:00 PM	Exhibitor Showcase Hours	4 <sup>th</sup> floor Exhibitor Hall
9:30 AM – 10:00 AM	Exhibitor Showcase / Networking Break	4 <sup>th</sup> floor Exhibitor Hall
10:00 AM – 10:45 AM	Concurrent Sessions – Block 4	2 <sup>nd</sup> , 3 <sup>rd</sup> , 4 <sup>th</sup> floors
11:00 AM – 11:45 AM	Concurrent Sessions – Block 5	2 <sup>nd</sup> , 3 <sup>rd</sup> , 4 <sup>th</sup> floors
12:00 PM – 1:00 PM	Cannexus Connections Luncheon – Block 6	4 <sup>th</sup> floor
1:30 PM – 3:00 PM	Concurrent Sessions – Block 7	2 <sup>nd</sup> , 3 <sup>rd</sup> , 4 <sup>th</sup> floors
3:00 PM – 3:30 PM	Last Chance Exhibitor Visits / Networking Break	4 <sup>th</sup> floor Exhibitor Hall
3:30 PM – 5:00 PM	Concurrent Sessions – Block 8	2 <sup>nd</sup> , 3 <sup>rd</sup> , 4 <sup>th</sup> floors

TUESDAY

# Keynote Speaker

## *Tuesday, January 29*

4<sup>th</sup> floor  
Plenary

ENG

8:30 AM –  
9:30 AM



### **Roxanne Sawatzky**

*Leaving the Comfort Zone*

One of the most essential life skills a person can have is the ability to adapt to change. An adaptive individual is one who is able to refocus the mind in new directions and make choices based on his or her desired outcomes. However, adapting to change is difficult for most people due to the fact that humans are creatures of habit; having to change our patterns and behaviours is frustrating and annoying, and takes us out of our comfort zone. But developing the skills necessary to adapt to change can have powerful outcomes, including self-improvement, ongoing learning, and a higher level of personal and work achievement. Change has always been a necessary aspect of life and work, and our world is changing more rapidly than ever. It is likely that you and/or your client(s) will have to cope with a variety of changes in the near future. It is important then to be able to adapt to these changes or to change itself and, for counsellors in particular, to have the tools to assist our clients with their own adaptations. Success and fulfillment – emotional, mental, spiritual and physical well-being – depend on how well one adapts to change. As we deal with people, it is important for us to be aware of the pivotal place where clients can make the choice either to move on and discover the possibilities the change has presented or to choose fear and not change.

**Roxanne Sawatzky** has successfully managed a three-year, \$1.3-million research study for the Manitoba provincial and federal government with 2,400 individuals participating. She is now the President and founder of Empowering Change, a leading organization empowering innovative service providers to enhance interactions with multi-barriered individuals. Empowering Change is changing employment and social service provider thinking and practice by increasing effective, short-term motivational service delivery methods internationally through Stages of Change and Motivational Interviewing. This innovative company has delivered training to diverse employment services providers and not-for-profit groups throughout Canada. Roxanne has done workshops and presentations nationally and internationally.

She is experienced in project management, program development, implementing processes, curriculum writing and best practices development. Roxanne is completing her master's degree and she also holds a certificate in addictions counselling and case management. While there are many good Motivational Interviewing trainers, membership in the Motivational Interviewing Network of Trainers (MINT) is the only status accorded to training professionals. Roxanne went to Spain in June 2009 and, as a result of the training, she is now a member of the Motivational Interviewing Network of Trainers.

Roxanne's passion is working with marginalized individuals. She started her career at the age of 12 when she decided her brother needed to be "fixed". She has since learned that she can't "fix" anyone, but she can definitely help people get "unstuck"!

# Day 02

TUESDAY

						
			Berezowsky, M.	Bossick, Brian	Botelho, Tony	Bulstrode, Anne
						
		Caswell, Bill	Coelho, Ryan	Delicate, Sarah	Deslauriers, Pierre	Di Mauro, Sonia
						
Donald, Graham	Ducharme, C.	Gagnon, Rachelle	Garton, Jeff	Gauvin, Julie	Gravelle, Mario	Griffin, Tracy
						
Harris, Jeff	Hopkins, Sareena	Hulnick, Gail	Ibrahim, Riz	Jarvis, Phil	Kavanagh, Sue	Knight, Sherry
						
Langelle, Reinekke	Lawrence, Doug	Magyar Brambilla, S.	Manning, Linda	Marshall, Angela	Martineau, Andrée	Matte, Laurent
						
McLachlan, Susan	Meijers, Franz	Mengel, Thomas	Murphy, Lawrence	Neault, Roberta	Pala, Anu	Patel, Anil
						
Peterkin, Cecile	Peters, Steve	Pickerell, Deirdre	Prenzel, Audrey	Redekopp, Dave	Reinikka, Marsha	Rivest, François
						
Schaffer, Karen	Schell, Dawn	Schiebelbein, Joan	Sherman, Tova	Smith, Barbara	Smith, Nell	Son, Euna
						
Straby, Rob	Tardif, Brigitte	Valdez, Norman	Wheaton, Bernia	Williams, Barbara	Wood, Dave	Zaugra, John

# Concurrent Sessions

## Tuesday, January 29

 Headsets available  
on 4<sup>th</sup> floor

BLOCK

4

10:00 AM –  
10:45 AM

### The Asperger Mentorship Program

The Asperger Mentorship Program supports the challenges that students with Asperger Spectrum Disorder (ASD) face throughout their post-secondary career. This peer-to-peer program aids students with an ASD to feel a sense of belonging in York University's campus life. We partner with community agencies to offer support beyond the university setting, such as the transition to employment. We will discuss the implementation of a peer mentorship program to support post-secondary students with ASD.

Lisa Hancock, Carly McMorris – York University

MANITOBA | ENGLISH

### The Big 5 Career Development Questions

The Big 5 Career Development Questions on a campus of 25,000 students is a new campus-wide initiative. Included in the session are: rationales, administrative and personnel changes, institutional acceptances and rejections, differentiated goals and implementation strategies, intentional new staff roles and measurable outcomes. Campus effects include: new staff expectations, new career marketing strategies and increased student participation in career development thrusts.

Dr John Zaugra, Dr Brian Bossick – Grand Valley State University

ONTARIO | ENGLISH

### Communicating with Aboriginal People

The offspring of a residential school survivor provides a real and overall view of Aboriginal life in Akwesasne. Learn about: the trials and tribulations of growing up in a multi-jurisdictional, dual-country community; the barriers and walls that many Aboriginal people may have; why they are so guarded when you talk with them; the style and methods used when communicating; the reactions, or lack of, when conversing; and things not to say to an Aboriginal. Learn how to ask the proper questions and understand communication methods that Aboriginal people use: both verbal and non-verbal.

Beatrice Johnson – Akwesasne Area Management Board

BRITISH COLUMBIA | ENGLISH

### Give Feedback that Changes the World!

What can you do to ensure that your learners/ employees are ready to transfer their new skills, knowledge and attitudes to the workplace? Your mission is to leave behind in others the conviction and will to carry on. It's critical to encourage, recognize, show empathy and motivate participants to transfer their learnings to the job – it's your primary directive! Pick up key skills and feedback techniques that will get people engaged, empowered and ready to lead.

Sonia Di Maulo – Harvest Performance

SASKATCHEWAN | ENGLISH

### Do You Know Your 21<sup>st</sup> Century Thrive-Ability Skills?

The 21<sup>st</sup> Century Skills initiative originating in the US several years ago has steadily gained acceptance around the world. The time has come to expand these skills beyond the classroom and into the workplace. For Canada to thrive in today's global marketplace, we need to radically shift our way of thinking. You will leave empowered with what you and/or your clients need to gain a competitive advantage in today's world of work.

Wilf Flagler, Terry Thompson – Toronto District School Board

LES SAISONS | ENGLISH

### Come in and Make Contact

In 1997 the contactpoint.ca website was launched as an innovative virtual community dedicated to the professional development needs of career practitioners. Ever since then it has been offering free access to resources such as job listings, events and publications. ContactPoint is relaunching, this time harnessing the power of social media to build community, delivering updated content that reflects the changing needs of a growing field and presenting a fresh mobile-friendly design. Be one of the first users to sample the new revamped contactpoint.ca site.

Catherine Ducharme, Norman Valdez –  
Canadian Education and Research Institute for Counselling

QUEBEC | ENGLISH

TUESDAY



# Concurrent Sessions

## Tuesday, January 29

### Jobseeker Success Mindset Training

Faced with rising unemployment, shrinking budgets and staff reductions, the State of Illinois launched a virtual classroom that teaches the unemployed how to help themselves find jobs faster. Unlike traditional job search training, this course develops a job hunter's mental skills to persevere until they can find jobs, and perform well to get the offer despite the emotional turmoil created by their difficult circumstances. Participants will learn about this improved training.

Jeff Garton – Career Contentment

NOVA SCOTIA | ENGLISH

### The Leadership Game

Learn the basic workings of leadership during a hands-on and engaging presentation that has participants working together to achieve their goals. We will explore leadership development, personal branding, personal development and how they fit together.

Ryan Coelho – #GameOn Leadership Coaching

ALBERTA | ENGLISH

### Promising Practices: Enabling Access to Employment Programs

The project goals were to raise awareness of the barriers disadvantaged groups have entering employment and training programs, and to highlight the effective strategies to support these groups to achieve and progress in pre-employment training programs and employment. The disadvantaged groups included Aboriginals, Newcomers, Persons with Disabilities and Low-Income Earners. The 27 case studies highlight innovative methods and processes organizations used to design career pathways for clients in their own agencies, communities and regions.

Lorraine Katanik – Ontario Network of Employment Skills Training Projects

NEWFOUNDLAND | ENGLISH

### Taking Career Counselling Online

Online counselling has emerged as an increasingly viable alternative to face-to-face counselling. The rapid development of technology offers both opportunity and challenges for career development practitioners. We will explore a variety of venues for online career counselling, discuss ethical considerations, look at current research, and share practical strategies and resources for practitioners.

Dawn Schell, Lawrence J. Murphy – Worldwide Therapy Online

GOVERNOR GENERAL 1 | ENGLISH & INTERP

### 21<sup>st</sup> Century Knowledge Economy

The maxim "Knowledge is power" has never been more apt than in the economy of the 21st century, an ever-changing and fiercely competitive global environment. Working, living and learning here requires an expanded set of skills, competencies and flexibilities. We must prepare for a continuous learning and re-skilling process throughout our life and careers. And as the boundaries between work and learning begin to blur, schools, universities and research institutions will also need to re-define their missions.

Cecile Peterkin – Cosmic Coaching Centre

NEW BRUNSWICK | ENGLISH

### From Compliant to Competitive

Both in the best of times and especially when resources are scarce, the "competitive" organization gives itself the opportunity to prosper, whereas the "compliant" organization at best survives. I will: explore the direction of governments; examine the all-too-common (and very hazardous) "compliance trap" and challenge your thinking with four must-do's. Those being: outcomes measured/outcomes managed; service excellence; the right people with the right competencies; and telling your performance story.

Sarah Delicate, Christine Brown-Read – BBMD Consulting Inc.

GOVERNOR GENERAL 2 | ENGLISH





### Applying for Funding: What You Need to Succeed

Want to develop a better grant application as a means of securing funding from government and not-for-profit funders? We will examine an overview of some of the critical elements of a project funding proposal: Convincing your audience that what you propose is needed while demonstrating effectiveness and efficiency. Notable deal-makers and dealbreakers will also be examined. A fictional project case study will be used to illustrate the process.

Mario R. Gravelle – The Counselling Foundation of Canada

GOVERNOR GENERAL 3 | ENGLISH & INTERP

### Increase Self-esteem and Satisfaction on the Job

Job satisfaction is top of mind for the management team at RealDecoy.com; a professional services technology organization that values learning. 80% of the organization has been keen to use the Enneagram; a practical framework for nurturing self-awareness and self-development. It has enhanced career development discussions, increased self-esteem and satisfaction on the job. Learn about the Enneagram and the success factors that this framework has introduced to the organization, and the benefits that we have attained.

Sue Kavanagh, Sherif Messiha – RealDecoy.com

PROVINCES 2 | ENGLISH

### 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 session 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.

John Santos, Clayton Filkohazy – Petroleum HR Council

NUNAVUT | ENGLISH

### From Post-Secondary to Meaningful Career

I will provide an overview of a mixed-methods research project exploring the transition from post-secondary education to the labour market for Thompson Rivers University Bachelor of Arts alumni. Outlined will be an overview of the literature review findings, the methodology used and the research findings. The research concluded in spring 2012 and included a survey of alumni, one-on-one interviews and focus groups.

Susan Foreille – Thompson Rivers University

CONFEDERATION 3 | ENGLISH & INTERP

### e-Portfolio: A Multifaceted Development Tool

The e-Portfolio is a personal and professional development tool that combines rigour and creativity. Various e-Portfolio formats and uses are proposed. They are applied, in particular, in secondary education, higher education, continuing professional development and recognition of competencies. An e-Portfolio is invaluable to become aware of the progress achieved, recognize each individual's potential and promote it in a unique way. Discover this reflexive, scalable communications tool!

Ilia Essopos – Université du Québec à Montréal

PROVINCES 1 | FRENCH



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*We acknowledge the financial  
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Canada

# Concurrent Sessions

## Tuesday, January 29

### Don't Quit Your Day Job

Some of us are caught between what we love to do and what we have to do. Find your passion and become an entrepreneur while keeping your day job. I will focus primarily on assisting you to eliminate your fears by de-cluttering to find your true self. I have created a five-step process which I will discuss: getting rid of the clutter; exercising your talent – confidence building using positive psychology; organizing yourself to create your plan; and making the right connections.

Mirjana Halich – Private Practice

MANITOBA | ENGLISH

### Young Adults' Pursuit of Happiness

Choosing a career is a significant life event for young adults. Despite many assessment tests and counselling sessions students undertake, some still struggle to make a decision about their career for many reasons including having multiple interests or lack of interests. You will learn how to guide these individuals to have clarity in pursuit of their career goals. We will also discuss proven job search strategies for young adults.

Euna Son – Frugal Girl Events

ONTARIO | ENGLISH

### Disengaged Employees: Their Impact on Culture

We will look at the workforce today from the aspect of engaged, disengaged and actively disengaged. We will look at the importance of having a mentoring culture within your organization and, more importantly, the significance of a mentoring culture. We will explore some of the challenges faced in establishing the culture and the outcomes realized once it is in place.

Doug Lawrence – TalentC – People Services Inc.

BRITISH COLUMBIA | ENGLISH

### When Dreams Turn into Nightmares

Students drop out of post-secondary education programs for a variety of reasons that are best understood in terms of Bridges' Transitions Model. Recent research on which psycho-social factors are most important to retention will be presented with time set aside to explore how this information can be applied to the best practices of career counselling and partnership development – for example between career, counselling and retention offices.

Dave Wood – TypeFocus

SASKATCHEWAN | ENGLISH

### Career Cruising's Harmonized, Whole-Community Approach

Tens of thousands of users from elementary and post-secondary schools, public libraries and employment support centres make use of ccEngage products daily. An overview of ccEngage will introduce exciting new Career Cruising online resources that participants will not have seen, including cclnspire, which brings employers into the career and workforce development equation. Explore how those using ccEngage resources can go much deeper and engage more educators, parents, businesses and community partners in a harmonized, whole-community approach to ensuring prosperity.

Jeff Harris – Career Cruising

LES SAISONS | ENGLISH

### OrientAction: Francophone Career Professionals Online

Visit [orientation.ca](http://orientation.ca), a partnership between CERIC and Société GRICS intended specifically for francophone professionals in career development. Discover all the benefits of this Canadian website: theoretical and practical resources, materials and tools, dates and locations of training opportunities (conferences, workshops), and job offers specifically for professionals. Register for OrientAction and COINternet, a place to share ideas and practices. It's free to join.

Pierre Deslauriers & Julie Gauvin – Société GRICS

QUEBEC | FRENCH

Headsets available  
on 4<sup>th</sup> floor

## Have Career... Will Travel

As a trailing spouse, a range of circumstances can lead to career transition. How can the career professional help these folks grasp control of their path and secure not only a job, but also renew their professional spirit? I present a unique step-by-step synopsis of how trailing spouses can chart their career path, steering through the obstacles of the job search, all the while empowering themselves with the tools to become their own career manager!

Nicole Miller – Mil-Roy Consultants

NOVA SCOTIA | ENGLISH

## Getting the Right People on the Bus

“Getting the right people on the bus” (Jim Collins) is crucial for both individuals and organizations. I will demonstrate how various personality profiles can be used to make better decisions in career and leadership development. You will be able to explore your own profile using a brief version of the Reiss Motivational Profile (RMP). Recommendations for different applications in career counselling and professional development will be summarized.

Thomas Mengel – University of New Brunswick

NEWFOUNDLAND | ENGLISH

## Helping Yourself Learn

Learn about a program called “Helping Yourself Learn”, which brought essential employability skills (EES) students from George Brown College (GBC) and community literacy programs together to consider the impacts of violence on learning. Get an introduction to the online kit, which was used as the base of the course where learners examined responses to trauma, and learning and strategies to counter those impacts. Learn about the findings of a research project that examined the course’s positive impact on EES.

Lee Delaino – George Brown College

NEW BRUNSWICK | ENGLISH

## Retirement: Being Who You Are and Working on Your Own Terms

Learn about the tool to create a life plan by design, not default, from the inside out. You will experience practical tools/exercises that you can use with clients as they phase into the new retirement, a retirement including being who you are and working on your own terms. This is your time to make meaningful differences in your own backyard, community or the world.

Nell Smith – Nell Smith Career Services

Marilyn Berezowsky – Creative Learning Group

ALBERTA | ENGLISH

## Finding Spaciousness in the Career Exploration Process

Spaciousness is the practice of allowing room to identify and integrate the less tangible elements of career exploration – specifically emotional processing and self-awareness. Incorporating spaciousness into their work, career practitioners support clients to stay calm through the natural twists and turns of their career exploration, teaching them to make cohesive, grounded decisions for best next steps. I discuss how to identify/address the need as well as practicing techniques such as mind-mapping, breathing and mini-focusing.

Karen Schaffer – Saint Mary's University

GOVERNOR GENERAL 1 | ENGLISH ◀ INTERP

## Counselling Clients with ADHD

Clients who face difficulties in the workplace (boredom, frequent firings, don't do well with authority figures) may have attention deficit hyperactivity disorder (ADHD). Learn how to flip ADHD challenges into strengths, and steer them towards careers that fits. Learn what to look for when interacting with these clients, and how to support them.

Mary Lynn Trotter – Vantage Point Careers

GOVERNOR GENERAL 2 | ENGLISH

# Concurrent Sessions

## Tuesday, January 29

### Granted You Have a Great Idea... Now What?

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 to the Canadian Education and Research Institute for Counselling (CERIC)? Explore CERIC's current funding priorities for Project Partnerships, our application and review processes, and supports available to applicants. With sample materials on hand, explore FAQs and learnings that can simplify submitting a project partnership application to CERIC.

Riz Ibrahim – Canadian Education and Research Institute for Counselling

GOVERNOR GENERAL 3 | ENGLISH ◀ INTERP

### Navigating the "Fire Swamp" of the Contemporary Career

Living and working in the globalization era involves adapting to situations that shift like "lightning sand". Consequently, flexibility, openness and creativity are required to navigate the "fire swamp" of modern career development. Through the globalization lens, I will discuss the practical applications of chaos theory, planned happenstance and positive uncertainty, culminating in an experiential activity designed to help you explore and foster qualities, particularly creativity, in yourself and your clients for career progress.

Barbara Smith – University of British Columbia

PROVINCES 2 | ENGLISH

### Tasteyourfuture.ca! Food: Canada's Largest Manufacturing Sector

Food and beverage processing is Canada's largest manufacturing sector and it continues to grow! However, a significant shortage of skilled workers is a challenge that the industry needs to address. For high school students, new immigrants and second career seekers, a career in the food and beverage processing industry can offer stability, growth opportunities and meaningful income. Learn about job and training opportunities from leaders in the industry.

Steve Peters – Alliance of Food Processors  
Susan McLachlan – Conestoga College

NUNAVUT | ENGLISH

### How Our Two Brains Continually Mess Up Careers

Why do people-related matters seem often to get out of hand and, more importantly, what practical steps can be taken to get things back on track? Humans possess both a logical brain and an emotional brain but there is always a tug-of-war between them. Learn how those two brains interact and how the dominance of one over the other is predictable. See how this has led to the evolution of modern business and careers in particular. Learn how to apply this knowledge to the HR aspects of job advertising, making the right decisions and nurturing rewarding careers.

Bill Caswell – Caswell Corporate Coaching Company

CONFEDERATION 3 | ENGLISH ◀ INTERP

### Employability e-Portfolio for Adults in Transition

How can the learning and recognition needs of adults outside formal education be met by an employability e-portfolio? Career Portfolio Manitoba is an open source multimedia solution that integrates Web 2.0 applications such as YouTube and LinkedIn. This province-wide, life-wide, life-long solution is helping adults in transition, including skilled immigrants, reach their career goals. Career Portfolio Manitoba is a non-profit initiative of Workplace Education Manitoba and Workplace Prior Learning Assessment and Recognition (WPLAR).

Don Presant – Learning Agents

PROVINCES 1 | ENGLISH

## Learn About the New ContactPoint!



Visit the CERIC booth and test drive the new **contactpoint.ca** website!  
Then join us as we detail the exciting features of our redesigned community for career development professionals.

Tuesday, Block 5  
Quebec Room, 4<sup>th</sup> floor

# Cannexus Connections Networking Luncheon

*12:00 PM – 1:00 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!



# Concurrent Sessions

## Tuesday, January 29

### The Case for Peer Mentorship: Design, Implementation and Outcome

In these economic times when resources and funds are limited and the demand for helping services is on the rise, peer mentorship is an effective and viable solution. St. Francis Xavier University (StFX) has developed a simple peer mentorship model that includes training and weekly interactions between mentors and protégés. The mentors help first-year students with the transition to university and relieve some pressure on busy health and counselling resources.

Angela Marshall – St. Francis Xavier University

MANITOBA | ENGLISH

### LMI in Career Services: What Works for Clients?

What do clients need to make sense of and use Labour Market Information (LMI) effectively? What is the role of the practitioner? New Brunswick, Saskatchewan, the Canadian Career Development Foundation (CCDF) and the Canadian Research Working Group (CRWG) on Evidence-Based Practice have studied these questions and tracked results over a four-month follow-up period with clients and practitioners. Francophone and anglophone results will be presented and compared. LMI booklets will be available in both languages.

Céline Renald – Canadian Career Development Foundation

ONTARIO | ENGLISH

### Bridging Settlement and Employment Services

We focus on addressing the holistic needs of clients by improving co-ordination and referrals between settlement and employment service providers. Through sharing current front-line research and relevant case studies, we explore the challenges and systemic issues that impact how the employment and settlement sectors work together. We then focus on concrete ways for us to collaborate more effectively in serving our clients. Each participant will leave this session with an action plan for their agency to strengthen service co-ordination, referrals and information-sharing.

Aimee Holmes, Andrew Reddin – ACCES Employment Services

BRITISH COLUMBIA | ENGLISH

### Understanding Former Military in the Workplace

After serving their country, Canadian Forces members typically seek civilian employment. With increases in "hire former military" initiatives, companies are often frustrated because they don't see how ex-military can support their operational requirements. Armed with key background information, there are ways to interpret veteran skill sets. Gain insight into military jobs versus skills. Learn from my experience transitioning military members from all ranks as they seek meaningful civilian roles. I will share expertise, dispel myths, clarify assumptions and answer questions.

Audrey Prenzel – resumeresources.ca

SASKATCHEWAN | ENGLISH

### Wake Up, Canada!

Even with the best efforts of committed career professionals, and some of the best career resources in the world, the majority of Canadian youth still exit the educational pipeline with unclear career goals and vague employment prospects, and too many adults are unemployed or underemployed. Still, companies in all sectors say they can't find the talent they need. We will explore how we can, indeed must, exit our silos and, together, engage government, business and community leaders in a harmonized national crusade to help citizens of all ages develop informed career dreams and secure good 21<sup>st</sup> century career pathways.

Phil Jarvis – Career Cruising

LES SAISONS | ENGLISH

### African-Canadian Career Excellence

The African-Canadian Career Excellence (ACCE) initiative aims to examine the reasons why young black graduates, in particular, are migrating from Montreal and to explore effective means to curb the migration of these folks. ACCE's objective is to increase their job market integration capacity within the Montreal region by ensuring that these graduates are able to find permanent and adequately remunerated employment in their domain of interest.

Nina Kim, Jerusalem Girma – Community Economic Development and Employability Corporation

QUEBEC | ENGLISH



Headsets available  
on 4<sup>th</sup> floor

### Link = Aboriginal Supply + Construction Demand

The construction industry and governments have well documented the shortfall for skilled trades' people in Ontario given their retirement age coupled with the current and future construction demand. Options to replace these skilled workers are limited. The Aboriginal Apprenticeship Board of Ontario (AABO) suggested one solution by tapping into the young Aboriginal population that can be found in rural, remote and urban areas throughout Ontario. Partnership successes are being realized.

Brian Pelletier – Aboriginal Apprenticeship Board of Ontario  
Elvera Garlow – Grand River Employment and Training

NOVA SCOTIA | ENGLISH

### How to Facilitate an Engaging Learning Session

Increasingly, professionals in the career development field are having to present short training sessions. How do you do this in such a way that engages your participants and achieves the learning objectives? You will learn the characteristics of the four learning styles and a formula you can use to design a session that meets the learner's needs, and gain the confidence to facilitate a session that ensures maximum learning.

Anne Bulstrode – AMB Consulting

NEWFOUNDLAND | ENGLISH

### Applying Best Practices in Inclusive Employment Counselling

Cutting edge is easy to say but not so simple to accomplish. Traditional practices equal traditional results and this session is all about using non-traditional methods to gain great success in employment goals. This is what has made reachAbility so successful. The goal is to share the success and challenges jobseekers face in the new brain economy.

Tova Sherman – reachAbility

NEW BRUNSWICK | ENGLISH

### Program Evaluation of Summer Jobs for Youth

Program evaluation is important for publicly-funded programs. Summer Jobs for Youth, funded by the Ministry of Children and Youth Services, has been piloted in five communities since 2007. I will discuss program evaluation including purposes, stakeholders, processes and methods. Highlights of the 2012 evaluation of the Summer Jobs for Youth will be offered including the historical overview, a community partner evaluation, a pre-/post-participant survey and a long-term evaluation.

Marsha Reinikka – YES Thunder Bay

ALBERTA | ENGLISH

### To Each a Story

If you could write a table of contents for the book of your life's next chapter, would it make for interesting reading? I will introduce the basic principles of healthy career management and the five stages of strategy for management of an efficient career whether you are employed or looking for work. Come discover the many tools and various techniques enabling you to manage your career as a business.

Andrée Martineau – Evolupro

GOVERNOR GENERAL 1 | FRENCH ◀ INTERP

### Driving Your Future: Getting Started in Strategic Planning

Take control of your office's future with a clear, simple strategic plan. A plan will provide you with clarity, benchmarks and stakeholder buy-in while greatly enhancing your chances of attracting resources and operating under the right measures. I will draw on my experiences guiding dozens of organizations through the strategic planning process and provide participants with the concepts and insights they need to get started on transforming their own future today.

Graham Donald – Brainstorm

GOVERNOR GENERAL 2 | ENGLISH

# Concurrent Sessions

## Tuesday, January 29

### Find Potential in Culture Traps

Most managers avoid culture traps because they can lead to lost productivity. Strong leaders embrace cultural difference to deepen their understanding of how their own cultural norms drive their behaviours and expectations, and how this affects their communication and leadership with those from other cultures. You will come away with an appreciation of the impact they have on performance and productivity in the workplace, and how they can enhance that impact.

Dr Linda M. Manning – Leadership Diversity Inc.  
Karen Diaz – McGill University

GOVERNOR GENERAL 3 | ENGLISH ◀ INTERP

### What? You Think You Can Learn This Online!

Online learning has moved from the periphery to centre stage in education. Once viewed with great suspicion, the research now shows how effective online learning can be. I will begin with a review of adult education principles followed by a presentation of how online learning designs can create excellent learning environments. Definitive research will be presented to demonstrate how effective learning strategies can meet the needs of today's career professionals and their clients!

Rob Straby – Conestoga College

PROVINCES 2 | ENGLISH

### Supporting Clients in Navigating Modern-Day Career Realities

The Chaos Theory of Careers (CTC) of Pryor & Bright (2005) offers an approach to support clients facing an ever-changing and uncertain world. Using CTC, practitioners can help clients gain a new perspective on the unpredictable nature of life and careers and assist them to be as effective and strategic as possible in a world in flux. Learn how one university career centre implemented CTC in their programming and service delivery and how you might integrate CTC concepts into your work.

Penny Freno – Simon Fraser University

NUNAVUT | ENGLISH

### Ethics of Advocacy: Channelling Outrage to Champion Change

Career counsellors/practitioners and corporate consultants hear lots of stories. Clients tell of bullying/harassment at work or unfathomable delays in processing insurance claims. Students share their frustrations about policies which make no sense; corporate managers tell of brilliant plans vetoed by the executive team or union. The common theme is lost hope; learn to do something constructive with your frustration or outrage – harness those emotions to fuel advocacy efforts that result in meaningful change.

Dr Roberta Neault – Life Strategies Ltd.

CONFEDERATION 3 | ENGLISH ◀ INTERP

### Social Media: Jobs, Workforce and the Economy

Social media has the opportunity to impact the economy! We created a program to inform, educate and mobilize youth, jobseekers and business owners to expose the hidden employment market to jobseekers. This award-winning program has resulted in the lowest unemployment rate in Ontario, which is 4% to 5% lower than neighbouring communities. I believe that social media is THE tool to assist communities to survive and thrive in this job market.

Bernia Wheaton – Achieve Consulting Group

PROVINCES 1 | ENGLISH

## Graduate Student Award



*This award, presented to eligible graduate students annually, provides a **free registration to Cannexus and up to \$1,000 to cover expenses to attend.** For eligibility requirements and further information, visit **ceric.ca**.*



# contactpoint.ca

## Explore the **NEW ContactPoint!**

A multi-sector online community for professionals in the career development field

ContactPoint has just undergone a major redesign, harnessing the power of social media to build community and connect you to resources, learning and support. New features include:

- > Groups
- > Wikis
- > Discussion Forums

You'll find the best of what you already know and love, including the Job Board, Event Listings and Directories plus updated content that reflects the changing information needs of a growing field – all presented in a fresh and sleek design.

**Register with [contactpoint.ca](http://contactpoint.ca) and begin exploring today!**

ContactPoint is a program of CERIC funded through a grant by The Counselling Foundation of Canada.



# orientaction.ca

## Découvrez le **NOUVEAU** site d'**OrientAction!**

Le rendez-vous des conseillers branchés

OrientAction prend un nouveau départ, mobilisant le pouvoir des médias sociaux pour bâtir une communauté en ligne et vous donner accès aux ressources, à l'apprentissage et au soutien dont vous avez besoin. Les nouvelles fonctions comprennent :

- > Des groupes
- > Des wikis
- > Des forums de discussion

Vous y trouverez le meilleur de ce que vous connaissez et appréciez déjà, incluant le babillard d'emplois, la liste des événements à venir et les répertoires, en plus de nouvelles ressources qui reflètent les besoins changeants d'un domaine en pleine évolution – le tout présenté dans un site Web au design moderne et épuré.

**Inscrivez-vous à [orientaction.ca](http://orientaction.ca) pour explorer notre nouveau site!**

OrientAction est un projet de partenariat entre le CERIC et la Société GRICS, avec le soutien de The Counselling Foundation of Canada.



# Concurrent Sessions

## Tuesday, January 29

### An Improviser's Guide to Life and Employment Counselling

I will introduce career professionals to improvisation as an effective tool to improve personal health and wellness within a narrative counselling framework. I will highlight the transformative nature, importance and relevance of creativity and self-expression for practitioners and clients. Empowering career professionals and clients to take risks and find greater meaning in life will improve wellness, direction and increased happiness.

Ken Hall – George Brown College

MANITOBA | ENGLISH

### Impact of Career Resources and Support: Preliminary Results

What impact do career services really have on clients beyond helping them to find employment or access training? What do we really mean by labour market attachment and how do career services affect it? What do we know about what helps or hinders a client's capacity to self-manage? Alberta, Manitoba and the Canadian Career Development Foundation (CCDF) have partnered on a research project that sheds light on these questions and have preliminary results to share.

Sareena Hopkins, Melissa Sliter – Canadian Career Development Foundation

ONTARIO | ENGLISH

### Co-Creating Psychological Safety in the Workplace

We introduce the concept of psychological safety and why leaders in organizations need to strive to achieve this quality when working towards creating healthy workplaces. We provide an introduction to three pioneers who have contributed to our foundational understanding of psychological safety. Prepare to experience an active session involving dyad work, imagery and the Circle process.

Steven Hughes, Sylvia Magyar Brambilla – Canadian Training Institute

BRITISH COLUMBIA | ENGLISH

### Right Dialogue to Right Livelihood

Research in Dutch vocational education shows that career competences are learned by students who engage in experiential learning and have a dialogue about those experiences, where both thoughts and emotions play a vital role. The use of narrative, poetic and dialogical writing approaches can be a time- and cost-effective way to foster this crucial dialogue. A theoretical model of writing towards transformation and writing exercises will be discussed.

Dr Frans Meijers – University of The Hague  
Reineke Lengelle – Athabasca University

SASKATCHEWAN | ENGLISH

### Smell the Roses: Break Time During a Career

Wouldn't a paid six-month sabbatical be nice? You could contemplate your life and your goals, while you expand your horizons and learn more about the world? Most of us can only imagine that sort of break, but we CAN achieve the same thing by making the most of short bits of time, especially if we travel for business. I offer tips for the career professional short on time and long on curiosity.

Gail Hulnick – WindWord Communications

LES SAISONS | ENGLISH

### Attraction + Retention of Immigrant Entrepreneurs/Investors = Jobs

Attracting immigrant investors/entrepreneurs would result in many benefits to the Canadian economy. Small- and medium-sized enterprises are the largest employers in the province of Ontario. The establishment of small businesses by immigrant entrepreneurs would result in job creation and provide much-needed stimulus for the local economy. Having another source of capital, such as immigrant investment capital, could be helpful in creating new business opportunities for existing businesses.

Melissa Basarac, Fernando Chicas – New Canadians' Centre of Excellence Inc.

QUEBEC | ENGLISH



### School Principals and Educational Counsellors Working in Tandem

The integration of technology for teaching and learning is bringing about considerable changes to the teacher professional development process. Principals and educational counsellors must work together to identify the community's needs clearly and offer a fully adapted development model. We will report on a few years of such collaboration in a Montreal elementary school, Wilfrid-Bastien, the birthplace of iClasse™.

François Rivest – Commission scolaire de la Pointe-de l'Île  
Isabelle Massé – École primaire Wilfrid-Bastien

NOVA SCOTIA | FRENCH

### Integrating Ethics Considerations in Evaluation and Assessment Projects

Evaluation and assessment is an important component of many career practitioners' work. Whether evaluating programs or processes or assessing learning outcomes, this work often involves gathering information from and about people, particularly those who participate in our programs and services. How do we ensure they are respected and their information protected? Learn about two new web-based tools we use to ensure effective consideration of ethics in our evaluation and assessment projects.

Joan Schiebelbein, Blessie Mathew – CAPS University of Alberta

ALBERTA | ENGLISH

### Demand-Side Employment Services and Developmental Evaluation

Lutherwood developed a pilot program focused on skills upgrading driven by industry demand. Lutherwood worked with Waterloo Region employers to identify key training that would assist displaced manufacturing workers, experienced workers, youth and new Canadians to find sustainable employment in emerging sectors – with over 200 successful participants in a year. Through a developmental evaluation process key program learnings were identified. We highlight the required elements for replications.

Aaron Stauch, Rebecca Roy – Lutherwood

NEWFOUNDLAND | ENGLISH

### Trends in HR: Managers as Career Consultants?

Managers and HR professionals can play a key role in employee retention and succession management but they may not realize it and as such may not have the skills to do it. They are being asked to help not only prepare employees for the next level but must refer to services, tools and techniques to do so. Can we train them to help in career development? Are career consultants' skills the new ideal management skill?

Rachelle Gagnon – Assumption Life

GOVERNOR GENERAL 1 | ENGLISH ◀ INTERP

### Trees: From Roots to Fruition

Training and Resources to Enhance Employment Supports (TREES) is an innovative three-day training session pioneered in Ottawa in 2012. Based on the needs of employment service providers, this mental health training has been specifically designed to build the capacity of providers to work with jobseekers with mental illness. We will cover the origins of the project, an overview of the training itself and offer an opportunity to access future training sessions.

Rebecca Higgins, Christine Gagné – Canadian Mental Health Association Ottawa Branch

NEW BRUNSWICK | ENGLISH

### Career Education in the Age of University Student Engagement

I will highlight the areas of intersection between student engagement and career development, and focus on how current approaches to career education can play a key role in student engagement initiatives, given that issues related to future careers are the primary reasons for individuals pursuing higher education. I will conclude with recommendations for integrating career education into the university experience and by sharing examples from Simon Fraser University.

Tony Botelho – Simon Fraser University

GOVERNOR GENERAL 2 | ENGLISH

# Concurrent Sessions

## Tuesday, January 29

### Well-Being at Work

Given the many challenges related to human resources management, a growing number of organizations deploy workplace well-being programs. Beyond being attractive, what promises do these programs hold? What is well-being at work? What are its main levers? In light of this conference, you will discover the most important determinants of well-being and proven strategies to target them efficiently. You will then be able to view the programs offered with a critical eye.

Brigitte Tardif – Public Service Commission

GOVERNOR GENERAL 3 | FRENCH ◀ INTERP

### Where's the Work? Career Options for Career Practitioners

According to recent research, most Canadian career practitioners are employed in government-funded settings. These environments are often subject to funding changes and policy shifts making the work unsteady at best. Today's career practitioners are highly skilled and knowledgeable, helping countless clients identify careers and find work that fits. Many, however, fail to apply that expertise to their own careers. Be inspired by learning about the incredible opportunities available to today's career practitioners.

Deirdre Pickerell – Life Strategies Ltd.

PROVINCES 2 | ENGLISH

### A Personal and Professional Perspective on Job Search

Supporting clients with a disability through career planning and job search is inspiring, fulfilling and challenging. I will offer both a personal and professional framework for success. Stories of what has worked in the past and the key ingredients in looking for a career development professional will be shared. Skills from the co-active coaching model will provide participants with tools that can be immediately implemented into their work.

Anu Pala – A-Nu Vision Coaching & Consulting

NUNAVUT | ENGLISH

### NOW, NEXT, FUTURE: Career Strategy Made Simple

The NOW, NEXT, FUTURE model simplifies strategic career development for clients (and practitioners) so they can effectively move past traditional career planning. The model has been used with considerable success with a wide range of clients, but the primary audience has been working adults. This session will review the model and provide you with the opportunity to try it out for yourself.

Dr Dave Redekopp – Life-Role Development Group Ltd.

CONFEDERATION 3 | ENGLISH ◀ INTERP

### Putting Collaboration on Youth Employment to Work

The National Youth Employment Dialogues has engaged hundreds of organizations and leaders in every region of Canada, sharing insights and offering transferable solutions to youth joblessness and underemployment. A national coalition and several collaborative action groups are underway, all aimed at improving employment prospects for Canadian youth. This workshop will look at this virtual entity, its initiatives and learnings.

Barbara Williams – First Work

PROVINCES 1 | ENGLISH

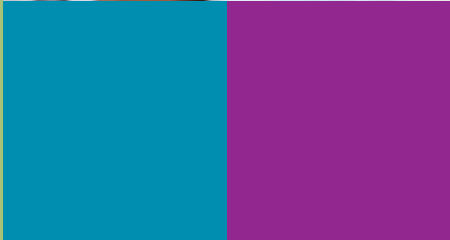


## Stay and Win!

Join us after the Wednesday keynote when we draw for two great prizes – a full **Cannexus14** registration and a weekend for two at **The Westin Ottawa**. Our thank you for coming to the conference this year! Note: You need to be in the room to win!

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HOTELS & RESORTS





## 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. Nous demandons l'assistance du corps enseignant pour nous aider à repérer des étudiants 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** (un(e) 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).

**ceric.ca** 

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86093 7911 RR0001

# Day 03

JANUARY 30

7:30 AM – 10:30 AM	Welcome, Information & Registration	4 <sup>th</sup> floor
7:30 AM – 8:30 AM	Networking Breakfast	4 <sup>th</sup> floor
8:30 AM – 12:00 PM	Pick up / Return Interpretation Headsets	4 <sup>th</sup> floor
8:30 AM – 10:00 AM	Concurrent Sessions – Block 9	2 <sup>nd</sup> , 3 <sup>rd</sup> , 4 <sup>th</sup> floors
10:00 AM – 10:30 AM	Networking Break	4 <sup>th</sup> floor
10:30 AM – 11:30 AM	KEYNOTE ADDRESS <b>Debbie Muir &amp; Mark Tewksbury</b> <i>"The Great Traits of Champions: Achieve Breakthrough Results"</i>	4 <sup>th</sup> floor Plenary
11:30 AM – 11:45 AM	Closing Comments	4 <sup>th</sup> floor Plenary

WEDNESDAY

# Keynote Speaker

## Wednesday, January 30

4<sup>th</sup> floor  
Plenary

ENG

10:30 AM –  
11:30 AM



### Debbie Muir & Mark Tewksbury

*The Great Traits of Champions:  
Achieve Breakthrough Results*

Coming from the world of Olympic sport, we understand how to perform under pressure, deal with change, and push beyond personal limits to reach phenomenal results. Our keynote is filled with anecdotes, activities and competitive games that will leave you with practical tools you can take back into the workplace. At Great Traits Inc., we create a common language for organizations and individuals around the fundamental skills of achievement, leadership and legacy. In the world of Olympic sport, the idea of being a champion is simply a part of the culture. Through this keynote address we hope to make it a part of your culture too. We believe that higher levels of performance happen when you combine learning and fun. After our dynamic, entertaining presentation you will leave being more aware of fundamental concepts that build the foundation for excellence to happen — for yourself and others.

**Debbie Muir** is one of Canada's greatest coaches, is an internationally recognized leader, and continues to be a person of influence within the Canadian sport system.

Over an eight-year period, Debbie's athletes won seven out of a possible nine world championship titles in synchronized swimming. In its debut on the Olympic program in 1984, Debbie's athletes won two Olympic silver medals and, in 1988, her swimmers reached the pinnacle of success, winning two Olympic gold medals. Debbie was named one of the top 10 all-time coaches in Canadian history, the only woman to receive this remarkable distinction.

Beyond connecting individuals and teams to their best, Debbie is committed to organizational excellence. Since its inception in 2002, she has been working behind the scenes with "Own the Podium". She was in Beijing in 2008 and again at the Vancouver 2010 Olympic Games as a Canadian Olympic Committee Leader Coach, essentially being the coach of the coaches at the Olympic Games.

**Mark Tewksbury** is the star athlete who burst out of the water at the Barcelona Olympics, an Olympic Champion with gold, silver and bronze medals in hand, inductions into three major Halls of Fame, and a cover appearance on *Time* magazine.

He grew into the leader who travelled the world with the International Olympic Committee, was on the executive of Toronto's Olympic bid for 2008, and took a difficult and public stand against the IOC for athletes' rights and ethics in sport.

Mark has been a champion for a number of important causes. He currently sits on the National Board of Special Olympics. A highly sought-after speaker, beyond the podium Mark has hosted television shows, authored three books and performed workshops around the world. Mark was the Chef de Mission for the 2012 Canadian Olympic team competing in London.

Mark and Debbie are currently based in Calgary, AB, and co-founders of Great Traits Inc. Together, they deliver seminars and training programs based on their book, *Great Traits of Champions: Fundamentals of Achievers, Leaders and Legacy Leavers*.

# Day 03



Beaucher, Chantale



Bernatchez, F.



DeSousa, Mike



Franklin, Mark



Muir, Debbie



Schlosser, Francine



Stewart, Suzanne



Tewksbury, Mark



Watts, Germaine

Thanks to all of our delegates, presenters, sponsors, exhibitors, advertisers, supporting organizations and volunteers who are part of the growth and success of Cannexus! A very special thank you to The Counselling Foundation of Canada for its ongoing support.

# Concurrent Sessions

## Wednesday, January 30



BLOCK

9

8:30 AM –  
10:00 AM

### Building a Brighter Future for People and Organizations

What if young people understood their career potential before investing in education? What if university programs understood student suitability at a meaningful level? What if employers were able to select for innate talent as well as demonstrated competency? What if organizations were able to design teams for high performance? What if organizational performance could be understood in terms of human passion and potential? The possibility may be closer than you think!

Germaine Watts, Laurie Comeau – Intelligent Organizational Systems

MANITOBA | ENGLISH

### Aligning Individual Goals with Business Needs

Managed and developed effectively, an organization's talent can be its greatest competitive advantage. Unfortunately, many companies invest little in developing their people. For those who view career development as important, many can't figure out how to do it successfully. I'll demonstrate how you can bring your workforce to peak performance through career development and drive the business growth and innovation needed to compete and succeed.

Karen Burke – Lee Hecht Harrison-Canada Corp.

ONTARIO | ENGLISH

### From Tests Results to Realistic Career Trajectories

When it comes to discovering career paths, career counsellors rely heavily on Holland occupational codes. However, in the HR world, personality is a proven measure of realistic work adjustment. How can we predict career trajectories using both personality and interests? By combining both, an original study established a solid and reliable relationship between them and occupations. Through the "Orientation" report and case studies, participants will be able to learn about a new and realistic approach.

François Bernatchez – Gestion Carrière Inc.

BRITISH COLUMBIA | ENGLISH

### Graduates: The New At-Risk Group?

The youth unemployment crisis is drawing concern worldwide. Poorly Integrated New Entrants (PINEs) are youth who have diplomas and/or degrees but are remaining unemployed and underemployed for longer periods. The rise in number of PINEs has many wondering about the future welfare of Generation Y. I will focus on the lessons learned from and the policy implications of an international research project of over 100 programs and policies aimed at supporting PINEs' entry to the labour market.

DonnaLee Bell – Canadian Career Development Foundation

SASKATCHEWAN | ENGLISH

### Pursue the Best Career as Part of Living the Best Life

There is honour and value in all work because it is an expression of the person and a gift to the world. Everyone can be proud of their contributions and be happy about what they do. All true but everyone has to start somewhere. Learn how to help your clients find employment on their career path. The Executive Director of the Canadian Association of Career Educators and Employers (CACEE) will facilitate a discussion with an employer to learn what employers look for or will be looking for in candidates. What are the specific skills, behaviours or education that your clients need to bring to the interview and the job?

Paul D. Smith – Canadian Association of Career Educators and Employers, Nancy Moulday – TD Business Banking

LES SAISONS | ENGLISH

### De-Mystifying Financial Education

The responsibility to assist individuals in providing the skills, tools and motivation for personal financial management crosses all components of society. Starting at home, in schools, through employers, from governments, and from both the private and non-profit sectors, there are shared intentions and mutual obligations. Career opportunities in financial services and provider selection criteria can be complex. The session will address many of the elements of financial education that can benefit those in HR and career counselling.

Ismo Heikkila – T.E. Wealth

QUEBEC | ENGLISH

WEDNESDAY

# Concurrent Sessions

## Wednesday, January 30

### Where's the Link from Resume to the Interview?

Learn about a powerful strategy to ensure a strong linkage between creating a skills-based resume and conducting an effective interview, and to more clearly understand transferable skills. Candidates who use this strategy become confident communicators and impress interviewers with their thorough answers. Help clients get their first job, change jobs or move into another career field. This is also recommended for those clients who have been out of the workforce for some time.

Barbara J. Bowes – Legacy Bowes Group

NOVA SCOTIA | ENGLISH

### Executive Career Transition from Profit to Non-Profit

How do senior executives perceive differences between their roles, accountabilities and compensation in non-profit organizations versus their other corporate experiences? What types of motivations spurred this career transition? How have they identified and managed the differences in their personal value proposition? We will examine how aging executives transform extrinsic values to intrinsic values. We draw on 20 interviews with senior non-profit executives, who were previously employed in the private sector.

Dr Francine Schlosser – Odette School of Business at University of Windsor, Janice Forsyth – Foresight Management Consulting

NEWFOUNDLAND | ENGLISH

### Connect the LES Dots: The Scales Project Tools

CONNECT Strategic Alliances, in partnership with Nova Scotia Community College and Douglas College, is in the final year of the Supporting the Canadian Advancement of Literacy and Essential Skills (SCALES) project, seeking to integrate Literacy and Essential Skills (LES) into existing employment programs. The SCALES project pilots are complete and the tools are ready for public dissemination. Gain hands-on experience with the SCALES tools.

Debi Saul, Michelle Forrest – CONNECT Strategic Alliances

NEW BRUNSWICK | ENGLISH

### Practical Ways to Get Your Clients Hired Now

Does your career employment resource centre live up to the digital age? There are practical, free tools in your resource centre to get your clients hired fast with automatically-measurable funder outcomes, e.g. Google+ circles, LinkedIn's connections, Facebook ads, Skype video-interviews, iPhone apps and hardware. Learn the advantages, why's and how's of smartphones, tablet PC's and mobile media, e.g. using LinkedIn on an iPhone. Targeted mobile media® marketing boomerangs your clients' dream jobs to them. Free take-away practical, immediately-actionable resources!

Mike DeSousa – Career Mobile Media Institute

ALBERTA | ENGLISH + FRENCH

### Walking in Multiple Worlds: Aboriginal Youths' Work/Life Experiences

We present stories of supports, challenges and obstacles experienced by urban Aboriginal young people in finding sustainable and meaningful work. Youth and young adults aged 17 to 29 were interviewed individually and in circle groups in Victoria, BC and Toronto, ON. Youth shared their stories of work experiences, cultural influences, identity, discrimination, community expectations and life-work goals. You will be introduced to story mapping and possible selves mapping career exploration techniques.

Dr E. Anne Marshall, Jennifer Coverdale – University of Victoria, Dr Suzanne L. Stewart – Ontario Institute for Studies in Education

GOVERNOR GENERAL 1 | ENGLISH + INTERP

### Clients Say Holistic Narrative Method is Effective: Outcome Survey

Exciting results show significant increases in validated scales of hope, optimism, resilience, confidence (collectively, "psychological capital"), curiosity and exploration, and personal growth after clients experienced our narrative method of practice. Further, these results correlate with higher career clarity, job satisfaction and job alignment. Learn about this holistic, narrative approach used across Canada, hear quantitative and qualitative results, and understand the dynamics of a framework that's creating a new language for career management, and supporting a move toward evidence-based practice.

Mark Franklin – CareerCycles  
Başak Yanar – Private Practice

GOVERNOR GENERAL 2 | ENGLISH





Headsets available  
on 4<sup>th</sup> floor

## A New Counselling Tool: Mind Mapping

Mind Mapping is a simple, original, efficient and user-friendly tool! A method of organizing information and thought, Mind Mapping mobilizes the brain so that individuals can be more efficient and creative. The radiant structure, colour, shapes and dimensions stimulate creativity and help clarify an individual's personal position on a subject (career) and facilitate decision making.

Dr Chantale Beaucher – Université de Sherbrooke

GOVERNOR GENERAL 3 | FRENCH 4 INTERP

## A Developmental View on Youth Career Aspirations

What do primary school students want to do when they grow up? What kinds of education do they think they will need in order to achieve those aspirations? What are they doing now in order to make those aspirations come true? And, how do these aspirations change over time? This longitudinal study answers these questions by extending previous research through interviews that explore the development of grade 5-8 Canadian students' aspirations over time.

Michelle Nilson, Margarita Karpilovsky – Simon Fraser University

NUNAVUT | ENGLISH

## Help Clients Discover Their Potential

GROP, interest and personality inventory, is a fundamental tool for many specialists in the career counselling field: guidance with students, work integration and human resources. Based on the Holland theoretical model and Jung's bipolar scales, it facilitates decision making related to career choice, helps clients know themselves better and discover the potential they possess. You will investigate case studies and complete exercises. The combination of typologies offers a wealth of information for professionals and for clients.

Patricia Rancourt, Caroline Roy – Psymétrik

PROVINCES 1 | ENGLISH

## Best Career Assessment Tools

Ten of the best assessments for use in the career development field will be reviewed, with a focus on formal, standardized instruments. Learn how each of these assessments can be used to benefit your clients' self-awareness, career exploration and job search. Each assessment's reliability/validity, cost and qualifications required for administration and interpretation will also be covered.

Rebecca Burwell – University of Waterloo

PROVINCES 2 | ENGLISH

## Being World Class

Based on the same principles as training athletes and teams for world-class performance, we delve deeper into some of the Great Traits that explore what it takes to create the environment for success to happen. You will learn the fundamental characteristics of a great team and see where you might be strong, and where there are gaps. You will be able to apply the skills and learning directly in their work and home environment. Just as in sport, the people putting in the work are the ones who usually reap the benefits.

Mark Tewksbury, Debbie Muir – Great Traits Inc.

CONFEDERATION 3 | ENGLISH 4 INTERP



## Tell Us How We Did!

Fill out your *Cannexus13* online evaluation form by February 8, 2013 for a chance to win a free ticket to the Porter destination of your choice!

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## Advertise With Us!

Gain visibility by advertising in our Cannexus conference programme! Other terrific opportunities are also available to reach Canada's career service professionals throughout the year. Contact [marketing@ceric.ca](mailto:marketing@ceric.ca) to learn more!



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Demand!**



*"I just want to let you know that these webinars were really powerful in my personal and professional life. Thank you very much. It was a great and wonderful experience."*

Clara Parra, Facilitator  
London InterCommunity Health Centre

### You will learn how to help your clients:

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

Choose to take the introductory webinar in March 2013 **and/or** the full series in April 2013.

- Certificate of Completion will be issued for those completing the Webinar Series.

### Innovative Webinar Series

## POSITIVE PSYCHOLOGY FOR CAREER COUNSELLORS AND COACHES

Positive psychology is the scientific study of psychological well-being and happiness. Join us to learn how to incorporate positive psychology into your practice and apply it to help your clients flourish. The interactive webinars will be taught by two leaders in applied positive psychology, Louisa Jewell, MAPP and Shannon Polly, MAPP. Whether you are new to positive psychology or more advanced, you will gain fresh insights and practical techniques.

**Intro: Tuesday, March 5, 2013 AND/OR  
Series: Tuesdays, April 2, 9, 16 & 23, 2013**

12:00 pm – 1:00 pm ET

\$35/per person for the Intro

\$199/per person for the Series

*\*All prices in Canadian dollars*

**Louisa Jewell**, MAPP (Master of Applied Positive Psychology-University of Pennsylvania), is President of the Canadian Positive Psychology Association and a facilitator and speaker with more than 16 years' experience working with leaders and teams to build positive and productive workplaces. She is the founder and President of Positive Matters.



**Shannon M. Polly**, MAPP (Master of Applied Positive Psychology-University of Pennsylvania) is a corporate communications trainer, facilitator and coach. She is the founder and President of Accentuate Consulting, LLC. Shannon uses positive psychology to work with her organizational clients, including the U.S. Army, to foster positive and flourishing workplaces.



To **register** or learn further details, go to: [www.positivematters.com/pmceric.asp](http://www.positivematters.com/pmceric.asp) or contact Shannon Polly at [spolly@accentuate-consulting.com](mailto:spolly@accentuate-consulting.com).

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PROSPERITY MATTERS

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# Cannexus14

*January 20-22, 2014*

**National Career Development Conference  
Ottawa Convention Centre**

**Cannexus14** 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, 2013	Sponsorship, Advertising & Exhibitor Package available
May 21, 2013	Delegate Super Saver Registration opens
June 14, 2013	Call for Proposals deadline

**Here's what your colleagues are saying about Cannexus:**

"It is always so interesting to hear what is going on in the rest of the country. Well done!! I hope to bring several more people next year. Cannexus is a must for career practitioner development."

*Kathy McKee, Manager, Job Resource Centre, NS*

"Cannexus is a unique, national conversation hub for Canadian career professionals making a difference in the world of work. (It) reinforced the irreplaceable role of counsellors, coaches, advisors – however we name ourselves – in our clients' lives."

*Heather F. Turnbull, CMF, President, Association of Career Professionals (ACP) International*

"All the presenters I saw were amazing. I was so inspired by the conference, and we are still talking about what we learned in my office!"

*Robin Beasley, Employment Advisor, Carleton University, ON*

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

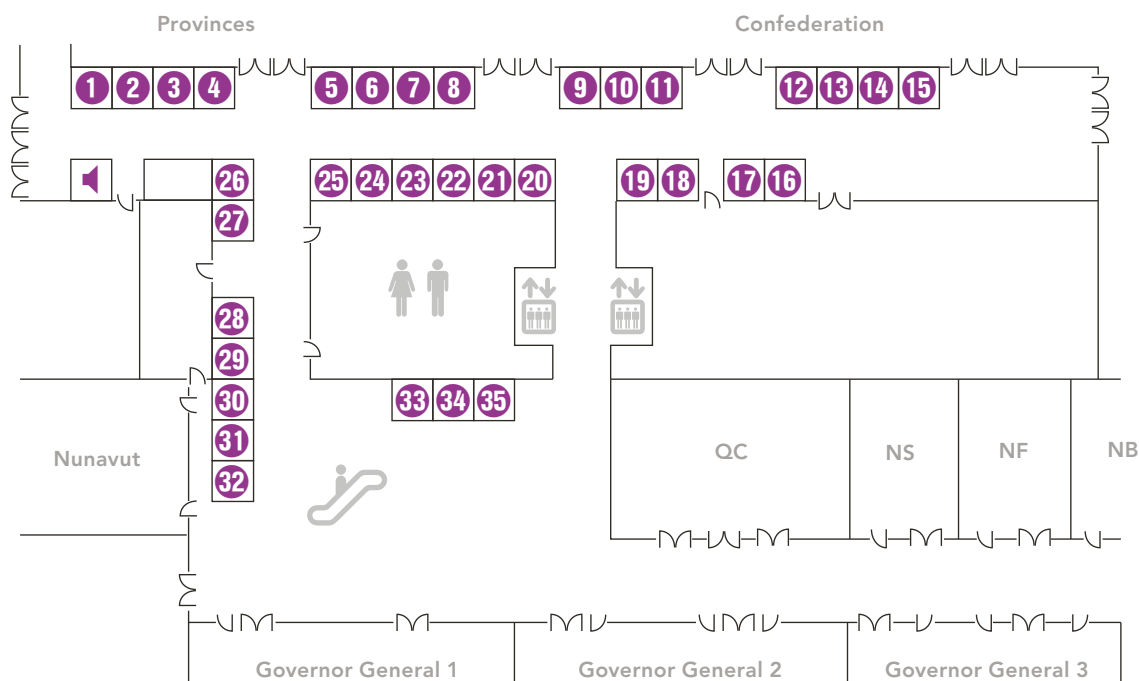


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# Exhibition Floor Plan



## BOOTH

## ORGANIZATION AND DESCRIPTION OF SERVICES



1 2  
3 4

**CERIC (ceric.ca)** 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-sector community through funding project partnerships and our strategic programs. Our strategic programs are Cannexus, ContactPoint/OrientAction and *The Canadian Journal of Career Development*.



5

**Psymétrik (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, Psymétrik published the test's 3rd edition, offering its first English version (English norms). Widely used, the GROF has become a fundamental tool for many specialists working in the career counselling field.



6

**FutureWorx Society (futureworx.ca)** is a community based non-profit organization with a focus on "Helping People Realize their Potential". Established in April 1984, the service offerings have evolved to encompass the provision of services to all individuals experiencing difficulties responding to developing labour market trends, either in upgrading their skills or accessing modern job search techniques and supports.



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reaching higher

7

**Unlimited Worth (unlimitedworth.com)** A team of seasoned professionals experienced in sales, human resources, and corporate team building providing on-site training and standardized personality assessments that will increase your sales, productivity, and employee satisfaction.



8

**The Financial Consumer Agency of Canada (itpaystoknow.gc.ca)** is an agency of the Government of Canada created to protect the rights of consumers and inform them about financial products and services. FCAC provides free, impartial and objective publications on money management that can help your clients increase their financial knowledge and confidence in managing their personal finances. Stop by FCAC's booth to pick up your free "Debt Toolkit".



9

**Career Cruising (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.



- 10** **Global Experience Ontario ([ontarioimmigration.ca](http://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.



- 11** **Sutherland-Chan School & Teaching Clinic – Massage Therapy ([sutherland-chan.com](http://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.



- 12** **Thompson Rivers University, Open Learning ([tru.ca](http://tru.ca))** 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.



- 13** **The Ontario Network of Employment Skills Training Projects ONESTEP ([onestep.ca](http://onestep.ca))** 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.



- 14** **CONNECT Strategic Alliances ([collegeconnect.on.ca](http://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 multisite/multi-college contracts.



- 15** **Empowering Change ([empoweringchange.ca](http://empoweringchange.ca))** is a leading organization empowering innovative service providers to enhance existing interactions with multi-barriered individuals. Changing employment and social service provider thinking and practice by increasing effective, short-term motivational service delivery methods internationally through Stages of Change and Motivational Interviewing training. This innovative company has delivered training to diverse employment services providers and not-for-profit groups internationally.



- 16** **Reiss Profile Canada Corp. ([reissprofile.ca](http://reissprofile.ca))** is the Canadian licensee for the Reiss Motivation Profile. This Profile is a scientifically developed and validated psychometric instrument assessing motivation, values and goals of individuals. It is used in career, leadership and personal development; in HR management; and in personal and professional coaching, consulting and training.



- 17** **The Alliance of Ontario Food Processors ([aofp.ca](http://aofp.ca))** is a non-profit organization of food and beverage processing companies and industry organizations. Members have joined together to provide a comprehensive and co-ordinated approach to promoting and representing the Ontario food and beverage processing sector on issues of common interest and concern.



- 18 19** **Career/Lifeskills Resources ([clsr.ca](http://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.



- 20** **Psychometrics ([psychometrics.com](http://psychometrics.com))** Building Better Organizations through People, Canada's leading assessments help you improve team performance, resolve conflict, develop leaders, guide careers and select better employees. 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.



- 21** **Royal Roads University ([royalroads.ca](http://royalroads.ca))** 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.



# Exhibition Floor Plan (cont'd)

## BOOTH

## ORGANIZATION AND DESCRIPTION OF SERVICES



22

**The Ontario Civil Construction Careers Institute OCCCI (occci.ca)** 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. **The Canadian Construction Association CCA (cca-acc.com)** 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.



23

**ODEI's (on-dei.com) 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!



24

**Bond University (bond.edu.au)** Australia's Highest Rating University for Educational Experience. Bond University is the gateway to the career students have always dreamed of. As Australia's highest rated University we offers students an educational and professional experience in a highly international environment.



25

**The Interprovincial Standards Red Seal Program (red-seal.ca)** 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.



26

**Training Innovations (mixtmode.ca)**. We are pioneers in the use of online delivery for career development. We know how to connect clients and practitioners through online and blended career learning and counselling. Visit our booth for ready-to-deploy solutions, and professional learning opportunities for you!

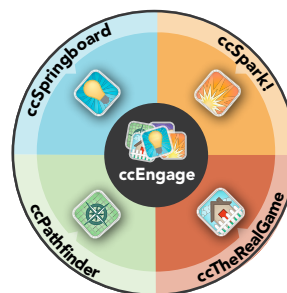


27

**The College Sector Committee for Adult Upgrading (collegeupgradingon.ca)** 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.

## The Perfect Storm: Are you Prepared?

Even with the best efforts of committed career professionals, and some of the best career resources in the world, the majority of Canadian youth still exit the educational pipeline with unclear career goals and vague employment prospects, and too many adults are unemployed or underemployed. Still, companies in all sectors say they can't find the talent they need.



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See how you can be a part of our **whole-community approach** to help citizens of all ages develop informed career dreams and secure good 21st century career pathways.

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## BOOTH

## ORGANIZATION AND DESCRIPTION OF SERVICES



- 28** **Certified General Accountants of Ontario (cga-ontario.org)** is a self-governing body, granting exclusive rights to the CGA designation, and controlling the professional standards, conduct and discipline of more than 21,000 members and 8,000 students. CGAs are committed to meeting the needs of businesses and organizations with strategic insight, leadership and demonstrated abilities.



- 29** **TypeFocus (typefocus.com)** is a leading developer of online personality type resources. Established in 1997, TypeFocus is currently used by organizations across the world, including schools, employment agencies, colleges, universities and corporations. Our mission is to enrich people's lives through the power of self-awareness. Through our program, people gain insights into themselves and use that knowledge to develop rewarding relationships, choose satisfying careers, become more effective leaders and live healthier and happier lives.



- 30** **Ontario Association of Career Colleges (oacc.ca).** Strong Support – Strong Voice – Quality Education – Student Success. Established in 1973, the OACC is a provincial voice for career colleges. OACC has over 290 members who contribute to the province's economy by training over 60,000 students annually in hundreds of essential, skilled fields. Visit our website or find us on Facebook and Twitter.



- 31** Developed by the **Petroleum Human Resources Council of Canada (petrohrsc.ca)**, the Careersinoilandgas.com 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.



- 32** **ScholarLab (scholarlab.com)** Through our market proven online learning platform, ScholarLab enables associations and professional organizations to deliver live/recorded conferences, seminars, webinars, sophisticated self-directed or instructor-led online courses. Associations in the U.S. and Canada currently use ScholarLab's solutions to increase membership, reach a larger audience and decrease the cost of delivering their education programs online.



- 34** **The KETO Data System (keto.ca)** was developed by an Aboriginal service provider to serve the Aboriginal labour market. This web-based program and user-friendly system uses industry-proven technology which can assist your organization to provide timely services to your clients and produce accurate, error free data.



- 35** **Program of Legal Studies for Native People (usask.ca/plsnp):** eight weeks of skill building, property law, and academic support for Aboriginal students entering first year law. At **Windsor Law (uwindsor.ca/law)**, our greatest asset is our people. We are expert professors, supportive staff and diverse students who form a vibrant intellectual and social community.

## Keep Current with CERIC!

*Stop by the CERIC booth and pick up our latest publications that will keep you informed and inspired:*

- > Launch issue of **Careering** magazine
- > The newest edition of **The Canadian Journal of Career Development**

*You can also sign up online for **CareerWise**, our free weekly roundup of news & views.*



## Mark Your Calendars!

*Plan to join us for Cannxus at the Ottawa Convention Centre:*

- > **January 20 – 22, 2014**
- > **January 26 – 28, 2015**
- > **January 25 – 27, 2016**
- > **January 23 – 25, 2017**

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- > Canadian Counselling & Psychotherapy Association (CCPA)
- > Canadian HR Reporter
- > Canadian School Counsellor Magazine
- > College Sector Committee for Adult Upgrading
- > CRG Consulting Resources Group
- > Genesis Publications
- > GTAA – Toronto Pearson International Airport Fire and Emergency Services Training Institute
- > Jobsearchboard
- > Martech / Counselling Trac
- > Memorial University
- > National Career Development Association (NCDA)
- > Ontario School Counsellors' Association (OSCA)
- > Organizational Learning Resources / Training Development Materials of Canada
- > Pardons Canada
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- > The Interprovincial Red Seals Program
- > Toronto Financial Services Alliance (TFSA)
- > Training Innovations
- > Vocational Rehabilitation Association of Canada (VRA Canada)



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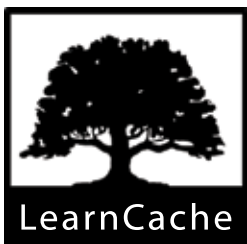
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Notes...



## *CERIC and its programs* *Le CERIC et ses programmes*

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### À propos de CERIC

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### Mission

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### Mission

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