



*National Career Development Conference Programme*  
Shaw Centre, Ottawa, January 25 – 27, 2016

# Cannexus16

**10** ans  
years



  
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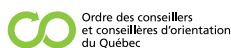
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*National Career Development Conference Programme*  
Shaw Centre, Ottawa | January 25 – 27, 2016



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Toronto, ON

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# ceric

CANADIAN EDUCATION AND RESEARCH INSTITUTE FOR COUNSELLING  
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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 23 - 25, 2017.**

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 23 au 25 janvier 2017.**



[contactpoint.ca](http://contactpoint.ca)  
[orientaction.ca](http://orientaction.ca)

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

OrientAction est une communauté en ligne destinée aux praticiens(iennes) en développement de carrière au Canada, leur fournissant des ressources en développement de carrière, d'apprentissage et de 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/grad\\_program](http://ceric.ca/grad_program).

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

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## RESOURCES & PROJECTS RESSOURCES ET PROJETS



**Military to Civilian Employment: A Career Practitioner's Guide**

**D'une carrière militaire à un emploi civil : guide de l'intervenant en développement de carrière**  
*In partnership with Canada Company / en partenariat avec La Compagnie Canada*

[ceric.ca/military](http://ceric.ca/military)  
[ceric.ca/militaire](http://ceric.ca/militaire)



**Career Services Guide: Supporting People Affected by Mental Health Issues**

**Guide à l'intention des centres d'emploi : aider les personnes atteintes de problèmes de santé mentale**

*In partnership with / en partenariat avec Nova Scotia Career Development Association*  
[ceric.ca/mentalhealth](http://ceric.ca/mentalhealth)  
[ceric.ca/santementale](http://ceric.ca/santementale)



**CERIC 2015 Survey of Career Service Professionals**  
**Sondage de 2015 du CERIC auprès des spécialistes de l'orientation professionnelle**  
[ceric.ca/surveys](http://ceric.ca/surveys)  
[ceric.ca/sondages](http://ceric.ca/sondages)

### WATCH FOR THESE PROJECTS:

- \* Making It Work! Managing Successful Maternity Leave Career Transitions: Employer and Employee Guides
- \* Redirection: Work and Later Life Career Development

### FUTURS PROJETS À SURVEILLER :

- \* Un pas vers la réussite! La gestion d'une transition de carrière réussie après un congé de maternité : guide à l'intention des employeurs et des employés
- \* Se réorienter : travail et développement de carrière chez les adultes d'un certain âge

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# Greetings from The Governor General of Canada

## *His Excellency the Right Honourable David Johnston*



THE GOVERNOR GENERAL · LE GOUVERNEUR GÉNÉRAL

To succeed in our ever-evolving and profoundly globalized society, we need to understand and seize the incredible opportunities that are its hallmarks.

Renowned for its commitment to advancing education and research in career counselling and development, CERIC (Canadian Education and Research Institute for Counselling) is presenting its 10<sup>th</sup> edition of the National Career Development Conference: Cannexus16.

This event is a wonderful opportunity for you to connect with your peers, expand your networks and share best practices. You have so much to gain when you reach out to others, but ultimately, our entire country will emerge stronger as a result.

Congratulations to the members of the CERIC team who, year after year, maintain a remarkable spirit of innovation and continue to inspire a culture of excellence by constantly improving its strategic programs.

I wish you all a most productive conference!

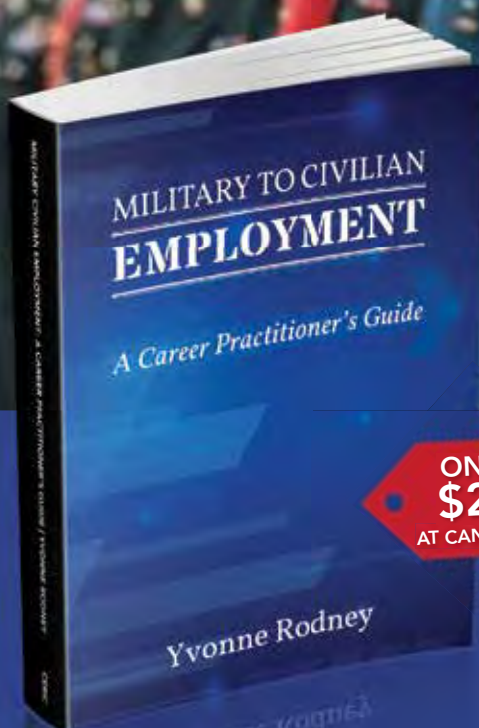
David Johnston

January 2016

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# Military to Civilian Employment: A Career Practitioner's Guide

AUTHOR: YVONNE RODNEY



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*Knowledge and tools that equip career professionals to assist Canadian Armed Forces personnel with successful transition to civilian employment.*

- Chapter 1** – Understanding the Needs of Veterans
- Chapter 2** – Understanding Military Culture
- Chapter 3** – The Big Picture: Veterans Face Unique Challenges
- Chapter 4** – Equipping Veterans for the Job Search
- Chapter 5** – Enhancing Coping and Adaptation: Strategies, Networks, and Resources
- Chapter 6** – The Education/Qualification Conundrum
- Chapter 7** – Career Needs of Military Spouses
- Chapter 8** – Services, Programs and Resources

*Available in  
print (\$24.95)  
ebook (\$16.99)  
and FREE pdf*



Reading through this Career Practitioner's Guide on Military to Civilian Employment gives me great comfort that the education and research community is moving to mobilize precious resources to better understand the men and women who have dedicated their youth to serve our great nation. I salute all the artisans behind this superb initiative."

– Colonel G.J. Blais, Director Casualty Support Management and Commanding Officer Joint Personnel Support Unit, Canadian Armed Forces

Developed by CERIC in partnership with Canada Company and in consultation with the Canadian Armed Forces, Veterans Affairs Canada, Military Family Services, military-friendly employers and front-line career professionals.

A special thank you to the Knowledge Champions for career development who helped to make possible the publication of this guide.



**Learn more: at [ceric.ca/military](http://ceric.ca/military)**

# Welcome to Cannexus16!

## Jan Basso, Chair, CERIC Board of Directors



It is my pleasure to welcome you to the 10<sup>th</sup> annual bilingual Cannexus National Career Development Conference. This milestone conference is replete with exploring, learning and sharing. It is a testament to the complex, connected and impactful work that career professionals do.

### CERIC Committees:

#### PRACTICAL & ACADEMIC RESEARCH

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University of Alberta  
Edmonton, AB

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University of Moncton  
Moncton, NB

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**Jacquie Latham**  
Ontario School Counsellors' Association  
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Université du Québec à Montréal  
Montreal, QC

**Deepak Mathew**  
University of British Columbia  
Vancouver, BC

**Patricia Polischuk**  
Knightsbridge  
Waterloo, ON

We are proud of this rich program and the promise of knowledge exchange and relationship building it brings. It boasts almost 140 sessions with more variety than ever, from “Employment Counselling Using Action-Oriented, Hope-Centred Career Development” to “Behavioural Economics, Career Development & Irrational Decision-Making.”

We have Poster sessions on Monday with your student colleagues sharing their great research. During lunch on Monday you will find the unique Cannexus Conversations networking discussions. A number of these topics are hosted by our record 40 supporting organizations. I want to acknowledge their contributions in advancing conversations on this national stage.

Embedded into our programming on Monday, we also have the Symposium on the Maturing Workforce. CERIC has worked with Quebec-based CEDEC to offer this symposium on integrating mature workers into the labour market.

This year, special ‘zones’ have arrived at Cannexus! Once again, and thanks to Skills Canada, we have a Skilled Trade and Technology Activity Zone where you can “try a trade.” We also have a Workforce Development Zone, a Career Apps Zone, a Military Career Transition Zone and a Social Enterprise Career Marketplace. Visit the table-top displays in these zones and the many nearby exhibitors to learn more about how they can enrich your work.

Monday night's Wine & Cheese, sponsored by The Counselling Foundation of Canada, will provide an

opportunity to catch up with friends and meet new colleagues. I am thrilled that this reception will see the launch of *Military to Civilian Employment: A Career Practitioner's Guide*. A complimentary copy of the guide is available for you at the CERIC booth.

Tuesday brings the return of Spark! – our take on TED Talks. On Wednesday morning, there will be a special breakfast panel on the findings from our recent Career Service Professionals Survey. You will also be able to attend one of four Mega Sessions. Anchoring our conference are exceptional keynotes by Spencer Niles, Ratna Omidvar, Wab Kinew and the Honourable Justice Murray Sinclair.

Whether you are new to the conference or a repeat attendee, I am sure you will agree that Cannexus offers something for everyone. You can navigate the extensive Cannexus programming through the Cannexus app. You can also use the app to network with each other.

My heartfelt thanks to CERIC staff and volunteers for their efforts in putting together this exceptional conference. Also, none of this would have been possible without the generous support of The Counselling Foundation of Canada. I would also like to extend special thanks to CERIC Board members and members of CERIC's committees.

I hope to meet many of you over the course of Cannexus and explore how we can continue to support the great work you do.

Wishing you a productive and energizing conference.

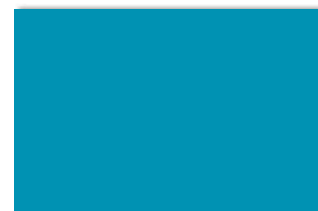
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N'IMPRIMEZ PAS]**

# The Counselling Foundation of Canada

## *Bruce G. Lawson, President*

Welcome to our 10<sup>th</sup> Cannexus conference – Cannexus16!

*"May you live in interesting times."*



While many have attributed this saying as being derived from a traditional Chinese curse, it is actually an English expression. We do live in interesting times. As I write, I cannot help but reflect upon the interesting times and changes that abound in our lives. We have seen profound changes in our country, at the Foundation, and in our work. With change, there are inevitably hopes and dreams; challenges and opportunities.

Across the country, we have seen renewal in our democracy and the importance of articulating aspiration. With changes in governments, there is much promise and optimism, in spite of the fact that we all know that governments can't perform miracles acting alone in an increasing interconnected world. But, they can set a tone and create policy frameworks that allow for greater opportunity.

Last June, we also saw the conclusion of the Truth & Reconciliation Commission's (TRC) work. The TRC catalogued one of the darkest chapters of our nation's history, and one that needs to be discussed openly. As you'll hear from Justice Murray Sinclair, accepting those truths and committing to changing the relationship between Aboriginal and non-Aboriginal peoples could have profoundly positive outcomes for our country – but we must have the courage to act.

At the Foundation, we have just experienced two major changes. First of all, we have experienced the first shift in the Foundation's governance in a generation. My father, Donald Lawson, who served as Chair of the Board since 1984, stepped down last November. Donald, who took over from his father, led the Foundation

through an incredible growth trajectory, including the creation of CERIC. While Donald will be a tough act to follow, we welcome Douglas Lawson as the new Foundation Chair with the knowledge that his vision and leadership will help us achieve even greater heights. Secondly, the Foundation and CERIC have just moved offices; we are co-locating with other foundations and non-profits to create a hub that promotes new models of collective impact as we work together on some of our country's most challenging problems and opportunities.

Having now firmly established itself through its first decade, CERIC not only lives in interesting times, but continues to evolve to meet the emerging needs of the sector. This year also marks the 10th Cannexus conference, and no doubt you will see how Cannexus is growing and changing through the addition of new programming streams, exhibitors and supporting organizations. At the Foundation, we are very proud of the work CERIC is doing, and the dedicated staff and volunteers who are doing so much for so many.

We do live in interesting times. For those of you who are running organizations and working on the front lines, not only are you supporting Canadians through these interesting times and helping them to cope with changes in their lives, but you also have to manage the changes in your own work. Your commitment to professional development, as demonstrated by your presence here, bodes well for the health and well-being of our country.

On behalf of the Directors and Members of the Foundation, thank you for being here. I wish you an interesting Cannexus!

### CERIC Committees:

#### CONTENT & LEARNING

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Toronto, ON

# 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:

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**André Raymond**

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Quebec City, QC

**Lisa Taylor**

Challenge Factory  
Toronto, ON

**Matt Wood**

First Work  
Toronto, ON

#### 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.

#### STRATEGIC OBJECTIVES

- 1. Research & Learning.** Invest in an ambitious research and learning agenda that, through encouraging thought leadership, advances the career development field and builds its knowledge and skill base.
- 2. Community Hub & Collaboration.** Champion and enable inclusive, multi-sectoral communication and collaboration with career development stakeholders.
- 3. Advocacy & Profile.** Facilitate conversations between career practitioners and their constituents and communities to raise the profile and value of the career development field.

#### 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 Committees which support the mission-focused work of the Board and staff. The Practical & Academic Research Committee recommends the most effective way CERIC can support the development of career-related research in Canada and its application.

The Content & Learning Committee provides input on current content for the CERIC group of periodical publications and activates content into learning.

The Marketing, Communications & Web Services Committee helps to identify strategies to enhance awareness of CERIC programs and projects, and champions CERIC to colleagues and networks.



## 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 for **ContactPoint / OrientAction** online communities for professionals in the career development field;
- Submit an article to the peer-reviewed **The Canadian Journal of Career Development**;
- Connect with other graduate students through the **GSEP Network**, a dedicated LinkedIn group, or through the **GSEP group on Facebook**.

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2016 Application Deadline: **March 31, 2016**

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

### CERIC Staff:

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### Special Thanks:

Special thanks to our two Career Edge interns, **Ye Liu** and **Michelle Brigler**, for their work in supporting the Cannexus16 conference.



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# Overview

## Conference Schedule

Network, learn and share in an engaging environment!

SUNDAY, JANUARY 24

OTTAWA WESTIN HOTEL (WH) | SHAW CENTRE (SC)

9:00 AM – 12:00 PM	AM Pre-Conference Workshops	2 <sup>nd</sup> floor WH: BC & Manitoba
10:00 AM – 10:30 AM	AM Networking Break	2 <sup>nd</sup> floor WH
1:00 PM – 4:00 PM	PM Pre-Conference Workshops	2 <sup>nd</sup> floor WH: BC & Manitoba
1:00 PM – 5:00 PM	Conference Check-In	Level 3 SC: Foyer
2:00 PM – 2:30 PM	PM Networking Break	2 <sup>nd</sup> floor WH
4:00 PM – 5:00 PM	First-Timer's Session	Level 2 SC: 201

MONDAY, JANUARY 25

SHAW CENTRE (SC)

7:00 AM – 5:00 PM	Conference Check-In	Level 3: Foyer
7:00 AM – 8:00 AM	Networking Breakfast and Exhibitor Showcase Opens	Level 3: Foyer, Plenary & Exhibitor Hall
8:00 AM – 8:30 AM	Assembly and Opening Comments	Level 3: Plenary
8:30 AM – 9:30 AM	OPENING KEYNOTE ADDRESS <b>Spencer Niles</b> <i>"Reclaiming Your Soul from Work: Surviving and Thriving in the 21<sup>st</sup> Century Workplace"</i>	Level 3: Plenary
9:30 AM – 10:00 AM	Exhibitor Showcase / Networking Break <i>Sponsored by: Wilfrid Laurier University</i>	Level 3: Foyer / Exhibitor Hall
10:00 AM – 10:50 AM	Concurrent Sessions – Block 1	Level 2: Meeting Rooms
11:00 AM – 11:50 AM	Concurrent Sessions – Block 2	Level 2: Meeting Rooms
12:00 PM – 1:30 PM	Cannexus Conversations Luncheon, Posters & Exhibitor Showcase	Level 3: Foyer, Plenary & Exhibitor Hall
1:30 PM – 3:00 PM	Concurrent Sessions – Block 3	Level 2: Meeting Rooms
3:00 PM – 3:30 PM	Exhibitor Showcase / Networking Break	Level 3: Foyer / Exhibitor Hall
3:30 PM – 5:00 PM	Concurrent Sessions – Block 4	Level 2: Meeting Rooms
5:00 PM – 7:00 PM	Wine & Cheese featuring <i>Military to Civilian Employment Guide Launch</i> <i>Sponsored by: The Counselling Foundation of Canada</i>	Level 3: Foyer / Exhibitor Hall

## TUESDAY, JANUARY 26

## SHAW CENTRE (SC)

7:30 AM – 5:00 PM	Conference Check-In	Level 3: Foyer
7:30 AM – 8:30 AM	Networking Breakfast	Level 3: Plenary
8:00 AM – 8:50 AM	Concurrent Sessions – Block 5	Level 2: Meeting Rooms
9:00 AM – 9:30 AM	Assembly and Announcements	Level 3: Plenary
9:30 AM – 10:30 AM	KEYNOTE ADDRESS <b>Ratna Omidvar</b> <i>"An Accidental Canadian: Reflections on the Immigrant Experience"</i>	Level 3: Plenary
10:30 AM – 11:00 AM	Exhibitor Showcase / Networking Break	Level 3: Foyer / Exhibitor Hall
11:00 AM – 11:50 AM	Concurrent Sessions – Block 6	Level 2: Meeting Rooms
12:00 PM – 1:30 PM	Spark! Luncheon	Level 3: Plenary
1:40 PM – 2:30 PM	Concurrent Sessions – Block 7	Level 2: Meeting Rooms
2:40 PM – 3:30 PM	Concurrent Sessions – Block 8	Level 2: Meeting Rooms
3:30 PM – 4:00 PM	Final Exhibitor Visits & Draws / Networking Break	Level 3: Foyer / Exhibitor Hall
4:00 PM – 4:50 PM	Concurrent Sessions – Block 9	Level 2: Meeting Rooms

## WEDNESDAY, JANUARY 27

## SHAW CENTRE (SC)

7:30 AM – 12:00 PM	Conference Check-In	Level 3: Foyer
7:30 AM – 8:20 AM	Networking Breakfast and Survey Panel <i>"Gazing into the Crystal Ball: What's on the Horizon for Career Development"</i>	Level 3: Plenary
8:30 AM – 10:00 AM	Mega Sessions	Level 2: Meeting Rooms
10:00 AM – 10:30 AM	Networking Break	Level 3: Foyer
10:30 AM – 11:30 AM	KEYNOTE ADDRESS <b>Justice Murray Sinclair &amp; Wab Kinew</b> <i>"Reconciliation in Canada: Learning from the Past to Build a Brighter Future"</i>	Level 3: Plenary
11:30 AM – 11:45 AM	Closing Comments	Level 3: Plenary
1:00 PM – 4:00 PM	Post-Conference Workshop	Level 2: 201



## The Canadian Journal of Career Development

### Revue canadienne de développement de carrière



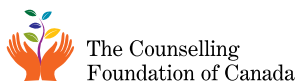
*The Canadian Journal of Career Development* is a peer-reviewed publication of multi-sectoral career-related academic research and best practices from Canada and around the world.

La *Revue canadienne de développement de carrière* est une publication évaluée par les pairs portant sur la recherche universitaire multisectorielle et les pratiques d'excellence relatives aux carrières 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

*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.



The Counselling  
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ceric

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



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10 ans  
years

## Cannexus Turns 10!

*We are celebrating a decade of exchanging information and exploring innovative approaches at Canada's National Career Development Conference!*

## CEDEC

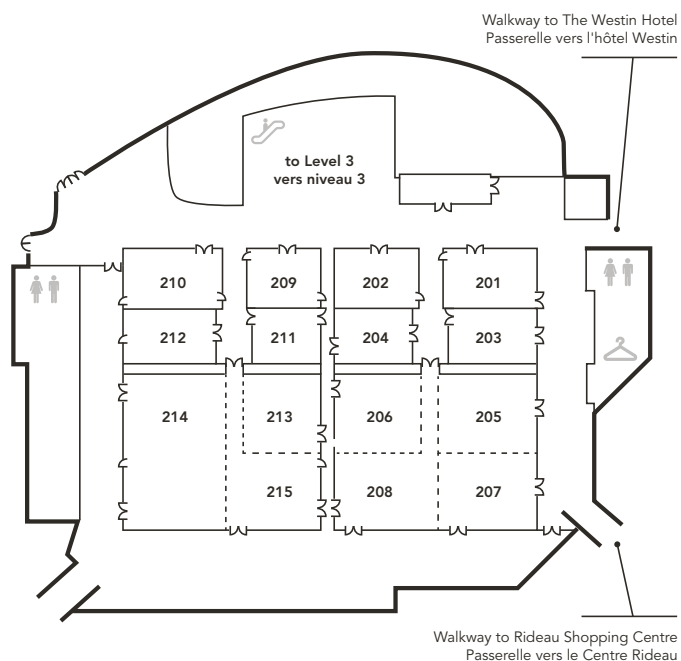
### Symposium on the Maturing Workforce

*As part of Monday's schedule, the CEDEC Symposium on the Maturing Workforce is embedded into Cannexus. Cannexus delegates are welcome to attend any of these sessions, including a luncheon panel on **Developing an Outstanding Workforce: The Process and Benefits of Hiring Mature Workers** in Room 204 from **12:00 PM – 1:30 PM**.*

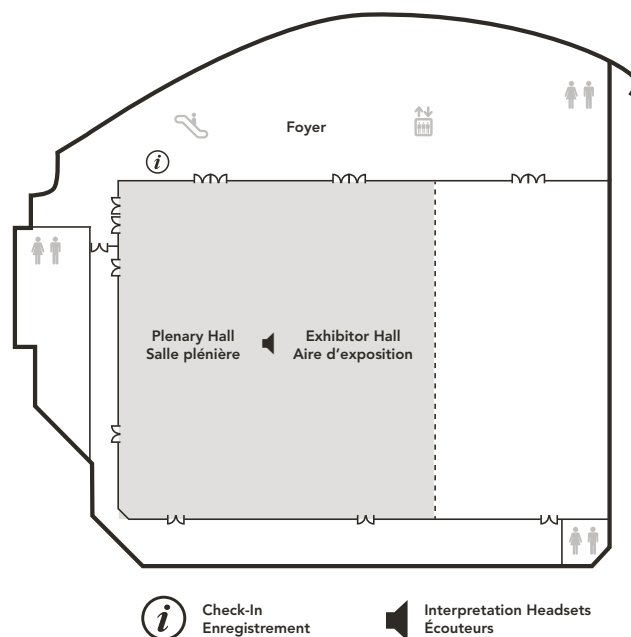
# Conference Floor Plan

## Shaw Centre

### LEVEL 2: MEETING ROOMS



### LEVEL 3: FOYER, PLENARY HALL & EXHIBITOR HALL



## First-Timer's Session

**Sunday, 4:00 PM – 5:00 PM**

*First time at Cannexus? Then this session is for you! We also encourage veteran delegates interested in "mentoring" new attendees to join us.*

*Please be sure to pick up your delegate badge at the Conference Check-In desk on Level 3 of the Shaw Centre prior to joining the First-Timer's Session in Room 201.*

## Launch of Military to Civilian Employment Guides!

**Monday, 5:00 PM**

*CERIC has partnered with Canada Company to develop a set of bilingual resources for career professionals who work with veterans. **Military to Civilian Employment: A Career Practitioner's Guide** will launch at Cannexus during the **Wine & Cheese with some special guests**. Thanks to our Knowledge Champions, all conference attendees will receive a complimentary copy! Bring the ticket you will receive at registration to collect your guide at the CERIC booth any time Monday or Tuesday.*

# Pre-Conference Workshops

## *Sunday, January 24*

Some of your colleagues started their Cannexus 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!



**Norman Amundson**  
**Spencer G. Niles**  
9:00 AM – 12:00 PM

### **A Hope-Centered Career Development Toolkit**

Without hope, most career development interventions with clients will be ineffective. In this workshop, we will be describing and demonstrating some of the intervention methods associated with the Hope-Centered Career Development Model, including a range of questions, metaphors, storytelling and behavioural practice.

**Norman Amundson** is a Professor in Counselling Psychology at the University of British Columbia. He has given numerous workshops and has been a keynote speaker at many national and international conferences. **Spencer G. Niles** is the Dean for the School of Education at The College of William & Mary in Virginia.



**Richard Knowdell**  
9:00 AM – 12:00 PM

### **Effective Coaching Skills for Career Counsellors**

This workshop will outline the similarities and differences between career counselling and career coaching skills; demonstrate effective career coaching skills and techniques; describe specific client situations where career coaching skills can be effectively used; and facilitate participant practice of career coaching techniques.

**Richard L. Knowdell**, MS, NCC, NCCC, GCDFI, CMF and NCDCA Fellow, is the President of Career Research & Testing, Inc. He is known around the world for his training and certification of career coaches, and for his fun and easy-to-use Career Card Sort Decks.



**Herky Cutler**  
1:00 PM – 4:00 PM

### **Courageous Career Development: Helping Practitioners Find the Courage to Be Their Authentic Self**

Sometimes life gets in the way of our work. When that happens, we can't give our greatest gifts to our clients, and by the way, they can feel it. In this workshop, we will learn how to use the Circle of Courage© Model to take a snapshot of our world and identify some of the areas where we are stuck.

**Herky Cutler**, wants to change the world. He believes that people play a key role in shaping our present and our future, with respect to the way we do business, how we live, how we treat each other, and how we serve others.



**Mike Fazio**  
1:00 PM – 4:00 PM

### **Developing an Employer Engagement Action Plan**

More than ever, we need to create mutually beneficial relationships with employers. Meeting their needs is priority when it comes to successful career readiness, training, placement and retention for our jobseekers. To meet this demand, Job Developers, Workforce Professionals and Career Practitioners must build their transformational sales skills.

**Mike Fazio** is Founder and CEO of WORKFORCE180, a national workforce consulting and training organization. He has assisted workforce agencies, non-profits, educational institutions and community-based groups reach higher levels of performance in the US, and is excited to bring his message across the border!



# Project Partnership Funding Available



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

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

The following **Practical & Academic Research** priority areas have been identified:

- Labour market information
- Early intervention to assist children's career decision-making
- Evaluation: Impact of policy and programs on career services
- Intersection of diversity and work

The following **Professional Development & Ongoing Learning** priority areas have been identified:

- New emerging career development theories and career management models
- Impact of social media on how career practitioners are doing their work
- Entrepreneurial education and career development
- Impact of disability and/or mental health issues on career development

For more information or to complete a Letter of Intent Application, please visit **ceric.ca**.

**ceric.ca** 

2 St Clair Avenue East, Suite 300, Toronto, ON M4T 2T5 | 416.929.2510  
Charitable Registration # | Numéro d'enregistrement d'organisme de  
bienfaisance 86093 7911 RR0001

# Day 01

MONDAY

JANUARY 25

SHAW CENTRE (SC)

7:00 AM – 5:00 PM	Conference Check-In	Level 3: Foyer
7:00 AM – 8:00 AM	Networking Breakfast and Exhibitor Showcase Opens	Level 3: Foyer, Plenary & Exhibitor Hall
8:00 AM – 8:30 AM	Assembly and Opening Comments	Level 3: Plenary
8:30 AM – 9:30 AM	OPENING KEYNOTE ADDRESS <b>Spencer Niles</b> <i>"Reclaiming Your Soul from Work: Surviving and Thriving in the 21<sup>st</sup> Century Workplace"</i>	Level 3: Plenary
9:30 AM – 10:00 AM	Exhibitor Showcase / Networking Break <i>Sponsored by: Wilfrid Laurier University</i>	Level 3: Foyer / Exhibitor Hall
10:00 AM – 10:50 AM	Concurrent Sessions – Block 1	Level 2: Meeting Rooms
11:00 AM – 11:50 AM	Concurrent Sessions – Block 2	Level 2: Meeting Rooms
12:00 PM – 1:30 PM	Cannexus Conversations Luncheon, Posters & Exhibitor Showcase	Level 3: Foyer, Plenary & Exhibitor Hall
1:30 PM – 3:00 PM	Concurrent Sessions – Block 3	Level 2: Meeting Rooms
3:00 PM – 3:30 PM	Exhibitor Showcase / Networking Break	Level 3: Foyer / Exhibitor Hall
3:30 PM – 5:00 PM	Concurrent Sessions – Block 4	Level 2: Meeting Rooms
5:00 PM – 7:00 PM	Wine & Cheese featuring <b>Military to Civilian Employment Guide Launch</b> <i>Sponsored by: The Counselling Foundation of Canada</i>	Level 3: Foyer / Exhibitor Hall

# Keynote Speaker

## *Monday, January 25*

Level 3  
Plenary

ENG 

8:30 AM –  
9:30 AM



### **Spencer Niles**

*Reclaiming Your Soul from Work:  
Surviving and Thriving in the 21<sup>st</sup> Century Workplace*

Work takes its toll on us in many ways. Everyone pays a price. It matters not whether you are successful or stagnant in your career. So, the question becomes whether there is anything that we can do to not only survive work in the 21<sup>st</sup> century but to thrive in it. This keynote offers a specific model for: (a) creating and sustaining hope in your career and (b) developing strategies for coping with the full range of work-related experiences to not only survive but to also thrive at work. Grounded in mindfulness and positive psychology, this presentation reintroduces you to essential 21<sup>st</sup> century career competencies.

**Spencer Niles** is the Dean for the School of Education at The College of William & Mary in Virginia. Prior to being named Dean, he was Distinguished Professor and Department Head for Educational Psychology, Counseling, and Special Education at the Pennsylvania State University. He also served as Director of the Center for the Study of Career Development and Public Policy at Penn State. Dean Niles is the recipient of the National Career Development Association's (NCDA) Eminent Career Award, among numerous other accolades. He served as President for the NCDA and Editor for *The Career Development Quarterly* and the *Journal of Counseling & Development*, and currently serves on numerous journal editorial boards.

# Day 01

MONDAY



**AMUNDSON**  
Norman



**ARCHIBALD**  
Kelci



**ARGYLE**  
Ingrid



**ARTHUR**  
Nancy



**AUSTIN**  
Ellen



**BATTET**  
Nancy



**BEDFORD**  
Brenda



**BELL**  
Donnalee



**BEZANSON**  
Lynne



**BRINKHURST**  
Paul



**BROWN-READ**  
Christine



**CECIL**  
Ben



**CHOY**  
Tang



**CICCIOOPPO**  
Anna-Lisa



**CONNORS**  
Angela



**COOK**  
Michele



**COOK**  
Suzanne



**CORMIER**  
Dwayne



**DAVIS**  
Alexi



**DELICATE**  
Sarah



**DESCHIFFART**  
Clarence



**DOWLWANI**  
Meena



**DRAPER**  
Gayle



**DUECK**  
Tarina



**EDWARDS**  
Laurie



**FLAGLER**  
Wilf



**FLAWN-LAFORGE**  
Jo-Anne



**FORSEY**  
Caitlin



**FORTIER**  
Madeleine



**FRANCIS**  
Teresa



**FRANKLIN**  
Mark



**GODDARD**  
Tannis



**GOYETTE**  
Jacques



**GRIFFITHS**  
Jeff



**HENNESSEY**  
Michael



**HIEBERT**  
Bryan



**HOPKINS**  
Sareena



**HSIUNG**  
Alice



**HUSTON**  
Michael



**IBRAHIM**  
Riz



**IVAY**  
Sue



**JARVIS**  
Phillip



**JENKINS**  
Davis



**JONATHAN**  
Brandi



**KENNEDY**  
Bonnie



**LAM**  
Michael

# Concurrent Sessions

## *Monday, January 25*



**LANDINE**  
Jeff



**LANE**  
Janet



**LAROUCHE**  
Pascale



**LASTMAN**  
Jodi



**LENGELLE**  
Reineke



**LINDSAY**  
Randy



**LIPPETT**  
Robyn



**LOYD**  
Tracey



**LOCATELLI**  
Chantal



**MAGNIFICO**  
Adriano



**MAGNUSSON**  
Kris



**MAINGUY**  
Dan



**MANGONES**  
Zaida



**MANNING**  
Linda



**MARTIN**  
Melissa



**MATHERS**  
Sophie



**MCCAUSLAND**  
Janet



**MEIJERS**  
Frans



**MOCKA**  
Mirela



**MONGEAU**  
Venessa



**MONTGOMERY**  
Michael



**MOON**  
Cheylene



**NANTAIS**  
Melissa



**NEAULT**  
Roberta



**NESBITT**  
Karen



**NILES**  
Spencer



**NO**  
Nora



**OCHIN**  
Katie



**OSLEN**  
Danielle



**PARISEAU**  
Marie-Michelle



**PARSONS**  
Trudy



**PATTERSON**  
Mark



**PETERKIN**  
Cecile



**PICKERELL**  
Deirdre



**POWELL-SIDHU**  
Heather



**POWLESS**  
Dwight



**REDEKOPP**  
Dave



**RENAUD**  
Ken



**RESNEY**  
Terry



**RODNEY**  
Yvonne



**SHARPE**  
John



**SIHVONON**  
Irene



**ST-AMAND**  
Monique



**ST-CYR**  
Gabrielle



**STEWART**  
Jan



**STEWART**  
Suzanne



**STRUWING**  
Lotte



**SUPENO**  
Eddy



**SWERDFAGER**  
Thomas



**TAAL**  
Lee



**TAYLOR**  
Lisa



**TETARENKO**  
Pamela



**UKASOANYA**  
Grace



**STONECHILD**  
Cheyenne



**WONG**  
Sonny



**ZIZYS**  
Tom

# Concurrent Sessions

## Monday, January 25

### Inuit Career Development: A New Guide for Counsellors



Given the absence of specific reference guides or tools to foster the integration and ongoing employment of Inuit people, RQuODE committed to documenting the intervention with Inuit clients at the two Ivritvik Centres (Montreal and Northern Quebec) and proposing a reference guide tailored to career development practitioners. This dynamic session presents the strategies developed to optimize interventions with Inuit clients.

Gabrielle St-Cyr – RQuODE  
Sophie Mathers – Sophie Mathers Consultation

201 | FRENCH ◀ INTERP

### Engaging Students with Career Development

The session offers explanation and insight about Winnipeg's nationally recognized Career Internship Program (CIP) that targets disengaged and bored students. CIP infuses career development into traditional curricula, spawning an integrative and robust pedagogical model that involves multiple elementary, middle and high schools in Louis Riel School Division. The program utilizes a student-centred format that builds personal self-awareness skills, professional networks, innovative mindsets and entrepreneurial verve.

Adriano Magnifico – Louis Riel School Division

202 | ENGLISH

### In Quebec: Counselling for Everyone!

The Ministry of Education, Higher Education and Research (MEESR) has selected counselling content that will be tested in some 20 pilot schools before mandatory rollout across all schools.

Jacques Goyette – Ministry of Education, Higher Education and Research (MEESR)

203 | FRENCH

### Credentializing Competencies to Reduce Skills Mismatches

The Canadian workforce is well educated – but there are persistent and worrisome skills mismatches ranging from shortages in technical competencies, to shortages of essential skills, to underemployment of recent post-secondary graduates. This session demonstrates how a focus on actual competencies rather than relying on academic credentials leads to a better, more flexible workforce and reduced skills mismatches.

Janet Lane – Canada West Foundation  
Jeff Griffiths – Griffiths Sheppard Consulting

204 | ENGLISH

### Career Dialogues: Training Programs That Work

Research shows that most career conversations between students and those who guide them are ineffective. Frequently emotions are skipped over and no meaningful dialogue gets underway. In schools in particular, little attention is paid to what really matters to students. We present the research and practice behind an effective career-training program that foster meaningful dialogue.

Frans Meijers – The Hague University  
Reineke Lengelle – Athabasca University & The Hague University

205 | ENGLISH

### Stories and Strategies Highlight Workplace Career Management

Career professionals are uniquely poised to help employers and employees build a workplace that supports active management and ongoing development of careers. As the importance of corporate career management becomes recognized, with minor adjustments, we can be better positioned to play significant roles. Using cases, learn to speak employers' language and make a case for career management within the workplace.

Mark Franklin – CareerCycles  
Deirdre Pickerell, Roberta Neault – Life Strategies Ltd.

206 | ENGLISH



Sessions marked as "Funded" denote a CERIC-funded project.

Headsets available on Level 3

BLOCK

1

10:00 AM – 10:50 AM

MONDAY

## Entrepreneurial Success: Developing Strengths from Your Challenges

In this interactive session, participants will conduct a self-assessment of their behaviour profile, learning how to leverage strengths, understand areas of challenge that may be deterring success, and convert them into assets that will enhance their business, workplace and personal achievements.

Lotte Struwing – Lasting Solutions HR Consulting & Coaching  
Gayle Draper – Intentional Career and Human Resources

207 | ENGLISH

## Behavioural Economics, Career Development & Irrational Decision-Making

We work with clients creating intentions and making plans. Often, they do not execute their plans. We're no different – we frequently don't do what we say we'll do! Dave will review highlights from research associated with behavioural economics that may help clarify the gap between "plan" and "do." He'll also discuss implications of this work for our field.

Dave Redekopp – Life-Role Development Group Ltd.

208 | ENGLISH & INTERP

## Newcomer Entrepreneurship: Barriers, Opportunities and Networks for Support

Newcomer entrepreneurship continues to be an underserved area in career counselling and development. This presentation will include perspectives from the non-profit, public and private sectors to consider the barriers faced by newcomer entrepreneurs and opportunities for supporting their success in the Canadian marketplace. The session will include perspectives and testimonials from several newcomers who have started a business in Toronto.

Irene Sihvonen – ACCES Employment  
Ellen Austin – Business Development Bank of Canada

209 | ENGLISH

## Uncovering the Multi-Dimensional Needs to Clients' Employment Barriers

Self-marketing and job search strategies are components seen as vital for employment programs. I will demonstrate that the capacity building of clients' level of socio-emotional resilience is key to increasing their confidence and decreasing the negativity associated with unemployment. Participants will walk away with tools to better address transitional/employment barriers and to move their clients to a positive cognitive state.

Sonny Wong – Ryerson University

210 | ENGLISH

## Breaking Down Barriers and Building Bridges

An interactive session that will discuss the "real" employment barriers that stand in the way of clients obtaining employment and keeping employment. A focus will be had on career development practitioner hesitations when acknowledging these barriers and how to address them with a client, and on helping the client overcome them so they can obtain and retain employment opportunities.

Heather Powell-Sidhu – University of Guelph

211 | ENGLISH



## 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 25

### ChatterHigh: Making Career and Post-Secondary Exploration Fun

ChatterHigh is a free nine-minute career exploration activity that creates accessibility to many post-secondary pathways and possible career goals. This compliments self-assessment activities that many schools already use. Learn how this activity helps contribute to “hope” in students and why this communication channel is considered “the most effective portal for directly engaging the high school community” by post-secondary institutions.

Lee Taal – ChatterHigh Communications Inc.

212 | ENGLISH

### Levers of Change: Overcoming the Threats to Jobs

Does it seem like your clients are in a revolving door of chronic under/unemployment? They're not alone. There are multiple threats to jobs affecting the number and quality of jobs available. This session will unpack those threats and profile some potential solutions that increase the number of available good jobs and put a doorstop in the revolving door.

Tom Zizys – Metcalf Foundation Fellow  
Donnalee Bell – Canadian Career Development Foundation

214 | ENGLISH

### Five Agencies, One Door: The MESH Employment Program

MESH is a brand new, award-winning program addressing the complex and interrelated barriers of mental health, employment, substance abuse and housing. Can people with complex needs be successful in employment? What would have to change in the way they access services? Learn what five agencies are doing to not only change the playing field, but change the game.

Alexi Davis – Prospect Human Services

213 | ENGLISH

### The Talent Disconnect: Challenge, Solution, Results

Local challenges of linking talent to jobs is driving creative and innovative solutions. A new, grassroots solution has been developing that is user-led and built on collaboration and community partnerships. Bringing technologies together to maximize opportunities for jobseekers, employers and communities is the primary focus of a collaboration between Magnet, Vicinity Jobs and MDB. How might your community benefit?

Mark Patterson – Magnet  
Trudy Parsons – MDB Insight

215 | ENGLISH

## Cannexus Conversations

Monday, 12:00 PM

*NEW! During the Monday luncheon in the plenary, delegates get an opportunity to discuss “hot-button topics” from the CERIC 2015 Survey of Career Service Professionals. If you want to participate in a conversation, just look for a topic that interests you and sit down (there will be colour-coded signs on the tables). Share what you’re discussing with the hashtag #CXConvos.*



### The Social Network: Support for Information on Training and Work

The role of the social network in the vocational integration process of young adults in precarious situations is studied. However, the forms of support provided by this network in the area of information on training and work (ITW) are not well documented. This presentation focuses on the composition of the social network and its support role in ITW for young vulnerable adults.

Venessa Mongeau, Marie-Michelle Pariseau, Eddy Supeno –  
Centre d'études et de recherche sur les transitions et  
l'apprentissage (CÉRTA), Université de Sherbrooke

201 | FRENCH ◀ INTERP

### Road Map: Career Development for Youth in Care

The Road Map program is designed for youth in care and custody. It began with a series of youth focus groups and was partially developed based on this feedback. The curriculum is experiential in nature, is strengths-based and includes elements of play in the delivery. Content covers a wide variety of career development and financial literacy concepts.

John Sharpe, Robyn Lippett – Partners for Youth Inc.

202 | ENGLISH

### Careers in the Canadian Armed Forces

Learn, Train, Explore. The Canadian Armed Forces (CAF) puts education, skills and training to work. With over 100 careers from safety and security to healthcare and engineering, the CAF combines education and training to produce employable, transferable skills and experiences. The CAF provides an outstanding foundation to a dynamic and challenging career portfolio. Learn how the CAF can open the door to future opportunities.

Maj. Dan Mainguy – Canadian Armed Forces

203 | ENGLISH

### Targeting the 50+: Benefits, Successes & Engagement

Engaging and targeting clients who are 50 years and older will benefit your centre. Let us show you how delivering targeted marketing and programming for this group can result in organizational success. MORE IMPORTANTLY let us illustrate how these successes are celebrated by clients! By investing in 50+ programming, you will be amazed with the positive engagement it creates.

Terry Resney – Business Education Council of Niagara

204 | ENGLISH

### How Career Development for Native People is Different

There are several differences in how career development for Native people is different. Based on the presenter's own personal experiences and those observed as the Director of Co-operative Education for Manitoba post-secondary institutions and member of the Canadian Co-operative Education Professional organization, this session will encourage active involvement by those participating. In particular, we will want to hear what innovative career developers have tried with Native people and why these were successful. Participants will leave the session with some new ideas for career development for Native students.

Leslie Lounsbury – Spirit of Youth Enterprises Inc.

205 | ENGLISH

## Free Internet!

*Cannexus delegates can  
take advantage of free Wi-Fi  
throughout the Shaw Centre!*

*Choose the network:*  
**FREEMAN AV WIFI**

*Password:*  
**CANNEXUS**



# Concurrent Sessions

## Monday, January 25

### Meaningful Evaluation: It Is Overdue!

Can self-help capacity be measured? Does increased self-esteem impact positive outcomes? Do practitioner assessments align with client self-assessments? Does service length matter? These are “some” questions tested in a 2015 study with 400 clients in Saskatchewan and New Brunswick career and employment services. Research results and the online tool PRIME (Performance Recording Instrument for Meaningful Evaluation) will be presented.

Lynne Bezanson – Canadian Career Development Foundation  
Dave Redekopp – Life-Role Development Group

206 | ENGLISH

### Career Development in Ontario, Kindergarten to Grade 12

Participants will learn about the career development policy and program requirements for Ontario students, Kindergarten to Grade 12, outlined in Creating Pathways to Success, An Education and Career/Life Planning Program for Ontario Schools.

Melissa Nantais – Ontario Ministry of Education

209 | ENGLISH

### What Exactly Is a Career Counsellor?

Career counselling and career development are vital in this rapidly changing, complex world. Nova Scotia counsellors and practitioners struggle with defining the term “career counsellor,” which led to producing a Working Paper on Career Development and Career Counselling. Acknowledging that both roles are equally valuable, they examined definitions, tasks and competencies. Participants will discuss the paper and provide input.

Clarence DeSchiffart – Nova Scotia Community College  
Teresa Francis – Private Practice  
Nancy Blair – TEAM Work Co-operative/The WorkBridge

207 | ENGLISH

### CPID: An Indigenous Training and Capacity-Building Model

Fostering employability and educational readiness through a community-based skills recognition (stamp) and certification system that feeds into post-secondary accreditation, CPID integrates culture, service skills, knowledge and self-reflection/healing to enhance participants’ employment and post-secondary opportunities. This session will focus on the learning model and outcomes from our pilot phase designed in collaboration with our Aboriginal and academic partners.

Michele Cook – International Institute for Child Rights & Development  
Cheyenne Stonechild – VACFSS  
Cheylene Moon, Hannah Clifford, Michael Montgomery

210 | ENGLISH

### Bridging Worlds: Culturally Responsive Career Development for Newcomers

Researchers in Canada have partnered to learn about the shared and disparate approaches to career development for refugee and newcomer children. Findings based on data from the school and community settings in Manitoba will be shared and emerging themes and trends related to best practices for culturally responsive career development and exploration will be discussed.

Jan Stewart, Caitlin Forsey – University of Winnipeg

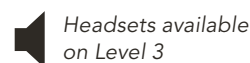
208 | ENGLISH ◀ INTERP

### Seizing All Opportunities for Developing Personal Management Skills

Graduates from training/education programs need strong “soft” skills to succeed. This session will present a model for achieving this, and will provide a forum for practitioners to share insights and experience about how they assess and develop these foundational skills. Participants will be challenged to consider how best to handle difficult behavioural barriers to employment.

Paul Brinkhurst, Randy Lindsay – Futureworx

211 | ENGLISH



### The Bigger the Barrier, the Greater the “Empact”

Empact was designed as a demonstration project in response to a provincial government request for ways to help chronic income support users get good jobs and retain them. It teaches essential skills, life skills and job search skills with direct connection to the workforce. Learn how this program provides customized employment support for individuals struggling to move off income support.

Tarina Dueck – Prospect Human Services

212 | ENGLISH

### Helping Post-Secondary Students Manage Their Career-Planning Anxiety

At university and college counselling services, counsellors and career practitioners are working with many students presenting with anxiety, social anxiety and/or introversion. This presentation will discuss the ways in which these may impact on various aspects of career planning, from the exploration of options to the job interview. Successful strategies for individual and group intervention will be presented.

Anna-Lisa Ciccocioppo – University of Calgary

213 | ENGLISH

### Using Twitter but Not to Tweet

Many CDPs don't use Twitter, feeling a lack of interest in the Twitterverse. Yet, Twitter can be an incredible tool for staying current with LMI and best and emerging practices in their field, plus keeping connected with local employers. This presentation will introduce Twitter as an information source, drawing from the community with no obligation to contribute to it.

Deirdre Pickerell – Life Strategies Ltd.

214 | ENGLISH

### The Powerful Potential of Sector-Based Workforce Development

Sector-based workforce development initiatives have the potential to create long-term workforce systems change that addresses issues such as skills gaps, job quality and workforce inclusion. Using HWTC as a case study, this presentation will define the approach and highlight best practices and lessons learned in order to make the case for expanding the approach to other sectors in Canada.

Danielle Olsen, Jodi Lastman – Hospitality Workers Training Centre

215 | ENGLISH

## Poster Presentations & Dessert



Join us in the Exhibitor Hall on **Monday at 12:45 PM** for delicious desserts and the chance to talk to graduate student researchers who will be presenting their latest work.

- *Cultural Influences on Impression Management: A Focus on Internationally Educated Engineers* (Jelena Radan, University of Calgary)
- *Career Transition of Skilled Immigrants: Counselling Interventions* (Deepak Matthew, University of British Columbia)
- *Transition From Elite Sport: The Affects of Athletic Career Experiences on Retiring Canadian Junior Hockey Players* (Lauren McCoy, University of Alberta)
- *What Employers' Want: Professional Skills for Tomorrow's Workplace* (Lisa Gust, University of Calgary)
- *Beyond Generation Jobless: How Recent University Graduates are Approaching the Job Search Process and Finding Meaningful Employment* (April Dryda, University of Calgary)
- *Teachers' Lived Experience of Interpersonal Mattering in the Workplace* (Jodi Campbell, Lakehead University)
- *Career Development for Newcomer and Refugee Youth in Manitoba* (Caitlin Forsey, Jan Stewart, University of Winnipeg)
- *YouLEAD* (Luna Akeyna, Michele Cook, Cheylene Moon, Royal Roads University)

# Concurrent Sessions

## Monday, January 25

### Dispelling the Career Myth



Many young people and those that support them continue to expect that they will follow a linear path from school to a long-term job. Cathy will discuss the problems that this assumption creates and why it persists despite being so misguided. Techniques to mitigate the career myth that can be used with both young people and their parents will be introduced.

Cathy Campbell – Collective Wisdom

201 | ENGLISH ◀ INTERP

### Helping Organizations Optimize Their Skills Recognition Processes

Over the past 2-1/2 years, CAPLA has completed an ESDC-funded project which resulted in a pan-Canadian Quality Assurance Manual for the recognition of prior learning (RPL). It includes guiding principles, steps related to counselling and assessment of adults' skills & competencies and self-audit checklists, all of which will provide an achievable path toward continuous improvement and organizational effectiveness.

Bonnie Kennedy –  
Canadian Association for Prior Learning Assessment (CAPLA)

202 | ENGLISH

### Taking the Leap from Workshops to E-Learning

Are workshops delivered with only a few participants? Do clients leave because they want information now? How does this affect your outcomes? Your Resource and Information Centre plays a vital role in attaining your organization's performance measures. However, workshop delivery consumes precious resources. Cost-effective online learning options that produce results make sense, and are easier than you think!

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

203 | ENGLISH

### Innovations: Mature Workers and Later Life Career Development



The number of older workers is increasing, yet they face particular career development challenges. This presentation describes results from the recent Canadian and US survey conducted by Cook and Klassen. This research examined employment policy, programs and services for mature workers, identifying innovation and best practices. Career professionals who work with clients age 50 and over will want to attend.

Suzanne Cook – York University

204 | ENGLISH

### Easy-Peasy-Lemon-Squeezy: Career Interventions for the K-11 School-Set

Learn how educators, administrators, parents, school professionals and community partners collaborate to bring the world of work into schools and make learning relevant. This presentation will look at two innovative examples – the Human Career Library and Making Dreams Come True through Career Awareness – that truly engage a whole community in building a career culture in schools. AND, have parents, teachers, students and principals wanting to do them again and again.

Nancy Battet – Lester B. Pearson School Board  
Karen Nesbitt – Westwood High School Senior Campus  
Donnalee Bell, Sareena Hopkins –  
Canadian Career Development Foundation

205 | ENGLISH

### Twitter is the Buzz

You will learn the 5 secrets to using Twitter. How to: create a powerful profile; gain followers in days; whet your appetite with applications; use hashtags to start a global conversation; and search strategically to land job leads and penetrate the hidden job market. Melissa will also show 50 reasons why Twitter is the BUZZ for global job searching.

Melissa Martin – Military2CivilianEmployment.com

206 | ENGLISH

## Making Your Training Program More Effective with Mentoring

Generally, training commences for a week or two; then, the new employee is left to figure out any confusing job-related issues alone. Meaningful engagement may not be truly accomplished for weeks. To make transition as smooth as possible, both mentoring and training programs play a vital role, focusing on the skills the employee needs to perform their job well.

Cecile Peterkin – Cosmic Coaching Centre

207 | ENGLISH

## Employment Counselling Using Action-Oriented, Hope-Centred Career Development



This session will focus on face-to-face and online career interventions using an action-oriented, hope-centred career development approach. In the session, we will be demonstrating some of the intervention methods and also discussing the results of some evaluation research. The study of these interventions was conducted in two employment counselling centres in British Columbia, under the direction of Training Innovations.

Norman Amundson – University of British Columbia  
Tannis Goddard – Training Innovations Inc.  
Spencer Niles – The College of William & Mary

208 | ENGLISH & INTERP

## Advancing Employability Among Internationally Trained Professionals

We examine how research intersects with a practical project to advance the employability of underutilized Internationally Trained Professionals (ITPs) in the Canadian workforce. We statistically demonstrate how workforce development processes and critical timelines mediate the relationships between employability and career transition success. We also demonstrate how The Active Career Advancement Project works to re-position ITPs in sustainable alternative careers while simultaneously providing information for employers.

Nora No, Michael Lam – S.U.C.C.E.S.S.  
Grace Ukasoanya – University of Manitoba

209 | ENGLISH

## 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 no sure where to go. Could it be to CERIC? Explore CERIC's current funding priorities for Project Partnerships, our online application portal and review processes, hints and tips, and supports available to applicants. Current project partners will also share their experiences.

Riz Ibrahim – CERIC

210 | ENGLISH

## Career Development from a Creative Standpoint

Dream Job Academy at the University of Toronto is an arts-based, experiential learning program designed to increase post-secondary students' self-knowledge, self-awareness and self-efficacy as they engage in career exploration. At the Ryerson Career Centre, a faculty-based career development model and innovative outreach strategies have increased 1:1 appointments by 97.5% and custom presentation attendance by 540% amongst creative industries students.

Tang Choy – Ryerson University  
Kelci Archibald – University of Toronto, Career Centre, St. George Campus

211 | ENGLISH



*Tweet about  
what you  
learn and who  
you meet using the*

**#Cannexus16** *hashtag.*

*Note: you can cross-post  
to Twitter from inside  
the Cannexus app!*



# Concurrent Sessions

## Monday, January 25

### Road to Employment

Hear about our story: a) Our experiences transitioning from high school to university to the "real world" b) What inspired us to drive across Canada and produce a documentary about youth employment. We will also share our takeaways (what students need to hear) about: setting up informational interviews, engaging in experiential learning, and working with career professionals to help youth navigate their future.

Clinton Nellist, Denis Luchyshyn – Road to Employment

212 | ENGLISH

### Co-ordinating to Connect Jobseekers to Jobs

Labour Market Ottawa has worked with more than 60 community partners to develop a set of common tools for service providers working with jobseekers across the city. We will highlight our ottawajobpath.ca resource portal, quick reference sheets and jobseeker worksheet – all being used by educators, employment counsellors and literacy organizations connecting Ottawa's jobseekers to jobs.

Ingrid Argyle, Brenda Bedford – Labour Market Ottawa

213 | ENGLISH

### One Thing for Social Justice

How do career practitioners incorporate social justice into their career development practices? This presentation will provide examples, ranging from how clients' career concerns are framed, advocating with organizations, working with policymakers, and making change at larger systems levels. Learn "one thing" that career practitioners can do to address social justice and share some of your ideas.

Nancy Arthur – University of Calgary

214 | ENGLISH

### Linking Talent and Jobs: a Local Solution

Where are the Jobs? What skills are employers looking for? What should I study if I want to live in my community? Learn of one region's solution that has been embraced by employers, jobseekers and local intermediaries alike. Come hear about the Labour Market Gateway. It might be just what your community is looking for!

Trudy Parsons – MDB Insight

Joe Celestini – Workforce Development Board (Peterborough)

215 | ENGLISH

## Cannexus App

*We have a new mobile app for Cannexus16, powered by Attendify! You can:*



- View the profiles of other attendees and network
- Build a personalized schedule of sessions to attend
- Join the conversations about Cannexus
- Stay up-to-date on conference news and updates, such as session changes
- Rate and review each presentation in real-time

*Download the Android app on Google Play or the Apple app on the App Store.*



## Beware of Compassion Fatigue

Anyone working with low-income clients may experience a special form of burnout called compassion fatigue. By feeling the suffering of the people they are looking after, they may become emotionally overloaded without noticing it – a condition that is conducive to the development of compassion fatigue.

Madeleine Fortier – Accent Carrière

201 | FRENCH ◀ INTERP

## Engaging Undecided Post-Secondary Students with Guided Self-Assessment

This session provides an overview of a popular career planning workshop at Mount Royal University (MRU). Along with a guided introduction to some of the tools we use, we'll discuss strategies for meaningfully engaging students in their own effective career decision-making. Use of guided non-standardized self-assessment and the Life-Role matrix tool will be demonstrated in an experiential learning setting.

Michael Huston – Mount Royal University

202 | ENGLISH

## Creating Bright Futures Through Person-Centred Planning

Person-Centred Planning (PCP) creates a future filled with personal choice, possibilities, collective wisdom and obtainable as well as meaningful career pathways. Participants will acquire knowledge about PCP processes and how they enhance career choice, create achievable work readiness and skill-building goals, and identify stakeholders to strategically plan for employment success.

Ken Renaud – Center for Excellence and Advocacy

203 | ENGLISH

## Mobilizing Entire Communities to Support Career Facilitators

Canada leads the world with tools and strategies to mobilize whole-community support for career development facilitators. Workforce planning groups, industry associations, employers, chambers of commerce, economic development teams, Junior Achievement, United Way, etc., can now all use the same online platform to support educators, parents and career practitioners in helping students and adults launch in satisfying and fulfilling career trajectories.

Phillip Jarvis – Career Cruising

204 | ENGLISH

## Military to Civilian: Helping Career Professionals Navigate Options



Finding work after deployment is not always easy for Canadian Armed Forces personnel. Although highly skilled, many veterans have unique needs in translating their experience and training into civilian terms. Learn from this panel of experts, including the author of a new CERIC resource guide, on what makes for a successful military to civilian career transition.

**Yvonne Rodney (Moderator)** – Inner Change Consulting  
**Janet McCausland** – Prince's Operation Entrepreneur  
**Ben Cecil** – Fanshawe College  
**Dwayne Cormier** – Canada Company  
**Jo-Anne Flawn-LaForge** – Canadian Armed Forces  
**Katie Ochin** – Military Family Services  
**Sue Ivay** – Calian  
**Dr Kevin Wainwright** – British Columbia Institute of Technology (BCIT)

205 | ENGLISH

## Say Cheese!



*While at Cannexus, take advantage of our professional photographer to get an **updated headshot for your social media profile for only \$10!** Photos will be taken during the **Tuesday morning Networking Break**. Sign up and pay in advance at the **Conference Check-In desk**.*

# Concurrent Sessions

## Monday, January 25

### Demonstrating the Impact of What We Do

Counsellors and managers say that evaluation is important, but few people do it. New ways are needed to evaluate career services. In this session we describe a new approach for making evaluation an integral part of service delivery. The approach has been successful in numerous counselling, academic and agency settings.

Kris Magnusson – Simon Fraser University  
Bryan Hiebert – Per Man Consultants Ltd.

206 | ENGLISH

### Innovative Initiatives for an Inclusive Workforce

Helping clients overcome barriers to inclusion in today's workforce can be the most challenging and the most rewarding thing we do. This presentation will help you identify some of the challenges faced by certain client groups and discuss practical solutions and best practices to overcoming obstacles to workforce inclusion.

Brandi Jonathan – Grand River Employment and Training  
Angela Connors – ONESTEP

207 | ENGLISH

### Managing a Multi-Generational Workforce: The 3 Truths and 1 Lie

Leadership is focused on succession planning, leadership development and organizational demographics. The workplace is made up of various generations ranging from millennials to mature workers. Caught in the middle are managers without the tools to help employees explore today's new world of career possibilities and to successfully collaborate as a team. This session will focus on managing a multi-generational and intergenerational workforce using examples from across North America, Australia and the UK.

Lisa Taylor – Challenge Factory

208 | ENGLISH ◀ INTERP

### Ecosystemic Approach: Career Transitions for International Doctors

Human development ecology explores the gradual and mutual accommodation between a growing person and the changes in the properties of the environment in which the person lives. As part of career transitions for international doctors, this model connects HR, managerial staff, career counsellors and candidates to optimize their integration in non-standard employment.

Monique St-Amand, Mirela Mocka, Zaïda Mangones –  
Club de recherche d'emploi Montréal Centre-Ville (CREMCV)

209 | FRENCH

### Indigenous Career Development: Shifting from Deficits to Successes

Canadian Indigenous career development is impacted by numerous factors, such as: racism, oppression, gender, marital status, education level, social dependency and mobility. These two presentations will examine the impacts of these factors on Aboriginal adults in New Brunswick and on Indigenous urban youth. Recommendations and concrete guidelines for practice and policy changes will be made.

Michael Hennessey – Joint Economic Development Initiative Inc.  
Jeff Landine – University of New Brunswick  
Suzanne L. Stewart – University of Toronto/Ontario Institute for Studies in Education (OISE)

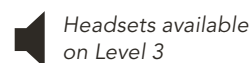
210 | ENGLISH

### Engaging Employers: Perceptions, Challenges and Current Solutions

The first part of this presentation shares results from a study of employer's perceptions about major labour market trends and their changing demands. We then present the results of a pilot employer engagement program aimed at developing youth soft skills in various industry sectors. It concludes with an interactive element focusing on placements beyond subsidy by engaging jobseekers with their job development.

Thomas Swerdfager, Ingrid Argyle – Labour Market Ottawa  
Meena Dowlani – Destination CEO  
Mirga Saltmiras – First Work

211 | ENGLISH



### Live Chat Management: East and West Coast Experiences

The changes in our digital world are influencing how we help our clientele manage their careers. Career development practitioners need additional skills to effectively respond in Live Chat. Nova Scotia Community College (NSCC) and MixtMode have been developing Live Chat training and offering services through this medium. We'll explore customer service skills, needs assessment, supervision, quality assurance and lessons learned from our involvement.

Laurie Edwards, Clarence DeSchiffart – Nova Scotia Community College  
Tannis Goddard – Training Innovations

212 | ENGLISH

### Essential Skills Approach and Practical Tools: A Catalyst for Career Activation

Join us for an interactive and authentic sharing of how Douglas College's Essential Skills approach and the Ontario Skills Passport tools help individuals from kindergarten to retirement identify and develop their "transferable skills" and gain the knowledge and confidence required for making informed career decisions, moving from self-doubt to self-reliance.

Chantal Locatelli – Ontario Ministry of Education  
Valerie Lockyer – Douglas College

213 | ENGLISH

### Maximizing Career Engagement: Practical Applications for Diverse Clients

The Career Engagement model has attracted international attention as a framework for conceptualizing complex career issues that result from mismatched challenge and capacity. Phase 2 of research on the model is focused on practical applications, including tools that career practitioners can use with their clients. Join model developers for tips and strategies to get your overwhelmed and underutilized clients re-engaged.

Roberta Neault – Life Strategies Ltd.

214 | ENGLISH

### Redesigning the College Experience for Student Success

This session presents research and examples from colleges and universities seeking to improve student success through the redesign of academic programs and support services. Presenters focus on the organizational and programmatic changes necessary to help students through the stages of career exploration, planning, major selection and program completion. The role of advisors in supporting the transition from education to employment is also discussed with the objective of fostering resilience and improving career outcomes for students.

Tracy Lloyd, Alice Hsiung – Centennial College  
Davis Jenkins – Teachers College, Columbia University

215 | ENGLISH

## Complete Your Exhibitor Passport to Win!

Visit all the exhibitors and have each put a sticker in your Exhibitor Passport. Then drop off your completed passport at the Conference Check-In desk before the draw. Gather **Tuesday at 3:30 PM** in the Exhibitor Showcase and you could win a **Samsung Galaxy Tablet (\$279 value!)**. Other exhibitors will be doing their own prize draws at the same time.



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# Day 02

JANUARY 26

SHAW CENTRE (SC)

7:30 AM – 5:00 PM	Conference Check-In	Level 3: Foyer
7:30 AM – 8:30 AM	Networking Breakfast	Level 3: Plenary
8:00 AM – 8:50 AM	Concurrent Sessions – Block 5	Level 2: Meeting Rooms
9:00 AM – 9:30 AM	Assembly and Announcements	Level 3: Plenary
9:30 AM – 10:30 AM	KEYNOTE ADDRESS <b>Ratna Omidvar</b> "An Accidental Canadian: Reflections on the Immigrant Experience"	Level 3: Plenary
10:30 AM – 11:00 AM	Exhibitor Showcase / Networking Break	Level 3: Foyer / Exhibitor Hall
11:00 AM – 11:50 AM	Concurrent Sessions – Block 6	Level 2: Meeting Rooms
12:00 PM – 1:30 PM	Spark! Luncheon	Level 3: Plenary
1:40 PM – 2:30 PM	Concurrent Sessions – Block 7	Level 2: Meeting Rooms
2:40 PM – 3:30 PM	Concurrent Sessions – Block 8	Level 2: Meeting Rooms
3:30 PM – 4:00 PM	Final Exhibitor Visits & Draws / Networking Break	Level 3: Foyer / Exhibitor Hall
4:00 PM – 4:50 PM	Concurrent Sessions – Block 9	Level 2: Meeting Rooms

TUESDAY



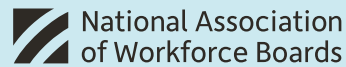
# Get in the ZONES!

*New to Cannexus,  
visit our "Zones,"  
located within the  
Exhibitor Showcase.*

## WORKFORCE DEVELOPMENT ZONE

---

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Forum in partnership with:



## SKILLED TRADE AND TECHNOLOGY ACTIVITY ZONE

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## CAREER APPS ZONE

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## SOCIAL ENTERPRISE CAREER MARKETPLACE ZONE

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in collaboration with:



# Day 02

TUESDAY



**ANDREW**  
Caroline



**BASSO**  
Jan



**BAUER**  
Jonathan



**BIRENBAUM**  
Rona



**BLUMGRUND**  
Carina



**BONNEMA**  
Betty



**BORROWS**  
Annette



**BOSSICK**  
Brian



**BROWNE**  
Jennifer



**BURNELL**  
Tom



**BUSSARD**  
Natalia



**CAHILL**  
Mildred



**CHARTIER**  
Renée



**CHEN**  
Charles P.



**CHENDAMARA KANNAN**  
Raajkumar



**CHEVRETTE**  
Philippe



**CLARKE**  
Amber



**COLE**  
Darrell



**CORMIER**  
Dwayne



**COURNOYER**  
Louis



**COVELL**  
Leigha



**CRASS**  
Gretchen



**CURRELLY**  
Madelaine



**CUTLER**  
Herky



**DAVIDOFF**  
Avra



**DAVIES**  
Josh



**DE RAAF**  
Shawn



**DEANGELO**  
Joanne



**DEFREITAS**  
Suzanne



**DELICATE**  
Sarah



**DI MAULO**  
Sonia



**DOBBS**  
Jack



**DUBUC**  
Martin



**DUPLEY**  
Stephanie



**DUTCH**  
George



**DYRDA**  
April



**ETOK**  
Lydia



**FAIRWEATHER**  
Jon



**FLAWN-LAFORGE**  
Jo-Anne



**FUREY**  
Edith



**GAUTHIER-RICHARD**  
Léonie



**GODDEN**  
Lorraine



**GOSSELIN**  
Jay



**HAMBLEY**  
Laurie



**HATALA**  
John Paul



**HOANG**  
Anh Nguyen



**HOPKINS**  
Sareena



**HOWARD**  
Sonya



**HUGHES**  
Courtney



**HUMPHREYS**  
Frances



**HUSTON**  
Michael



**HUTTER**  
Jennifer



**ISENOR**  
Jessica

# Concurrent Sessions

## *Tuesday, January 26*



**JOHN**  
Roger



**JOHNSTON**  
Gillian



**KARR**  
Michelle



**KATANIK**  
Lorraine



**KEIS**  
Ken



**KELLY**  
Nora



**KNOWDELL**  
Richard



**KONRAD**  
Caroline



**KUTSYURUBA**  
Benjamin



**LACHANCE**  
Lise



**LANDINE**  
Jeff



**LAROSE**  
David



**LENGELLE**  
Reinecke



**LEVINE**  
Kathryn



**LUCHYSHYN**  
Denis



**MACKENZIE**  
Allen



**MACKENZIE**  
Laura



**MACKEY**  
Jennifer



**MARLOW**  
Paige



**MARSHALL**  
Anne



**MARTINEAU**  
Andrée



**MATADEEN**  
Glen



**MATHESON**  
Ian



**MCMILLAN**  
Heather



**MEIJERS**  
Frans



**MITRA**  
Melanie



**MONTURE**  
Sara



**MORCH**  
Julia



**MORNING BULL**  
Kelli



**NAKASK**  
Ann



**NELLIST**  
Clinton



**NOZKA**  
Paulina



**OFFET-GARTNER**  
Kathy



**PERRON**  
Jean-François



**PICKERELL**  
Deirdre



**POEHNELL**  
Gray



**POULIN**  
Daniel



**PRIOLO**  
Tony



**PRITCHARD**  
Justin



**PYE**  
Eric



**REEVES**  
Lauren



**RICHER**  
Louis



**ROY**  
Valérie



**RUNNELS**  
Vivien



**RUSSELL**  
Lisa



**SAMSON**  
André



**STEWART**  
Carol



**STEWART**  
John



**STRABY**  
Rob



**TAYLOR**  
Amber



**TIXIER**  
Raphael



**VELTRI**  
Meghan



**WARD**  
Valerie



**WISCHOFF YERAMA**  
Paula



**WOOD**  
Amy



**ZAUGRA**  
John

# Concurrent Sessions

## Tuesday, January 26

### Why Don't People Sign Up for Free Money?

The Canada Learning Bond (CLB) was introduced in 2004 and provides up to \$2,000 to low-income families for their children's post-secondary education. Across Canada, fewer than 1 in 3 children entitled to the Canada Learning Bond have received their free education money. In this session, we will share our experiences addressing the barriers to helping families access this program.

Lauren Reeves, Darrell Cole – Career Trek Inc.

203 | ENGLISH

### Why Your Clients Aren't Listening to You

Wondering why your great career advice and coaching isn't getting traction? At this illuminating and entertaining presentation, you will learn how financial concerns create obstacles to taking sensible career action. The top inertia-inducing financial anxieties will be highlighted along with related solutions. This is a jargon-free presentation!

Rona Birenbaum – Caring for Clients

204 | ENGLISH

### What's Next? Strategies in the Age of Chaos

The work world today is filled with chaos and anxiety. Individuals of all ages are struggling to find their way. In this participatory session, you will be exposed to key strategies that will help individuals manage in these challenging times. The methodology presented will draw from client case studies integrating narrative, personal agency and social networking strategies.

Rob Straby – Conestoga College

205 | ENGLISH

### CDP Certification Across Canada: A Status Report

Voluntary certification for Career Development Practitioners (CDPs) is accessible in five provinces and is in the exploratory stage in several others. In this panel session, you will learn more about provincial certifications and the work that is being done across Canada to define and promote the value and benefits of certification, and address the challenges of certification reciprocity.

Paula Wischoff Yerima – Career Development Association of Alberta  
Jon Fairweather – Government of New Brunswick  
Gillian Johnston – Career Development Practitioners' Certification Board of Ontario  
Tom Burnell – Open Door Group/BC Career Development Association  
Sareena Hopkins – Canadian Career Development Foundation

206 | ENGLISH

### Aboriginal Learners Success Through Partnerships-Driven Essential Skills Training

Mining Essentials: A Work Readiness Training Program for Aboriginal Peoples is co-owned by The Mining Industry Human Resources Council and the Assembly of First Nations. Learn how we are achieving successful training-to-employment and training-to-further-education outcomes through partnerships between communities, employers and educators, and delivering training that is culturally inclusive, involving Elders, all through a mining lens.

Pascale Larouche – Mining Industry Human Resources Council

207 | ENGLISH

### How Do You Measure Your Post-Secondary Career Centre?

Are you being asked to justify your service or prove your value within your larger institution? Unlike community employment centres, your service does not likely come with pre-defined contract targets and outcomes. However, you still need to be able to tell your performance story. This facilitated session will explore what is required to successfully build/implement your Outcome-Based Performance Management Framework.

Sarah Delicate – BBMD Consulting Inc.

208 | ENGLISH

### Deciding on a Career: Not a Piece of Cake

This session, which is primarily focused on counsellors' practices, explores the various aspects of deciding on a career, the different ways in which individuals go about making a decision, as well as adapted intervention solutions.

Louis Cournoyer, Lise Lachance –  
Université du Québec à Montréal (UQAM)

209 | FRENCH

### What's Chili Got to Do with Career-Life Planning?

Education is the core of career/life planning so we have developed a delicious retention program that is sure to please – chili 'n' conversation! Attending to basic needs – including connection – increases academic success, which correlates positively with career success. We will share how chili has helped some Aboriginal students engage academically and career-wise in a delicious way.

Kathy Offet-Gartner, Kelli Morning Bull – Mount Royal University

210 | ENGLISH

### Re-Purposing Employees Through Narrative Writing

There is a significant shift from "generic labour" that is interchangeable and dispensable towards speciality niches organized around creative, collaborative, and complex tasks that focus on specific projects rather than ongoing operations. This session will help employers learn to use narrative writing tools to identify existing staff for re-training or re-purposing to adapt to new technologies and tasks.

George Dutch – JobJoy

211 | ENGLISH

### The Role of Hope for Immigrants Pursuing Licensure

Results from two research trials in Saskatchewan (completed in collaboration with the Hope-Centred Research Team) will be summarized with a focus on how the hope-centred model of career development along with hope-based interventions can improve outcomes for immigrants pursuing licensure. In the session, I will demonstrate some of the interventions used.

Amber Clarke – Saskatoon Health Region

212 | ENGLISH

### Wowing Clients! Tools & Techniques for Career Professionals

Whether you're working within an organization or in private practice, successfully attracting, engaging, onboarding and retaining clients is paramount. Yet, many career professionals are mystified by so-called sales and marketing tactics. Learn valuable tools and techniques to truly "wow!" your clients in authentic and meaningful ways. Gain fresh insights to increase both your target clientele and service deliverables.

Jennifer Mackey – CareerCycles

213 | ENGLISH

## Spark!

Tuesday, 12:00 PM – 1:30 PM

*Back by popular demand, Spark! brings you short TED-style presentations during the Tuesday luncheon. Speakers on diverse topics will provide the "spark" for you to think differently about your work.*



# Concurrent Sessions

## Tuesday, January 26

### The Power of Assessments in Career Development

Everything in life centres on measurement – money, time, weight, volume – the list is endless. Yet, our experience has been that most people are not self-aware of their values, personal style, self-worth, etc. It is Dr Keis' position that it is impossible for individuals to do career development and live their lives intentionally without the use of assessments.

Ken Keis – CRG Consulting Resource Group International, Inc.

214 | ENGLISH

### Career Strategies for a Competitive Labour Market

While new graduates, internationally trained professionals new to Canada, mid-career professionals and career changers face some barriers unique to their job search, they also share common challenges in Toronto's labour market. Based on experience working with all of these jobseekers, the presenter will lead a discussion on career development strategies of benefit to all for a healthy career.

Nora Kelly – Independent

215 | ENGLISH

## Downloaded the App Yet?

Use the Cannexus16 conference app – and use it often – and you could **win a fantastic prize!**



- Post: 4pts
- Comment: 2pts
- Like: 1pt
- If your post is liked: 2pts
- If your post is commented: 3pts

The top 10 highest points scorers will each win a **Flagbarer Robson Duffle Bag (\$39.99 value)**, made by the Ottawa-based social enterprise Eco Equitable that empowers immigrant and underemployed women to join the Canadian labour market through sewing. Every Flagbarer product is made from a recycled flag which had been on display somewhere in Canada.

Watch the app (and screen in the Plenary) for leaderboard updates.



# Keynote Speaker

## *Tuesday, January 26*

Level 3  
Plenary

ENG

9:30 AM –  
10:30 AM



### **Ratna Omidvar**

*An Accidental Canadian:  
Reflections on the Immigrant Experience*

Ratna Omidvar, Executive Director of the Global Diversity Exchange at Ryerson University, came to Canada as a reluctant immigrant. But she has made this country her home, her calling and her passion. She will reflect on her rough start in Canada and what it taught her about Canada, Canadians and herself. She will discuss her journey as a pragmatic activist, working to ensure that this country benefits from the skills, ambition and entrepreneurship that arrive along with immigrants from around the world — always admiring Canada on the one hand, but constantly exhorting it to be better on the other.

**Ratna Omidvar** is the founding Executive Director of the Global Diversity Exchange (GDX) and Adjunct Professor at the Ted Rogers School of Management, Ryerson University. GDX is a think and do tank on diversity, migration and inclusion that connects local experience and ideas with global networks. Ratna is an internationally recognized expert, speaker and commentator on migration, diversity, integration and inclusion. Previously, she was the President of Maytree, where she played a lead role in local, national and international efforts to promote the integration of immigrants. Ratna is Director of the Centre for Addiction and Mental Health (CAMH), The Environics Institute and Samara. She is Chair of Lifeline Syria, Chair Emerita of the Toronto Region Immigrant Employment Council and Co-Chair of DiverseCity: the Greater Toronto Leadership Project.

# Concurrent Sessions

## Tuesday, January 26

### Making It Work: Managing Maternity Leave Career Transitions



Funded by CERIC, a partnership project between Canada Career Counselling and The Vanier Institute of the Family seeks to understand women's career development as it relates to maternity leave career transitions. This presentation will look at data collected, which solicited opinions of employers and working mothers from across Canada on the topic of maternity leave and career development.

Laura Hambley, April Dyrda – Canada Career Counselling

201 | ENGLISH ◀ INTERP

### Give Employers What They Want: Work Ethic

No matter what sector or region, employers are increasingly hiring talent based on soft skills like attitude and ambition, with the hope that they can train them to be up to par on things like tech skills and industry knowledge. These foundational behaviours are the top traits that hiring managers are looking for in candidates, and yet we focus almost all of our training on academic and technical skills. Discover cutting-edge tactics for building the foundational behaviours of work ethic, and give employers what they REALLY want!

Josh Davies – The Center for Work Ethic Development

202 | ENGLISH

### The Collective Impact Approach and Career Development

Collective Impact began as an approach and is rapidly becoming a theoretical framework by which complex issues can be viewed and addressed. This session will provide background on Collective Impact and suggest that career development leaders and practitioners would be well served to consider pursuing a Collective Impact approach.

Jennifer Browne, Lisa Russell – Memorial University

203 | ENGLISH

### Urban Aboriginal Employment and Training: Success Through Whole-Person Development

Drawing on over 40 years of experience on the ground serving Canada's urban Aboriginal people, this presentation will showcase Friendship Centre programs and best practices based on their whole-person approach to employment and training. The presentation will outline the approach, how it works, its basis for success and how it might translate to other cities, towns, regions or contexts.

Sonya Howard – National Association of Friendship Centres

204 | ENGLISH

### Military Employment Transition

Canada Company-MET Program is a national program that is successfully assisting our men and women of the Canadian Armed Forces make the transition from their military career to civilian careers. This session will provide you information on how to work with transitioning military personnel and how to "Get the Most out of MET."

Dwayne Cormier – Canada Company

205 | ENGLISH

### LinkedIn 101 for Jobseekers and Career Professionals

This is the age of the social network: Facebook, Twitter, LinkedIn, Instagram and more. LinkedIn is the primary professional network, used for brand management, business development, and... job search and recruiting. Surprisingly few career professionals use LinkedIn effectively; this session provides background and tools for improved personal presence, and helping clients market themselves in a competitive job market.

Eric Pye – CPA Alberta

206 | ENGLISH

## Theoretical Integration in Career Practice

This presentation proposes a creative model of theoretical integration in career development practice. It examines key tenets from existing major career theories, reframing them into a wealth of broadly defined, interrelated and focused explanations that aim to address individuals' vocational behaviours and career wellness in a more holistic and comprehensive manner. It also discusses considerations for career counselling and self-helping.

Charles P. Chen – University of Toronto

207 | ENGLISH

## The 12 Rules of the Game When Applying to the Federal Public Service

What better than to compare the federal public service selection process to a game? But how can you play if you don't know the rules of the game? Come understand the requirements of each step in order to keep up your morale with respect to the length of the process and decrease uncertainty.

Andrée Martineau – evolpro

208 | FRENCH & INTERP

## Getting Labour Market Information to WORK for You!

The thought of combing through data is enough to make your hair hurt. But, there is a bank of employment data that is easy to use and will help you learn the skills and abilities people need to be successful in certain occupations as well as where there are job openings.

Joanne DeAngelo –  
National Center for Innovation and System Improvement

209 | ENGLISH

## Ryerson's Career Checkpoint: Campus-Wide Student Employee Development Program

As part of its commitment to preparing students for life after graduation, Ryerson University is embedding learning outcomes and implementing a professional development program into its 1,000+ on-campus student jobs. Informed by leading theories in student and career development, Career Checkpoint is composed of five key components, including toolkits for supervisors and a student employee development program.

Caroline Konrad, Paulina Nozka – Ryerson University

210 | ENGLISH

## The Role of Calling in Vocational Decision-Making

For individuals who value spirituality, the role of "calling" in vocational decision-making is imperative. It may be given or discovered with help. Typically, calling contributes to choosing one's ideal work that leads to significant work satisfaction. This session will provide background to understanding the ways calling may be conceptualized and how career counsellors can facilitate its role in vocational decision-making.

John Stewart – Acadia Divinity College

211 | 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**.*



# Concurrent Sessions

## Tuesday, January 26

### Is Feedback a Bad Word?

Offering and receiving feedback are tough skills to master, yet critical to be able to work effectively and grow professionally. Knowing feedback is coming, or that you have to give it, can be scary! Get ready to learn more about your own preferences for feedback and how your own actions/words can impact how people perceive you.

Sonia Di Maulo – Harvest Performance

212 | ENGLISH

### A Better Story

The stories we tell ourselves influence how we remember our past, understand our present and vision our future, some positively and others negatively. This session will explore ways to assist people to craft a better story for themselves that connects with who they truly are and that can sustain them as they move forward on their life/career journey.

Gray Poehnell – Ergon Communications

214 | ENGLISH

### Career Counselling Education in Canada

Coursework in career counselling used to be a fundamental component to counsellor education programs, but now it appears to be given less emphasis. Our research shows how career counselling education is changing in Canada and how new counsellors may not be incorporating career counselling into their practice. We will discuss strategies to foster new practitioners in our field.

Jessica Iseñor – Canadian Counselling and Psychotherapy Association, Career Counsellors Chapter

213 | ENGLISH

### Putting Canada on the GAP

According to Statistics Canada's Youth in Transition Survey, 93% of young adults change education and/or career paths between the ages of 17 and 25. Yet, somehow, the majority of young Canadians decide to enter post-secondary studies immediately following high school. Learn about the critical elements in enabling young adults to find and pursue their passions. Also find out about the types of experiences students should seek out when considering a "gap year."

Jay Gosselin – MentorU

215 | ENGLISH

## Stop by the CERIC Booth!

*Come talk to us about our new projects and program developments. You can also pick up our latest publications that will keep you informed and inspired:*

- The Winter 2016 "Resilience" issue of **Careering** magazine
- The new edition of **The Canadian Journal of Career Development**
- Books, including the just launched **Military to Civilian Employment** guide, updated **From My Perspective** guides, **Career Crafting the Decade After High School** guide, and **Career Development Practice in Canada** textbook

*Plus, buy your Career Development Matters t-shirts and toques!*



# Spark! Luncheon

## 12:00 PM – 1:30 PM

Level 3  
Plenary

ENG

*Our popular TED-style Talks are back! Hear five unique speakers each give a 15-minute talk that will “spark” you to think differently about your work.*

### Harness Your Inner Misfit to Change the World

There are more unconventional jobs than ever before – and the market needs unconventional people, thinking and skills to fill them; it is the age of misfits. Hear the story of an accidental social entrepreneur who could never conform but always wanted to stand out and make a positive difference.

**Andreas Souvaliotis** is the Founder & CEO of Social Change Rewards. Recognized globally for architecting some of the most innovative marketing connections between Canada’s most popular loyalty rewards program (AIR MILES) and a wide range of public policy initiatives across the country over the past five years. He was also the founder of Green Rewards, the world’s first eco-points program.

### The Power of Empathy

Recent breakthroughs in neuroscience have confirmed that we are all born with the innate capacity to empathize. And when our natural empathy is combined with action, our brains light up the same pleasure and reward centres as does sex and cocaine. In this Spark! talk, you’ll learn how “Empathic Action” can improve your life... and create positive change in the world.

**Anita Nowak, PhD**, is an award-winning lecturer at McGill University who believes empathy is the most positively disruptive force on the planet – but only when it leads to Empathic Action – an idea that informs all her teaching, writing, coaching, consulting and public speaking.

### The Science of Imagination

Can science tell us about how imagination works? In this talk, Dr Jim Davies will discuss how your brain starts with an abstract idea and ends up producing mental imagery, and how this can be modelled with computers.

**Jim Davies** is an Associate Professor in the Institute of Cognitive Science at Carleton University. Director of the Science of Imagination Laboratory, he explores processes of visualization in humans and machines and is the author of the popular science book *Riveted*.

### Applying Behavioural Economics to Real-World Challenges

Every day, life presents us with opportunities and challenges. How can we understand why people make the decisions they do and, in turn, influence those behaviours with “nudges” that have been empirically validated. This is our chance to be bold, overcome fear, calculate the risk and take control!

**Kelly Peters** is Chief Executive Officer and Co-Founder at BEworks, a firm dedicated to the application of behavioural science insights and methods to real-world challenges. The firm was co-founded with renowned behavioural scientists Dan Ariely and Nina Mazar.

### Rhythm & Poetry

Using the art of spoken word poetry, **Wali Shah** talks about community and social issues from a youth perspective. Blending arts with activism, we can all use our gifts to create lasting change.

As one of Canada’s Top 20 Under 20, **Wali Shah** is a 20-year-old Canadian artist from Mississauga, ON and is currently a student at the University of Toronto. As a speaker, Wali has spoken to high-profile corporations such as Pepsi, TD Bank and Canada Dry/Motts and as a performer, he has been featured on MTV, and shared a stage with many well-known artists such as Sarah McLachlan and Kendrick Lamar.



# Concurrent Sessions

## Tuesday, January 26

### Private Practice and Work/Life Balance

Being exposed to negative emotions, self-employed workers in the helping relationships field may have trouble psychologically letting go of their work. There have been no studies done on managing the boundaries between the different parts of their lives. Interviews with career counsellors in private practice highlight strategies that lead to a better work-life balance.

Léonie Gauthier-Richard, Lise Lachance, Martin Dubuc, Anh Nguyen Hoang – Université du Québec à Montréal (UQAM)  
Louis Richer – Université de Québec à Chicoutimi (UQAC)

201 | FRENCH ◀ INTERP

### Manitoba Start: Stakeholder Collaboration for Immigrants' Professional Success

Manitoba Start provides career services for newcomers (over 6,000 annually) and connects business to a world-class workforce. This session showcases Manitoba Start's approach to strengthening workforce integration and qualification recognition supports for immigrants. The presenter will discuss how Manitoba Start meets immigrant professionals' unique workforce needs, e.g. to gain licensing, and achieves labour market success through partnerships with multiple stakeholders.

Jonathan Bauer – Manitoba Start

202 | ENGLISH

### Metaphors in Career Writing: A Narrative Approach

Information is never enough to make sense of today's labour market. Those being helped to build their careers must not only have knowledge and experience, but ascribe meaning to both. The theory, practice and research behind "career writing" is presented here, with a particular look at how metaphors can be useful to develop awareness and self-direction among clients and students.

Reinekke Lengelle – Athabasca University & The Hague University  
Frans Meijers – The Hague University

203 | ENGLISH

### AFC Holland:

#### Adapting Approaches to Today's Realities

The traditional approach in relation to the Holland model is to measure interests. It has been shown, however, that we can go much further in order to get better predictions. Using the AFC Holland test, you will understand how the incorporation of the personal effectiveness sentiment, and positive vocational behaviours and affects can help you be more accurate and consistent in your assessments.

Philippe Chevette – Compétences Génériques AFC inc.

204 | FRENCH

### Increasing the Profile of Career on Campus

Wondering how you can elevate the career conversation on your campus? We will share practical and easy-to-adopt initiatives that will increase your profile with strategic partners, bring multiple stakeholders to the table and maximize impact for students by involving the whole campus and engaging in precise communications. This approach can work on any campus – whatever the size.

Lisa Russell, Jennifer Browne – Memorial University

205 | ENGLISH

### Durham Under 30 Survey

The Durham Workforce Authority (DWA) conducts an annual survey as a result of a consultation with participation from community partners from career counselling service providers, police, innovation centres and youth serving organizations with the goal to gain a better understanding of youth unemployment. Survey results are shared widely with the community resulting in two initiatives to address youth unemployment in the region.

Heather McMillan, Paige Marlow – Durham Workforce Authority

206 | ENGLISH

## Implementing a Mandatory Career Development Course at McMaster University

The session will explore the course design and development, along with how support and consensus of key stakeholders was achieved. Course structure, content, delivery methods, administration and key outcome indicators from the past three years will be shared. Successes and challenges will be discussed, along with modifications to ensure sustainability of the course over the long term.

Allan MacKenzie – McMaster University  
Glen Matadeen – The School of Career Advancement Inc.

207 | ENGLISH

## Creating a Lifelong Career Development Model



This session will present the results of a research project that investigated the career exploration abilities of students from K-12 in Manitoba. A comparison between students who participated in career development programming and those who did not indicated that the program group had significantly greater career exploration planning and behaviours. Implications will be discussed.

Kathryn Levine – Faculty of Social Work, University of Manitoba  
Darrell Cole – Career Trek Inc.

208 | ENGLISH

## International Experience Canada (IEC)

IEC is a federal work/travel mobility program for Canadian and foreign youth, aged 18 to 35. The IEC helps Canadian and foreign youth gain valuable work/travel experiences in Canada's 32 partner countries. This presentation will provide an overview of the program and will seek audience input into how we can work together to increase awareness/promotion of the program amongst Canadian youth.

Clark Goodman – International Experience Canada (IEC)

209 | ENGLISH

## The Medicine Wheel as Our Sacred Teacher

Nature is part of the circle of life and the medicine wheel, physically, is a circle made up of four quadrants. In this session, we will explore our relationship to self and how our inner map contains invaluable information about our patterns, energy, attitude and life aspirations.

Julia Morch, Brandon McKinley – Trails Youth Initiatives

210 | ENGLISH

## Mentoring Partnerships Pilot Project

Developed as a partnership between the CfEE, the BC Career Development Association and SkillPlan, this project is examining the effectiveness of a formal mentorship approach in supporting BC career development practitioners' needs. The session will detail how the pilot was developed and explain how practitioners form partnerships with their peers through an online platform that was customized for the sector.

Shawn de Raaf – BC Centre for Employment Excellence  
Natalia Richer Bussard – BC Career Development Association

211 | ENGLISH

*Did you know that six community-based counsellors from six different provinces and territories are able to attend Cannexus this year thanks to the Elizabeth McTavish Bursary? Learn more at [cannexus.ca/mctavish\\_bursary](http://cannexus.ca/mctavish_bursary).*

# Concurrent Sessions

## Tuesday, January 26

### Be the Best You Can Be

Keep your employees inspired to become the best that they can be! You will learn six different types of conversations to keep them engaged. You will also understand the three different communication dances that people do and how to effectively communicate with each one. While helping your employees stay on the right path of personal development, you will gain coping skills for yourself as a leader.

Gretchen Crass – GST Fitness & Wellness

212 | ENGLISH

### Accountability and Assessment: What's the Plan?

Regardless of work environment, we are all accountable to our stakeholders. While developing and delivering programs and services are primary goals, assessing what we do has become increasingly more important, but who has the time and resources to do it well? In this session, learn how a university career centre implemented an effective strategy to respond to this challenge.

Jan Basso, Frances Humphreys – Wilfrid Laurier University

214 | ENGLISH

### Destination Employment Visa

Employers want results, which is where the Destination Employment Visa comes in; it provides participants with the tools to present what they can contribute to a company. It focuses on the recognition of results and helps develop a sense of self-efficacy in each of our participants, thereby fostering their integration into the workforce.

Daniel Poulin – Private Practice  
Renée Chartier – Atelier Spécialisé des Moulins (ASM)

213 | FRENCH

### WEnav Youth Career Counselling and Workforce Planning Ontario

WEnav is Workforce WindsorEssex's career counselling program for youth. Based on research and best practices, WEnav focuses on teaching youth the skills and knowledge required for effective career navigation in today's workforce and guides them in creating career plans. In this session, learn some of the strategies and resources of WEnav and learn how Workforce Planning Ontario supports career services.

Stephanie Dupley, Michelle Karr – Workforce WindsorEssex

215 | ENGLISH



## Thank You to MDB Insight

*Our sincere thanks to MDB Insight for their help in bringing Workforce Planning and Development into the spotlight at this year's conference. You'll find sessions covering all aspects of training, employment and labour force information for community economic development.*





## My Career Journal

This session will present a fully computerized, free online tool. The tool, christened "My Career Journal," was developed for grade 10, 11 and 12 students. The purpose of the tool is to promote student reflection on the choice of a career.

André Samson – University of Ottawa

201 | FRENCH ◀ INTERP

## Neuro-Counselling: Shedding New Light on Vocational Choices

Researchers have long postulated that human choices abide by the law of reason. Most vocational choice theories have repeated this rational position. Neuroscientific knowledge is challenging these positions by shedding new light on behaviours and decision-making and could prove useful in counselling sciences.

Jean-François Perron – Université Laval

202 | FRENCH

## Youth Employment Resources

In this session, you will learn about five short videos written and produced by youth, using comedy for delivery of information on topics such as research, interviews and networking. An educator's guide is available for teachers to assist with alignment to curriculum. General job search videos with a career practitioner's guide are also available.

Madelaine Currelly, Tarin Lewis –  
Community Training and Development Centre

203 | ENGLISH

## To Be Not Do: Our Client's Self Esteem

This session examines the concept of self-esteem and the difference between self-esteem and self-efficacy. Help understand why our clients may be struggling with the doing of job searches, resume writing and job interviewing. Examine some of the developmental stages clients may be recycling and the developmental affirmations we can offer people experiencing unemployment.

Ann Nakaska – Constructive Career and Life Designs

204 | ENGLISH

## Employment Services Through Transition, Not Just to It

The longer an individual with a perceived barrier such as an illness or an injury is out of the workforce...the worse their situation becomes. Prospect's proven Forces@WORK model and its 86% success rate shows how the most rapid and direct path to employment – when paired with an accommodating employer – can ensure both parties are set up for success.

Melanie Mitra – Prospect Human Services  
Jo-Anne Flawn-LaForge – Canadian Armed Forces

205 | ENGLISH



## Recycle!

*Done with your delegate  
badge? Just drop it off at  
the Check-In desk.  
We're happy to  
recycle for you!*



# Concurrent Sessions

## Tuesday, January 26

### Marketing: What They Didn't Teach in Graduate School

The instructor, who ran a successful private career counselling business in the Silicon Valley for over 30 years, will share the techniques he learned along the way. Topics will include: inexpensive places to conduct career counselling or coaching; determining what services to sell; setting and collecting fees; developing a niche; identifying third-party payers; and selling more than your time.

Richard Knowdell – Career Development Network

206 | ENGLISH

### Non-Traditional Assessment Tools That Rock!

Assessment is the most important aspect of the career development process. Everything stems from assessment and "formal" assessments leave much to be desired. In this session, participants will experience a variety of sure-fire "informal" (yes, they're FREE!) assessment tools that are fun, engaging and out-of-the-box. You'll be so happy you came that you'll want to cry!

Herky Cutler – Foothills Youth & Family Services

207 | ENGLISH

### Not-Too-Soon! What Children, Parents, Teachers Say About Career Development

When should career education begin? Researchers will present empirical data from their mixed-methods study of young children's career development and from parents/guardians and teachers. Participants will view the work of young children (three to nine years) using a variety of play media on key concepts like present/future, role models and "work." Discussion will centre on findings and implications for programming.

Mildred Cahill, Edith Furey – Memorial University of Newfoundland

208 | ENGLISH & INTERP

### Together We Are Stronger: Shared Practices, Shared Learning

This session creates the opportunity for an open discussion that spans two borders – Canada and the United States. Both countries face significant challenges with talent attraction, mismatches and connections to good jobs. Building on the experience of our North American partner, the National Association of Workforce Boards (NAWB), it is proposed to create an opportunity in Canada that builds capacity of interested stakeholders to reach out to each other, and utilize linkages to inform strategic approaches to dealing with local challenges.

Ron Painter – National Association of Workforce Boards (NAWB)

209 | ENGLISH

### Walking in Two Worlds: Indigenous Mentorship Program

The "Walking in Two Worlds" mentorship project was collaboratively developed to support graduate students in the University of Victoria's Indigenous Communities Counselling Psychology program. It was designed to help them bridge the two worlds of Indigenous helping and western counselling. Mentorship elements include elder support, individual mentors, traditional knowledge speakers, writing tutors, Indigenous curriculum, mentorship manuals and ceremonial teachings.

Anne Marshall, Roger John – University of Victoria  
Jennifer Dreyer – Surrounded by Cedar Child and Family Services

210 | ENGLISH

### Careers in Mining: Resources for Youth, Immigrants & Jobseekers

The Mining Industry Human Resources Council has created free resources for career seekers on [acareerinmining.ca](http://acareerinmining.ca). It provides industry information for many occupations, answers many FAQs, and even has a brand-new quiz to help identify the best fit for education and aptitudes. You will be equipped to navigate the resources to support clients in Exploring for More.

Courtney Hughes – Mining Industry Human Resources Council

211 | ENGLISH

### Foreign Credentials or Employer Commitment? The True Barrier

Lack of foreign credential evaluation has been often cited by Canadian employers as a major barrier that prevents internationally trained individuals from accessing jobs in their profession. A quantitative analysis of job advertisements and five-year WES Foreign Credential Evaluation data reveals that the lack of employer will and commitment in recognizing foreign education is the true barrier.

Raajkumar Chendamarakkannan – COSTI Immigrant Services

212 | ENGLISH

### Mental Well-Being & Career/Life Planning: Flourishing for Life

Engaging in effective career development/life planning can contribute to positive academic outcomes; enhance current functioning; and enhance long-term well-being of post-secondary students. Current research and a conceptual model are presented, including theoretical constructs of mental health well-being, and positive career/life outcomes. Examples of interventions and resources with diverse populations utilizing this model are offered.

Jack Dobbs, Kathy Offet Gartner, Michael Huston –  
Mount Royal University

213 | ENGLISH

### Career Development and Public Policy: An International Perspective

The 7th International Symposium on Career Development and Public Policy (IS2015), aimed at building the talent pipeline and youth hope, brought together leaders, researchers and policy influencers with a focus on four themes: engaging employers, why ROI matters, the role of emerging technologies and integrated policies. This session shares global perspectives, key messages and Canada's Action Plan from the IS2015.

Valérie Roy – RQuODE  
Deirdre Pickerell – Life Strategies  
Paula Wischoff Yerama – Career Development Association of Alberta

214 | ENGLISH

### Community Collaborative Approaches to Job Development

ESCLM's Job Developers Network is a group of 17 community-based agencies that promote a common approach to employer engagement, which has resulted in increased employment opportunities, enhanced service co-ordination and employer satisfaction. Workshop participants will learn about evidence-based benefits of collaboration, best practices in co-ordinated job development, and how to adapt the JDN model to their own community's context.

Carol Stewart – Employment Sector Council London-Middlesex  
Gord Fansher – Hutton House Employment Services  
Jamie Burns – Collège Boréal

215 | ENGLISH

## Career Service Professionals Survey Panel

Wednesday, 7:30 AM - 8:20 AM

*Join us for breakfast to listen to a panel of experts discuss the results of the **2015 CERIC Survey of Career Service Professionals**, recently completed by more than 1,000 people in the field. After a brief overview of survey results, panelists will gaze into their crystal balls to interpret what the results mean for the future of career development in Canada.*



# Concurrent Sessions

## Tuesday, January 26

### Breaking Down Barriers, Building Together

This session is for delegates interested in integrating Inuit into the construction industry. Representatives of Makivik Corporation will outline the special employability problems faced by Nunavik Inuit. They will share with participants past and current approaches as well as solutions and methods used to reach their goals.

David Larose, Lydia Etok, Raphael Tixier – Makivik Corporation

201 | FRENCH ◀ INTERP

### Future Work II: Exciting New LMI Tool

Explore Future Work II, ONESTEP's new LMI tool intended to provide youth through adults exploring career and work options with a realistic sense of the labour market and employment drivers. The eight short video segments encourage group discussion and participant engagement. The facilitator's manual includes handouts, activities, case studies and additional resources to reinforce and enrich participant learning.

Lorraine Katanik – ONESTEP

202 | ENGLISH

### Supporting New Teachers: Focusing on Career Development

Our international systematic review identifies how challenging and diverse complexities (e.g., cultural and political contexts) instigate programs of support for beginning teacher career development. Our interactive session explores how such support prompts career development networks and alliances to grow and flourish. We also highlight how purposeful programs can mitigate diverse challenges, fostering self-efficacy and career hope for beginning teachers.

Benjamin Kutsyuruba, Ian Matheson, Lorraine Godden – Queen's University

203 | ENGLISH

### KEEP: An Employee Recruitment, Retention and Engagement Project

Learn highlights from the KEEP project that developed short, informative videos from interviews with organizations known for their exemplary employee retention. These videos and accompanying resources were designed for use by the small business owner to improve their recruitment, retention and engagement strategies. Listen to specialists from LinkedIn, eBay, TD Bank, Ceridian, Mitsubishi and others explain their simple, yet effective HR strategies.

Laura Mackenzie – York Region District School Board

204 | ENGLISH

### Engaging Youth with Post-Secondary Education and Career Development

Marginalized high-school students may not be able to benefit from opportunities available to more advantaged peers. Youth Futures is a partnership and a program outside the school system. It is designed to engage marginalized youth with post-secondary education, setting the stage for their successful career development and improved life chances. Our presentation discusses the Youth Futures' recipe for success.

Vivien Runnels, Caroline Andrew – University of Ottawa

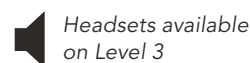
205 | ENGLISH

### The Power of Online Work

The Power of Online Work hopes to educate participants and act as a resource to utilize with clients interested in online opportunities. The ability to work or freelance online eliminates many barriers to employment, provides opportunities for experience and flexibility. This presentation includes information on freelancing opportunities, initial requirements, and the process to apply for freelancing and online work.

Amber Taylor – Employment Solutions, Sault College

206 | ENGLISH

Headsets available  
on Level 3

### Today's Competitive Edge: Navigating a Changing Work World

The shift from predictable paths to a mosaic of work structures and possibilities makes ongoing career management more critical than ever to clients' success. Highlighting data from over 135,000 Canadians, this session will demonstrate the need for and approaches to strengthening ongoing career management (OCM) skills, using vignettes to practice how best to help clients navigate the range of possibilities open to them.

Valerie Ward – Valerie G. Ward Consulting Ltd.

207 | ENGLISH

### Increasing Flexibility (and Employability) with Emerging Adults

Flexibility, or adaptability, touches on many aspects of employability, including being able to live with uncertainty, manage interpersonal relationships, and predict and prepare for changes in the workplace. This presentation will provide an overview of how flexibility is integral to employability and then offer suggestions as to how to develop flexibility in your clients, in particular those "emerging" adults.

Jeffrey Landine – University of New Brunswick

208 | ENGLISH & INTERP

### Professional Networking with a Community-Building Approach

This interactive session will a) present the Community Professional Connections, a program that assists immigrant jobseekers in their professional networking efforts; b) provide details about its benefits at the community level (inclusion, sense of belonging, engagement & participation); and c) allow for a discussion on how this model could be replicated in other contexts. Plenty of opportunity for Q&A.

Carina Blumgrund – Jewish Child and Family Service

209 | ENGLISH

### The Benefits of Partnership

The Aboriginal Apprenticeship Board of Ontario (AABO) has experienced great success in the recruitment and retention of Aboriginal apprentices through partnership with various stakeholders, including other Aboriginal organizations, training institutions and industry partners. This presentation will outline AABO's proactive approach and identify best practices.

Sara Monture – Aboriginal Apprenticeship Board of Ontario

210 | ENGLISH

### Stocking Up on Skills

Stocking Up on Skills is an innovative approach to competency-based training geared towards the supply chain sector. This program provides free, publicly accessible, bilingual online training that prepares prospective and current employees for success in the workplace. Strategies, approaches, lessons learned, impact and results of the pilot stage will be shared along with touring the website and materials.

Jennifer Hutter – Conestoga College Institute of Technology & Advanced Learning, School of Career and Academic Access

211 | ENGLISH



## Save on Cannexus17!

*Register and pay for Cannexus17 during this year's conference and pay only \$400 (a savings of \$50 off the Super Saver rate!) Come see us at the Conference Check-In desk!*

# Concurrent Sessions

## Tuesday, January 26

### Transitioning to Employment-Augmented Education

This session will educate employers on how to successfully work with and support individuals with a history of mental health and addictions so that they may be successful in competitive employment.

Tony Priolo, Suzanne DeFreitas, Gianni Rotondo –  
George Brown College, Augmented Education

212 | ENGLISH

### Beyond Fail or Pass

What if measuring development through competencies makes people check boxes and feel "less than" in the process? Working with aspiring trainers/facilitators we found that holistically approaching personal & professional development effectively invites students to open up. Using energy centres of the body as guiding principle in discussing growth could work for you. Find out in this interactive workshop!

Betty Bonnema, Dirk Bos – Rotterdam University of Applied Science

214 | ENGLISH

### Motion & Momentum: A New Approach to Pre-Employability

Social Development (NB) recently contracted the Canadian Career Development Foundation (CCDF) to develop workshops for clients with pre-employability needs. After researching existing resources, CCDF chose a fundamentally different approach. Instead of teaching clients about the concepts of self-esteem, motivation and skill building, we provided opportunities for participants to experience success, pride, respect and achievement. Learn about the approach and results!

Sareena Hopkins, Donnalee Bell –  
Canadian Career Development Foundation

213 | ENGLISH

### MentorAbility

"MentorAbility" is a national program of the Canadian Association for Supported Employment (CASE) designed to assist unemployed Canadians with disabilities to be informed in a particular career of interest utilizing employer mentors. This program also assists employers to become more successful in employing people with disabilities utilizing mentoring relationships and creative human resources recruitment outreach strategies. A win-win solution.

Annette Borrows – Canadian Association for Supported Employment

215 | ENGLISH

## Continuing Education Credits

*The following associations are offering Continuing Education Credits (CECs) to their members who attend Cannexus16:*



- Vocational Rehabilitation Association of Canada (VRA Canada)

*Many other professional organizations also offer CECs for Cannexus; please consult your association directly.*



# *Etta St John Wileman Award*

## For Lifetime Achievement in Career Development

This award is designed to recognize and celebrate individuals who have devoted their lives to enhancing the field of career development. It honours Etta St John Wileman, a champion and crusader of career, work and workplace development in Canada in the early 20th century.

### Why this award?

- Celebrate individuals who have established themselves as leaders within career development.
- Recognize trailblazers who combine the role of mentor, educator, advisor, advocate and role model.
- Encourage individuals in Canada and around the world to celebrate those who have contributed so much to the career development profession.

For full information on nominations and selection, as well as profiles of past winners, visit [ceric.ca/wileman\\_award](http://ceric.ca/wileman_award).

**Nomination deadline: June 30, 2016**

# *Prix Etta-St.-John-Wileman*

## Pour l'oeuvre de toute une vie en développement de carrière

Ce prix a été conçu pour rendre hommage aux personnes qui ont consacré toute leur vie à améliorer le domaine du développement de carrière. Ce prix honore la mémoire d'Etta St. John Wileman, fer de lance et apôtre du développement de carrière et de l'amélioration des conditions de travail au Canada au début du XXe siècle.

### Pourquoi ce prix?

- Pour rendre hommage aux personnes qui se sont forgé une réputation de leaders du développement de carrière.
- Pour reconnaître pionniers qui exercent en même temps le rôle de mentor, d'éducateur, d'auteur, de conseiller, de défenseur et de modèle.
- Pour inciter les personnes au Canada et partout dans le monde à rendre hommage aux membres de leur entourage qui ont grandement contribué à la profession.

Pour plus d'information sur les nominations et la sélection, ainsi qu'une liste des récipiendaires du prix, visitez [ceric.ca/prix\\_wileman](http://ceric.ca/prix_wileman).

**Date limite : 30 juin 2016**

**ceric.ca**

8 St Clair Avenue East, Suite 300 Toronto, ON M4T 2T5 | 416.929.2510  
Charitable Registration #1 Numéro d'enregistrement d'organisme de bienfaisance 86093 7911  
RR0001

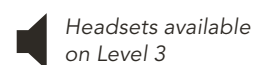
# Day 03

JANUARY 27

SHAW CENTRE (SC)

7:30 AM – 12:00 PM	Conference Check-In	Level 3: Foyer
7:30 AM – 8:20 AM	<b>Networking Breakfast and Survey Panel</b> <i>"Gazing into the Crystal Ball: What's on the Horizon for Career Development"</i>	Level 3: Plenary
8:30 AM – 10:00 AM	<b>Mega Sessions</b>	Level 2: Meeting Rooms
10:00 AM – 10:30 AM	<b>Networking Break</b>	Level 3: Foyer
10:30 AM – 11:30 AM	KEYNOTE ADDRESS <b>Justice Murray Sinclair &amp; Wab Kinew</b> <i>"Reconciliation in Canada: Learning from the Past to Build a Brighter Future"</i>	Level 3: Plenary
11:30 AM – 11:45 AM	<b>Closing Comments</b>	Level 3: Plenary
1:00 PM – 4:00 PM	<b>Post-Conference Workshop</b>	Level 2: 201

WEDNESDAY

Headsets available  
on Level 3

# Survey Panel

## Wednesday, January 27

### Gazing into the Crystal Ball: What's on the Horizon for Career Development

Be among the first to learn the results of CERIC's 2015 Survey of Career Service Professionals! Join us for this lively discussion as leaders from across Canada's career development sector discuss the survey findings. A brief overview of some of what we learned in the survey will provide a jumping off point to explore key questions about the future of the profession such as:

- How are the careers of career service professionals changing?
- What are the issues keeping career professionals up at night?
- How is the public perception of the value of career development evolving?

There will be plenty of opportunity to ask questions and engage with the panel as they peer into the crystal ball!

#### MODERATOR:

**Jan Basso** is the Director of Co-operative Education & Career Development at Wilfrid Laurier University where she has been instrumental in the design and delivery of career development services. She currently serves as Chair of CERIC's Board.

#### SURVEY OVERVIEW:

**Mario R. Gravelle** is The Counselling Foundation of Canada's Learning & Innovation Analyst. He is responsible for supporting funding requests as well as managing the Foundation's grants. Gravelle likewise spearheads knowledge transfer activities to promote the work accomplished by the organization's grant recipients. He also supports CERIC's survey activities.

#### PANELISTS:

**Jennifer Browne** is the Director of Career Development & Experiential Learning at Memorial University. She has worked in career development in both community and post-secondary settings. Her passion for experiential learning has helped guide and increase the number of curricular and co-curricular experiential opportunities for Memorial students and alumni.

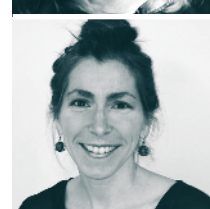
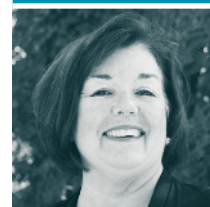
**Darrell Cole** is the founder and current Chief Executive Officer of Career Trek Inc., a Winnipeg-based, not-for-profit organization dedicated to helping young people achieve their educational, career and life potential.

**Kris Magnusson** (Dean of Education, Simon Fraser University). Kris has been a counsellor educator since 1989, and is a Stu Conger award winner. His recent work focuses on informing practice through applications of impact measures.

**Dr Roberta Neault**, President of Life Strategies Ltd. and Associate Dean, Yorkville University, is an award-winning leader, educator and innovator in the career development sector, in Canada and internationally, with expertise in leadership development and transitions.

**Valérie Roy** is Deputy Director of Regroupement québécois des organismes pour le développement de l'employabilité (RQuODE) and Treasurer of the Canadian Coalition of Community-Based Employment Training (CCCBET). She has co-ordinated pan-Canadian projects aimed at improving employability for groups underrepresented in the labour force.

**Matt Wood** is Executive Director of First Work, an association of 70 youth employment centres in Ontario. In this role, he founded EVIDENCE, a research and evaluation social enterprise; the National Youth Employment Coalition, a national network advocating for youth employment policy; and the Green Skills Network, implementing training for jobs in the "green" economy.



# Mega Sessions

Wednesday, January 27

8:30 AM –  
10:00 AM

201

ENGLISH ◀



## Workforce Development & System Change: Perspectives on Sector-Based and Employer-Driven Initiatives

Workforce development strategies can be applied to develop community capacity and resilience and improve employment opportunities for vulnerable populations through system change. These efforts often require complex collaboration amongst employers, governments and various community stakeholders. This panel will convene leading sector-based initiatives in Canada and the US, providing an opportunity to share lessons learned, surface resulting micro-changes and explore emerging trends in both urban and non-urban settings.

### MODERATOR:

**Adriana Beemans** is the Inclusive Local Economies Program Director at the Metcalf Foundation and is focused on developing long-term strategies that create sustainable economic opportunities and generate wealth for low-income people and communities in Toronto.

### PANELISTS:

**Angie Kamath** is the Executive Director of the New York site of Per Scholas, a national non-profit that breaks cycles of poverty by training and placing unemployed and underemployed adults into IT positions.

**John MacLaughlin** is the Director of Policy and Planning at the Toronto Workforce Innovation Group, focusing on conducting research, disseminating information and convening stakeholders to address workforce development trends, gaps and opportunities.

**Kim Radbourne** is Executive Director of the Sibi Employment and Training Initiative, implementing the employment commitments of the Ontario Power Generation-Moose Cree First Nation partnership agreement. Sibi integrates best practices to achieving apprenticeships to completion and career laddering successes.

**Kyle J. Downie** is the CEO with SkillPlan, where he focuses on developing strategies to improve the skills of people working in the construction and other industries in British Columbia and throughout Canada.

**Keiko Nakamura** is the CEO for the largest Goodwill Industries operation in Canada where she oversees a diverse workforce and provides employment opportunities and skills development for people experiencing barriers to employment.

202  
ENGLISH



## Narrative Methods for Shifting Careers: The Next Career Management Groundswell

Our stories provide a wealth of learning and growth opportunities, yet in our fast-paced lives we rarely reflect in any organized way to harvest their meaning. Narrative methods and tools are being embraced enthusiastically and are resulting in proven increases in hope, confidence, clarity and intentional exploration. Yet, how do we integrate them to help our clients design a life of purpose, navigate frequent transitions, and develop their careers for the future? Learn how the OneLifeTools/ CareerCycles framework has been embedded in a variety of settings, including a university career management course & a college transition program, a one-on-one counselling/coaching practice, and a corporate leadership engagement program.

**Mark Franklin**, MEd, CMF, CCC, is Practice Leader and Founder of CareerCycles, and President of One Life Tools. He and an amazing team of associates have enriched the career well-being of 4,000+ clients. Mark was the recipient of the Stu Conger Leadership Award for Career Development in 2015. He developed the CareerCycles method of practice, co-authored the Who You Are Matters! game and several peer-reviewed journal articles and book chapters. Mark presents nationally and internationally, worked as career counsellor at two of Canada's largest universities, and hosts the Career Buzz radio show, after a first career in engineering.

**Jo Petite** (MSW, RSW) is an educator, social worker and program co-ordinator for the Transitions to Post-Secondary Education program at George Brown College in Toronto. She develops and teaches curriculum designed to support marginalized adult learners to articulate and access their educational and career goals through self-determined, well-informed decision-making. Her work is informed by the values of anti-oppression and social justice.

203  
ENGLISH



## Today's Talent Revolution and the Role for Career Professionals

Today, leading researchers have declared that we are in the midst of a talent revolution, with a focus on demographics, changing career paths and technology. In this session, we will examine best practices across different sectors and discuss the leadership role career professionals play in successfully supporting clients, candidates and organizations through the revolution. You will understand how career timelines have changes, gain insights on how employers view these changes and learn about emerging trends, such as intergenerational leadership and Legacy Careers®.

**Lisa Taylor** is a trailblazer intent on challenging outdated career thinking. She understands how demographics are driving strategic changes to today's workplace reality and her company – Challenge Factory – tackles every aspect of the issue with results-oriented solutions. Lisa was a senior consultant with Deloitte and held Practice Lead, National Managing Principal and Global Team roles with Hewlett-Packard (Canada) Co. She is a sought-after expert, speaker and columnist who is regularly cited in *The Globe and Mail*, *Toronto Star*, CBC and other North American media sources.

# Inspiring Lives.

At Laurier, we strive to inspire lives of leadership and purpose. Our vision is for all students to be engaged in career development as an integral part of the Laurier experience.

Career Development Centre

[wlu.ca/career](http://wlu.ca/career)

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Inspiring Lives.

**ONE DAY**



**5**

EFFECTIVE  
WAYS TO  
ENGAGE  
PARTICIPANTS  
AND ENERGIZE  
TRAINING  
WORKSHOP

The 5 Effective Ways to Engage Participants and Energize Training provides the participants with tools and techniques which make learning fun, engaging and meaningful.



The purpose of the one day facilitation skills workshop is to assist the participants to become better group facilitators.

**WINNIPEG  
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CENTRE  
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PHILOSOPHY:**

**MAKE  
LEARNING  
EASY,  
TANGIBLE  
AND AS  
MUCH  
FUN AS  
POSSIBLE.**

## Learning Outcomes

Participants will

- Identify and experience the 5 Behavioral Facilitation Pillars
- Minimize the challenge of being viewed as the only source of expertise
- Describe common negative attitudes demonstrated by workshop participants and develop effective ways of reducing or eliminating these attitudes



- Acquire a variety of current facilitating resources and tips
- Review and report on one article related to adult education and learning principles
- Gain exposure to techniques that ensure participant involvement and increase motivation to learn

The participants will have the opportunity to state some of the challenges they face when leading groups and find effective methods to reduce or eliminate those challenges.



The workshop is based on the "Learn by Doing" philosophy. We expect the participants will be fully engaged throughout the workshop. They will walk away with very usable skills, material and resources. Their confidence will be enhanced and affirmed.



[www.winnipegtransitioncentre.com](http://www.winnipegtransitioncentre.com)

## Save the date!

Announcing a very special, one-of-a-kind training opportunity...

## CAREER CONSTRUCTION THEORY AND PRACTICE

with Mark Savickas



**July 13, 2016**  
**Toronto, ON**

Mark Savickas, PhD, is Professor of Behavioral Sciences at Northeast Ohio Medical University, Adjunct Professor of Counselor Education at Kent State University and the author of Career Construction Theory.

Watch for registration to open soon. Note: seating will be limited!

Presented by:



# Mega Sessions

## Wednesday, January 27

Headsets available  
on Level 3

Level 2  
Meeting Rooms

8:30 AM –  
10:00 AM

204  
ENGLISH



### Red Worn Runners: Exploring Possibilities with Indigenous Youth In and Outside of School Places

Dr Sean Lessard reflects on how earlier work alongside youth in communities (Red Worn Runners) continues to shape his understanding of education as a process that is fluid, transactional and filled with possibilities. It is through the narrative experiences alongside the Red Worn Runners that Lessard continues to draw on both philosophically and pragmatically in his research that explores identity-making both in and outside of school places. He will also discuss intersections with and the implications for career development.

Dr **Sean Lessard** is Woodland Cree and is from Montreal Lake Cree Nation in Northern Saskatchewan. Sean is a former youth worker, teacher and high school guidance counsellor. He is known for his award-winning work alongside Indigenous youth and communities in the development of innovative educational programming. Sean currently is an Assistant Professor at the University of Regina, Saskatchewan in Indigenous Education and Core Studies. He continues to write and research on the experiences of Indigenous youth and families in and outside of school places.



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WEDNESDAY



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INSTITUT CANADIEN D'ÉDUCATION ET DE RECHERCHE EN ORIENTATION



Are you listed?

# Canadian Career Development Researcher Database

CERIC has developed the Canadian Career Development Researcher Database to answer the question: **"Who is doing what research in Canada?"**

Canada is home to many leading researchers across the country, whether at universities or within community-based settings, doing important work across many areas of interest within the career development field. The database brings this rich information together in one easy-to-use searchable online resource.

### How does it work?

You can search by 40 areas of interest, by province and by individual institution. You can also search for keywords to narrow your results. Or simply browse through the list of 157 researchers and growing.

### How is the database of use?

Researchers can use the database to identify potential academic and non-academic partners for future research projects. The database is also of value to those seeking to learn about the latest research in any area of career development.

### How can I add my information?

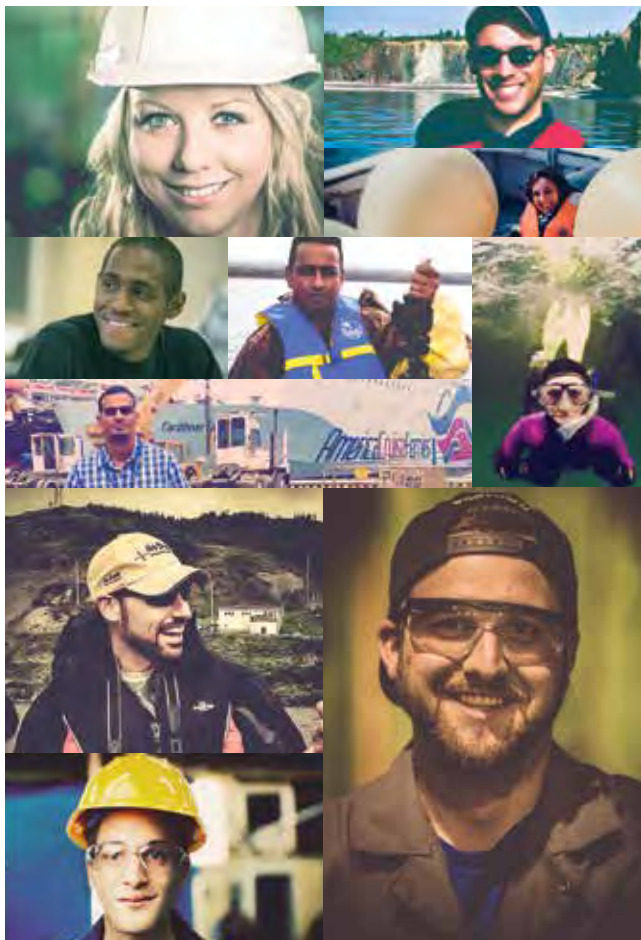
Researchers are encouraged to take "ownership" of their own profiles and update them as required. If you are doing career development research in Canada and would like to be added to the database, please contact **admin@ceric.ca**.

[ceric.ca/researchers](http://ceric.ca/researchers)

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

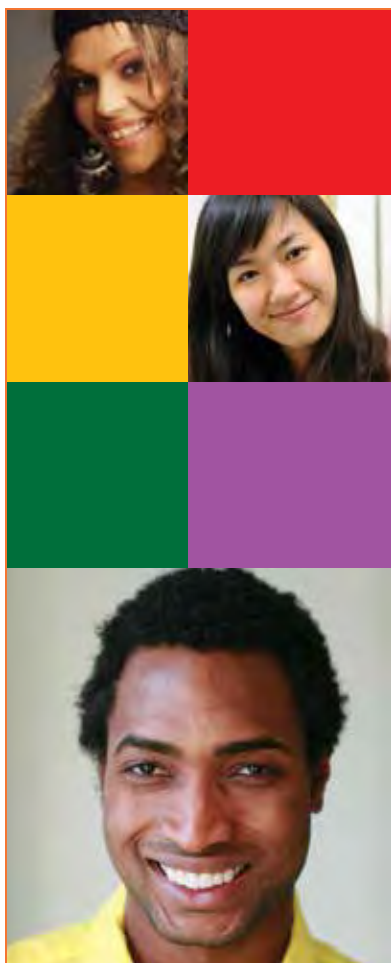
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**Register with [contactpoint.ca](http://contactpoint.ca) and begin exploring today!**

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



# Keynote Speaker

## *Wednesday, January 27*

10:30 AM –  
11:30 AM

### Justice Murray Sinclair & Wab Kinew

*Reconciliation in Canada:  
Learning from the Past to Build a Brighter Future*



On June 2, 2015, The Truth and Reconciliation Commission of Canada (TRC) released its historic report and calls to action to redress the legacy of the Indian Residential School System and advance the process of reconciliation. Over 150 years more than 150,000 First Nations, Métis and Inuit children were forcibly taken from their families and placed in Residential Schools.

Under the leadership of the Honourable Justice Murray Sinclair, TRC commissioners traveled from coast to coast over the course of six years, and listened to stories from more than 6,750 Survivors and Witnesses about their experience with the Indian Residential School System as well as the intergenerational trauma it has caused Aboriginal peoples in Canada.

The goal of reconciliation is to forge and maintain respectful relationships between Aboriginal and non-Aboriginal peoples to build a stronger, healthier and more inclusive society. In this very special closing plenary, Justice Sinclair will be joined by TRC Honourary Witness Wab Kinew to discuss why it is crucial that all Canadians work towards reconciliation now.

The Honourable Justice **Murray Sinclair** is Chair of the Truth and Reconciliation Commission of Canada (TRC). Justice Sinclair was appointed Associate Chief Judge of the Provincial Court of Manitoba in March of 1988 and to the Court of Queen's Bench of Manitoba in January 2001. He was Manitoba's first Aboriginal Judge. In the course of his legal practice, Justice Sinclair represented a cross-section of clients but by the time of his appointment, was known for his representation of Aboriginal people and his knowledge of Aboriginal legal issues. He has been awarded a National Aboriginal Achievement Award in addition to many other community service awards as well as Honourary Degrees.

**Wab Kinew** (pron: WOB ka-NOO) is a one-of-a-kind talent, named by Postmedia News as one of "9 Aboriginal movers and shakers you should know." He is the Associate Vice-President for Indigenous Relations at The University of Winnipeg and a correspondent with Aljazeera America. In 2014, Wab successfully defended Joseph Boyden's *The Orenda* on CBC's Canada Reads literary competition. In 2012, he hosted the acclaimed documentary series "8<sup>th</sup> Fire." His hip-hop music and journalism projects have won numerous awards. He has a BA in Economics, is completing a Master's degree in Indigenous Governance and is a member of the Midewin. Wab is also an Honourary Witness for the Truth and Reconciliation Commission of Canada.

# Post-Conference Workshop

## Wednesday, January 27

Headsets available  
on Level 3

Level 2  
Meeting Rooms

1:00 PM –  
4:00 PM

You can now extend your Cannexus conference learning experience with an optional post-conference workshop. There is still time to decide and register to join us!

201

COST : \$199



### Return of the Job Search Zombie: Proven Strategies for Motivating the Unmotivated

If you have worked in employment services you have most certainly worked with a client who does not follow through on tasks and goals, who misses appointments regularly, who wants you to do all of the work to get them hired. These clients, start and stop their job search frequently and express frustration despite devoting very little time and energy to finding employment.

This is the unmotivated client or the Job Search Zombie. These jobseekers seem destined to slowly wander through the job market aimlessly, with little chance of success. The employment counsellor seems powerless to help. Often times employment counsellors just throw up their hands and say, nothing I can do; they're unmotivated.

In this workshop, we will learn:

- > What four factors must be present for motivation to emerge
- > How to diagnose which factors a client is missing
- > How to guide our clients to increase each of the four factors in their life
- > Practical tools and action plans to take back to our clients

**Dan Walmsely**, currently an Employment Advisor and Facilitator with KEYS Job Centre, is a public speaker, improvisational theatre instructor, writer and adult trainer. He is known for his engaging speaking style, his dry sense of humour and his deep knowledge in the area of job search strategy. He makes sure that his audience leaves with practical solutions to their professional challenges.

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### Tell Us How We Did!

Fill out your Cannexus16 online evaluation form by **February 12** for a chance to **win a free ticket to the Porter destination of your choice!** Take the survey at [cannexus.ca/survey2016](http://cannexus.ca/survey2016).



WEDNESDAY



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## Ryerson and Magnet are committed to innovative workforce development and employment solutions

Ryerson University is home to several centres that support innovation in employment and workforce development, including the Centre for Labour Management Relations, the Diversity Institute, the Global Diversity Exchange, Magnet, which connects job seekers with top employers, and [innovationportal.ca](http://innovationportal.ca), which provides key resources for small and medium enterprises.

**Ryerson University**

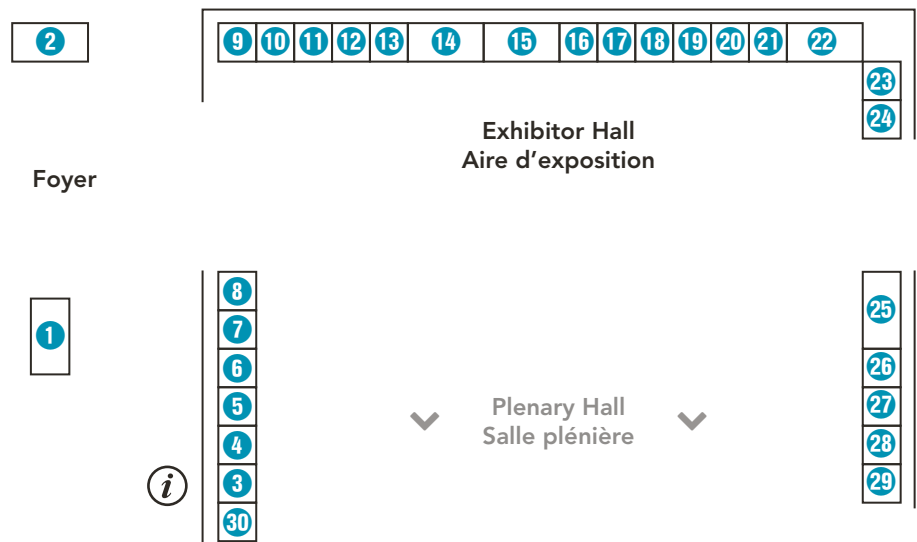
[ryerson.ca](http://ryerson.ca)



[magnet.today](http://magnet.today)

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

# Exhibitors



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3



[canada.ca/iec-eic](http://canada.ca/iec-eic)

4



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

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[chatterhigh.com](http://chatterhigh.com)

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[jist.emcp.com](http://jist.emcp.com)

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8



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9



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15

British Columbia Institute of  
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Canada Company, Military  
Employment Transition (MET)  
Program

Canada Company MET  
Spouse

16


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

17


[futureworx.ca/content/esat](http://futureworx.ca/content/esat)

18


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

19


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

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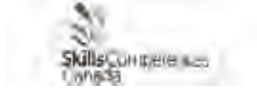

[douglascollege.ca](http://douglascollege.ca)

21


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

22

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[skillscanada.com](http://skillscanada.com)

Skills/Compétences Canada

Canadian Collision Industry  
Forum

UA Canada

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[cwa-foundation.org](http://cwa-foundation.org)

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[workethic.org](http://workethic.org)

WORKFORCE  
DEVELOPMENT ZONE


[mdbinsight.com](http://mdbinsight.com)

[nawb.org](http://nawb.org)

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MDB Insight / National  
Association of Workforce  
Boards (NAWB)

Workforce Planning Ontario

Vicinity Jobs / Workforce 180

Sibi Employment and  
Training Initiative

Goodwill Industries of  
Toronto, Eastern, Central and  
Northern Ontario

26


[ccda.org](http://ccda.org)

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

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[jobbank.gc.ca](http://jobbank.gc.ca)

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[vracanada.com](http://vracanada.com)

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

# Publications



**NEWLY REVISED!**

## From My Perspective... A Guide to University and College Career Centre Management From My Perspective... A Guide to Career/Employment Centre Management

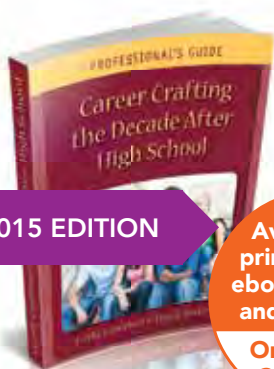
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Richard Buteau, directeur  
du Service de placement,  
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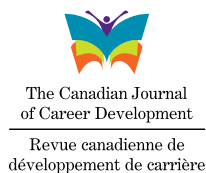
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