



MCDA Communique

Minnesota Careers Conference a Resounding Success for MCDA

More than 175 attendees were treated to the wisdom of internationally respected researcher, author, and presenter **Dr. John Krumboltz**—not to mention many of their own MCDA colleagues—during MCDA’s very successful 2007 Minnesota Careers Conference, held May 4 at the University of Minnesota Continuing Education & Conference Center in St. Paul.

Meanwhile, another 100+ attendees participated in the two pre-conference Professional Development Institutes (PDIs) on May 3—one led by Krumboltz, the other by world-renowned change agent **Dick Richards**.

Here’s a brief recap of what turned out to be another wonderful two-day event.

Professional Development Institutes

Krumboltz—a professor of counseling psychology at Stanford University and co-author (with Al Levin) of *Luck Is No Accident: Making the Most of Happenstance in Your Life and Career* (Impact Publishers, 2004)—led off his “Helping Clients Create Their Own Luck” PDI by telling participants **they** would be doing most of the day’s work.

“I’m just here to have fun,” he deadpanned.



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Fall 2007 Calendar

Sept. 7 — CPAD, “How to Work with a Recruiter,” MN Teamsters Service Bureau, Minneapolis, 7:30 to 9 a.m. (www.uwrf.edu/ccs/sites/cpad)

Sept. 20 — NCDPA, “Meeting the Needs of the Region’s Combat Veterans,” Holiday Inn, Duluth, 8 to 11 a.m. (www.mcda.net/ncdpa.htm)

Sept. 21 — MCDA Org. and Career Dev. SIG, “How Do We Stay Current on What Jobs Are Out There?” DoubleTree Hotel, St. Louis Park, 8 to 9:30 a.m. (www.mcda.net/organizational.htm)

Oct. 5 — CPAD, “Manage Your Online Profile,” MN Teamsters Service Bureau, Minneapolis, 7:30 to 9 a.m. (www.uwrf.edu/ccs/sites/cpad)

Oct. 19 — MCDA Org. and Career Dev. SIG, “What Impact Do Baby Boomers Leaving the Workforce Have on Career Development?” DoubleTree Hotel, St. Louis Park, 8 to 9:30 a.m. (www.mcda.net/organizational.htm)

Nov. 14 — MCDA Fall Event (topic and presenter TBA), Ridgedale Library, Minnetonka, 8 a.m. to noon (www.mcda.net/FallEvent.htm)

Nov. 15 — NCDPA, “Digital Natives and Digital Immigrants,” Holiday Inn, Duluth, 8 to 10 a.m. (www.mcda.net/ncdpa.htm)

Nov. 16 — MCDA Org. and Career Dev. SIG, “What Lessons Have We Learned Along Our Path in Career Development?” DoubleTree Hotel, St. Louis Park, 8 to 9:30 a.m. (www.mcda.net/organizational.htm)

The President's Corner

Nancy Fraasch

MCDA is a winner! We've been chosen by the National Career Development Association for its 2007 Midwest Outstanding State Recognition Award!

NCDA divides the country into four regions, and we're part of the Midwest Region along with 12 other states. In May, I was asked to submit our accomplishments for the past year. Based on those accomplishments, NCDA chose us as the outstanding organization in the Midwest Region. We received the award at the NCDA conference in Seattle on July 7.

Here are the accomplishments we submitted to NCDA:

Using a model similar to that of the California Career Development Association, the MCDA Executive Board implemented functional areas that each board member took on as responsibilities. The functional areas we implemented: Legislature/Public Policy Liaison, Awards/Recognition, Special Interest Group Liaisons (two), Partnership Liaisons (three), Administrative Liaison, Minnesota Careers Conference Chairperson, and MCDA Fall Event Chairperson. Using this approach, we were able to involve the Board as a whole and not let any important areas go by the wayside.

We worked with our two Special Interest Groups—the Northland Career Development Professionals Association (NCDPA) and Organizational Career Development—to create and formalize detailed agreements. The Board also worked with one of MCDA's partner organizations—the Minnesota chapter of the Association of Career Professionals International (ACP)—to develop a formal written contract outlining expectations and benefits for each group. Through this process, we developed closer working relationships with both our Special Interest Groups and our partner organizations.

MCDA's Professional Development Committee launched the organization's first mentoring program for its members. The committee implemented a pilot program with five mentors who were paired with five new career development professionals. Worksheets were provided to set goals and expectations as well as facilitate the initial meetings. A formal evaluation will be conducted at the six-month mark to assist the Professional Development Committee with modifying the program as needed before the full launch to the entire MCDA membership in Fall 2007. The program will include a kickoff meeting and graduation/culmination program at the one-year mark. So far, we have received only positive feedback from the mentors and mentees involved.

The Finance Committee researched and outlined the basic elements of a business plan for MCDA. The committee will continue this process in the coming year to finalize a business plan that will support us in our future direction and gauge the financial health of the organization. The committee has also been revising MCDA's financial best practices.

MCDA's Sponsorship Committee secured 11 sponsors (up from nine in 2006) that contributed \$7,000 for the 2007 Minnesota Careers Conference. Five of the sponsors were new this year. We exceeded our sponsor goal by \$1,000 and increased sponsorship by \$1,500 over 2006.



Board Highlights

Here are the key developments and decisions from the March, April, May, and June 2007 MCDA Board of Trustees meetings:

- 1) MCDA's current asset total (as of June 20) is just over \$63,500, with membership (285 as of June 20) up significantly over 2006.
- 2) The Minnesota Careers Conference received overwhelmingly positive feedback from this year's participants. Of those who completed the conference evaluation, 100 percent rated keynote speaker John Krumboltz as "good" or "excellent"; 99 percent rated the breakout sessions as "good" or "excellent"; and 100 percent "agreed" or "strongly agreed" that the conference was well organized. Sponsors/exhibitors were happy with the event as well.
- 3) MCDA's Administrative Committee announced that MCDA administrator Lois Vogt will continue to receive \$400 a month for her services, and that she will continue tracking membership activity and summarizing member questions she receives. Lois will also manage the MCDA listserv and web site.
- 4) MCDA accepted Peter Vogt's resignation as editor of the *MCDA Communique* newsletter.
- 5) It was announced that MCDA is the recipient of the National Career Development Association's 2007 Midwest Outstanding State Recognition Award (see details in "The President's Corner" on this page).



The President's Corner, continued on p. 5

Member Spotlight — Chris Oatis-Skinner

Peter Vogt

MCDA member Chris Oatis-Skinner is working in private practice these days, enjoying the diversity of her professional undertakings. Here's a brief look at her activities—including her recent career counseling trip to Costa Rica.

Tell *Communique* readers about your current work (i.e., your private practice)—your key activities and how/where you spend your time each week.

The core of my private practice as a Master Career Counselor, certified by the National Career Development Association, is helping people plan “from the inside out.” We identify together their unique portfolio of skills, interests, and values. Then, I help them clarify their life purpose and develop goals and an action plan for creating life situations with meaning that contribute to making a better world.



I have an office in downtown Northfield, but I work with clients in other locations as well. I also communicate via my web site at www.oatisskinner.com.

In March, I worked at the United Nations-mandated University for Peace graduate school located in Costa Rica. There, I assisted adults with career development through individual appointments and two workshops. I have been invited back for two weeks next year.

Previously, you worked as director of career services at Carleton College. How has the transition to private practice been for you?

I now enjoy working with people of all ages, as I did before, including those in midcareer as well as those approaching and in retirement. I'm dedicated to helping them develop ways to continue making a difference.

You've been involved in MCDA in a variety of ways over the years. Why do you *get* involved in the organization?

Having served on the MCDA Board of Trustees and participated in the annual conferences, I always find it valuable to connect with other career development practitioners from a variety of settings. I learn a lot about what has worked and not worked for others. Participating in MCDA is a great ongoing professional development activity!

Why do you work in career development? (After all, you could work in almost any field—what made you choose career development?)

Defining career development as a profession where we have an opportunity to accompany others on their path as they work to create lives of meaning and purpose, this is my calling in life—and it is a path of service and love.

I hope I can continue to serve for many more years to come through my work as a career development counselor, coach, and consultant. Recently, I joined the Purpose Guild initiated by Richard Leider, an MCDA member, and I again presented with Sunny Hansen at the National Career Development Association conference in Seattle. Dr. Hansen is another longtime MCDA member, and I use some of her Integrative Life Planning concepts with clients.

I welcome opportunities to collaborate and share!



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Defining career development as a profession where we have an opportunity to accompany others on their path as they work to create lives of meaning and purpose, this is my calling in life—and it is a path of service and love.

— Chris Oatis-Skinner

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He then proceeded to prove himself wrong over the next several hours, helping participants see the value, and the inevitability, of unplanned events in clients' lives and offering guidance on how to help clients capitalize on those events instead of resisting them.

Richards, meanwhile—author of *Is Your Genius at Work? 4 Key Questions to Ask Before Your Next Career Move* (Davies-Black, 2005)—spent his “Genius and Purpose” PDI teaching participants how to practice recognizing genius and life purpose in their clients (and themselves). Among the many benefits of recognizing one’s genius: a stronger sense of identity and a clearer sense of career direction.



Tools & Techniques

Open Your Eyes to Discover What's Really Out There

Peter Vogt

It's amazing how much we miss in life—how unaware we are of the activities and opportunities that surround us each day.

I sat outside for 10 minutes on a recent early-fall day and tried to consciously observe what was going on around me. Several geese flew by first. It was hardly a new occurrence, especially in late September—but for the first time I took note of which direction the birds were flying and how well they were maintaining their V formation.

As I continued my watch, I also began to realize just how many cars go by on the nearby road each minute, each hour, each day. Every few seconds another car passed, driven by someone heading for who knows where to do who knows what with who knows whom.

Meanwhile, the red, yellow, and brown leaves rained continuously from the trees in the yard, floating to the ground to add to the crunchy mix of acorns that had already dropped from their perches in the oak trees.

All of this and much more happens in my world each and every day, just as it does for you. But I miss 99 percent of it—mostly because it almost never occurs to me to purposely seek it out, in my own neighborhood let alone the rest of my world.

Eyes, continued on p. 5

Main Conference

Krumboltz kicked off the main Minnesota Careers Conference with a highly entertaining and informative keynote presentation that featured his familiar brand of storytelling combined with audience participation. It was a particularly special treat to hear how Krumboltz's own experiences—starting in his childhood—led him to see the power of happenstance in people's careers.

But Krumboltz wasn't the only one sharing his experiences at the conference. Indeed, this year's member-led breakout sessions were among the most diverse (in terms of content) in recent memory. A sampling of the 18 breakout sessions:

- “Helping Millennials Ace Their First Job”
- “Healthcare Workforce Trends”
- “Appreciative Inquiry: A Generative Framework for Coaching”
- “Starting, Growing, and Maintaining a Private Practice”
- “Conducting a Comprehensive Employer Survey”

Of course, the Minnesota Careers Conference wouldn't have been complete without MCDA's annual Awards Presentation. This year's award winners:

- Jules Kerlan Outstanding Achievement Award: Elizabeth Craig
- Marty Dockman Merit Award: Janelle Nivens
- Sunny Hansen Graduate Student Award: Jenny Reese

Thanks to everyone on the 2007 Minnesota Careers Conference planning committee for all of their efforts to make the conference a great one:

Janelle Nivens (co-chair), Janet Peltó (co-chair), Cindy Edwards, Patty Bales, Melody Kruzic, Bridget Kenadjian, Vic Massaglia, Nancy Swenson, Paul Timmins, Alissa Minion, Amy Olmscheid

Awards Committee: Lynne Schumann and Martha Krohn

Sponsorship Committee: Shelley Jensen-Decker, Bill Baldus, Irene Rossman, Betty Petron

Thanks as well to the conference sponsors and exhibitors:

Gold Sponsors: Saint Mary's University of Minnesota, Fairview

Bronze Sponsors: Career Liftoff, ISEEK, Capella University Career Center, WomenVenture, CPI Professional Edge, StarTribune, OI Partners

Other Contributors: The Bailey Consulting Group, University of Minnesota College of Continuing Education

We have retained the services of a web-based membership management system. The conversion was a year-long process of researching alternative administrative support companies, negotiating with the selected company, and working closely with its staff to implement the system so it would meet our needs. We were able to get the system in place in time for the 2007 Minnesota Careers Conference registration. With this system, we are now able to offer online membership applications, renewals, and event registration and allow payment by either credit card or check. Members are also able to update their profiles online. The system allows us to send broadcast emails to membership. It has also increased the accuracy and accessibility of our database, and we hope to reduce our administrative expenses in the long term.

We increased our membership from 179 in October 2006 to 286 in early May 2007. We accomplished this by cleaning up our database, encouraging former members to rejoin, and implementing great marketing efforts for our Minnesota Careers Conference in early May.

We held three very successful events this year. The Fall Event was "Building Futures That Shine: A New Angle on Helping People Get Unstuck and Move Forward in the Career Decision-Making Process." The Past Presidents' Event was "Assisting Returning Veterans and Their Families." Our annual Minnesota Careers Conference in May, meanwhile, was a huge success! We were able to secure nationally known speakers John Krumboltz and Dick Richards. There were 103 attendees at our pre-conference Professional Development Institutes and 176 attendees at the main conference. Both figures are an increase over 2006 and resulted in a significant increase in revenue.

MCDA, its Board of Trustees, and its five committees made some great strides for the organization this past year. We're very proud of our progress and accomplishments. I've been honored to serve as MCDA's president. It was a wonderful experience both professionally and personally. Thank you.

MCDA's AMO (Association Management Online)

A Few Quick—but Important!—Tips About MCDA's New Association Management Online (AMO) System

As you know, MCDA is now using the Association Management Online (AMO) system to manage its membership database. As we continue ironing out the inevitable glitches, please keep the following in mind:

Help MCDA Emails Get Past Your Spam Filter(s)

If you use a spam filter with your email software, be sure to set it so that it approves emails from: mcdaamo@arcstone.com.

If You've Forgotten Your Password for AMO...

- 1) Go to www.mcda.net.
- 2) Click on "MCDA Members Login to the New AMO System Here."
- 3) Click on the little person icon that reads "Forgot Your Password?"
- 4) Enter your email address and click "submit." Your password will then be emailed to you.

Tools & Techniques

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This same phenomenon occurs when we're making career choices. We tend to investigate only the career ideas we're already aware of and know something about—mostly because it doesn't occur to us to look into the **unknown** careers in **unknown** areas or fields.

With the best of intentions, we set out to "explore" different careers. But we tend to be terrible explorers, because we almost never leave our current career "neighborhood" to do our exploring (nor do we even carefully consider the careers that **are** in our own neighborhood).

That's a shame—no, it's a tragedy—because the rest of the world, mysterious as it may be, offers a wealth of opportunities, one or more of which might be a perfect fit with our unique interests, skills and abilities, values, personality, and goals.

I've come to know how much I **don't know** about the world of work, even after years of studying it in depth. And I'll bet that if you're honest with yourself, you'll reach the very same conclusion.

Frustrating? Perhaps. But it's also exciting—because it gives me hope and confidence that there are satisfying jobs and careers out there for **all of us**, if we're willing to do the hard work of looking for them and learning about them.



Excerpted from *Career Wisdom for College Students: Insights You Won't Get in Class, on the Internet, or from Your Parents* (Facts

On File, 2007), by **Peter Vogt**. A career counselor, author, and presenter, Peter is president of Bloomington-based Career Planning Resources. Visit: www.careerwisdomforcollegestudents.com.

Book Review—*Lunchmeat & Life Lessons*

Peter Vogt

Every once in a while, you stumble upon a book that would never show up on the “Careers” shelf at Barnes & Noble—even though it’s brimming with career insights.

Lunchmeat & Life Lessons is one such book, and I’m glad it appeared on my radar screen.

Lunchmeat was written by Mary B. Lucas, B.D.—the “B.D.” signifying “Butcher’s Daughter.” Her father, John Bichelmeyer, ran his own butcher shop for decades in the Kansas City, Missouri area, where he quickly established a reputation for not only exceptional customer service but also genuineness and sheer friendliness.

Lucas notes that, during her growing-up years, she didn’t really seek out her father’s advice all that much. “To be honest,” she admits (p. 11), “I’m not sure I really valued his opinions—that is, until the day I got my first real job and we had our first real adult conversation across the butcher-block table.”

That first real job: working as a staffing/placement specialist for a temporary employment agency. (Staffing and placement would become her career for the next 25 years.) Bichelmeyer’s advice to his daughter immediately after she had received the phone call offering her the job: “The first hunk of meat you sell is yourself.”

“I all but laughed at him,” Lucas writes (p. 6).

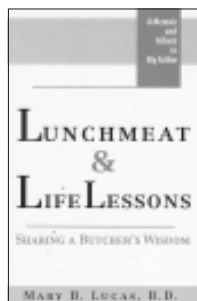
But her laughter turned into respect for her father’s business wisdom once she figured out that he was telling her to be real—to be human—in her interactions with both her employees and her temp firm’s clients.

He then added a follow-up piece of advice: “Put the ‘comeback sauce’ on every person you come in contact with.” In other words, he was saying, “[D]o whatever you need to do to make sure [people] leave with the feeling that they want to come back again soon” (p. 12).

Lunchmeat & Life Lessons is Lucas’s story of tapping these and many more of her father’s homespun insights over the years, and then applying them to both her own work and the work of her colleagues and staff.

This is a book you’ll want to be familiar with on two levels: 1) For your own professional development (since we’re in the people business, after all); and 2) For the professional development of any of your clients who plan to go into a people-oriented field (e.g., sales, marketing, public relations, politics, self-employment/business).

You’ll probably be surprised how much you and your clients can learn from a successful butcher—just as Lucas herself was.



Lunchmeat & Life Lessons:
Sharing a Butcher's Wisdom,
Mary B. Lucas, MBL Press, 2006
(\$12, paperback)

MCDA's 2007 Elections

The following members were recently elected to MCDA's Board of Trustees or to one of the organization's officer positions:

MCDA President-Elect: Paul Timmins, University of Minnesota

MCDA Treasurer: Martha Krohn, University of Minnesota

MCDA Board of Trustees: Bill Baldus, Metropolitan State University; Denise Feldman, CareerOne Stop; Bridget Kenadjian, William Mitchell College of Law; Barb Laporte, Laporte Career Consulting; Vic Massaglia, University of Minnesota; Scott Simpson, University of Minnesota; Angie Schmidt Whitney, University of Minnesota.

Congratulations to all!

MCDA Says Thanks...

The following people recently wrapped up their service to MCDA:

MCDA Past President: Shelia Cunningham McComb, CareerOne Stop

MCDA President: Nancy Fraasch, OI Partners (who now moves into the Past President role)

MCDA President-Elect: Nancy White, Quality Career Services (who now assumes the President role)

MCDA Board of Trustees: Jamie Morrow, Community Emergency Assistance Program; Leslie Philmon, Opus Corporation

Thanks to all for your contributions!

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