

Career Voice International



Association of
Career **Professionals**
INTERNATIONAL

The World's Voice on Career Issues

Third Quarter 2010 Issue

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President's Bulletin: Association News and Cruise Conference 2010 Update



**Heather Turnbull, CMF
ACP International President**

For many of us September marks a beginning point or time of renewal. Whether resuming work after summer vacation, registering for university, or observing religious occasions (like Rosh Hashanah or Ramadan), we're undoubtedly reenergized in our lives.

And so it goes with career professionals, and the clients we serve. I'm delighted to see that this particular *Career Voice International* edition supports our members in their work, with articles encompassing practical advice (from leadership to performance improvement), as well as advocacy and promotion (check out the exciting new 'Career Buzz' Radio program). Together with October's Cruise Conference line-up, ACP International membership offers a compelling, cost-effective value proposition for your advancement as a global career professional.

Speaking of our members' legendary reputation for enjoying one another's company, we're about six weeks away from setting sail on our first international cruise conference.

To quote our esteemed member Tatsuichi Saito from Japan,

"The coming ACP International Conference and Cruise will play a great role in enhancement of trusted professional relationships and advocacy through 'high-touch' communication and Cruise enjoyments....."

Accommodation aboard the amazing Ruby Princess is almost sold out, so if you've been sitting on the dock (so to speak) and haven't registered yet, do it now.

Step 1. Contact our Travel Coordinator Laura Holmes to book your cabin, air, hotel and ship transfer reservations. ***Please note that reserving with Laura ensures you and our members will receive the special Group Discounts and Amenities assigned to ACP International from Princess Cruise Lines:*** tripstogo@sympatico.ca or 416.465.2226

Step 2. Click on this link to register for the conference and renew your ACPI membership: <http://portal.zzeem.com/Default.aspx?alias=portal.zzeem.com/acpi>

Join your colleagues from the USA, Canada, Europe, UK, Australia and elsewhere for the 2010 Anniversary Celebration and Talent Summit Oct. 24 -31 -
"A New World Market: Global Positioning for the Career Profession".

In the meantime...

Connect with Meg Montford and her guests Ron Elsdon and Rita Erickson this Friday Sept. 17th at 1 PM Eastern Time for an engaging discussion on "Building Workforce Strength: Creating Value Through Workforce and Career Development".

*This is Meg's last official stint as our Teleseminar Series host, and we are incredibly thankful for her dedication, professionalism and creativity she contributed in this capacity over the past several years. Luckily for our Association, Meg is remaining as our ACP International LinkedIn coordinator, while facilitating the teleseminar hosting transition to Mark Franklin (see the announcement in this newsletter, "**New approach to ACP International's teleconferences**")*

So at this time of renewal, remember the words of Pulitzer Prize winning poet Gwendolyn Brooks:

"we are each other's
harvest:
we are each other's
business:
we are each other's
magnitude and bond".

See you soon - via high tech and high touch.

Heather Turnbull, CMF
President, ACP International
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The Journey from Chapters to Networks



Jane McHale
President – ACP International - New England Network

If you are thinking about starting a local Network, or currently belong to one 'poised for growth', then Jane McHale's Cruise Conference session on Network development will be sure to 'kick start' your efforts.

As ACP International moved to a virtual organization, the local chapters had to reassess their mission and purpose and plan their future growth. Some chapters grew into new "networks", some remained the same and others elected to suspend operations.

In this interactive session, Jane will share the inside 'scoop' of New England's successful transition from chapter to network, offering the audience a winning template to adapt and apply in their areas. Additionally, Jane will facilitate a panel discussion of Network leaders as they describe the process of reinventing and growing their local organizations within the virtual ACP International umbrella. Learn from their practical experiences, and benefit from the hurdles overcome and opportunities seized along the way.

As is traditional with our Association events, all participants will be invited to share their insights, experiences and questions about forming and growing local ACP International Networks.

Jane McHale, M.A. practices in Boston, MA and invites your comments at:

janemchale@aol.com or 617-797-1859

New approach to ACP International's teleconferences... through Career Buzz Radio!



Mark Franklin
ACP International - Toronto Network

Building on the excellent work by Meg Montford on our regular teleconference series, Mark Franklin, Toronto Network member introduces a new approach to sharing stimulating career conversations on issues that matter to members. Mark is Practice Leader of [CareerCycles](#), a boutique career management firm, and also host since 2006 of Career Buzz, a weekly radio show broadcast in Toronto and worldwide on the Internet. Mark will focus 8-9 Career Buzz shows over the coming year on global career issues and topics of interest to ACP International members. For these shows, Mark will receive questions by email from members before and during the

broadcast, to continue the interactive aspect of the teleconferences. Career Buzz is also hosted once a month by Louisa Jewell and Leigh Anne Saxe, and ACP International members are welcome to tune in weekly and listen online to the radio show that *empowers lives, enriches careers and energizes organizations*.

[Career Buzz](#) airs Fridays 11am-noon ET, and the ACP International-focused shows will be archived for later listening or download.

Have an interesting guest to suggest? Please contact **Mark Franklin** at mark@careercycles.com

Coming to a Career Near You: Government Regulation



Kathy H. Blanton, NCC, CMF
Chair, ICC International

First of all, thanks to Heather Turnbull and ACP International for their continued support of ICC International

For some time we have been aware that an increasing number of government entities and private organizations around the world are beginning to either request information on or require certification before engaging in business with career management professionals or career firms. The government of Australia has already enacted legislation that dramatically affects how career management services are provided and by whom. **Bruce Gregory**, CMF and **Allan Gatenby**, CMF, both ICCI

certificants and part of the ACP International leadership in that country are heavily involved in promoting both organizations and we applaud their efforts.

Currently in the United Kingdom, a similar effort to potentially regulate the career management profession is underway. ICCI Governor **John Lees**, CMF is a key member of a task force representing our profession along with several noteworthy leaders and practitioners in the industry. While the discussions with the UK government are in the very early stages, their work is extremely important because if passed, the career management profession will become regulated with the possibility of necessitating a license to practice. This, we believe, is the wave of the future that will also make its way to North America and throughout the world very shortly. Because ICC International is *the only independent, not-for-profit, truly international certification in the career management industry*, we are uniquely positioned immediately to meet any government ethical or professional standards. This is a big deal. Very big!

Recently, ICC International former Board Chair, **Jean Walker**, CMF, represented The Institute at the Society of Human Resource Management national conference in San Diego, California. There, with the support of our marketing leaders **Kristina Vohma**, CMF and **Sheryl Spanier**, CMF, Jean had the opportunity to speak to hundreds of human resource professionals about the need to ensure that career management providers are certified. Not only should they be certified, but certified by a reputable, international organization. Jean provided a brief summary of ICC International and gave each person she spoke with a large postcard about ICCI as a takeaway. According to Jean, there is no question that the HR leaders she spoke with will be screening potential service providers based on ICC International certification.

Why is all this important to you? It's important to you because you can get ahead of the game by becoming certified through The Institute *now*. If and when government regulation comes to your area of the world, you will be uniquely positioned to meet the requirements and The Institute will continue working on your behalf to monitor and protect our profession. We are also working to position ICCI globally as the certification of choice. Additionally, as a certified ICCI professional, you will have access to any of the marketing materials and positioning statements we develop so that you can position yourself and your firm competitively.

So, who really cares? Your clients and very likely, your government! They are scrutinizing the career management industry as never before. What can you do to ensure that your career remains viable? Become certified through the preeminent certifying body for the career management profession, ICC International. All the information you need to get started is on our website at www.careercertification.org and our association management office and I welcome your questions and comments at info@careercertification.org. We will be monitoring situations as they unfold worldwide and will be updating our certificants through the ICC International Global Update.

This is a critical time for our profession. Are you ready for the challenge?

Kathy Blanton is Chair, Board of Governors for ICC International

Want to Improve Performance? Raise Your Manager's Expectations



Louisa Jewell, MAPP

In the 60's Robert Rosenthal, a researcher at Harvard University conducted a revolutionary study in the classroom. At the beginning of the year, he administered a non-verbal IQ test to students in 18 classrooms at the elementary level. Based on the results from the test, he then informed teachers who the 'intellectual bloomers' were, indicating that they would improve markedly in comparison to the other students. Then he tested the same group of children 8 months later and found that these students had managed to increase their IQ considerably more than the control group. What the teachers were not told was that these 'intellectual bloomers' had actually been chosen at random. In other words, these

children did not have any exceptional abilities; rather it was the beliefs of the teachers that was the only difference in how they performed.

Since that famous study, this experiment has been replicated several times in the classroom and is referred to as the Pygmalion effect, named after the mythical sculptor who carves his ideal woman who eventually comes to life as a 'self-fulfilling' prophecy. We have also observed this in healthcare where it is well known that the efficacy of a new drug or a new treatment can be greatly influenced by the physician's expectations – often known as the 'placebo effect'. If the expectations of teachers and doctors can have these profound effects then wouldn't raising manager expectations also improve employee productivity? According to the research, the answer is yes.

Over the years, studies of the Pygmalion effect have been replicated in the workplace and it has been shown that manager expectations do have an impact on improving employee performance. One meta-analysis of a number of studies performed in the workplace actually indicates that 79% of the people in the high expectancy group outperformed the average person in the control group. In his research, Rosenthal was able to pinpoint several factors that led to this increased student performance that could translate directly to managers in the workplace. For their high-expectancy students, teachers:

1. Interacted more with them and created warmer social climates.
2. Had a tendency to teach more material and provide greater opportunities for performing.
3. Were inclined to give more focused and detailed feedback.

When a manager has high expectations of an employee this raises the employee's self-expectations, resulting in an increase in their own performance. Thus, the manager's expectation becomes a self-fulfilling prophecy. Trusting in employees' abilities and having high expectations gives managers the freedom to let employees work autonomously, a key factor for job satisfaction.

These effects were found to be true even when the opposite management behavior was observed. When managers had low expectations of their employees, performance was negatively impacted. Apparently these effects were found even when managers did not explicitly communicate their negative expectations to employees. Research shows that managers subconsciously communicate their feelings and opinions through subtle body language without even being aware of it. Conversely, managers who had poor self-images also had lower performing employees. So what do you do if your manager doesn't believe in you?

If you are an employee and your manager has low expectations of you, keep in mind this may lower your own self-confidence, which in turn, can negatively impact your performance. *In the absence of a good supportive manager at work, a coach with high expectations may be the key that allows you to flourish at work.* When someone trusts in our abilities and believes in us, especially at times when we are doubtful of our own abilities, it compels us to reciprocate by fulfilling those expectations. Indeed sometimes it is the trust others have in us that propel us to new heights and motivate us to outperform.

Louisa Jewell, MAPP, is a speaker, consultant, facilitator and radio show host and co-founder of *Why Did You Go*, a consulting firm specializing in employee engagement and retention. Louisa has her Master of Applied Positive Psychology that she uses with her organizational clients to create positive and productive workplaces. She can be reached at Louisa@whydidyougo.com

How to Counter the “You must be employed to get a job” Myth



Jean Baur

As a career counselor I find it interesting to see what beliefs get between job seekers and their next job. I've heard everything from "I'm too old to get hired", to "no one gets hired in the summer", to "they'll never hire me as I don't have industry experience." The one that I think is the most troublesome is the "you must be employed to get hired" one. Why should this be so and what data is there to support it?

I just read a newspaper article on the importance of taking a transitional position when job seeking in a tough economy. And the author, in addition to making some very good points about how these bridge jobs are helpful, stated that these jobs "put you back into the ranks of the employed, the group most attractive to potential employers." (Denene Brox, Yahoo! Hot Jobs) Why would employers see someone who is working as more valuable than others who are in transition? As I tell my clients, "You don't have to give two week's notice, and your skills, education, and experience haven't changed. Only your employment status."

I would agree that it's a lot easier to negotiate if you either have a job or have more than one offer. That gives you the confidence to ask for what the market will bear, knowing you can walk away if you need to. But other than negotiations, I don't see that working makes us more valuable. And it's a terrible message to those in transition who are already hurting from job loss.

This is a great issue to discuss at ACP International meetings, and I think it's smart for career counselors to gather evidence that proves this is only a myth. You might ask your current employer (and HR may be particularly helpful) how they see candidates who are in transition. See what you find in professional journals and ask recruiters what they think.

When I first started working as a career coach 16 years ago, my boss and I visited a local employment agency as they were running ads claiming that they helped place senior-level managers. What I remember from that meeting is that the gentlemen at the agency told us that he could tell when someone was working. He went on to say that it didn't have to be a high-level job, but that people who were working seemed more confident and therefore did better at interviews. That's an observation that I'd agree with, unlike the blanket statement that employers only want to hire the already employed. Am I missing something? It just doesn't make sense.

Jean Baur is a Senior Consultant with Lee Hecht Harrison in Lawrenceville, New Jersey and an active member of the ACP International Philadelphia chapter. Her book, "Eliminated! Now What?" is coming out in October (2010). Jean can be reached at JeanBaur@yahoo.com or at www.JeanBaur.com.

Finding That Right Career is Taking on New Meaning



Judit Price

During this economic downturn a plethora of studies and statistics have been presented to examine, contradict or reinforce much of the conventional wisdom. One of the most distressing conclusions drawn from these studies has serious implications for young people starting out. These studies suggest that those who launch re-launch careers during downturns are at a short and long term disadvantage, with lower starting salaries and lower growth opportunities over the long term.

Since I am not an economist I cannot judge the validity of such studies, but as a career counselor I find this disturbing. The fact is this idea represents an important economic viewpoint, a viewpoint that has profound implications for anyone who views their career in expansive terms. The risk of a career path that may have a relatively short life cycle or a more limited growth path over the long term cannot be ignored.

For parents whose children are approaching college age, or about to graduate, the decision process is becoming far more complex than ever before. Choices are greater, and the cost of making a mistake is also greater for both the long and short term.

And, for those of us who have been through downsizing, layoff and unemployment, we know almost everyone is potentially vulnerable.

It may seem strange the words of these economists can so impact our lives, but they do. As we know in this community, the migration of jobs and firms to other geographies has a long history. When we are negatively impacted by the opportunities that remain because of a recession it is

even more serious. I understand that what occurs in the aggregate does not necessarily apply to every individual. But, I do believe that circumstances do play a major role in career choices. Work life choices involve more than “What do I want to be when I grow up?”.

So what does this mean? It means far more research, planning and thinking is needed than ever before. In my view the key to success can be summed up in one word: flexibility. There are many aspects to achieving flexibility but I want to focus on three components: career choice flexibility, career development flexibility and work flexibility.

I also want to suggest a focus on money, instead of the work, is highly risky. Some high paying jobs can become obsolete overnight, while work that pays well, but gives no satisfaction can be a source of enormous stress and unhappiness. Focus on the work, not the money.

What is career choice flexibility? A good career choice enables the widest possible number of opportunities with the lowest risk of obsolescence. The point is look for careers that develop skills upon which you can build a career that can move as circumstances change. Except for those rare instances in which someone has a true passion for a specific specialty, avoid narrowly focused, niche types of specialties.

We have long noted the importance of being current with the latest techniques in a field, and view career development as a crucial life long component of career growth. But education also means awareness about your industry, its successes and failures, economic viability, competitive positioning and prospects for the future. Awareness may not be an immediate call to action, but ignorance is definitely not bliss.

Those who understood the dynamics of their industry with the training and experience to seek new opportunities were well positioned to respond to change and prosper as a result. In this world we are more than ever responsible for our own career and must be well armed to cope.

The third factor is work flexibility. There have been studies indicating as many as 40% of the workforce in some industries employ people in non-traditional roles, contract work, self-employment, temps or part timers. That means it often makes more sense to look for work in whatever form is available, rather than a standard full-time job.

Long-term success depends on flexibility, the willingness to find creative approaches to career planning to meet the challenges of whatever opportunities exist. These days this is even more critical.

Judit Price is a masters-level career guidance counselor, certified career master, international job transition coach and a career development facilitator. She is also a principal at Berke & Price Associates, Skills for Career Services (www.careercampaign.com) in Chelmsford, MA. She can be contacted at jprice@careercampaign.com

Private Practice Corner

Those Magic Words You've Been Waiting For: "Send Us a Proposal"!!



Leslie B. Prager, M.A., C.M.P

Over these past few months, you have been identifying and defining your career management services, as well as marketing both yourself and these services. You now get the telephone call, or e-mail, that is music to your ears, "We are going to be downsizing and for the first time, we want to provide outplacement to several employees. We would like you to send us a proposal as soon as possible, and by tomorrow the latest!" It's the Thursday before the Labor Day holiday weekend and the company wants it by Friday! You know that they probably won't look at your proposal for a while, and certainly not over the weekend, but nevertheless you should get it to them. And then it's hurry up and wait. They ask that you provide detailed information about your services and fees, including a variety of

options for several employee levels, and then mention that a decision will be made by the end of next week. This scenario has happened to me (and I assume to many of you) more than once, and I've learned not to count on it. It's like hearing "the check is in the mail", when you wish it was in the bank! You later learn that the company doesn't move forward or selects another service provider that they have previously used or are still currently using.

Although that potential organizational client does not retain your services at that time, I still recommend that you follow-up by sending your newsletters, articles you've written, etc. Send a thank-you note and ask them to keep you in mind for any future career management and outplacement needs they may have.

In fact, several years ago an employer providing outplacement contacted me to submit a proposal. At that time, they ended up staying with their current outplacement service provider. Although disappointed, I understood their business decision and stayed in touch with them over the years. When they eventually were ready to change service providers, they thought of me and retained me. So you see, even when that potential organizational client does not retain your services at that time, their needs and situations can and do change.

The lesson to be learned from this is that, along with continuing to maintain the other activities that I mentioned in my May 2010 column, persistence and follow-up can and do pay off. You still need to continually market yourself and your business.

I've personally seen the importance of consistency, follow-up and trying to always have several things in the pipeline. In selling and providing our services, we must realize that our organizational clients often have a different timeline and different immediate priorities than us.

Especially if you are still building up your business and client base, this proposal may be just one of the few, or perhaps the only one, which you currently have in the works.

You need patience and you should understand that those words “I’ll contact you by the end of next week with our decision”, might be well intentioned, but in reality rarely materialize. Please be aware that the individual you spoke to may not be the ultimate decision-maker regarding the selection and purchase of your services.

Be ready and expect the unexpected. Sometimes a potential client will call and will want that proposal ASAP and they mean it. You want to be able to respond to their needs immediately although you may then not hear from them for a while. Develop strong time management and organizational skills, which will allow you to be able to respond in a timely fashion, putting you ahead of many of your competitors. Time management skills are key, as well as finding that balance between marketing and service delivery. Do not nag them and do not constantly call or e-mail to ask if a decision has been made yet, or when it will be made. In addition, be aware of the communication styles of your various organizational clients, i.e. Do they prefer telephone, e-mail, written, formal vs. informal communication methods? Understand your clients’ world, and their ever-changing issues, challenges and pressures. Whenever possible, use a blend of the high-tech and high-touch to be most effective!

Leslie B. Prager, a career counselor and executive coach, is the senior partner of The Prager-Bernstein Group, which she founded in 1991. Her NYC-based career management firm provides a range of career counseling, executive coaching, pre-retirement counseling and outplacement services to both organizations and individuals. She looks forward to hearing from you and can be reached at: Leslie-PBG@msn.com or (212) 697-0645.

Insights into ‘Next’ Do You Manage by Leading or Lead by Managing? A Case for Critical Thinking



Dr. David C. Miles

The question, Do you Manage by Leading or Lead by Managing? is not to be meant rhetorical, but one for you to consider analyzing how you approach your role in your organization. Of course there are other combinations of this question: Do you: 1- Lead by Leading (“C” level), 2- Manage by Managing (most managers), 3- Manage by Doing the work (Technical Professionals), 4- Or Doing the work (Supervisors or workers). Over the years we have blurred the lines in titles and expectations to these commonly accepted four categories. For the focus of this perspective I would like to stay with the first two combinations in the title of this article: Do You Manage by Leading or Lead by Managing. To clarify any definitional perspective, by far the most desirable for an organization when focusing on the senior executive is to have an individual who

Leads by Leading. We tend to understand this best after some period of time passes, and we can make a less emotive evaluation of the individual's performance. Many would say **Henry Ford, Jack Welch, and Lee Iacocca** were examples of Leaders who Lead.

It is important to clarify a point of definition between the words Leader and Manager for the focus of this article. Managing is about the here and now and immediate short-term issues. It is about hands-on directing and controlling the process through tactical approaches. Leading is a long-term perspective by setting strategy over multiple horizons. Others then create and implement tactics and operating plans and tasks. This descriptor is simplistic, and many times there can be a fine line between Managing and Leading, but that is not the focus of the initial title question.

The question then becomes how do you move from Leading by Managing (too much hands on) to the next higher level of Managing by Leading (more strategic and less tactical/task)? Most of us move into a higher-level position by working hard and producing results, and then are rewarded with a promotion. We tend then to do more of what we did in the past, since that is what we were rewarded for! Yet we Lead by still Managing. This really is NOT Leadership.

Managing by Leading recognizes that our positions are typically not all allocated to pure Leadership issues. We must continue to do some Managerial work. But our new role does require us to make decisions when no textbook answer is appropriate or exists. The skill that demonstrates Managing by Leading is called "Critical Thinking." This skill has been identified by a number of recent studies. In fact it has been identified as one of the skills most missing in those new graduates entering the work force. In the past many growth managers have subscribed to the "Expert Theory" of Leadership. In other words, if there is a problem, there exists a textbook correct answer to every question. Therefore, we falsely assumed there is a correct proven answer for every situation that one would encounter. All we needed was to find that person with the answer to solve the problems.

The truth is that we now realize that this is not the case. With the new complexities of a global society and world of business, we will continually face issues and situations that there simply is no correct answer or demonstrated best decision to make. We all will be forced to use Critical Thinking to make the best possible choices when these situations arise.

Examples of recent events are easy to understand that Critical Thinking has or has not been implemented. Hurricane Katrina, the attacks of 9/11, and the many stories that describe how they were handled, some extremely well, but many poorly handled. From these lessons we can learn the principles of effective Critical Thinking. The good news is this skill can be learned and integrated into your organization. It is not something that can happen overnight, but once integrated into the culture and supported on a daily basis, you can effectively Manage by Leading and hopefully one day move higher where you will have the opportunity to Lead by Leading.

The next article will be an overview of what is entailed in a Critical Thinking organization. For further reading and understanding on this subject of Critical Thinking see: *Executive Intelligence* By Justin Menkes.

Dr. David C. Miles is Chairman and CEO of the Miles LeHane Companies-OI Partners in Leesburg, VA, a full-service human resources company providing career outplacement, coaching and consulting /training to organizations worldwide. For more information, please see www.mileslehane.com, or e-mail David at dmiles@mileslehane.com.

CVI Coordinator Announcements



Annabelle Reitman, Newsletter Coordinator

With this issue of CVI a new column is introduced: Insights into 'Next' by **David Miles**, Chairman, The Miles LeHane Companies. I hope this will motivate other members to think of how they can contribute to the newsletter. CVI is the voice of and for ACP International members. Please send your suggestions and ideas to me: careervoice@acpinternational.org

We are especially interested in hearing about what is happening in the Networks/affiliates. Also, it would be nice for members to share resources and tools by reviewing those materials they have found beneficial for their own professional development or helpful to their clients.

Don't wait until a submission deadline is posted. You can send your contribution at any time. The next issue will be sometime in December.

Submission Guidelines

All **members** are encouraged to contribute to *Career Voice International* to truly make this a global newsletter in information, knowledge, ideas and authorship. I know it can be difficult sometimes to contribute an article if you are from a country where English is not your native language. However, we indeed want the newsletter to be the 'voice' of everyone. In the past other global members have submitted articles. By sharing and becoming better acquainted with how we practice our profession, we can improve and provide better services and products to our clients.

To make this an easy and effective process, some simple guidelines have been established. Please follow them:

1. The main purpose of writing for our newsletter is to build a body of knowledge, share ideas and tools used, address issues/ideas of the field, report research results, enhance the purpose and goals of our Association, etc. --- an article should not be self-serving or self-promotional. However, your web site and/ or email address link may be included - and you can always market your services more broadly on your personal Profile, a free membership benefit available within our website.
2. **Submission format:** a maximum of **700** words, in **Arial** font, 10-point size, black ink, no company or personal stationary, and sent as an attachment to your e-mail message. Heading should just be article title and your name. Writing style appropriate to an online newsletter. **NOTE:** This is a basic guideline for any materials submitted and **NEEDS** to be followed.
3. Include your ID info, photo (jpg in a separate file), and contact info. Not more than 3 sentences at bottom of submission. (Photos and graphics may not always be used.)

4. *Before submitting an article*, please contact CVI Coordinator: careervoice@acpinternational.org or Phone # 703.370.6966 about your writing plans.
5. ACP International reserves the right to refuse publication of any submissions that do not fit with its editorial mix.

Network/Affiliate News Column

The goal of the **Network/Affiliate News Column** is to build and expand communications and relationships among its members and leaders. Leaders can learn what other ACP International groups are doing, share information and ideas, and adopt or build on activities, programs, services that have worked successfully in other areas. In addition, this is the place for local leaders to seek help and suggestions about specific topics and call upon others to share experiences of what worked and didn't work.

Think about:

- What new significant initiatives has your local group introduced?
- What innovated solutions have members come up with to increase: membership, revenue, meeting attendance, volunteers?
- What have you done to improve or expand services to members?
- Have you introduced a new community service activity?
- Has your group presented a cutting-edge professional development program that members felt was most beneficial?
- How do you partner with other local professional organizations to enhance or increase your membership's networking opportunities and professional development?
- Are you thinking of using a new administrative software and would like feedback before purchasing?

Send a brief description of the event/service including outcomes/results and author contact info with photo (jpg). For further information contact the CVI Coordinator: careervoice@acpinternational.org. General author guidelines as listed above apply, except **maximum number of words is 250 words**.

Professional Resource's Review Column

The Professional Resources Review Column was established for members to learn about and keep up with the array of products, tools, and services in the marketplace. Some items are new; others are old but still viable and useful in conducting career management services and responsibilities. Reviewed items can include: books, assessment tools, evaluation instruments, videos/tapes, websites, magazines/newsletters, and any other professional resource. The main objective is to share information and products to help expand expertise and be better informed as professional career management specialists.

- **Reviews of members' resources:** If you have developed a product, written a publication created a tool, etc. and would like it reviewed, arrangements can be made for a member of the Association to read or examine the resource and do a write-up for the newsletter.
- **Members' reviews of resources used:** If you have found a resource to be quite beneficial in your work or helpful to your clients, review it for the newsletter.
- **Volunteer Resource Reviewers Sought:** If you would like to join our group of volunteer reviewers, please let me know. Volunteers can keep any materials tried out or read and reviewed.

General author guidelines as listed above apply, except **maximum number of words is 300**.

For further information on contributing to the Professional Resources' Review Column, please contact me @ careervoice@acpinternational.org Phone # 703.370.6966.

NOTE: You can submit at any time. The next issue will be published in December 2010. Look for a submission deadline in regular email bulletins.