

Join us in sunny New Orleans for the annual gathering of Career Management Professionals!

Kennedy Information



**Career
Management
Alliance™**

Linking Talent with Opportunity



2010 Annual Conference

April 28 - 30, 2010

Hilton New Orleans Riverside

Conference Theme:

“Strong Connections – Strong Careers”

Join Career Management Alliance — **the world’s leading association of career management professionals** — and over 200 of your professional peers from across the nation, this spring, in the vibrant city of New Orleans.

Together, with thought leaders from every part of the career management industry, you will discuss **the most up-to-date solutions and tactics that will benefit both you and your clients in the “new economy”**.

Key takeaways include:

- New best practices and emerging opportunities
- Expert perspective spanning all sectors, serving all clients
- On- and offline-learning opportunities

Save \$150 -
Register by
March 19!

Featured Speakers:



Dick Bolles
Author, *What Color is Your Parachute*



Yves Lermusi
Checkster



Carla Major
**Harrah’s
New Orleans
Casino & Hotel**

Sponsored by



For complete details visit:

<http://Conference.CareerManagementAlliance.com>.

2010 Annual Conference

Dear Colleague,

It is my privilege to personally invite you to New Orleans for the Career Management Alliance 2010 Annual Conference, April 28-30, at the Hilton New Orleans Riverside.

More than a highly informative event, it is the perfect opportunity to reunite with old friends and to make valuable new acquaintances with some of the liveliest, smartest and most dedicated professionals in career management today.

This year's conference theme, "Strong Connections—Strong Careers", focuses on building relationships that will ultimately help facilitate your clients' professional goals and your own career development.

From key software tools for upgrading a home office to the role of social media in career management... from using Tag Clouds to enhance communication for your clients and your business to accessing the "hidden job market"... and so much more — Career Management Alliance's 2010 Conference is your chance to distinguish yourself with the most up-to-date knowledge, best practices and advice available.

Please remember that this brochure provides only a short synopsis of what the 2010 event has to offer. For complete details, and to reserve your space today, please visit <http://Conference.CareerManagementAlliance.com>.

We hope to see you in New Orleans!

Best regards,

Liz Sumner
Executive Director



P.S. If you feel like lending a helping hand, plan also to join the Alliance and Habitat for Humanity to build homes for families in need, on Wednesday, April 28.

Here's what they're saying about the Annual Alliance Conference...

"Wonderful conference experience. Thank you for a quality, professional, well-orchestrated event!"

– *Debbie Lousberg, Lousberg Unlimited Career Services*

"Excellent, well organized, great transferable information for the future that will assist clients."

– *Pat Edwards, CRC Dover AFB*



"This was a 'top shelf' conference and was well worth our time to come. Thank you for an outstanding job. Let's do it again next year!!"

– *Leon Collins, CRC Wright Patterson AFB*



"This was my first time at a CMA conference and I just wish I had discovered them sooner. I am sold. A fantastic organization with an incredibly supportive, knowledgeable, and passionate group of colleagues that I feel privileged to know, and now consider friends. Thank you

for a tremendous and full couple of days."

– *Donna Sweidan, Careerfolk, LLC*

Wednesday, April 28

7:00 PM - 9:00 PM Welcome Reception

In recognition of individuals who have gone above and beyond their call of duty as career management professionals, making significant contributions to the careers community as a whole, the Alliance will present four distinctive awards: the *What Color is Your Parachute Award*, the *Bridge Award*, the *Mentor Award*, and the *Marketing Innovator of the Year*.

Main Conference Thursday, April 29 – 8:45 AM-4:30 PM

8:30 AM Conference Welcome

8:45 AM Keynote: Checkster Meets What Color is Your Parachute



Dick Bolles,
Author



Yves Lermusi,
Checkster

In light of the global economic crisis, advocates for both employers and the candidates are increasingly talking with each other. From this, is coming a better understanding of how to navigate career/talent management, namely by focusing on talent optimization, and its emphasis on broader factors.

This session presents a cutting-edge combination of recruiting, career counseling, neuroscience and expert performance principles used to identify the three factors essential for talent optimization and career satisfaction.

10:00 AM How to Land the Job of Your (Clients') Choice



Carla Major,
Harrah's Casino

In this fun and interactive session, you will discover how to help clients do better than settle. You will learn how to help them land the job of THEIR choice.

Together, we will review fundamental skill sets and how to determine what competencies your clients possess compared to what they actually enjoy doing. You'll leave able to effectively teach them methods for collecting facts about the industry/company they are interested in working in/for.



11:20 AM Concurrent Sessions

#1 Powerful, Confident New Ways to Showcase Your Clients' Value...and Yours!

Career professionals must be able to help clients prove that they can make target organizations a lot more money than it costs to find, recruit and retain them. We must do that in every résumé we write. We must give our clients confidence to extend that message in networking, in virtual space and in interviews.

The skills you will learn in this workshop will help you to empower your clients through every part of the job hunt, from preparing job search documents to targeting opportunities to interviewing and negotiating for compensation.

Don Orlando, Owner, The McLean Group

#2 Networking for Introverts and Other Reluctant Networkers

More than any other job search activity, networking pulls people out of their comfort zone. Yet, we know that networking is essential to a successful transition. The networking challenges are magnified for those who are introverts.

This workshop will provide practical tools for helping clients build strong and useful connections by managing their introversion or networking discomfort, developing the skills to network effectively, and implementing a successful campaign.

Wendy Gelberg, Owner, Gentle Job Search



National WWII Museum

#3 How to Use Blogs to Create Career Opportunities

Today, the business of career management is focused on continuous personal branding and reputation management. During any market condition your clients want people in their industry to know who they are and to be connected to opportunities.

These days, however, this is especially true. And blogging can help. But, there are ways to do it right and ways to just spin your wheels. This is the time and place to learn how to coach your clients so that they do it right.

Gil Yehuda, Independent Industry Analyst and Web Strategy Consultant

2:00 PM Concurrent Sessions

#1 Why Don't They Just Do What I Tell Them?

This session offers a close-up look at the challenges and frustrations we experience as a result of clients' reluctance. Together, we will identify possible reasons why clients don't always follow through on our advice and, instead, sabotage their job search and/or career advancement opportunities.

And in effort to resolve our frustrations, we will explore targeted strategies designed to better connect with our clients and develop ways for helping them better use the skills and resources that we offer.

Caillin Williams, Ph.D., Assistant Professor, Department of Counselor Education, San Jose State University



#2 Twitter Part I: Today's Indispensable Tool to Enhance Your Reach, Strengthen Your Reputation and Deepen Your Digital Footprint

As "power" Twitter users with large followings, Jacqui and Miriam will share success stories that will melt away any lingering doubts and preconceived notions that you might still have about this remarkable tool. You'll walk away knowing exactly how the Twitter community can propel your business in new directions and help you to become widely known as a sought after expert in your field.

Be sure to also attend Part II where you will learn how Twitter can work to help your clients achieve their career goals.

Jacqui Barrett-Poindexter, Chief Career Writer and Owner, Career Trends, and Miriam Salpeter, Owner and Career Action Coach, Keppie Careers

#3 Improve Your Marketing with Tag Clouds

While some programmers put them down and call them "Chrome on the Cadillac" or "Bling Bits," Tag Clouds can be amazingly useful in any writing or analysis that you do to help your customer, or your business to become more marketable.

This session will show you how Tag Clouds can be used to analyze language content, and enhance communications for your customers and your business. Be assured, this concept requires no more technical skills than you already have.

Steve Gallison, MD Department of Labor

3:30 PM Mobile & The Future of Job Search

With more than four billion handsets in the world, mobile is rapidly becoming the medium of choice for savvy job seekers, across the globe. Take into account Apple's iPhone, Google Android and, of course, the ever-evolving Blackberry and you have a growing number of people with access to the same computing power as a laptop.

This essential session provides an in-depth look at everything from mobile resumes to texting to iPhone apps and beyond with provocative commentary, opinion and real-life case studies.

Joel Cheesman, Senior Vice President, Jobing.com

4:30 PM Closing Remarks

Main Conference Friday, April 30 – 8:35 AM-4:00 PM

8:30 AM Opening Remarks

8:35 AM Jobs for Veterans: Paying It Forward

Despite the resources deployed by the government to assist military in transition, thousands of troops demobilized from the various branches of the service, National Guard, and Reserves are in need of additional (real-time) information, guidance and direction.

This panel will highlight several local initiatives supporting returning military that partner with corporate, association and government resources. You'll learn of some creative and successful programs, what's needed now, and how you can make a difference.



Gerry Crispin, Principal and Co-Founder, Career Xroads and Panel

10:00 AM Concurrent Sessions

#1 Home-Based Office Productivity

Having started a home-based business from scratch, Jason understands that many of his clients need to set up their own offices for their job search. In this presentation, he will share the key software tools he uses daily – from email management to phone services and voice mail to communication to prospects, peers and his professional network.

Over 10 different software tools will be reviewed and explained in this session (the benefits, not the features!).

Jason Alba, CEO & Creator of JibberJobber.com

#2 Using LinkedIn to Build Personal Brand & Online Identity

Greg Taylor, AKA "Sir LinkedAlot", and Beth Stefani have teamed up to present a dynamic seminar on how to use LinkedIn to build strong connections and widen your professional networks, to enhance your personal brand, and to promote your online identity... and then... use your new knowledge and expertise to build your clients' LinkedIn identity.

Don't miss this opportunity to learn what matters most in a LinkedIn profile, how to turn LinkedIn into an income stream for your business, and so much more!

Beth Stefani, Founder and President, Inspire Careers, Inc. and Greg Taylor, Executive Recruiter, Excelsior Search Partners

#3 Discovering Career Trends with Market Data

With unemployment at extraordinary levels, it is easy for job seekers to get discouraged by the apparent lack of opportunities in the job market. Aggregate job market data, however, disguises pockets of job growth present across most industries and sectors of the economy.

Fortunately, search engines are making it easier than ever for job seekers to discover these growth trends and leverage them to better manage their careers. The trick is in knowing what resources to use, and how. This session will teach you everything you need to know.

Paul Forster, CEO and Co-Founder, Indeed

11:30 AM Concurrent Sessions

#1 Making the Phone Ring: The Key to Absolutely THRIVING as a Career Coach

Whether you're just starting out in career coaching or are a veteran career advisor whose livelihood depends on constant client-flow, this provocative presentation will show you how to make the phone keep ringing so that you get all the business you can handle.

Both full-time, and part-time, career advisors will profit from Jack's expert advice on the foundations of private practice and business building.

Jack Chapman, Author, Negotiating Your Salary: How to Make \$1000 a Minute

#2 Hidden Job Market Secrets: Helping Executive Clients Find Their Next Career Opportunity

Today's job seekers must build credibility, engender trust and attract attention from hiring managers rather than simply rely on applications and credentials. The hidden job market offers executives the best chance for finding career opportunities; and it is where they should focus their job search efforts.

This critical session will reveal how to find and research those lesser known, unadvertised positions.

Debra Feldman, Executive Talent Agent, JobWhiz

#3 Twitter Part II: Today's Indispensable Tool for Getting Your Clients Connected, Branded, and Landed

Twitter is a revolutionary tool that can be used by clients to find job leads, discover unadvertised positions, research companies, uncover industry trends, prepare for interviews, and raise their value as an expert in their field. In fact, *BusinessWeek* says Twitter may be "enough to make a Monster tremble."

Learn how to boost your income by adding this important new service to your suite of offerings. Don't let your clients be left behind! (Note: If you are new to Twitter, be sure to attend Twitter Part I, as well!)

Susan Whitcomb, Founder and CEO, The Academies; Deb Dib, President, Executive Power Brand and Chandlee Bryan, President, Best Fit Forward



2:00 PM Concurrent Sessions

#1 Is Business Ownership the Right Choice for Your Client?

The current economic situation has forced many people to consider alternative career paths. And while they may have many questions, one thing is for sure... "I have to move on and do something else!"

Jania Bailey of FranNet offers this informative seminar to answer your clients' aforementioned questions and offer insight on possible options. She will explain the pros and cons of business ownership, explain franchised business models and teach you how to determine if it's the right choice for your clients.

Jania Bailey, President & COO, FranNet

#2 The Role of Job Networking Groups in the Community

In response to assisting professionals in job transition, networking groups are forming within communities with the purpose of bringing networking, motivation, resources and even inspiration to people out of work.



In this session, you'll hear the success story of Scioto Ridge Networking Group. Starting as a small ministry at the United Methodist Church in Hilliard, Ohio, Scioto Ridge Networking Group has grown to over 1,000 members with eight chapters meeting in various churches across central Ohio!

Ken Lazar, Scioto Ridge Job Networking Group

#3 Everything You Need to Know About Social Media (So You Won't Be Left Behind)

Maybe you don't want to become a subject-matter expert on online networking, but you do want to be aware of what's going on out there. After all, at this point, it's really not a choice rather a necessity.

This session will give you an overview of the role of social media in career management and the essential points you need to know. Our panel of experts will highlight their in-depth presentations and discuss the emerging trends expected to affect job seekers and business owners everywhere.

Jacqui Barrett-Poindexter, Chief Career Writer and Owner, Career Trends and Panel

3:30 PM Career Management Alliance 2010 Recap: Putting Great Concepts to Work

Couldn't be everywhere you wanted to be? That's okay. This session guarantees that you take home all of the key points that you might have missed. Highlighting the main takeaways from each info-rich session, this consolidated recap will help you to integrate much of the insight gained from the two-day event with your own strategies for the coming year.

Robyn Greenspan, Editor-in-Chief, ExecuNet

4:00 PM Closing Remarks, Expo Passport Winner Announcement

Thursday Night Special Event!



**Experience the heart and soul
of New Orleans on Thursday,
April 29th at 7:00-10:00 PM**

Join us for a Dinner Jazz Cruise on the Creole Queen, a Mississippi paddleboat. From Dixieland jazz to an authentic New Orleans dinner that promises to ignite your palate to



cocktails on the promenade deck — this night out on the river offers a taste of New Orleans you'll never forget.

All-inclusive fee: \$55. Reservations required.

Conference Accommodations



Hilton New Orleans Riverside
Two Poydras Street
New Orleans, Louisiana
70130

Tel: +1-504-561-0500

Fax: +1-504-568-1721

Reserved Room Rate: \$159

single/double

Note: Room availability is first come, first serve. We recommend calling the Hilton New Orleans Riverside to make reservations at your earliest convenience. When calling to book rooms for the conference rate, be certain to mention "Career Management Alliance."

To make reservations call +1-504-561-0500
or visit

<http://conference.careermanagementalliance.com/Hotel.com>

Substitution/Cancellation Policy

Cancellation requests must be submitted in writing and received by midnight, Friday, March 26, 2010. Refunds will be processed within 30 days of receipt of the written cancellation notice. Please send all requests to the Alliance Conference Office; 1 Phoenix Mill Lane, Fl. 3; Peterborough, NH 03458. Please note, that there will be no exceptions to this policy.

Exhibitor Package Benefits

Register as an Exhibitor and enjoy maximum exposure, including:

- 6' vendor table in our Exhibition Hall
- Mention in our Exhibitor Page in the Conference notebook
- Mention in the Conference marketing and advertising programs
- A one-year affiliate membership to the Career Management Alliance (effective the date of your registration, this offer applies to non-members only)

Call 603.924.0900, ext. 640 for more information.

Who should attend?

The Career Management Alliance conference is designed especially to enhance the knowledge, competency and expertise of professionals in the career management and employment industry, including:

- Career Coaches
- Career Counselors
- Resume Writers
- Outplacement Consultants
- College & University Career Development Specialists
- Military & Government Career Transition Specialists
- Recruiters
- HR Professionals

About Career Management Alliance

Founded in 1999, the Career Management Alliance (formerly Career Masters Institute) is the world's first professional association that spans all sectors of the careers community.

Our mission is to raise the visibility and credibility of the careers industry by providing expert services and support to individuals in career transition and to organizations so they can better manage their talent assets.

Habitat for Humanity Project

Wednesday, April 28, 2010 — 7:45 AM-4:00 PM

Lend a Helping Hand

Career Management Alliance invites you to lend a helping hand with building homes in New Orleans through Habitat for Humanity. Our construction project will help provide quality, affordable housing to families in the New Orleans area.

The Alliance will provide a bag lunch and transportation to the site, making certain that you return to the hotel in time for a shower, dinner, and the Career Management Alliance Conference Welcome Reception and Awards Ceremony.

No experience is required.

Please contact Beth Stefani at 716.646.0094 or email Beth@InspireCareers.com to register. And for more information about Habitat For Humanity, visit www.habitat-nola.org.

Thank you in advance for supporting such a worthy cause!



Habitat For Humanity

New Orleans — A Cornucopia of Art, Music, Food, and Culture

Located in the heart of New Orleans, often referred to as “the northernmost Caribbean city”, the Hilton New Orleans Riverside offers exceptionally easy access to innumerable shopping and entertainment options, including:

- **The Riverwalk Marketplace** (140+ shopping and food outlets)
- **Harrah’s Casino**, the **Aquarium of the Americas**, **The Insectarium**, **IMAX Theatre**, **Audubon Zoo**...
- **The French Quarter** renowned for its quaint streets filled with history and architecture
- The expanding **Arts and Warehouse District**, including: **The National World War II Museum**, **The Ogden Museum**, the **Louisiana Children’s Museum**, and more
- New Orleans’ **finest restaurants**
- **The New Orleans Jazz & Heritage Festival, April 23-May 2!**
- And for the daring outdoor enthusiast — **swamp tours**



The Riverwalk Marketplace

2010 Career Management Alliance Conference

April 28-30, 2010
 Hilton New Orleans Riverside

I would like to register for:

- The Conference**
 \$427/members; \$577/non-members (before – March 19, 2010) – **Save \$150**
 \$557/members; \$697/non-members (after – March 19, 2010)
- The Conference Exhibitor Package**
 \$750/members; \$995/non-members (space limited)
- Dinner Jazz Cruise**
 \$55/person

Total \$ _____

Non-member conference registration includes a free one-year trial membership to the Career Management Alliance, effective the date of your registration. Spouses, coworkers and employees of Alliance members may attend the conference at the Alliance member price plus a \$75 administrative fee. Please call 603.924.0900, ext. 640, for spouse/coworker/employee registrations.

Five Easy Ways to Register

Online: <http://Conference.CareerManagementAlliance.com>
 Fax: 603.924.4034
 Mail: Career Management Alliance
 1 Phoenix Mill Lane, Fl. 3
 Peterborough, NH 03458 USA
 Phone: 800.531.0007 or 603.924.0900, ext. 640
 Email: conferences@careermanagementalliance.com

Payment Method:

A completed registration form, along with full payment via credit card or company check (made payable to Kennedy Information), must accompany your registration.

Charge my credit card: MC VISA AMEX

Card # _____ Exp. _____
 Signature _____ CCV# _____

Name _____ Credentials _____
 Company _____ Practice Area _____
 Address _____ City _____
 State/Prov _____ Zip _____ Country _____
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