

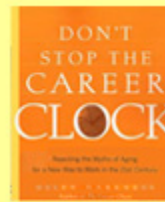


Career Design

Associates, Inc.

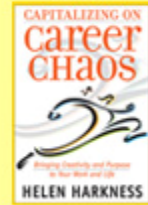
Freedom Is Knowing Your Options →

Changing Careers
1997



New Way to Age
1999

Creating Purpose
in Age of Uncertainty
2005



Check out our [blog](#), [website](#), [LinkedIn Profile](#), [Facebook Profile](#).
Follow us on Twitter: [@CareerDesign](#).

April 2009 Calendar & Newsletter



Meetings are at CDA offices:

2818 South Country Club Rd
Garland, TX 75043
RSVP (972) 278-4701 or
options@career-design.com
www.career-design.com



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Welcome to Career Design Associates, Inc.

Social Media??? Help!!! This was my initial response to the rapidly growing necessity to use Texting, Facebook, LinkedIn, Twitter and YouTube. Directly speaking face to face, writing articles and publishing books were my ways to communicate. Now, like millions of mature adults we are learning a new way to communicate from our children and grandchildren. My response to Social Media recalls how I felt at the age 3 when I realized that all the ABC letters of the alphabet had to be put together exactly to create each word written - overwhelming initially! While no easy task for many of us, it is a necessity, both personally and professionally.

A sharp curve for learning and using these new communication tools is a necessity - CDA Pathfinders for The Future, through the help of Social Media specialists is creating this opportunity for all!

My major message continues to be that our current career chaos is forcing us to search out creativity methods and solution. Easier said than done!

Do come and participate, question, learn and conquer this challenge so new to many of us! You can check us out on [LinkedIn](#), [Facebook](#), follow us on Twitter: [@CareerDesign](#), YouTube and our [Blog](#). We are learning as we go along.

Pathfinder's for the Future: Career Information and Mentoring Sessions - Open to the public at no charge!

[Join Our Mailing List!](#)

[Forward to a Friend](#)

An RSVP to open meetings is not required, but requested. All other meetings will require an RSVP. **Do call (972) 278-**



LinkedIn for Strategic Networking and Job Search

Sat, Apr. 18, 10 - 12 noon

Stephanie Cross is a social media guru and speaker. She says "Social media is much like driving to an unknown destination, if you don't have the exact path to take to a desired end point, you can get lost and waste tons of time." She is the President/CEO of **The Destani Marketing Group, Inc.**, and helps businesses all over the country with social media marketing, Internet marketing, and web design and development. Stephanie has a passion for helping others harness the power of the Internet to generate revenue like never before. We are excited she has agreed to come speak with CDA clients and friends.

Stephanie will teach participants how to use "LinkedIn", a free Internet networking tool to: (1) Setting up your profile correctly (2) Expand your network, simply and quickly (3) Market yourself and (4) Uncover opportunities and obtain meetings.

Do check out her [website & blog](#), [LinkedIn profile](#), [Facebook profile](#) and Twitter: [@destanigroup](#) in the meantime.

RSVP now. [Yes! I'll be there.](#) [No. I cannot attend.](#)



Energy Meeting: The New Electric Utility Landscape . . . 7 Complex Realities & Emerging Opportunities

Thursday, April 23, 7-9 pm

Janet Kieffer, principal of **Gravity Solutions**, a consultancy that helps technology companies identify new market opportunities, expand growth, and reshape their competitive playing field, will discuss the new **Electric Utility Landscape and the emerging opportunities!**

"From aging infrastructure to climate change to renewable energy, the utility industry is at a critical crossroad. Seven enormous market forces are converging on the industry which will reshape investment, job opportunities, technology adoption, and the price consumers will pay to rebuild our 100 year old system. But beyond 'green' jobs, this coming structural change will provide new opportunities for entrepreneurs, engineers, software developers, support services, lawyers, trainers, and consumer marketers," says Janet. "**This is an opportune time for many of Dr. Harkness' clients to focus their talents in new ways.**"

Over the past 18 years, Janet has provided market strategy to investor owned, municipal and cooperative utilities, retail energy providers, and technology companies that provide automated metering, meter data management, and customer information systems to utilities. **Do attend and bring interested friends!**

RSVP now. [Yes! I'll be there.](#) [No. I cannot attend.](#)

4701 or email options@career-design.com **if you have any questions.** The meetings listed above are held at CDA offices in Garland unless otherwise specified. Get [Directions to CDA!](#)

5-Day Assessment and Intensive Skills Focus Workshop \$1395.00*

1-day for Assessments, completed prior to the start date. Dates for the Skills Identification and Focus portion are **Saturday Apr. 25, May 2, 9 and 16.**

We do offer a special payment plan. **Pay \$595.00** Assessment Fee at registration and **\$800.00 balance** to paid in full by the end of 2009.

[To register or for more information click here.](#)

Call (972) 278-4701 or [email](#) for questions.

*If you have already taken the assessments, you will be eligible for a substantial discount.

Forward to a Friend

Around the Globe News

The **NTAEC** (North Texas Advanced Energy Collaborative) Blog is up and running. [Check it out!](#)

The **NCDA** (National Career Development Association) featured the article, **Current Careers In Energy**, written by Dr. Harkness, Tony Robinson



Facebook Marketing

Sat, May 2, 1 pm - 3 pm

Shama Hyder, an online marketing expert, has been presenting on social media around the country. She says **"I live and breathe online marketing. It is my passion. It may seem dull to some, but I do a happy dance when someone emails me that my book helped them finally "get" social media or my client tells me we have had 23 sales record setting months in row. This stuff makes me happy! Deliriously happy even.."**

She is the Owner of **Click to Client**, a full service online marketing firm that excels at Training individuals and companies to be online marketing rock stars in their own right and Serves as the outsourced "in-house" online marketing department for companies around the world. We are fortunate she has agreed to come speak with CDA clients and friends and share her knowledge.

Shama will discuss **Facebook, a free Internet networking tool**. Add this information to your arsenal of social media tools.

Do check out her [website](#), [blog](#) (10 Things to Do Immediately after a Networking Event), [LinkedIn profile](#), [Facebook profile](#) and Twitter: [@Shama](#).

RSVP now. [Yes! I'll be there.](#) [No. I cannot attend.](#)

Myers-Briggs (MBTI) Workshop

Tues., May 5, 7 - 9:30 pm

Come at 6 pm promptly to take the assessment. CDA clients have already taken it.

Learn about your type and communication style. Understanding yourself and others will help you in your professional and personal success. Open at no charge to all CDA clients and spouses, SMU, FunEd, S'Cool and UTD career course participants. **RSVP required.** [Click here for more details.](#)

All others -- Special Offer! Purchase two of Dr. Harkness's books from CDA Inc. prior to the workshop and attend at no charge (\$65.00 value).

RSVP now. [Yes! I'll be there.](#)

Special Thank You to March/April speakers!

Maria Whitworth of **DRPR Marketing** shared extremely valuable information at the March meeting, **The New Face of Networking . . . How to Profit from Social Media**. Maria really knew how to energize our group of 68 attendees. Thank you! [Check out Maria's website!](#) [See Maria's marketing flyer!](#)

Ryan Hunter with **Meridian Solar** generously volunteered his time to discuss the basics of solar energy technology and photovoltaic

and Eric Woodroof, Ph.D. on their website. [Check it out!](#)

CareersInWind.com is having a free 3-day seminar in Chicago. [Check it out!](#)

Dr. Harkness was featured on the cover of the **Dallas Morning News** on March 12, 2009! [Check it out!](#)

Positive Psychology is one of the new and upcoming trends. [Check out their website for the 1st World Congress of Positive Psychology](#) meeting, June 18-21 in Philadelphia. (HH will be there.)

The annual **World Future Society** conference is in July of this year. [Check out their website for details.](#) Dr. Harkness attends every year and recommends everyone experience it at least once.

CDA Client Corner

If you have a product or service to share, email the details to us.

Buddy Frazer of **MPF Services**, former CDA client came to the rescue last week. Helped Lissa learn the new video technology. We are now back into burning our career information DVD's successfully. **Thank you, Buddy!** He is excellent in making professional videos. Keep him in mind if you have a need. Check out his [website!](#)

Pamela Smale-Williams, LPC LMFT

systems at the March energy meeting. Thank you! Do check out [Meridian Solar](#) website.

Dorothy Beach shared her insight on **Twitter** this past Saturday, the 2nd meeting in our Social Networking Series. She really did a bang up job! **Dorothy said "make sure and follow her on Twitter: [@DorothyBeach](#),"** she will be sharing some other great social media tips that she comes across. **Thank you, Dorothy.**

Let's keep moving forward with these Pathfinder's for The Future Career Information and Mentoring Sessions.

The **Navigate Passages Workshop** mentioned in prior announcements has been moved to the fall, **Sat. Sept. 26, 2009.** An intensive, one-day workshop for mid-career, experienced successful women who are changing course during turbulent times. Sponsored by **The Foundation for Women's Resources**, a non-profit organization.

Dr. Harkness will be the keynote luncheon speaker, ***Turning Your Passion into Your paycheck***, plus Susan Abrahamson and many other great speakers discussing issues affecting women today. **Early Bird Registration \$250.00, \$300.00 after 09/15/09. [Click here to register or for more information.](#)**

AAMFT, specializing in marital, family, individual and sex therapy is teaching **Anger Management** on May 2nd and **Couples Therapy** starting May 5th. Call (972) 596-1338 or [check her website](#) for more information.

Special request.

Please click on the **Update Profile link** at the bottom of this email and update your contact information.

Thank you!
Lissa

Publisher: CDA Inc.,
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Lissa Duty

I especially appreciate your referrals. While most clients are in the Metroplex area, we have countless others from other cities and states. My priority is to help adults realize their career potential and develop an action plan to achieve it. There is no charge for our initial career conversation.

Keep in touch and keep moving forward to identify and achieve the purpose you can pursue with passion!

Sincerely,

Helen Harkness, Ph.D.
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Author of:
Best Jobs for the Future
The Career Chase
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