

**The Career Development Association of Alberta  
Calgary Chapter (CDAA)**

**Ignite Your Passion Conference: Our Client's Voices**

**Keynote Speaker: Anita Caputo**

**"Learn to Bounce"**

**Alberta 2040: The Premier's Council for Economic Strategy  
(A Working Session)**

**Buffet Lunch**

**Afternoon Session with Gray Poehnell**

**"Entrepreneurship as a Hope Filled Engagement Strategy for  
Clients"**

**Thursday, September 23<sup>rd</sup>, 2010**

**Holiday Inn Calgary Macleod Trail South  
4206 Macleod Trail South**

**Registration Starts at 8:00am**

**Conference Times: 8:30am to 3:30pm**

**(Includes Morning Coffee/Snack and Lunch Buffet Breakfast is not included)**

## **Who Should Attend:**

- **Career Development Practitioners, Coaches, Consultants and Counselors**
- **Professionals who work in the career development field with**
- **People in career/life transitions**
- **Post Secondary and High School Students/Youth**
- **People with disabilities**
- **Immigrants**

## **Inside Information**

### **(Google Map Area)**

**Holiday Inn Calgary Macleod Trail South**

**4206 Macleod Trail South  
Calgary, Alberta, Canada  
T2G 2R7  
phone: 1-403-287-2700  
fax: 1-403-243-4721  
toll-free: 1-866-554-0162**

### **Conference Rates:**

**Early Bird CDAA Member: \$75 plus GST**

**Early Bird Non-CDAA Member \$100 plus GST**

**CDAA Member after September 6, 2010 \$100 plus GST**

**Non-CDAA Member after September 6, 2010 \$125 plus GST**

### **Refund Policy:**

**There will be no refunds offered after September 15<sup>th</sup>, as final numbers must be given to the hotel.**

## **(Agenda and Bios)**

# **Ignite Your Passion: Our Client's Voices**

## **Opening Keynote Speech: Anita Caputo**

### **Learning to Bounce: Surviving and Thriving during Changing Times**

In today's economy adversity in careers is commonplace. Employees are coping with layoffs, reorganizations and other stressful changes in the workplace. How do the people who have been laid off find the determination to keep going? Experience has shown time and time again that it is the people themselves who find the strength to triumph over obstacles. It is the people themselves who create their own success and productively move on with their lives. People not only survive, they often thrive during recessionary and ever-changing times.

In this session you will discover:

- Which strategies the survivors of the high tech layoffs have used to be resilient in the face of setbacks
- How these clients shifted from pessimism to optimism
- How these clients successfully coped with normal emotional swings when confronting loss and change
- How to avoid the most common traps clients fall into

## **Alberta 2040: The Premier's Council for Economic Strategy**

### **(A Working Session)**

## **Buffet Lunch**

### **Afternoon Session: Gray Poehnell Discover Uncharted Entrepreneur Potential**

What makes an entrepreneur an entrepreneur? How do you tell what an entrepreneur looks like? In today's labour market, more and more people find themselves having to consider the entrepreneurial path. People who successfully create their own work opportunities come in all shapes and sizes. This session will approach entrepreneurship from a Hope-Filled Engagement approach; the goal of which is to create an environment of hope for people, especially those who find it a challenge to see any

hope as they look down their life/career path. It will explore a holistic person-centered approach to assist people to consider whether entrepreneurship is an option they should investigate more.

In this experiential workshop session you will:

- Discuss the nature and types of entrepreneurs in today's world.
- Critically reflect on the use of "Are You An Entrepreneur?" type quizzes.
- Present four factors which are important in being successful as an entrepreneur: spirit, opportunity, resources, and plan.
- Illustrate a person-centred activity designed to help people evaluate their potential as entrepreneurs.

## Bios

### Anita Caputo

Anita is the founder of Big Picture Institute [www.bigpictureinstitute.com](http://www.bigpictureinstitute.com). She is a leadership and management trainer at Learning Tree International and Carleton University.

In July 2001, when Anita Caputo was laid off from her corporate job, she received flowers from a colleague with a note that read "Today is the first day of the rest of your life"; and for her, it truly was. Anita has used that experience to bounce to her ideal work.

Anita is the author of "Promote Yourself" and co-author of "Learn to Bounce: from a high-tech layoff to your ideal work" [www.learntobounce.com](http://www.learntobounce.com). Anita will share her insights and the emotional journeys experienced by those who feel sabotaged by events in today's economy and the winning strategies they used to bounce back into the world of work.

Anita puts her extensive knowledge to work inspiring professional excellence in others. She is an expert in work change resilience helping leaders build motivated, productive and collaborative teams through perspective and simple common sense strategies.

Anita has been featured on the front cover of CMA Magazine and in the working section of the Ottawa Citizen. She has also been interviewed by Breakfast TV in Toronto, by CBC Radio, A-Channel and Rogers "Talk Ottawa".

## **Gray Poehnell**

Gray Poehnell is an experienced career consultant with an interest in wholistic approaches that cultivate hope (even for the seemingly hopeless), practical spirituality, creativity, imagination, and career integrity.

As partner to Dr. Norm Amundson in Ergon Communications, he has participated in the development and writing of numerous career counselling programs and has co-authored several workbooks, including Hope-Filled Engagement (upcoming 2011), Career Pathways, Career Crossroads, CareerScope (for High School youth), and Guiding Circles (for Aboriginal or other non-mainstream people).

He has worked with diverse client populations, such as youth, social assistance recipients, older adults, immigrants, professionals and Aboriginals and currently trains career practitioners both nationally and internationally. Gray is of Metis descent and is presently involved in projects to develop career materials from an Aboriginal perspective and to train Aboriginal career practitioners across Canada and in Australia in the Guiding Circles approach.

He is also facilitating Guiding Circles training with a wide range of career practitioners who work with other client groups that benefit from a more wholistic approach, such as multi-barriered clients or students. He is very happily married, has 2 adult daughters, and currently lives in beautiful Steveston at the mouth of the Fraser River, Vancouver, British Columbia, Canada.