

California Placement Association
Conference for Professional Development
www.calplacement.org

PATHWAYS
to Employment

February 25 - 27, 2015
Embassy Suites, San Luis Obispo



Register Now!

2015 CPA Conference Keynote Speakers:

Kathy Condon, Author, Trainer and Business Consultant
"Face-to-Face Communication in a Digital Age" "I Can See Clearly Now"

Abby Kohut, Human Resources Recruiter, Author, Employment Advocate absolutelyabby.com
"Technologically Speaking: Job Placement Strategies Utilizing Social Media"
"Hidden Job Market: Is it Really Hidden?" "How to Get a Job When You Are Overqualified"

Anthony Michaelides, Career Services & Job Placement Professional
"The Power of Transferable Skills"

Keeon Rudder, CEO & Author
"The Job Interview Simplified"

Other Conference Topics Include:

- New Innovations in Resume Writing • Veteran Information and Challenges • CA Career Café Update
- WorkAbility Programs • Working with Felons & Ex-offenders • Labor Market Info
- Job Placement Centers Best Practices • Successful Internships Programs
- Employment for the Homeless • Employment for People with Disabilities

★ **Employer Panel:** *"Pathways to Employment: The Employer's Point of View"*

Registration forms available online: www.calplacement.org

Community College Employees: Need help getting to the conference?
"Professional Development" is an allowable expense under Perkins IV Grants.

CPA Conference Registration Fees:

CPA Member: \$250 Non-member: \$295
Late Fee: Add \$25 after 2/9/15

Fees include all scheduled meals & President's Reception

Payment: Checks, Cash & P.O.'s (payable to CPA)

Pay by credit card online: calplacement.org

CPA TAX ID#: 953833997

Conference begins 1 p.m. Feb. 25; ends at noon Feb. 27.

Make Your Hotel Reservations:

Embassy Suites
333 Madonna Road San Luis Obispo, CA 93405

embassysuitessanluisobispo.com
Hotel Reservations: (805) 549-0800

Ask for CPA Annual Conference 2015 rate
\$119.00 per night (plus tax) by February 9, 2015
 Rate is good three days before and after conference
 Self-Parking: FREE

Conference Registration Questions? Rosa Asencio, CPA President, Mt. San Antonio College

Phone: (909) 274-5941 Fax: (909) 274-2038 Email: rasencio@mtsac.edu CPA website at www.calplacement.org



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2015 CPA Conference Agenda At-A-Glance

Wednesday, February 25, 2015

12:00 p.m. - 5:00 p.m.
1:00 p.m. - 1:15 p.m.
1:15 p.m. - 2:30 p.m.
2:30 p.m. - 2:45 p.m.
2:45 p.m. - 4:00 p.m.
4:00 p.m. - 4:15 p.m.
4:15 p.m. - 5:15 p.m.

Conference Registration Open
Welcome/Introductions/Door Prizes
Kathy Condon “Face-to-Face Communication in a Digital Age”
Break/Networking
Abby Kohut “Hidden Job Market: Is it Really Hidden?”
Break/Networking
Group Discussion/Best Practice Sessions: (Choose One)

- #1 “Felonies, Ex-Offenders Success”
- #2 “WorkAbility Programs: Group Discussion”
- #3 “Job Placement Centers: Ideas for the Future”
- #4 “Networking: Ideas That WORK!”

6:00 p.m. - 8:00 p.m.

President’s Reception! **“The Great Grape Escape”**
Hors d’oeuvres /Door Prizes/Networking/Fun



Sponsored by


Thursday, February 26, 2015

8:00 a.m. - 5:00 p.m.
8:00 a.m. - 9:00 a.m.
9:00 a.m. - 10:30 a.m.
10:30 a.m. - 10:45 a.m.
10:45 a.m. - Noon
12:00 p.m. - 1:15 p.m.

1:15 p.m. - 2:30 p.m.
2:30 p.m. - 2:45 p.m.
2:45 p.m. - 3:45 p.m.

Registration Open
Continental Breakfast
Abby Kohut “Technologically Speaking: Job Strategies / Social Media”
Break/Networking
Kathy Condon “I Can See Clearly Now”
Lunch/Awards/Networking/ Door Prizes

Lunch Sponsored by



Keeon Rudder “The Job Interview Simplified”
Break

Workshop Sessions: (Choose One)

- #1 “How to Get a Job If You Are Overqualified”
- #2 “Skid Row to Employment: A Seamless Transition”
- #3 “Job Seekers with Disabilities: Solutions to Employment Challenges”
- #4 “Career Café I: Overview for Newcomers”
- #5 “Transforming Career Training in Higher Education”

4:00 p.m. - 5:00 p.m.

Workshop Sessions: (Choose One)

- #1 “Resumes: New Innovations”
- #2 “Veterans: Advantages & Challenges in the Job Search”
- #3 “Successful Internship Programs at Community Colleges”
- #4 “Career Café II: New Innovations”
- #5 “Job Fairs: Real, Virtual & How To Track Success”

6:00 p.m. - ?

Dinner Groups/Networking (*Meet in the Hotel Lobby*)

Friday, February 27, 2015

7:30 a.m. - 9 a.m.
7:30 a.m. - 8:30 a.m.
9:00 a.m. - 10:15 a.m.
10:15 a.m. - 10:30 a.m.
10:30 a.m. - 12 p.m.

12 p.m. - 12:15 p.m.

Full Breakfast
CPA Business Meeting – All Welcome
Anthony Michaelides “The Power of Transferable Skills”
Break
Employer Panel:
“Pathways to Employment: The Employer’s Point of View”
Door Prizes/Evaluations/Tablet Giveaway! Adjourn





CPA Conference Speakers



Kathy Condon

Award-winning Author, Speaker & Trainer

Kathy Condon founded KC Solutions, a company that focuses on building relationships with the business community through face-to-face networking and social media, in 1984.

Kathy has numerous certifications which helps illustrates that she keeps up with business trends. She is a Graduate of Anthony Robbins Master University, Hawaii and holds a BA, from the University of the Virgin Islands, St. Thomas, Virgin Islands. She is a permanent resident of Palm Springs, California.

Kathy's Publications Include:

"It Doesn't Hurt to Ask: It's all about Communication," was named "Best Books Finalist" by USA Book News. July 2014, this book was published as a Second Edition.

"Face-To-Face Networking It's All About Communication" is receiving rave reviews on Amazon.

Kathy's Mission Statement: "The purpose of my life is to cultivate and share wisdom, enjoy soaring to new heights and increase the quality of the day for myself and others."

Kathy Condon's CPA Conference Presentations:

"Face-to-Face Networking in the Digital Age"

- How much time and effort should you should be putting into learning and posting to social media?
- Does the thought of walking into a room full of strangers drive fear into your heart?
- Do you wonder how you find events where you can connect with decision makers?

If you said yes to even one of these questions, you will want to hear Kathy Condon open our conference. Kathy uses stories and humor to make her points, but more importantly, you will walk away with many tips that are easy to implement.

"I Can See Clearly Now"

Life is complicated and there are times when we all feel overwhelmed! Our energy gets zapped on the job (and everywhere else) and it's just hard to get motivated! If you find yourself feeling overwhelmed and low on energy, this presentation will help. Kathy Condon will share ways to improve your life that have been proven to work! Learn how to recognize the signs, learn when it is time to take a break, analyze what is wrong and move forward with a positive outlook.





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Abby Kohut

Human Resources Recruiter, Author, Career Consultant

www.absolutelyabby.com

Abby Kohut, who is known on the web as Absolutely Abby, is the President of Staffing Symphony, LLC and the author of “Absolutely Abby’s 101 Job Search Secrets.” In the past 18 years, Abby held positions from Recruiter to Consultant to Senior Director of Recruiting for a variety of companies in a variety of industries. She is credited with helping to hire approximately 10,000 people. Her website AbsolutelyAbby.com, which was selected as one of the “Top 100 Websites for Your Career” by Forbes in 2013, teaches candidates secrets and the Absolute truth about the job search process that other recruiters won’t tell you. Abby has provided job search tips on Fox 5, NBC, CBS, ABC, LinkedIn, Monster, Real Simple, The Ladders, Bloomberg Radio, and Forbes. Since 2010, Abby has been on a mission to help one million job seekers and is currently driving around the USA on a nationwide tour to accomplish that goal.

Abby Kohut’s CPA Conference Presentations:

“Technologically Speaking: Job Placement Strategies Utilizing Social Media”

The rules of job searching are not the same as they were even five short years ago. This presentation will teach you several effective strategies for improving the networking skills of your participants which include personal marketing, social media and "outside the box" marketing techniques utilizing technology. Learn the game (and the Absolute truth) from an expert recruiter once and for all!

"Hidden Job Market: Is it Really Hidden?"

Although the economy is improving - this still ain't your Grandma's job market! Many of the jobs are hidden from plain view and unless you learn about the new way to job hunt, you'll be left out in the cold.

In this workshop, you will learn:

- How to uncover the hidden job market
- Why the job market is hidden in the first place
- How working for free can be the best idea you ever had
- How to solve problems for companies who don't know that they have them

"How to Get A Job When You Are Overqualified"

Many seasoned job seekers find themselves being called “overqualified” because they have more years of experience than the job description requires. Learn powerful strategies to overcome your interviewer’s misconceptions about you. It’s impossible to BE overqualified unless YOU believe you ARE overqualified.

In this workshop, you will learn:

- How to answer the overqualified question
- The real reason recruiters AND hiring managers are concerned about hiring overqualified applicants
- How to change your cover letter and resume if you believe you are overqualified
- Seven ways to explain on an interview why being overqualified is an advantage





Anthony Michaelides
Director, Job and Career Center
College of the Canyons

Anthony Michaelides has over 20 years working in the fields of career services and job placement, with the past 13 years as the Director of the Job & Career Center at College of the Canyons. He has also worked as a Job Developer and Career Center Director for ITT Technical Institute, and a Work-Based Learning Coordinator with the Ventura County Superintendent of Schools.

Anthony has a Master’s Degree in Psychology and especially enjoys using it to help his job seekers “get into the employer’s head” during the job search process, by identifying logical strategies and techniques. His specialties include assisting

with customizing resumes, prepping for interviews and conducting large special events such as job fairs, resume rallies, non-profit fairs and CareerCampSCV.

Anthony Michaelides’ CPA Conference Presentation:

“The Power of Transferable Skills”

Everyone has transferable skills; they just may not know it. Our clients feel defeated when they have “no” relevant background to offer an employer. We tell them to highlight their skills and background, yet have them minimize, hide or remove unrelated work history from their resume. See how to make past experience relevant, and how clients can “tell their story” in a way that will boost their confidence and win the employer over.

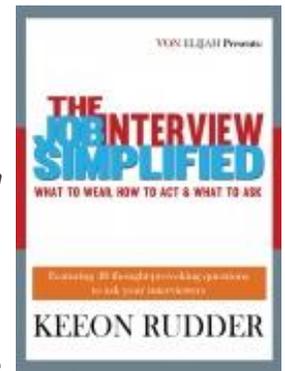


Keeon Rudder

President, CEO of Von Elijah
**Author of "The Job Interview Simplified:
 What to Wear, How to Act & What to Ask"**

Keeon Rudder was born in the Caribbean on the island of Grenada. His mother relocated him and his sister to Houston, Texas when he was six years old. He is a proud graduate of The University of Texas at Austin with degrees in Corporate Communication and Business Administration.

Keeon is the author of the book "The Job Interview Simplified" which he says will help any job seeker ace their interview, regardless of their background, education, or nationality. In addition to being an author, Keeon is CEO of his own company and an inventor. He is the founder and inventor of the world's first reversible rain umbrella, which will hit the market in 2015.



Keeon Rudder’s CPA Conference Presentation:

“The Job Interview Simplified”

Keeon Rudder will provide in his presentation several tips that we can take back to our students and clients as they go through the job search. He will describe how he developed “a knack” for wooing and impressing his interviewers. His straight forward guidelines teach the precise tools to control the flow of any conversation, perfect the resume, and how best to display confidence during the interview. Most importantly, Keeon will address the dreaded question, "Do you have any questions for us?" and other difficult to answer questions.



You Are Invited!



CPA President's Reception "The Great Grape Escape"

Wednesday Evening

February 25, 2015

San Luis Obispo Room, South

Hors d'oeuvres /Door Prizes/Networking/Fun

Free for all conference attendees!

2015 CPA Conference Information

- **Conference Dress:** Casual
- **Weather:** Expected cool in the evenings
- **Parking:** Free

- **Conference Resource Table!**

A resource table will be available for attendees to share informational materials. Please bring items to the registration area. *(100 of each) (Examples: pens, pencils, notepads, candy, highlighters, brochures)*



- **Please Bring Door Prizes!**

Drop off your door prizes at the conference registration table.

You will have a chance to win a variety of prizes including a Samsung Galaxy Nook 7-Inch Tablet

(The winning ticket will be drawn at the end of the conference)



Conference Registration Deadline:

February 7, 2015 *(late fee will apply after this date)*

CPA Conference Registration

Contact: Rosa Asencio, Mt. San Antonio College

1100 N. Grand Avenue Walnut, CA 91730

Phone: (909) 274-5941 Fax: (909) 274-2038 rasencio@mtsac.edu



Things to Do While You're in SLO

The SLO Farmer's Market:

A Thursday Night Tradition! 6 p.m. – 9 p.m.

Thursday night at the CPA Conference is a great time to explore the area. Whether you're a fan of live entertainment, local produce, locally made products, barbecued ribs or just a great time, you'll want to make a point of stopping by the SLO Farmer's Market!

Shuttle Service: Guests of the Embassy Suites enjoy \$4 round-trip shuttle service every Thursday night to the fun and excitement in downtown SLO! Sign up for the shuttle starts first thing Thursday morning and space is limited.



Restaurants in San Luis Obispo

The Greenhouse Grill & Café (located in the Embassy Suites)

At the Embassy Suites San Luis Obispo hotel offers a variety of dining options. A delicious lunch or dinner is just steps from your hotel room at our Greenhouse Grill and Café! Restaurant hours are 11 a.m. - 10 p.m.

Other nearby restaurants include:

Big Sky Café
Novo

Café Roma
Koberl at Blue

F. McLintocks
Old Porte Inn

California Pizza Kitchen
Tahoe Joe's

Embassy Suites Complimentary Breakfast & Evening Reception

The Embassy Suites San Luis Obispo offers an Evening Reception, with complimentary food and cocktails, held in the hotel's atrium from 5:30 p.m. to 7:30 p.m., 7 days a week.



San Luis Obispo Wineries

The Embassy Suites is located near the most popular Central Coast wineries! Wineries near the hotel include the Tolosa Winery, Edna Valley Vineyard, Wolff Vineyards, Claiborne Churchill Winery and more.

Don't Forget the Beach!

San Luis Obispo is just minutes from some of California's best beaches and original beach cities: Avila Beach (10 miles), Pismo Beach (12 miles), Morro Bay (17 miles), Montaña de Oro State Park (18 miles), Cayucos (18 miles).

