



# The 2014 ACPW Women in Transition Career Conference

Saturday, November 15, 2014

1:00-5:00pm

Latvian Museum and Lutheran Church

400 Hurley Ave, Rockville, MD 20850

# AGENDA

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Welcome	1:00-1:15
A Peek Behind the Curtain: <i>Recruiter Discussion Panel</i>	1:15-1:45
Overview of Workshops	1:45-1:55
Workshop Session 1	1:55-3:10
Break	3:10-3:20
Workshop Session 2	3:20-4:35
Closing Remarks and Mingle	4:35-5:00

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THANK YOU  
FOR JOINING US TODAY

**The Incredible, Indelible You**  
Crafting your elevator pitch

**Interviewing with Power**  
Performing well in the toughest interview

**Decoding Job Descriptions**  
Reading and responding effectively to job descriptions

**Networking 101**  
Building relationships and avoiding common pitfalls

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SESSION 2 WORKSHOPS

**Successful Transitions: Removing Barriers to Your Motivation**  
Managing your energy and motivation during change

**Social Media as a Tool in Your Job Search**  
Leveraging social media to land a great job

**Federal Employment**  
A look into the process of applying for Federal jobs and tips for success

**Resumes!**  
Getting the basics right and polishing your masterpiece

Notes:

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# SESSION 1 WORKSHOP DESCRIPTIONS

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## The Incredible, Indelible You

John Venable  
Colonel USAF, Retired

McLean Bible Church  
Career Network Ministry

You will leave this workshop with a solid draft of your own elevator pitches.

Nearly every conversation you have during your job search will begin with a version of the question: “Tell me about yourself.” It is critical to be able to create a memorable and positive impression that will let your listener know who you are and how you can solve their problems in the first 15–30 seconds. In this workshop, JV will help you identify the parts of a good elevator pitch and help you craft a strong and arresting message that will help your listener understand why you might just be the most valuable person they’ve met all day!

## Decoding Job Descriptions

Lisa Nonamaker, *Principal*  
Pat Brannigan, *Delivery Executive*

SAP  
Public Services

You will learn to create responses to job postings that make you stand out in the candidate pool

Get the job you want! Create targeted, customized and effective responses to job postings to entice employers to take an interest in you as a candidate. This interactive workshop will help you learn to analyze job descriptions and align their requirements with your capabilities, experience, and interests, to create quality responses that will help you stand out.

## Interviewing with Power

Nancy Fink  
*Assistant Director*

*MD Professional Outplacement  
Assistance Center*

You will learn simple strategies for feeling more comfortable and powerful in an interview.

In this workshop, Nancy will assist you in examining and discussing strategies for putting your best foot forward in an interview. She will help you think about how to respond to several of the toughest interview questions and collectively, you will come up with some great answers you can use in your own interviews. Nancy will also help you explore the importance of nonverbal communication in the interview process.

## Networking 101

Dip Chandra  
*Founder & Owner*

*IT 4 DC*

You will learn tips and techniques to network effectively and avoid some of the common pitfalls and mistakes of networking

Generating quality job leads during your job search is always a critical factor. Dip will teach you how to build quality sustainable social and business relationships that will yield those meaningful leads. He'll answer the big networking questions, including: Why is networking important? When, where, how should you network? What should you say when you are networking? Walk away from this workshop with the information you need to improve your networking outcomes.

## SESSION 2 WORKSHOP DESCRIPTIONS

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### Successful Transitions: Removing the Barriers to Your Motivation

Dr. Theodora Fitzsimmons

*Theofitz Coaching LLC*

*Certified Leadership and Transition Coach*

You will learn how to break down the barriers we all create with our negative self-talk.

Theodora will walk you through an overview of important concepts that will help you learn to identify your own and others' limiting beliefs, assumptions, interpretations, and gremlins. Using group discussions and activities, she will equip you to break through these limitations and unleash your own powerful motivation to face your challenges with a new outlook.

### Federal Employment

Na'Stelle Graves

*Wounded Warrior Regiment*

*Transition Assistance Coordinator*

*USMC, Quantico*

You will learn the ins and outs of the Federal job search process and get tips for successfully applying to job openings

Na'Stelle will share her experience as both a Federal job coach and a certified veteran recruiter to break down the process of applying for Federal positions and provide you with the important information you need and pointers you can use to apply for federal job openings.

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## Social Media as a Tool in Your Job Search

Thomas Dezell, CPRW

*MD Professional Outplacement*

*Workforce Services Specialist*

*Assistance Center*

You will leave this workshop equipped to leverage your LinkedIn and other social media platforms as career marketing and research tools.

Social media is a reality in today's job search! Tom will help you understand how to harness it to create a great LinkedIn profile. He'll also help you learn how to expand your social presence it into a powerful, ongoing way to continuously market your talent along with information on how to connect with companies and colleagues to enhance your reach!

## Resume Writing

*MontgomeryWorks*

You will learn the key ingredients to a well-written resume and discover how to make your resume stand out.

Today, resumes must appeal to potential employers while also being optimized for the electronic age. The words you use and the formatting you choose will make a big difference in whether or not you get that interview.

In this workshop you will discover ways to frame and leverage your past experience to craft a resume using today's most common trends and learn the pitfalls to avoid when creating your masterpiece!

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## OUR EMPLOYMENT SUPPORT RESOURCE PROVIDERS

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We are grateful to the following organizations who have sent representatives to be with us today and share a sample of the training and services they offer their clients.

### Maryland Professional Outplacement Assistance Center (POAC)

The Professional Outplacement Assistance Center (POAC) is a service offered by the Maryland Department of Labor, Licensing and Regulation's Division of Workforce Development and Adult Learning. POAC assists individuals in the professional, executive, technical, managerial, and/or scientific occupations, providing job seekers with a level of support that is only available through few private outplacement services costing thousands of dollars. POAC services, as with all the services of our agency, are free of cost to Maryland residents.

### McLean Bible Church Career Network Ministry

“Our goal is to provide caring support to individuals during career transitions. We desire to encourage, equip and empower you to become all that God wants you to be. The Career Network Ministry provides ministry and support to anyone in a work life transition.” Weekly meetings at the Tysons Campus feature one-on-one support from experienced volunteers, breakout sessions on specific job search-related topics, facilitated workshops, highly sought after guest speakers and a chance to learn about job opportunities in the area and to network.

### MontgomeryWorks

MontgomeryWorks is a one-stop center that offers job seekers the resources to prepare for and obtain employment. Our services are free and our clients are provided with the tools they need to become more marketable.

### Personal and Professional Development (P&PD)

#### Marine Corps Base Quantico

P&PD assists service members and their family members to enhance their personal and professional skills and abilities by providing services in the areas of transition from active duty to civilian life, relocation services, financial management, and academic advising (college degrees and career technical training). These services are provided through workshops, career coaching, assessments, job and education fairs, and other events.

## ADDITIONAL CONFERENCE SUPPORTERS

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We are grateful to the following people for dedicating their time, expertise and experience to support today's conference by conducting one of our workshops:

Pat Brannigan

SAP, Public Services

Dip Chandra

IT 4 DC

Theodora Fitzsimmons

Theofitz Coaching LLC & Member of the Alliance of Creative Professional Women

Lisa Nonamaker

SAP, Public Services

## OUR PANEL OF RECRUITERS

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Special thanks to those who donated their time and wisdom to furthering our understanding of the hiring process from the other side of the curtain:

Adriana Brockman

ICF International

Toni Buchanan

Volkswagen Group of America

Matt Meade

PAE

Tim Yendall

Insourceon

## TIPS FOR MAKING THE MOST OF YOUR MINGLE

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- Understand that the people who work for the organizations here today WANT to help you!  
That's why they've chosen the field they are in and that's why they gave their time today: To find the right people for the right jobs – A mutually beneficial relationship!
- Know what your strengths are and communicate them.  
It's not boasting to share your strengths but we've often been made to feel it is. It might help to overcome this self-consciousness if you use the phrase: "People have told me I'm a good (listener, writer, creative thinker, etc.)."
- Share your personal interests.  
"With three kids and re-entering the workforce, I feel like a good match for me would be to coach the high school football team! I've got tons of experience organizing, motivating and emergency injury management. I'd be a natural!"

## IMPORTANT MISCELLANY

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Interpreting the Chimes

- 1 Chime = 5 minute warning
- 2 Chimes = 2 minutes warning
- 3 Chimes = Time to switch



 Make Some Noise!

Share what you are learning  
as you are learning it!

[#ACPW](#)



Enter the Drawing!



Throughout the conference we will be drawing names to win prizes.

Prizes include:

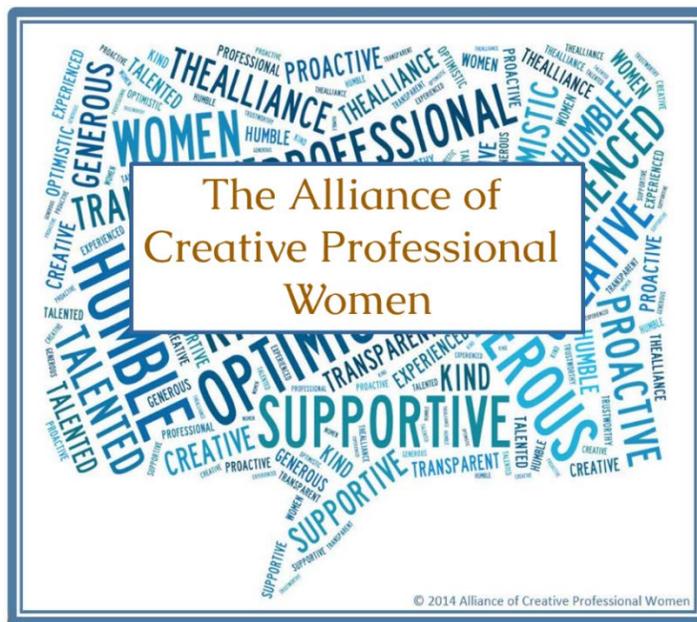
- Virtual Coaching sessions
- Books
- LinkedIn Consultation
- ...More



Did you remember your resume?  
Sign up for a resume review!







The Alliance of Creative Professional Women (ACPW) is an organization dedicated to serving the professional goals of women while enriching the quality of their personal lives. Our members are women who bring the wisdom and experience that comes with time and who generously share these with others. They are smart, ambitious, talented, and come from a broad range of industries. Alliance members recognize and are grateful for the help others have given them in their own journeys and are dedicated to “paying it forward” to help others overcome the challenges they face as they learn and grow professionally.

Our mission is to:

Provide encouragement, support and resources to one another in our individual quests for personal and professional growth, and

Help women in our local communities achieve their own professional growth.

Our watchword is ABUNDANCE and our goal is to THRIVE

[www.creativeprofessionalwomen.com](http://www.creativeprofessionalwomen.com)

#ACPW