

## MARK YOUR CALENDARS

**The 2009 PennACE Annual Conference**

**May 28 & 29**

**The Atherton Hotel  
State College, PA**

## 7th Annual PennACE Conference—Registration Now Open

*Kerri Gardi, Kutztown University*

Get ready for another educational and rewarding PennACE conference, May 28 & 29 at the Atherton Hotel in State College, PA!

The Keynote Address, *How to work with and avoid becoming a PITA*, will be given by Dr. Robert Orndorff. Through entertaining scenarios and real-life work situations, Dr. Orndorff, co-author of *The PITA Principle: How to work with and avoid becoming a Pain In The Ass*, will present the different kinds of PITAs (Pains in the Ass) you might encounter at work—from the Crusty PITA, who hurls negativity in all directions; to the Soggy PITA, who whines about everything; and to the Royal PITA, who thinks he or she is entitled to special treatment. Bob will discuss ways to deal more effectively with PITA coworkers, to coach students to become PITA-proof, and to hire employees who are not PITAs. Finally,

Bob will talk about the importance of heightening your self-awareness regarding your own PITA tendencies.

Dr. Robert Orndorff is currently the Associate Director of Recruiting & Employer Relations for Penn State Career Services. He is also an Affiliate Assistant Professor of Counselor Education. For close to 20 years, Bob worked as a Career Development Specialist in Higher Education and Private Industry. Dr. Orndorff has written and published numerous books and articles in both Career Development and Character Education.



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## Remembering Dave Evans

*Deb Snyder, Gove City College*

It was with great sadness that many of us learned of the passing of our former colleague, Dave Evans. Dave served as one of the founding members of PACCS, the PA Association of College Career Services. (PennACE was formed via the merger of PAICE and PACCS.) With his “can-do” spirit, Dave assumed leadership during those early years serving as Treasurer, Secretary and Member at Large. Later, he continued to serve on the Board in roles such as Legislative Action Chair, and in 1996-97 as President.

In addition to his gentle spirit and low-key humor, Dave contributed to PACCS through two significant initiatives. In 1992, Dave proposed the Donna Dentler Service Award in recognition of Donna’s substantial service to the association and the profession. In 1988, Dave began lobbying for a statewide standardized teacher application. Many of his PennACE colleagues thought this proposal was “a great idea,” but that the potential for success was very slim. How-

ever, Dave developed an ally in Representative Ed Krebs and, eventually, with Senator James Rhoades, Chair of the Senate Education Committee. In 1993, House Bill 1994 was introduced to the Pennsylvania General Assembly. It provided “for a standard application for school districts for certain applicants.” While the Bill died in Committee that year, it was re-introduced in 1994 as House Bill 837. Eventually, in 1996, the PA standard application was passed! Throughout those years, various PACCS members wrote letters and met with legislators to advocate for the standard teacher application. However, Dave was consistently the liaison for our association who crusaded for this cause. Without Dave’s persistent shepherding of this process, it is doubtful that the standard teaching application legislation would have passed.

When Dave passed away on November 28, 2008, PennACE honored his memory by contributing to the Special Olympics of Lebanon County. On behalf of the association, John

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## Sharpening Your Sales & Marketing Skills—Recap

*Deb Snyder, Grove City College*

During January, PennACE sponsored a professional development program entitled *Sharpening Your Sales & Marketing Skills: Building Cooperative Relationships during Turbulent Times*. In an attempt to provide convenient drive-in seminars, the event was held in two locations: in the East at Messiah College (January 22) and in the West at Grove City College (January 30). Mr. Ethan Chazin, consultant and employment coach with The Chazin Group served as our presenter. The total attendance for both events was approximately 80 participants.

Chazin encouraged Career Centers to develop a specific strategy for identifying our current and prospective employer stakeholders: a) target prospects and consider our marketing skills; b) consider solution-selling strategies to “close sales”; c) list customer service skills that effectively work for our repeat customers; d) what are the client relationship skills that will convert our repeat customers to apostles or advocates?

As we explored how Career Centers and Human Resources can work together during difficult economic times, several ideas emerged. During times when on-campus recruitment may not be realistic for employers, Career Center staff should invite employers to:

- Talk to students on a wide range of career and professional topics
- Provide lectures on industry/workforce-based curriculum including both soft skills and technical skills; tap into existing consortia such as TRD, CVC, CPEC, PASSHE, WestPACS, LVCCE, etc.
- Serve on Career & Internship Center Advisory Boards or other institutional boards/committees
- Begin or expand on-campus programs such as etiquette dinners, mock interviews, info ses-

sions, resume critiques, etc.

-Continue to attend on-campus job fairs; if not hiring, discuss potential opportunities with students. Bring an alum to connect with current students.

Additionally, Career Centers should consider building employer partnerships off-campus. Some ideas brainstormed by participants:

-Take Career Development Team to employers to conduct programs, e.g. Myers-Briggs Seminars, *Tips for Working with College Career Centers*, or *Who are the Millennials?*

-Offer job shadowing for students.

-Conduct employer-led panel discussions at employer's site.

-Collaborate with Alumni Relations to offer employer receptions in regional areas; consider effective timing such as Spring Break, Post-Commencement. IUP sponsors these events; contact Mark Anthony for more information.

-Sponsor on-site employer tours for groups of students; include alumni employed at the organization, if possible.

To streamline the process for employers, identify ONE point of contact within the Career Center for employer inquiries.

To appeal to employers/recruiters, colleges should consider multi-school, i.e. consortia-sponsored, job boards.

PennACE members are encouraged to contact the Professional Development Committee for ideas on future topics and/or speakers. Also, if interested in assisting the Committee to plan future events, please contact the Committee

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*Registration for  
the 2009  
PennACE  
Annual  
conference is  
now open!*

*Go to our new  
website:  
[www.pennace.info](http://www.pennace.info)*

## Pathways to Success Career Workshop Series

*Lorie Davis, Shippensburg University, University Relations/ Alumni & Career Development Center*

Thanks to the PennACE grant we received the Office of University Relations and the Career Development Center were able to collaborate to expand and implement our Pathways to

Success Alumni and Friends Career workshop series. The Pathways to Success workshop series is a set of workshops presented by regional employers and alumni that focus on career-related hot topics.

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## Remembering Dave Evans *cont'd*

Snyder wrote the following to share with Dave's family:

“As you grieve the loss of Dave, but also take time to celebrate his life, please remember that we, his professional colleagues, are grateful for Dave being a part of our lives. The members of the Pennsylvania Association of Colleges and Employers (PennACE) offer our sincerest sympathies, but more important, we offer our sincerest thanks for Dave's professional leadership and his friendship over numerous years. He had a profound impact in our association, highlighted by his service as president in 1996-97. In 1999, he was awarded the most prestigious recognition in our association, the Donna Dentler Service Award. This was the best way for us to thank him for his energy, his passion, and his concern for our profession. His life's work remains with us as he was instrumental in Pennsylvania creating a standard application for teacher candidates. It was his tireless work and connections with state legislators that made this vision of a better system a reality.

“While we appreciate Dave's accomplishments, we are more grateful for his service-oriented attitude, his self-deprecating sense of humor, and his advocacy on behalf of students and graduates. As colleagues and friends, we miss

Dave, but we will always remember him with fond memories. He touched our lives with his humility, his knowledge, and his kindness.

“Best wishes during this time of loss - the Members of PennACE”

In response, we received a thank-you note from Ann Evans, Dave's widow:

“Please thank the members of PennACE for their generous donation to Special Olympics of Lebanon County. Your gift will continue to help Special Olympics continue to touch the lives of individuals with disabilities, especially our daughter Stacy. Dave would have been very honored. Sincerely, Ann, Stacy, Erica, Emilee and Adam Evans”

Dave received a B.A. degree from Slippery Rock University, studied at the European American Study Center at Basel, Switzerland, and received a Masters Degree from Rutgers University. He was formerly employed as the Director of Career Planning and Placement at the Lebanon Valley College in Annville, PA for over 20 years. He was also previously employed at SUNY Potsdam, Potsdam, NY; Bloomsburg University, Bloomsburg, PA; and taught political science at Milford High School, Milford, DE.

*“[Dave] had a profound impact in our association, highlighted by his service as president in 1996-97. In 1999, he was awarded the most prestigious recognition in our association, the Donna Dentler Service Award.”*

## Update from the PennACE President

*Jennifer Mullen, Villanova University*

It's an exciting time for PennACE! The members of the PennACE Executive Board kicked off the new year with a gathering on January 13 and 14 in State College, PA, where we held not only our annual meeting but also a strategic planning session. I am happy to say that despite the failing economy, PennACE is in overall good shape financially and our new PennACE website, [www.pennace.info](http://www.pennace.info), has finally been launched! This new and improved resource connects you to everything PennACE! In addition to information about PennACE programs and conferences, members can also access an updated membership database and member list serve by logging on to the site.

PennACE has awarded two grants thus far – and there are still grant monies available - and

the Students of the Year award winners have also been selected. In addition, the Professional Development function of PennACE continues to grow. Two sessions were held this January, January 22<sup>nd</sup> at Messiah College and January 30<sup>th</sup> at Grove City College. These sessions focused on utilizing sales and marketing techniques to enhance relationship building.

If you're looking for even more professional development, the Conference Planning Committee continues to plan for the 2009 PennACE Conference - “The Center of It All” – to be held May 28-29 at the Atherton Hotel in State College, PA. Registration is open and I encourage you to consider this conference when making your summer plans – it is one of the more affordable options around and the committee is working hard to put together a program that will be both informative and fun!

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## Update from the PennACE President *cont'd*

In addition, the PennACE Executive Board also had the chance to meet with consultant Phil Goropolous to begin work on a 5-year strategic plan. Through this initial planning process, we had the chance to indentify some defining characteristics and specific goals for PennACE as an organization. It is the hope of the Board that the plan will serve as a guide in the years to come, helping PennACE to improve and grow while also continuing to do those things that we, as an organization, pride ourselves on. More information about the

strategic plan will be available at this year's annual conference (another reason to attend!)

I encourage you to take advantage of all that PennACE has to offer – log onto the new website, submit a program idea for grant funding, nominate a student for an award, plan on attending the 2009 conference, and think about ways that YOU can get involved and make a contribution to PennACE! If there is anything I, or any of the Executive Board can do for you, please don't hesitate to be in touch!

## PennACE Conference *cont'd*

Bob is also a frequent presenter and keynote speaker at regional and national conferences. Along with Penn State, Bob has worked at four other universities: Indiana University of Pennsylvania, Georgetown University, Moravian College, and Elon University. In addition to working in higher education, Bob is a career consultant in the education and business industries. Additionally, Bob has worked with adults in private industry as a business and outplacement consultant.

Additionally, there are several Concurrent Sessions already lined up...and more to come! Be sure to check out our website for a complete list of sessions, as well as the conference schedule: go to [www.pennace.info](http://www.pennace.info). To login, use the first initial of your first name, followed by your last name (ex. jdoe for John Doe). The password is Pennace2009.

Questions? Contact Kerri Gardi, Conference Chair, at [gardi@kutztown.edu](mailto:gardi@kutztown.edu) or 610.683.4067.

## Pathways to Success Career Workshop Series *cont'd*

Nine workshops are being offered over the 2008-2009 academic year and topics include: Shaping your Personal Brand, Leadership, Teamwork and Ethics, Supervision in a Multi-generational Workplace, Face book, MySpace and how they affect the workplace and many others. The workshops are presented at the employers worksite and have included: Hershey Entertainment and Resorts, Gannett Fleming, Inc., Commerce Bank, and Global Data Consultants. In addition, we also offer the opportunity for participants to attend the workshops in person or remotely via their home computer allowing those who couldn't have participated to still participate.

At the conclusion of the series we are hosting a culminating Networking Reception for all par-

ticipants. This reception is another opportunity for Shippensburg University students, alumni, faculty and area employers to gather and network. The reception will also serve as a Thank you to those that presented the workshops. The Career Center and the University Relations staff will use this reception as a time to market next year's program and find additional sponsors for upcoming workshops.

The PennACE grant has allowed us to develop and distribute promotional brochures for Pathways to Success and market the series to area employers, as well as Shippensburg University Alumni, Students, and Faculty. The grant also provided money for some of the food costs at each workshop and the culminating reception.

## *PennACE Nominations:*

*PennACE will be looking for future leadership to join the executive board in July. Open positions will be:*

*VP/Conference  
Chair,  
Treasurer,  
Membership,  
Member-at-large  
for Professional  
Development,  
Member-at-large  
for Grants*

*Please think about who you'd like to nominate, or consider nominating yourself! The call for nominations will be posted on the website and announced through the listserv this spring.*