



1665 Clover Circle  
Melbourne, Florida 32935

Career Directors International  
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## ACCOMMODATIONS

**SHERATON STUDIO CITY HOTEL**  
INTERNATIONAL DRIVE, ORLANDO



Located on International Drive, the **Sheraton Studio City Hotel** is one of the area's landmark hotels.

Across the street from **Wet 'n Wild**, Sheraton Studio City is just minutes from the **Orlando International Airport**, and one half mile from **Universal Studios** and **Islands of Adventure**. The Sheraton provides complimentary shuttles to all major attractions.

**Only \$112.00 a night by September 25, 2006, to guarantee rate.** Rooms will most likely sell out so register early! For worldwide reservations call: **800-327-1366 / 407-351-2100** and be sure to mention **Career Directors International** to receive the convention rate. Visit the hotel at [www.sheratonstudiocity.com](http://www.sheratonstudiocity.com).

### About International Drive & Orlando

Orlando offers a dizzying array of entertainment, dining, and shopping opportunities for everyone.

The Florida weather in October couldn't be more beautiful with a high of 85 and a low of 65 degrees. Bring your swimsuits for a day at Wet 'n Wild or visit one of the many Walt Disney or Universal Studios theme parks. Plus, October ushers in seasonal events such as **Halloween Horror Nights at Universal Studios** and **SeaWorld's Halloween Spooktacular**.

## SCHEDULE AT-A-GLANCE

### THURSDAY, OCTOBER 19, 2006

- 8:00 AM – 10:00 AM **Registration & Vendor Set-Up**
- 10:00 AM – 11:00 AM **Opening Ceremony & Vendor Introduction**
- 10:00 AM – 5:30 PM **Vendor Exhibits**
- 11:00 AM – 12:15 PM **Networking Strategies for the 21st Century**
- 12:15 PM – 1:45 PM **Lunch on Your Own**
- 1:45 PM – 6:00 PM **4-Hour Mega-Session:  
Your Words Can Make You Rich**
- 4:00 PM – 4:15 PM **Mini-Break**
- 7:00 PM – 10:00 PM **Tropical Reception & Entertainment by the Pool**

### FRIDAY, OCTOBER 20, 2006

- 8:00 AM – 9:00 AM **Breakfast**
- 8:00 AM – 5:00 PM **Vendor Exhibits**
- 9:00 AM – 10:30 AM **Personal Branding, Blogging & Three Keys to Self-Marketing Success**
- 10:30 AM – 10:45 AM **Mini-Break**
- 10:45 AM – 12:15 PM **Career Research is the Key**
- 12:15 PM – 1:30 PM **Lunch with Table Topics**
- 1:30 PM – 3:00 PM **How to Make \$100,000 a Year in Career Consulting**
- 3:00 PM – 3:30 PM **Break**
- 3:30 PM – 5:00 PM **Coaching Job Seekers With Special Needs**
- 5:30 PM – 8:30 PM **Optional: Sea World Pacific Luau & Dinner Show**

### SATURDAY, OCTOBER 21, 2006

- 8:00 AM – 9:00 AM **Breakfast**
- 8:00 AM – 5:00 PM **Vendor Exhibits**
- 9:00 AM – 10:30 AM **Amazing New Job Search Tool**
- 10:30 AM – 10:45 AM **Mini-Break**
- 10:45 AM – 12:15 PM **Interviews: Fast and Furious**
- 12:15 PM – 1:30 PM **Lunch with Table Topics**
- 1:30 PM – 3:00 PM **Cracking the Executive Market**
- 3:00 PM – 3:30 PM **Break**
- 3:30 PM – 5:00 PM **New Trends in Résumé Writing**
- 6:00 PM – 10:00 PM **Banquet Dinner & Awards Ceremony**

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1665 Clover Circle  
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CAREER DIRECTORS INTERNATIONAL  
PRESENTS  
**Live the Dream**

**Revitalize ...  
Reinvent ...  
Reconnect ...  
with career  
professionals  
worldwide.**

TAKE ADVANTAGE  
OF OUR EARLY BIRD  
SPECIALS!

WWW.CAREERDIRECTORS.COM

SHERATON STUDIO CITY HOTEL  
INTERNATIONAL DRIVE  
ORLANDO, FLORIDA ♦ OCTOBER 19-21, 2006

CAREER DIRECTORS INTERNATIONAL  
PRESENTS

# Live the Dream

## CONVENTION 2006



**Revitalize ... Reinvent ... Reconnect ...  
with career  
professionals worldwide.**

SHERATON STUDIO CITY HOTEL  
INTERNATIONAL DRIVE  
ORLANDO, FLORIDA ♦ OCTOBER 19-21, 2006

- ◆ *Special 4-Hour Mega-Workshop, "Your Words Can Make You Rich."*
- ◆ *Unique convention layout to increase networking & alliance building.*
- ◆ *Opening reception and formal/semi-formal closing banquet included.*
- ◆ *Three full days of fun in sunny Orlando, Florida!*

# WELCOME TO CDI'S 2006 CONVENTION

## Dear Career Professional,

Selecting the right career convention to invest in can be daunting with all the choices available. As a career professional, do you wish there was a convention where you could:

- Attend every information- and value-packed session?
- Increase the time available to get to know your attending colleagues?
- Receive additional convention programming for your money?
- Incorporate more of a vacation feel to your convention experience?

Let a few of our 2005 convention participants share why joining Career Directors International this October 19-21 in Orlando, Florida for our 5th annual convention is your answer for exciting opportunities in education, connection, and empowerment:

**“So much fun, so much great information, and such wonderful camaraderie!”**  
– Louise Kursmark

**“Spectacular, Informative, Enriching, Rejuvenating, and Profitable... I have never been to a conference with such high-quality sessions.”** – Cory Edwards

**“The conference was so stimulating, my head is bursting with ideas.”** – Ellen Mulqueen

**“I have rarely participated in a conference where the sessions were so worthwhile.”**  
– Freddie Cheek

What makes CDI's annual convention so different from the rest? We pull out all the stops to provide participants with a more extreme level of fun, relaxation, excitement, and learning.

Our upcoming convention is certain to exceed your expectations. You will benefit from a more intimate setting for increased networking across three full days of highly interactive programming. You will also enjoy additional special events and a 4-hour mega-session included in registration.

Plus, with balmy weather at a high temperature of 85 and a low of just 65 degrees, Florida is the ultimate convention destination in October. **Our landmark location on International Drive at the Sheraton Studio City** puts us right in the middle of virtually unlimited entertainment, dining, and shopping opportunities.

I personally invite you to explore our convention brochure to discover the opportunity that awaits you this October. **Make this year your best year yet with CDI!**

Sincerely,



Laura A. DeCarlo, MCD, CERW, CCRE, CCMC, CCM  
**President**

# GUEST SPEAKERS 2006

## Thursday, October 19, 2006

### 11:00 AM – 12:15 PM - Networking Strategies for the 21st Century - Barbara Safani, Career Solvers

Whether you are a *schmooser extraordinaire* or a *networking newbie*, be prepared to reinvent yourself into a lean, mean 24/7 networking machine. During this interactive presentation, tried and true networking strategies will be discussed in conjunction with cutting-edge technologies to help you optimize your networking hours, expand your brand's reach, and enhance your revenue stream.



### 1:45 PM – 6:00 PM - 4-Hour Mega-Session: Your Words Can Make You Rich - Wendy Weiss

Henry Ford said, “Whether you think you can or you think you can't, you're right.” Discover how the way you think and the language that you use can impact your bottom line. Going beyond mere positive thinking, learn how highly successful entrepreneurs and business owners craft their message to sell. Discover proven techniques to think like a closer and control the sales process. Key benefits you will gain from this session include how to:

- Move from sales person to trusted consultant;
- Understand your sales cycle and how to use it to your advantage;
- Speak to the needs, wants, and desires of your prospects;
- Uncover what your prospects are really thinking.

Wendy Weiss is a sales trainer, sales coach, and author whose clients include Avon Products, ADP, Sprint, and thousands of entrepreneurs throughout the country. She has been featured in *Business-Week*, *Entrepreneur Magazine*, *Selling Power*, and *Sales & Marketing Management*. Wendy is also the author of *Cold Calling for Women*.

## Friday, October 20, 2006

### 9:00 AM – 10:30 AM - Personal Branding, Blogging & the Three Keys to Self-Marketing for Job Seekers - Susan Guarneri, Career Goddess Group

The ever-evolving world of careers and job search demands that we become well-versed in some of the newest self-marketing techniques that our clients can use. Attendees will gain familiarity with blogs in the job search and learn three personal branding actions for job search, career enrichment, and career advancement.

### 10:45 AM – 12:15 PM – Career Research is the Key - Ric Lanham, Career Beginnings, Inc. & Carrie Kaminski, CareerResearcher.com

Adding career research to your tool box will allow you to identify target industries and industry-leading companies, uncover key company decision makers, determine realistic compensation goals, access appropriate recruiter networks, and uncover strategies for resume distribution.

### 1:30 PM – 3:00 PM - How to Make \$100,000 a Year in a Career Consulting Private Practice... And Still Be a Decent Human Being - Jack Chapman, Lucrative Careers, LLC

Do you want to learn how to make everything you do pay? Would you like to be able to offer and charge for the entire package from assessment to salary negotiations? In this session you will learn the twelve key elements of a successful private practice with the author of *Negotiating Your Salary: How to Make \$1000 a Minute*.

### 3:30 PM – 5:00 PM - Coaching the Job Seeker With Special Needs: Way Beyond the ADA - Freddie Cheek, Cheek & Cristantello Career Connections; Ellen Mulqueen, The Institute of Living; & Don Skipper, Career Beginnings, Inc.

New opportunities in funding are emerging for career and job coaches to assist disabled clients, who represent an increasing sector of the labor market. In this workshop you will learn coaching techniques for increasing clients' confidence, improving their job search skills, and readying them to navigate potential pitfalls.

## Saturday, October 21, 2006

### 9:00 AM – 10:30 AM - Amazing New Job Search Tool Gets 10 Times the Response and 100 Times the Impact of Even the Best Resume - Jack Chapman, Lucrative Careers, LLC

Would you like to show your clients a way to make a guaranteed positive impression on everyone they talk to in their job search? How about giving your clients a networking tool that practically guarantees a welcoming response from potential employers? Attend this session to learn about this amazing new tool.

### 10:45 AM – 12:15 PM – Interviews: Fast & Furious - Laura DeCarlo, A Competitive Edge Career Service, LLC

Cattle Calls, In-Box Exercises, Fishbowl Interviews, Speed Interviews...are you really ready to guide your clients through the maze of interview types and off-the-wall scenarios that exist today? In this fast-paced session, you will gain inside tips and strategies to help your clients succeed in the job interview with the author of *Interviewing: The Gold Standard*.

### 1:30 PM – 3:00 PM - Cracking the Executive Market - Louise Kursmark, Best Impression Career Services, Inc.

Learn secrets and proven strategies to successfully tap into the executive market – ways you can attract executive prospects, deliver an effective sales message, provide service that exceeds expectations, and build lucrative ongoing relationships with people who will appreciate and pay top dollar for your expertise. Louise is also the co-author of *Executive Job Search for \$100,000 to \$1 Million+ Jobs* and *Executive's Pocket Guide to ROI Resumes and Job Search*.

### 3:30 PM – 5:00 PM - New Trends in Résumé Writing: How to Capitalize on Cutting Edge Ideas and Double Your Income at the Same Time - Tracy Parish, CareerPlan University

Success depends on keeping up with the changing times! In this session you will learn new formats for emailing interactive résumés, new approaches to “the standard paper” résumé, and innovative ideas to make even that old, tired, emailed MS Word résumé stand out from the crowd.

# EVENTS AND ACTIVITIES

## Thurs. 7:00 PM - 10:00 PM - Tropical Reception & Entertainment

Join us at the Hollywood Pool for a tropical meet and greet to set the tone for events to come.

**Fri. 5:30 PM - 8:30 PM - Optional: SeaWorld Luau & Dinner Show**  
SeaWorld's Makahiki Luau is a bountiful, nightly celebration featuring the ancient customs, rhythmic music and dance, authentic costumes, and cuisine of the Pacific Islands. The excitement is non-stop in this festive, fiery show. Price includes transportation, tax, and gratuity.

## Sat. 6:00 PM - 10:00 PM - Banquet Dinner & Awards Ceremony

An opportunity to dress up, reflect on convention events, and spend time with friends of new and old. Ticket included in convention registration. Additional tickets are available.

**Additional Activities:** Be sure to visit the Creative Badge Booth and Sacred Cow Barbeque while networking with our vendors.

## EXHIBITORS & SPONSORSHIP

CDI provides you with a cost-effective opportunity to promote your products, or programs with multiple impressions on our website, in our newsletter, convention materials, and at our convention.

### Convention Exhibitor - Early Bird \$545.00

- One (1) convention registration;
- Draped table for presentation of materials/products;
- Detailed advertisement on CDI convention webpage with URL link;
- Logo on cover of convention program notebooks;
- Data sheet / brochure inclusion in convention program;
- Five-minute introduction at convention opening ceremony;
- Announcement and recognition at convention banquet;
- Advertisement description in CDI's online newsletter;
- Free electrical hook-up and on-site storage.

### Silver Sponsor - \$275.00 (attendance not required)

- Name listing with URL link on CDI convention webpage;
- Data sheet / brochure inclusion in convention program;
- Advertisement description in CDI's online newsletter;
- Announcement and recognition at convention banquet.

### Gold Sponsor - \$450.00 (attendance not required)

- Detailed Advertisement on CDI convention webpage with URL link;
- Data sheet / brochure inclusion in convention program;
- Advertisement description in CDI's online newsletter;
- Logo advertisement on convention notebook cover;
- Announcement and recognition at convention banquet.

# REGISTRATION

## Registration is easy! Your options include:

1. Register online at: [www.careerdirectors.com/cart.asp](http://www.careerdirectors.com/cart.asp)
2. Fax registration form to 321-752-7513
3. Mail to: Career Directors Int'l, 1665 Clover Circle, Melbourne, FL 32935

## Convention Registration Fees:

90-day payment options are available at: [www.careerdirectors.com/cart.asp](http://www.careerdirectors.com/cart.asp)

CDI Members: \_\_\_\_\_ \$395 (Through 7/1/06) \_\_\_\_\_ \$195 1-Day Attendance  
\_\_\_\_\_ \$425 (7/2/06 - 9/1/06) \_\_\_\_\_ \$295 2-Day Attendance  
\_\_\_\_\_ \$475 (9/2/06 - 10/18/06)

Non-Members\*: \_\_\_\_\_ \$525 (Through 7/1/06) \_\_\_\_\_ \$345 1-Day Attendance  
\* Rate includes 1-year membership to Career Directors International \_\_\_\_\_ \$555 (7/2/06 - 9/1/06) \_\_\_\_\_ \$445 2-Day Attendance  
\_\_\_\_\_ \$605 (9/2/06 - 10/18/06)

Exhibitor: \_\_\_\_\_ \$545 (Through 7/1/06) \_\_\_\_\_ \$695 (7/1/06 - 10/18/06)  
Sponsor: \_\_\_\_\_ \$275 Silver \_\_\_\_\_ \$450 Gold

SeaWorld Pacific Luau & Dinner Show: \_\_\_\_\_ \$65

Additional Banquet Ticket: \_\_\_\_\_ \$60

TOTAL: No. \_\_\_\_\_ \$ \_\_\_\_\_

## Special Requirements (yes/no):

Do You Require Vegetarian Meals?  Can You Donate a Door Prize?   
Will You Attend Saturday Banquet?  Do You Need Assistance Finding a Roommate?

## Payment Information:




Name (as to appear on badge): \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ E-mail: \_\_\_\_\_

Amount Enclosed (Check) \$ \_\_\_\_\_      

Name on Credit Card: \_\_\_\_\_

Credit Card Number: \_\_\_\_\_ Exp. Date: \_\_\_\_\_

Billing Address (if different from above): \_\_\_\_\_

Signature: \_\_\_\_\_

**Accommodations:** Sheraton Studio City Hotel, International Drive, Orlando, FL — **Only \$112.00 a night.** For worldwide reservations call: 800-327-1366 or 407-351-2100 and be sure to mention Career Directors International to receive the convention rate. **RESERVATIONS MUST BE MADE BY SEPTEMBER 25, 2006.**

**Cancellation Policy:** Cancellations received before July 1, 2006 will be refunded minus a \$75.00 cancellation fee. Those received between July 2, 2006 and September 1, 2006 will receive a 50% refund. No refunds will be issued for “no shows” or cancellations after September 2, 2006.

**Questions?**  
Contact us at 321-752-0442/888-867-7972 or [info@careerdirectors.com](mailto:info@careerdirectors.com).