



**Training~Networking~Professional Development**  
*It's time for the MCDA Conference!*

Half-day PDI on April 28; full-day conference on April 29  
**Normandale Community College, Bloomington, MN**

Theme – **“Together: Building a Positive Future”**

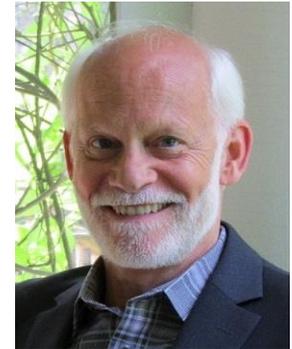
**Half-day Professional Development Institute, Thursday, April 28, 1-5 p.m.**

“Move from Inadequate to Authentic!” presented by Bruce E. Roselle, PhD, LP

In this insightful and challenging session, you will come to recognize how the fraud factor undermines your success and that of the people you serve. This session can help you become the powerful, genuine person you are inside, and to move confidently into your current work and personal roles.

**About Bruce E. Roselle:** The founder of Roselle Leadership Strategies, Inc., Bruce is an organizational psychologist with 30 years' experience providing executive coaching, leadership and team development, and psychological assessment. He is a frequent speaker at professional conferences and corporate events who has been quoted in print, radio and television media on creating work that is fun, leading wholeheartedly and dealing with stress at work.

An award-winning author, Bruce will provide each PDI participant a copy of his third book, *The Fraud Factor*. His other two books, *Fearless Leadership* (2006) and *Vital Truths* (2002) will be available to purchase.



**Keynote Address presented by Amy Lindgren, Friday morning, April 29**

“Your Future as a Careers Professional: Carving a path without limits”



You may be new to this work, or an old hand in the field, but you still need to answer “What’s next?” when it comes to your own career. The good news: There’s never been more need for careers professionals and for the first time ever, there’s truly room for everyone. Whether your goal is leadership or new projects in your current workplace, self-employment, partial retirement, bridging between two cultures or two professions...if you’re part of the careers profession, you’re involved in one of the most dynamic fields there is. Come hear about your profession’s history and prospects for the future, whether that’s in industry, government, nonprofits, academia or self-employment.

**About Amy Lindgren:** President of Prototype Career Service since 1985, Amy writes a nationally syndicated column ([twincities.com/lindgren](http://twincities.com/lindgren)) and appears regularly as a guest expert on Minnesota Public Radio. She has authored 12 job search guides and is co-author of a 2016 workbook for older job seekers (*I'd Rather Be Working*). In addition to building her career counseling practice, she has worked inside nonprofits and government agencies providing direct service to laid-off workers, senior workers, and welfare-to-work program participants. A frequent trainer for careers professionals, Amy is known for her practical, humorous presentations.

**Early-bird registration discounts at [www.MCDA.net](http://www.MCDA.net) through April 15**  
*Isn't it time to invest in your own career?*