

Give Your Kids the *Career Advantage*

How Well Did You Plan Your Career?

Think back to your high school or college days. Did you know what you were going to be, or did you take what came along because you had not really planned things?

Your kids are there right now. They need career guidance, and one way you can help is to give them the information to make solid decisions.

Are you concerned about how your kids are planning their college or work lives? Want to help them make choices that are right for them? A Career Advantage subscription is an effective, inexpensive way to help.

The Career Advantage Difference

Everyone has interests and skills that help determine what they enjoy doing in life. *Career Advantage* is a comprehensive Internet service to help people find careers that truly match their interests and skills. Think of it as a self-directed career counselor — available 24 hours a day, packed with the latest career information, for just \$24.95.

Career Advantage includes a seven-part "course" that takes people through a process of setting goals, creating plans to reach those goals, and helps them stay informed.

A Quality Service from a Company You Can Trust

Career Advantage was developed by Bridges.com to raise awareness of employment and life opportunities, allowing people to research opportunities and plan for their futures, and help them with their transition to post-secondary education or work. Bridges.com is North America's leader in career and educational planning services. More than 13,000 schools and government institutions use our products and services -- the same high-quality information and tools your kids will find in *Career Advantage*.

Experts Built Advantage

Bridges.com's president and CEO is Doug Manning. He has bachelor's and master's degrees in education and years of experience as a teacher, counselor and career education programs consultant. Bridges.com's co-founder, Dave Cousins, also served for years as a teacher, counselor and career programs community facilitator. He has an education degree and a master's degree in psychological foundations.

Expert panelists contributing to the Career Finder component of Career Advantage include:

- **Dr. Pat Nellor Wickwire**
She has a master's degree in counseling and a PhD in educational psychology, and has served as chair of the National Career Development Association and various committees of the American Counseling Association.
- **Mr. David Rivkin**
He holds a master's degree in industrial and organizational psychology.
- **Dr. Pat Schwallie-Giddis**
Assistant professor at George Washington University in the department of counseling and human and organizational studies. She has a PhD in counseling and human systems.
- **Dr. Jeffrey Worst**
One of his recent projects includes developing scoring software for the U.S. Department of Labor so customers can evaluate job openings based on abilities. He has also been involved in overhauling a state government's job classification system.

