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**Best-Selling Career Author Dick Bolles
Jumps Tandem with Son into New Online Venture**

Willa Smith, Poetics of Aging Conference Planning Committee

(Poetics of Aging, September 21, 2011) San Francisco, CA - Known worldwide as the Father of Modern Job Hunting and Career Development, Richard Nelson Bolles (aka Dick Bolles) is collaborating with his son Gary Bolles on an online version of his popular and classic book, What Color Is Your Parachute? With more than 10 million copies sold since 1970, this internationally best-selling career guide is updated regularly and has been translated to over 20 languages and is used in 26 countries. In 1996, the U.S. Library of Congress named it as one of 25 of the most influential books ever to shape readers' lives.

The father and son team have recently paired up their own unique skills and knowledge to develop an innovative online course based on the core principles of the "Parachute" books, which Dick first wrote while serving as an Episcopalian priest. The central premise is that everyone has unique gifts and a purpose in life, and by identifying our passions, interests and skills, we can find work that is compatible to our mission in life.

The 2012 edition of What Color Is Your Parachute? includes significant revisions that encourage individuals to take more responsibility for their career development. This newest version emphasizes that job-seekers need to:

- Be aware of - and if necessary - improve one's attitude;
- Develop better job hunting skills;
- Become more resourceful at job creation;
- Conduct a better inventory about what one has to offer;

- Go after many options instead of only one; and,
- Become more compassionate and teach job-hunting skills to others.

Gary's expertise is technology. He is CEO of Xigi Inc., which helps to build communities of impact for its customers by using events and software.

By combining the enduring wisdom and practical career strategies found in Dick's "Parachute" books with Gary's cutting-edge technology skills, they are creating together the new and dynamic e-Parachute course. This web-based application will empower job-hunters and career-changers to not only find jobs, but to create their own employment opportunities and businesses. Key objectives of the e-Parachute course will include helping individuals master the following skills:

- Access and utilize online resources such as social networking and weave these tools with more traditional job-hunting strategies;
- Communicate more effectively, efficiently and less expensively using technology to interact with potential employers and business partners; and
- Identify the opportunities that abound for entrepreneurial ventures.

As a featured keynote speaker at the Poetics of Aging Conference, Dick will discuss his views of aging and career development, as well as the role of technology in one's life and work, at any age. The Poetics of Aging Conference runs from Thursday, November 16 through Saturday, November 19, 2011 and will be held at the First Unitarian Universalist Church, 1187 Franklin Street, San Francisco, CA. The mission of the Poetics of Aging Conference is to counter the belief that aging is analogous to decline and/or disease, and to "create a climate where people share their awareness and creative expressions while providing room for self-study and discovery."

Dick likens the process of how we choose to age to that of how we might create a musical symphony, an expression of an individual's creative right brain. Symphonies have four movements, the fourth of which can end in one of two ways: either as a pathétique or as a heroic ending. Pathétique endings become more quiet toward the end of the movement and literally "die away," whereas a heroic ending signifies "emotional depth and structural rigor." Given the choice, what kind of 4th movement in your life will you compose?

Take advantage of conference online early registration at <http://poeticsofaging.org/registration>. Media Questions? Contact Poetics of Aging, 415-431-8143, info@poeticsofaging.org.

This article is based on an Interview by Sally Gelardin with Dick and Gary Bolles September 8, 2011 (<http://careerwell.org>)