



MACCA

Community of  
Career Development  
Professionals

*Emerging*  
from  
Extraordinary Times



51st Annual Conference

November 9 & 10, 2021

*Virtual Event*

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**\*\* Links to Zoom meetings can be found in your Pre-Conference email \*\***



# Welcome to MACCA

## PRESIDENT'S WELCOME

*Linda J. LeNoir / MACCA Interim President, 2021*

Welcome to the 2021 annual MACCA Conference, Emerging in Extraordinary Times.

In 2021, we found ourselves in a career field that was called on to support the workforce through an uncertain period. We were called on to inform, guide, and support individuals in navigating a highly complicated and ambiguous labor market. And we seized this opportunity and became a major pillar in the rebuilding of many lives that were upset in the aftermath of the pandemic. But who helps the helpers?

We listened to countless, heartbreaking struggles and helped others to navigate a seemingly impenetrable job market. MACCA grew and cultivated a strong community of career development professionals as we offered a major resiliency factor for our corner of the helping field for years to come. We focused on building a lasting infrastructure of multi-faceted support for our members. MACCA is known for warmth and being person-centered, which is evidenced by the retention of many quality, multi-decade members.

Throughout the year, MACCA continued to provide an inclusive environment for people to engage, grow, and support each other in their professional journey. We took care of our own and demonstrated that we are good stewards of our community.

This year we reached out to those who could use the motivation and provided social opportunities through our professional development sessions. We chose to be a positive force to our community focusing on who we are, why we do what we do, and what a huge difference we make in people's lives. When we forget our true value it is much easier to lose morale, neglect our self-care, and even burn out. Right now our workforce needs us and we need one another to support them well in the coming years.

*\*\* The above is an edited message from Jessica Campaign, who served as MACCA's President for the first half of 2021, before moving to California. On behalf of the MACCA Leadership Cabinet and Board of Directors, I want to thank Jessica for her vision and her leadership as we continued to move forward as a community of career development professionals, bringing us to this annual, virtual conference.*

We hope you will find the conference's offerings to be empowering, and that you will embrace the opportunity to make new professional connections to assist you during these extraordinary times.

## CONFERENCE COMMITTEE WELCOME

*Cindy Ernharth, Conference Committee Chair*

Last year, Renee Duquette and I never anticipated a Virtual 50th Anniversary Conference. 2020 impacted all of us in multiple ways with a global pandemic, many of us and those we serve have faced many changes and challenges. Since we did not have a crystal ball to decide whether it would be safe to be together for our 51st annual conference, we erred on the side of caution and decided to meet virtually once again. We have grown as an organization due to the vision of our members with many new ways to connect virtually with our *1st Monday MACCA Meet Ups* and *Each of Us An Expert Series*. I am happy you are still connecting with us virtually as we "emerge from these extraordinary times" and begin the next 50-year journey. We look forward to the day when we can once again connect in person and return to Lancaster County.

MACCA strength is in our membership. The 51st Annual Conference was a committee effort and I want to thank everyone that volunteered their time: Renee Duquette, Nancy Fink, Rose Howard, Linda LeNoir, Jane Nini, Kristie Manley, Anne Scholl-Fiedler, Flora Stowe, and Joana Winningham. A special thanks to Wil Jones who stepped in to assist in the delivery of another special virtual event.



# 51st Annual Conference Schedule

## Tuesday - November 9, 2021

Time	Session	NBCC Clock Hours
9:10 AM	ZOOM Room Opens	
9:30 - 9:55 AM	<b>Welcoming Remarks</b>	
Concurrent Sessions 1 10:00 - 11:15 AM	<b>Careers and the Slinky® - Promoting Creativity in Career Development</b> Barry Davis <b>OR</b>	1.25
	<b>PURPOSE (Praise, Understand, Remove, Practice, Open, Selfless, Empower)</b> Mark Smith	NA
Concurrent Sessions 2 11:20 AM - 12:35 PM	<b>Negotiating in a Post-Pandemic World: Salaries, Raises and More</b> Karen Chopra <b>OR</b>	1.25
	<b>Access the Wisdom Within with Clean Language</b> Gina Campbell	1.25
12:35 - 1:10 PM	Grab Your Lunch / Attendee Open Networking Session	
Concurrent Sessions 3 1:15 - 2:30 PM	<b>The Art of Being Stuck - Reframing the Stuck Story</b> Jessica Campaign <b>OR</b>	1.25
	<b>Zooming-In or Zoning out?</b> Linda Howard	NA
Concurrent Sessions 3 2:35 - 3:50 PM	<b>Employer Panel: Recruiting in Extraordinary Times</b> Nancy Fink, Moderator	1.25
	<b>Day 2 Overview - What's to come! (3:50 - 4:00)</b>	



## 51st Annual Conference Schedule

### Wednesday - November 10, 2021

Time	Session	NBCC Clock Hours
8:10 AM	ZOOM Room Opens	
8:30 - 8:55 AM	<p><b>MACCA Meet Up - Coffee &amp; Networking!</b>  <i>Morning coffee with colleagues!            Network with those in or interested in Private Practice.            New members will join returning members for conversation.</i></p>	
Concurrent Sessions 4 9:00 - 10:15 AM	<p><b>The Demise of the Elevator Pitch: How Marketing Principles Change Your Introduction</b>  <i>Lynn Berger &amp; Win Sheffield</i></p> <p><b>OR</b></p> <p><b>LinkedIn: Creating a Lifelong Habit</b>  <i>Daniel Coleman</i></p>	1.25  1.25
10:20 - 10:40 AM	Special Guest: <i>Probably Psychic Scott Starkey, Magic Show</i> (Stretch Break)	
Concurrent Session 5 10:45 AM - 12:00 PM	<p><b>Innovative Networking Techniques for Extraordinary Times</b>  <i>Karen Chopra &amp; Jim Peacock</i></p> <p><b>OR</b></p> <p><b>Innovative Job-Hunting Tools for This Digital Age</b>  <i>Suja Joseph</i></p>	1.25  1.25
12:00 - 12:10 PM	Grab Your Lunch	
12:15 - 2:15 PM	<p><b>MACCA Business Meeting</b></p> <p><i>Closing Keynote Address</i>  <b>Draw Your Future: How A Simple Picture Will Change Everything</b>  <i>Patti Dobrowolski</i></p> <p><b>Raffle &amp; Closing Remarks</b></p>	1.25

## MACCA Mission Statement

To provide a specialized, supportive and diverse organization where career professionals in the Middle Atlantic States can enhance the quality of their skills while networking and collaborating with others in the field. Affordable annual conferences provide an opportunity to hear quality speakers who will educate members on relevant information.

## Anti-Discrimination Statement

MACCA does not discriminate on the basis of race, color, national origin, gender, age, sexual orientation, religion or disability in any of its policies, procedures, or practices. This non-discrimination policy covers membership and participation in association programs and activities including, but not limited to: conferences, publications, and educational services.

## Accessibility

For any disability-related accommodations, please contact [registermacca@gmail.com](mailto:registermacca@gmail.com).

## NBCC Approval Statement

*"Emerging From Extraordinary Times, 51st Annual (Virtual) MACCA Conference has been approved by NBCC for NBCC credit. Sessions approved for NBCC credit are clearly identified. Middle Atlantic Career Counseling Association (MACCA) is solely responsible for all aspects of the program. NBCC Approval No. SP-3754."*

## Stay Connected!



Follow us on Twitter @MACCAssociation & Tag your Tweets **#MACCA**



Join our LinkedIn Group: Middle Atlantic Career Counseling Association



Check your email for Conference Evaluations

# 2021 MACCA Officers & Committee Chairs

## **PRESIDENT**

Linda LeNoir, July 2021 - December 2021  
[lle Noir@umd.edu](mailto:lle Noir@umd.edu)

Jessica Campaign, January 2021 - June 2021

## **IMMEDIATE PAST-PRESIDENT**

Flora Stowe  
[fstowe@middlesexcc.edu](mailto:fstowe@middlesexcc.edu)

## **PRESIDENT ELECT / NOMINATIONS**

Mark Smith  
[msmith@cfuf.org](mailto:msmith@cfuf.org)

## **TREASURER**

Flora Stowe  
[fstowe@middlesexcc.edu](mailto:fstowe@middlesexcc.edu)

## **SECRETARY**

Krissie Deck  
[kdeck@dccc.edu](mailto:kdeck@dccc.edu)

## **CONFERENCE COMMITTEE CHAIR**

Cindy Ernharth  
[cernhartheharford.edu](mailto:cernhartheharford.edu)

## **CONTINUING EDUCATION CHAIRS**

Rose Howard  
[rosemarie.howard@navy.mil](mailto:rosemarie.howard@navy.mil)

Anne Scholl-Fielder  
[aschollfielder@frederick.edu](mailto:aschollfielder@frederick.edu)

## **EVALUATIONS CHAIR**

Renee Duquette  
[rduquette@warsawcsd.org](mailto:rduquette@warsawcsd.org)

## **MARKETING & PUBLICITY CHAIR**

Barry Davis  
[bdavis@giftofself.biz](mailto:bdavis@giftofself.biz)

## **REGISTRATION CHAIR**

Cindy Ernharth  
[cernhartheharford.edu](mailto:cernhartheharford.edu)

## **NEW MEMBERSHIP CHAIR**

Constance Egelman  
[Constance.Egelman@ncc.edu](mailto:Constance.Egelman@ncc.edu)

## **GRADUATE STUDENT CHAIR**

Lauren Barlow  
[barlowcareercoaching@gmail.com](mailto:barlowcareercoaching@gmail.com)

## **AWARDS CHAIR**

Joana Winningham  
[joana.winningham@maryland.gov](mailto:joana.winningham@maryland.gov)

## **MEMBERS-AT-LARGE**

PENNSYLVANIA  
Jane Nini  
Barry Davis

NEW JERSEY  
Daphne Chang  
Maureen Haggerty

MARYLAND  
Nancy Fink  
Tiffany Dowell

WASHINGTON DC  
Rose Howard  
Lorene Goins

DELAWARE  
Kristie Manley

VIRGINIA  
Vacant

NEW YORK  
Debra Laks  
Connie Egelman

*Please reach out to an Officer or Conference Chair for more information about joining the MACCA Board!*

# Congratulations to the 2020 MACCA Award Recipients

Professional Contributions:

*Jessica Campaign & Jim Peacock*

Goodwill Ambassador: *Renee Duquette*

Member of the Year: *Cindy Ernharth*

Life-Time Member:

*Barry Davis, Jane Nini & Connie Pritchard*

*Thank you for your valuable contributions to MACCA and the field of career development! Please join us in celebrating the 2021 award recipients throughout the conference.*

# Keynote Session

## **DRAW YOUR FUTURE: HOW A SIMPLE PICTURE WILL CHANGE EVERYTHING**

*Patti Dobrowolski* CEO and Founder, *Up Your Creative Genius*

The odds against you making change in your business or your life are 9 to 1 – against it! This dynamic speaker will show you how to beat those odds. Learn a simple, visual, goal-setting process that you can immediately use in your world to help yourself and your team turn vision into reality. Patti Dobrowolski will show you how to leverage the latest neuroscience, business strategy and drawing, to train your brain to identify and stay focused to achieve key goals. Find out how you can make change more easily and you don't even need to know how to draw.

### Learning Objectives

By the end of the workshop, attendees will:

- Learn the neuroscience behind envisioning a positive future self as it relates to success
- Actively participate in the Draw Your Future process
- Use a downloadable template they can:
  - Capture the current state of your business/life in words and pictures
  - Dream and draw the desired new reality with components of a future you
  - Close the gap with 3 bold action steps
  - Create an action plan for the bold steps
- Find out how to keep motivated until they have achieved their goals

## About our Keynote Speaker



**Patti Dobrowolski** MA, Psychology

Patti is the author of *9 Tips to Up Your Creative Genius* and *DRAWING SOLUTIONS: How Visual Goal Setting Will Change Your Life*, and is the founder of *Up Your Creative Genius*, a consulting firm that uses visuals and creative processes to help companies and individuals around the world accelerate growth and change. A critically acclaimed comic performer, internationally recognized keynote speaker, writer and business consultant, she has brought innovative visual practices to Fortune 500 companies, NGOs and small businesses. Her training career spans 25 years working to design, develop and facilitate in-person events and online game storming experiences with all levels of organizations across multiple industries.

Patti holds an MA in Psychology: Drama Therapy from the California Institute of Integral Studies. Awards include the Association of Women in Communications Woman of Achievement award, Make Mine a Million \$ Business program award, and three time TEDx speaker at TEDxRainier, "Draw Your Future" and TEDxSacramento "Imagination Changes Everything.", and most recently TEDxBend - Creative Genius: You.

Recent clients include Amazon, Microsoft Inc, Nike, Starbucks Coffee Company, Pepsico, Samsung Innovation, Lufthansa, Hoffman LaRoche Inc., McKesson, Providence Health Services (Washington & Oregon), The Bill & Melinda Gates Foundation, Oregon Health, TrueBlue Inc., Vistage, Seattle Space Needle.

## Concurrent Sessions: Tuesday, November 9th (10:00 – 11:15)

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### **Careers and the Slinky® - Promoting Creativity in Career Development**

**Barry Davis** \* Career/Executive Coach \* Gift of Self Career Services, LLC

Developed as the result of an accident in 1943, the Slinky® has powerful applications for engaging creativity in career development. As important as science is in career development, career development is also an art. Creativity is not a limited resource but is available to all. Attend this unique program to learn the relationship between the Slinky® and careers as well as how to promote creativity in our clients and us.

#### Learning Objectives

By the end of the workshop, attendees will:

- Identify 10 principles for career development from the Slinky®
  - Introduce practices that can engage the individual in creative thought
  - Receive a list of books on developing creativity for career development
- 

### **PURPOSE ( Praise, Understand, Remove, Practice, Open, Selfless, Empower)**

**Mark Smith** \* Transformational Leadership Trainer/Speaker \* The Process

One of the questions that everyone asks themselves at one point in time is "What is my PURPOSE in life?" The answer to that question can be found in 7 steps that have always been in front of us.

#### Learning Objectives

By the end of the workshop, attendees will:

- Re-visit elements of their lives that made them who they are today
- Take a sense of peace knowing they are moving in the right direction daily
- Walk away with 7 steps to share with family, members, clients, customers to help them walk with value and self-worth

## Concurrent Sessions: Tuesday, November 9th (11:20 – 12:35)

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### **Negotiating in a Post-Pandemic World: Salaries, Raises and More**

*Karen Chopra \* Career Counselor \* ChopraCareers*

Before the pandemic, asking for more money was the paramount concern in most workplace negotiations. Clients still need help negotiating job offers and raises. But now clients are also negotiating work location, work-from-home schedules, promotions and more, sometimes with people they have never met face-to-face. In this new world, clients are unsure of their leverage. Can they still ask for a higher starting salary? A raise? To be fully remote? Helping our clients navigate this new world of post-pandemic employment means rethinking our approaches to workplace negotiations.

#### Learning Objectives

By the end of the workshop, attendees will:

- Be able to assess both traditional and emerging sources of negotiating leverage
- Be able to identify negotiating objectives beyond salary and bonus
- Understand how a hybrid workplace (both in-person and remote workers) can affect negotiations

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### **Access the Wisdom Within with Clean Language**

*Gina Campbell \* Trainer \* Clean Language Resources*

Discover how asking Clean Language questions about clients' own metaphors is the quickest, easiest, AND most effective way to help your clients discover their truest selves. By directing attention to the seeker's exact words, a Clean Language facilitator can uncover the seeker's subconscious metaphors that encode their wants, strategies, and beliefs-- the ones 'driving the bus', stealthily influencing their thoughts, feelings, and actions. Gina will demonstrate how to draw out this deeper wisdom, starting with a seeker's stick-figure drawing. You will learn what it means to maintain a Clean Stance, and get a chance to experience being both facilitator and client, as we develop a metaphor for a client's resourceful way of being when confronted with a situation over which they have little control, like a pandemic or forced job loss.

#### Learning Objectives

By the end of the workshop, attendees will:

- Attendees will understand the concepts of the Clean Stance and Clean Language, and how they empower a seeker's self-exploration
- Understand the role of metaphors in people's capacity to change
- Put their understanding into action by practicing using 3 Clean Language questions to draw out a resourceful internalized metaphor, while maintaining a Clean Stance

## Concurrent Sessions: Tuesday, November 9th (1:15 – 2:30)

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### **The Art of Being Stuck - Reframing the Stuck Story**

*Jessica Campain \* Career Counselor \* Private Practice*

So often people hit a wall in their goals or expectations of how their life should look and feel. This can be particularly devastating when one's feeling stuck or lost in their ability to have positive control in their own career. It is easy to become discouraged and after a time, hopeless. In this session we will explore creative reframes to support feeling more empowered and positive in challenging times.

#### Learning Objectives

By the end of the workshop, attendees will:

- Explore common examples and situations where people find themselves feeling stuck for extended periods of time
  - Learn at least three techniques in reframing and supporting a person who is feeling hopelessly stuck
  - Participate in experiential activities relating to the topic
- 

### **Zooming In? Or Zoning Out?**

### **Tips to Help Career Counselors Stay Connected with Remote Clients**

*Linda Howard \* President / Principal Consultant \* Howard Consulting, LLC*

- Are you a Career Counselor struggling to stay connected with your remote clients?
- Do you feel you are losing touch?
- Finding it difficult to get in touch with your clients' needs and emotions over a Zoom call?

For more than a year, you were physically distancing yourself from your clients. You likely have clients who are not in your local area, continuing to require you to help them remotely. How do you build connections to each other online where you can't see the full body language and where it may be harder to gauge emotions? We need to create opportunities for our clients/participants to engage in the topics being discussed. Have you ever found yourself zoning out in a boring meeting - until you hear your name called and realize someone has asked you a question when you've been daydreaming? Finding ways to add some interest and fun to your sessions, while still moving forward with your objectives is so critical, especially now. In this session, you will learn techniques, activities, and tools to help you stay connected to your participants (peers, staff, teams, donors, clients, and/or customers), and even have fun in the process!

#### Learning Objectives

By the end of the workshop, attendees will:

- Get ideas on brainstorming, building connections, and increasing engagement in your sessions
- Learn how to use spectrum diagrams to gauge energy and emotions around a topic or idea
- Explore how you might take a "vote" on ideas

## Concurrent Sessions: Tuesday, November 9th (2:35 – 3:50)

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### Employer Panel: Recruiting in Extraordinary Times

**Nancy Fink, Moderator** \* Director \* The Professional Outplacement Assistance Center

Last year was tough on recruiters. The pandemic and its repercussions devastated some talent acquisition teams, heaped new demands on others, and proved to be a historic change agent as virtual recruiting and onboarding a remote workforce became the norm for many. Join our employer panelists to learn how organizations have been impacted by the global pandemic, social justice, and the DE&I movement. Panelists will share their insights about what career counselors can do to assist the people they serve in these extraordinary times.

#### Learning Objectives

By the end of the workshop, attendees will:

- Learn how employers are dealing with the current situation, and accommodating to changes in the job market
- Learn how companies are dealing with shifting/unfillable positions
- Discuss the challenges organizations are experiencing now and anticipate in the future
- What digital tools are being used to address new hiring processes and creative ways of staffing/responding to the current challenges
- Advice we can share with jobseekers to optimize their employment prospects

#### **PANELISTS:**

**Kara Kehoe**

*Vice President, Talent Acquisition*  
Applied Insight, LLC

**Carl A. Marrara**

*Vice President, Government Affairs*  
Pennsylvania Manufacturers' Association

**Angela L. Jackson**

*Learning and Development Manager*  
FedChoice, Federal Credit Union

**Katy Rush**

*Recruiter*  
Penn State Health

## Concurrent Sessions: Wednesday, November 10th (9:00 – 10:15)

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### **The Demise of the Elevator Pitch: How Marketing Principles Change Your Introduction**

*Lynn Berger \* Career Counselor and Coach \* Private Practice*

*Win Sheffield \* Career Coach \* Private Practice*

We are constantly presented with opportunities to introduce ourselves as are our clients. We have been taught that the way to manage this is by delivering an elevator, 20 second or heaven help us, a two-minute pitch. It is time to reconsider how we engage people and introduce ourselves effectively. To do this we need to take a page out of the book of consumer products experts who have spent many decades and untold thousands of dollars figuring out how to secure a listener's attention and engage them in the conversation. Join career coaches Lynn Berger and Win Sheffield in an interactive workshop to learn a different approach that allows clients to approach networking more easily.

#### Learning Objectives

By the end of the workshop, attendees will:

- Learn to reframe their objectives in introducing themselves
  - Learn a simple approach to introducing themselves (future-past-present) and how to effectively develop an introduction template usable in different circumstances
  - View role-plays demonstrating the results of different approaches to introducing themselves and opening up the conversation and have the opportunity to practice these skills themselves
- 

### **LinkedIn: Creating a Lifelong Habit**

*Daniel Coleman \* Assistant Director, Career Advising \* Yeshiva University*

Research shows it takes about 40 days for something to become a habit. Learn how we used gamification to embed LinkedIn in the consciousness of students from a broad array of programs. Discover how to adopt & adapt these methods to encourage both individuals and groups to strategically grow their professional network.

#### Learning Objectives

By the end of the workshop, attendees will:

- Be able to adapt the method presented to help students/clients strategically grow their networks, and become habituated to networking
- Learn how counselors can collect data via LinkedIn to gauge student success, establish and evaluate networking goals, and identify areas and opportunities for enhancing both client's networking skills and their understanding of the competitive nature of the workforce
- Identify a scalable measurable technique to assess and advance student/client progress and their comfort with networking
- Reflect and exchange views on their ability to use this method to glean valuable metrics to better engage (groups of) students, and report on student engagement and outcomes to relevant stakeholders (e.g. administrators or prospective clients)

## Concurrent Sessions: Wednesday, November 10th (10:45 – 12:00)

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### **Innovative Networking Techniques for Extraordinary Times**

**Karen Chopra** \* Career Counselor \* ChopraCareers

**Jim Peacock** \* Owner / Principal \* Peak-Careers Consulting

There are many ways to effectively network and build relationships. It is not a one-size-fits-all process. Teaching career clients to network involves helping them develop their own unique approach to networking. If it is something they feel competent and comfortable doing, they are likely to do more of it. In this workshop, we will offer a range of innovative networking techniques for you to add to your toolkit. You'll find inspiration for helping even the most reluctant of clients, and perhaps a few new ideas for yourself as well.

#### Learning Objectives

By the end of the workshop, attendees will:

- Learn how to ease client anxiety around networking
  - Learn at least 5 different networking techniques
  - Be able to match networking techniques to client needs
  - Identify new or improved ways to improve their own networking
- 

### **Innovative Job Hunting Tools For This Digital Age**

**Suja Joseph** \* Reemployment Program Manager \* Division of Workforce

Development and Adult Learning, Maryland Department of Labor

This presentation will cover the use of innovative tools for job search in this digital age. We will go over tools such as Canva to create digital networking cards and infographic résumés and CV Augmenté to create Augmented Reality résumés. We will also look at innovative ways to use Social Media to create a Social Résumé.

#### Learning Objectives

By the end of the workshop, attendees will learn how to:

- Create a digital networking card using Canva
- Use Augmented Reality to create a more dynamic résumé
- Create a Social Résumé
- Rethink and strategically use social media as a digital résumé. Social Media platforms will include; LinkedIn, Twitter, Instagram, Pinterest, YouTube, and SnapChat
- Use Canva to create optimal social media posts and infographic résumés

# About the Concurrent Session Speakers

## **Lynn Berger** MA, Organizational Psychology - MEd

Lynn Berger is a Career Counselor and Coach specializing in helping people make the most of their lives and feel fulfilled. Her past experience includes working in the Human Resource and Consulting fields. She is a Licensed Mental Health Counselor, National Certified Counselor, and Certified Career Counselor. Lynn has been a Career Counselor and Executive Coach in private practice in New York City for over 20 years. She is the external Career Coach for Yale University and the University of Pennsylvania. Ms. Berger has appeared as a guest expert on radio and television shows across the country and has been featured in such publications as The Wall Street Journal, the Washington Post, The New York Times, Newsday, Huffington Post, Businessweek.com, Monster.com, etc. She authored the book, "The Savvy Part-Time Professional- How To Land, Create Or Negotiate The Part-Time Job Of Your Dreams". Additional information about Lynn is available at [www.lynnberger.com](http://www.lynnberger.com).

## **Jessica Campain** MS, Mental Health Counseling

*Nationally Certified Counselor, NBCC*

Jessica Campain, known to be a bit of a risk-taker, began her career in a deployment to the front in the Iraqi Freedom and Enduring Freedom Campaigns for the U.S. Air Force intelligence community. She later earned her master's in mental health counseling and master level training in reiki healing practice. She worked for MD Department of Labor as a facilitator and career counselor with the Professional Outplacement Assistance Center. She is founding her own business, Living Intuition, which supports people in accessing their inner wisdom and intuition to support confident life decision making. As past President of MACCA, she supported the organization by creating exceptional value to build a community characterized by a sense of connection and belonging.

## **Gina Campbell** MEd

*Certified Clean Facilitator (2007) and of poetry therapy (Certified Applied Poetry Facilitator) (2006)*

Gina Campbell's background as an educator, her training as a school counselor, and her work as a certified facilitator of both Clean Language and poetry therapy, mean she brings a unique blend of talents and experience to her work with metaphors. She is the director and lead trainer for her company, Clean Language Resources (formerly Mining Your Metaphors), offering trainings to a broad range of helping and healing professionals since 2005. She is a Certified Assessor of trainees pursuing credentialing as Clean Language Facilitators and Clean Space Facilitators. Gina is the author of four books on Clean Language processes, including a workbook series, Mining Your Client's Metaphors. Known for their clear, conversational, learner-friendly style, these books take richly complex skills and break them down into incremental steps that can be readily understood and learned.

[www.cleanlanguageresources.com](http://www.cleanlanguageresources.com)

## **Karen Chopra** MA, Community Counseling

*Licensed Professional Counselor (LPC), Washington D.C., Certified Career Counselor (CCC), National Certified Counselor (NCC)*

Karen James Chopra, LPC, CCC, NCC, is the founder of ChopraCareers ([www.ChopraCareers.com](http://www.ChopraCareers.com)), a well-established career counseling private practice in Washington, D.C. Karen helps clients in those moments when career clarity is needed—moments of transition, change, opportunity, and growth. A former U.S. Government trade negotiator, she is the author of Coaching Career Clients on Salary and Other Workplace Negotiations and the Certified Salary Negotiation Specialist (CSNS) credential, a 20 hour multi-media course that trains career professionals to handle salary negotiations. The Maryland Career Development Association (MCDA) has honored her with both their Outstanding Career Practitioner and Lifetime Achievement awards. She received her M.A. in Community Counseling from the George Washington University, and her B.A. from the University of Virginia. She also has a master's degree from Georgetown University's School of Foreign Service.

## About the Concurrent Session Speakers *(continued)*

### **Daniel Coleman** MBA

Daniel joined Yeshiva University's Career Advising team in 2018. He collaborates with faculty throughout YU, principally The Katz School of Science and Health, to develop programs, resources and strategies to help students secure impactful careers that align with their values, skills and passions. Prior to YU, Daniel led teams and initiatives at two of New York's finest Health Systems where he was awarded for improving patient experience and facilitating critical decision making. Daniel holds several patents, a BA in Management and Marketing from Business School in London and an MBA from Hofstra University. There, he achieved first place in his Finance class' simulated trading competition with returns exceeding 300% in 45 days. He aspires to repeat this IRL.

**Barry Davis** BS, Pastoral Studies - MS, Psychology - 3rd year Doctoral student in Leadership  
Career Partners International Certified Talent Consultant - Institute of Personality and Ability Testing, Chicago, IL  
Certified AVA Analyst - Bizet Human Asset Management, Pittsburgh, PA  
Critical Incident Stress Debriefer - International Critical Incident Stress Foundation

Barry Davis is an Executive/Career Coach and Counselor with Gift of Self Career Services. LLC. A doctoral student in Leadership at Capital Seminary and Graduate School, he holds a Master's degree in Clinical Psychology from Millersville University and is a Certified Master of Career Services by the National Career Development Association. An adjunct professor for Concordia and Huntington Universities and an active blogger, he has also written for the Social Media Examiner, the Maryland Career Development Association, and the Middle Atlantic Career Counseling Association's newsletter. Davis' presentation experience includes keynoting for MACCA, presenting to the Eastern Association of Colleges and Employers, Maryland Career Development Association, Human Resource associations, Business Executive's Networking Group, Lancaster Young Professionals, and various organizations and universities. His topics include Leading through Conflict, Creating Luck, The Blessings of Failure, and Rules for the New Workplace, among others.

### **Nancy Fink** MA, College Student Development

Nancy Fink brings with her a vast range of experience in both the public and private sectors. She has worked in a management capacity in the human resource and training arenas in the temporary staffing, retail and banking environments. This diverse background has promoted a sense of reality and humor in the numerous job acquisition seminars she has designed and presented. Nancy holds a BA in Sociology and French from Case Western Reserve University in Cleveland, Ohio and an MA in Education from The George Washington University in Washington, DC. She was among the first 10 people in the United States to be certified as a Federal Job Search Trainer and Counselor. She has been affiliated with the Professional Outplacement Assistance Center in Linthicum, Maryland since its inception in 1992 and currently serves as its Director. Nancy is a Past President of MACCA and the Alumni Association of Case Western Reserve University. She is also the First Vice President for the Maryland Chapter of the International Association of Workforce Professionals (IAWP) and the President Elect for the IAWP International Board and has been a frequent speaker at both IAWP and MACCA conferences.

### **Linda Howard** MA, Student Affairs Administration

Certified Virtual Facilitator, International Institute for Facilitation, Certified Management Consultant, Institute of Management Consultants, Project Management Professional, Project Management Institute

Linda Howard, Howard Consulting LLC, helps association and nonprofit leaders design virtual meetings and events that are interactive and engaging so that the participants want to tell others about how the experience made them feel connected to something important. Offering online workshops, programs, facilitated meetings, and Zoom tech hosting services, Linda works with organizations to build stronger relationships with their teams, members and event attendees. Linda also facilitates workshops to help teams collaborate more effectively and achieve better results from their projects and programs. Linda is a Certified Virtual Facilitator (CVF), Certified Management Consultant (CMC), and Project Management Professional (PMP). She is former chapter president of the Institute of Management Consultants, National Capital Region chapter and currently serves on the leadership team. Linda loves the outdoors and is often found wandering in the woods, kayaking on a peaceful lake, or searching for a quiet place to enjoy the next sunset.

## About the Concurrent Session Speakers *(continued)*

### **Suja Joseph** MHS

*Global Career Development Facilitator (GCDF)*

Suja Joseph currently serves as the Reemployment Program Manager within the Maryland Department of Labor's Division of Workforce Development and Adult Learning, where she oversees statewide reemployment program services. Ms. Joseph earned her bachelor's and master's degree in Biochemistry. She continued her education earning another master's degree in Molecular Microbiology and Immunology from Johns Hopkins Bloomberg School of Public Health. She worked at Ft. Detrick for 6 years as a cancer researcher before discovering her passion for helping people navigate successfully through job losses to rebuild rewarding careers. She lives in Frederick with her husband and two daughters, ages 12 and 16. Very occasionally she is successful in tempting them to join her in her quest to find interesting new bird families at the park.

### **Jim Peacock** MEd

*Certified Career Services Provider (CCSP), Global Career Development Facilitator (GCDF)*

Jim Peacock is the Principal of Peak-Careers Consulting a variety of professional development for career practitioners, from the Facilitating Career Development (FCD) class, online seminars, weekly career emails, monthly interviews, and F2F workshops for career practitioners. He is a Certified Career Services Provider (CCSP) and Global Career Development Facilitator (GCDF). He is a two-time President of Maine-CDA, 2013-2015 & 2003 - 2004. In 2007 he received the NCDA Outstanding Career Practitioner Award. In 2020 he was honored to receive the Ken Hoyt Career Education Practitioner Award from NCDA. In 2020, he was also awarded the Mid-Atlantic Career Counseling Association (MACCA) Professional Contributors award. Author of A Field Guide for Career Practitioners: Helping Clients Create Their Next Move Learn more at <https://peakcareers.com/>

### **Win Sheffield** MBA

Win Sheffield is a career coach who supports his clients to recognize and convey their value through telling their stories of success in writing and speaking. Win will work with you to choose career options, to develop an efficient and effective career strategy, to make networking easy, to prepare for interviews or to gain the advantage in negotiating. His speaking engagements extend from the New York Public Library, churches and industry and alumni groups in New York to television, Silicon Valley and London. Win worked in strategy development and management consulting at Citibank, J.P. Morgan and PricewaterhouseCoopers. Before that he attended Kenyon College and received an M.B.A. from Boston University. He studied counseling at General Seminary, Myers-Briggs at the Jung Institute and was certified as a career coach through the Five O'Clock Club.

### **Mark Smith** BS, Criminal Justice

*CPRW, STRIVE Facilitator (Support Training Results in Valuable Employees) Baltimore Responsible Fatherhood Facilitator, Vice President of MACCA*

"Curator of a Bigger Vision Within," Mark Smith specializes in speaking from his personal experience of trials and tribulations in life. His desire to chronicle CHOICES and share the "journey," resonates at the core personally and professionally. Smith is Vice President of MACCA (Middle Atlantic Career Counseling Association), and former RESEA (Reemployment Services and Eligibility Assessment) facilitator for the Department of Labor. An alumnus of The Ohio State University, he has strong passion for mentoring. Smith lives with his wife in Laurel, MD. Smith is an award winning STRIVE (Support Training Results in Valuable Employees) trainer at the Center for Urban Families in Baltimore MD. His teachings and guidance have changed the lives of thousands of men and women not only in Maryland, but nationwide. His podcast "The Process," outlines trials and tribulations that we all go through, and offers insight on methods to weather the storms in life. The clever use of acronyms within his messages, offer a way for us to remember key points as we GROW FORWARD. Smith's vision statement of "Your Why is Greater Than Your Situation Which is Part of Your PROCESS," gives us the perspective that we are always GROWING.

# MACCA Election 2021-2022 Information

**MACCA NEEDS YOU!** Today, as we are Emerging from Extraordinary Times, we are MACCA Strong! We look to you, our career counseling colleagues, to assist us as we look to the future!

We are seeking talented individuals, conference attendees as well as MACCA members, to join the 2022 MACCA team. As a member of the MACCA Board, you contribute YOUR VOICE in our work with career services professionals that span a variety of industries. Prior experience with MACCA is not a requirement - but interest and dedication to contribute to our vision is a must. Perhaps you have talents developed through participation in other associations or through your work. Or maybe you are interested in enhancing a skill set. Your participation to lead or co-lead a Committee is needed.

Among the volunteer roles we are seeking assistance are:

## **Cabinet Leadership Team:**

Vice President/President-Elect

Treasurer/Co-Treasurer

Members at Large from DE and VA

## **Committee growth opportunities as a Chair or Member of a Committee:**

Registration - Develops and manages a database of MACCA members and event attendees. Collaborates with Treasurer and Conference chairs in proposing membership dues and registration fees.

Membership - Encourages eligible persons to become members of MACCA, collaborates with the Registration Chair in maintaining an up-to-date database. Edits and distributes the New Member Packet and welcomes new members.

Publicity & Marketing - Provides oversight of the marketing plan by working with other Committees to update, identify, create, and coordinate publicity to members and targeted constituents. Coordinates the shared maintenance of a marketing list. Collaboration may include Technology (website updates, blogs, promotion of events, and social media); Registration (events); Professional Certification; and Annual Conference.

Evaluation - Develops, promotes awareness of, and distributes online evaluation surveys. Completes conference summary report. Occasionally conduct other surveys.

Technology - Coordinates all activities related to the online presence of MACCA including website updates and branding, compliance, and maintenance. Works closely with Publicity & Marketing, Membership, Professional Certification, and Conference committees.

Awards - Identifies potential MACCA members as recipients of annual awards by maintaining communication with the President and others who may nominate members for recognition.

MACCA Matters - Writes, edits, and coordinates all activities related to publishing and distributing the Association's e-newsletter at least twice each year.

Now is the time to consider joining the MACCA Board: no travel is required for Board meetings...No travel time and no travel costs. Contribute to MACCA in the safety of your own home environment. Please contact a current Board member if you are interested in joining this hardworking team!