



2019 Annual Conference
December 5-6, 2019
Doubletree Resort By Hilton
2400 Willow Street Pike | Lancaster, PA

THEME: PREPARING WORKERS FOR THE FUTURE

1970 MACCA 2020
Celebrating our past. Embracing the future.



Save the date!
November 8-10

DoubleTree Resort by Hilton
Lancaster, PA

MACCA NEEDS YOU!

Conference planning for the 50th celebration has begun. Interested in joining the committee? Contact the 2020 conference co-chairs, Cindy Ernharth & Renee Duquette at register@macca.net.



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WELCOME TO MACCA!

On behalf of the Board of Directors of the Middle Atlantic Career Counseling Association, it is my pleasure to welcome you our 2019 Annual Conference – Preparing Workers for the Future. Representing professionals and professionals-in-training from across the career counseling spectrum, MACCA continues to serve as perhaps the most diverse community of career professionals in the mid-Atlantic region!

It has been my pleasure to work with the MACCA Board throughout the year as we brainstormed, identified, and operationalized new ways of engaging our members. Many thanks go out to this committed group of professionals who worked tirelessly throughout the year, resulting in us maintaining a viable and fiscally sound association. I personally thank them for their ongoing support of me, our association, and our profession.

And finally, in these times when the need for professional development is high and the dollars are low, we are happy that you have decided to invest your time with us. Please enjoy the conference, and I look forward to meeting many of you.

Linda J. LeNoir, MACCA President 2018-2019

MACCA's 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.

Anti-Discrimination Statement

MACCA does not discriminate based on 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 Ron Pleban at plebanre@cobleskill.edu . If you have special disability related needs concerning your hotel room accommodations, then please ensure that you communicate and confirm those needs concisely with the hotel at the time you make your reservation.

Space Holder for NBCC Approval Statement.

Please support your colleagues at the Craft and Vender Fair!

Thursday, December 5th. Noon - 1:30pm

Location: Palm Court

Stay Connected!



Join us on Facebook



Follow us on Twitter @MACCAssociation



Join our LinkedIn Group: Middle Atlantic Career Counseling Association



Check your email after the conference for evaluations

#macca2019



MACCA

Community of
Career Development
Professionals

2019 MACCA Officers & Committee Chairs

President

Linda LeNoir
llenoir@umd.edu

Vice President/President-Elect

Flora Stowe
fstowe@middlesexcc.edu

Immediate Past-President

Anne Scholl-Fiedler
aschollfiedler@frederick.edu

Treasurer

Connie Pritchard
doctor@pritchardgroup.com

Secretary

Renee Duquette
rduquette@warsawcsd.org

2019 Conference Coordinator*

Ron Pleban
plebanre@cobleskill.edu

Continuing Education Chairs

Rose Howard
Rhoward2003@gmail.com

Anne Scholl-Fiedler
aschollfiedler@frederick.edu

Marketing & Publicity Chair

Barry Davis
bdavis@giftofself.biz

Registration Chair

Cindy Ernharth
cernhart@hacc.edu

Membership Chairs

Constance Egelman
Constance.Egelman@ncc.edu

Nominations Chair

Nancy Fink
nancy.fink@maryland.gov

Members-at-Large

Pennsylvania

Jane Nini
Barry Davis

Washington DC

Rose Howard

Maryland

Allie Pearlman Sax
Nancy Fink

New York

Debra Laks
Lynn Berger

New Jersey

Ilana Tolpin Levitt

Delaware and Virginia

Vacant

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

Congratulations to the 2018 MACCA Award Recipients

Professional Contributions: *Rose Howard*

Goodwill Ambassador: *Flora Stowe*

Member of the Year: *Cindy Ernharth*

Ross Narghang Award: *Anne Scholl-Fiedler*

Thank you for your valuable contributions to MACCA and the field of career development!

More information about MACCA's Award categories can be found at <http://macca.net/awards/scholarships>



*A HUGE thank you to Amanda Baker for all of her efforts. Without the time and leadership she invested in the early stages of conference planning, this event wouldn't have been possible.

2019 Keynote Speakers



Christine Cruzvergara , VP of Higher Ed
& Student Success at Handshake

The Future of Work + The Future of Us

As the changing nature of work continues to grow more dynamic and more global, higher education and career professionals are uniquely poised to respond in new and integrated ways to best support our students and workers in their career success. As educators, coaches, and counselors, we've spent a significant amount of time in the past few years looking at future of work trends and talking about ways to prepare our workers to be agile and adaptable individuals ready to make sense of the world around them. The time for systemic change has never been greater. We must view our ecosystem as a bit wider than before and come together to solve for these complex challenges we face. Through active and intentional engagement, we can begin to create systems that reach every worker and remove barriers to access and opportunity. This opening keynote will provide insight on the changing landscapes of work, education, and new models to better influence career success for our students and workers.

Learning Objectives: *Attendees will*

1. *Be able to list the 4 major future of work trends*
2. *Be able to evaluate their own (and their teams') readiness for change*
3. *Be able to apply the concepts, trends, and questions to drive more agile change within their own work and their teams' work with students / clients*

Shifting Ground: Trends in Adapting Workforce Development

This presentation addresses the rapidly changing world of work. While students are preparing for a job, the skills required are constantly changing. Mid-career employees must also adapt to these skills changes in order to maintain their jobs. Moreover, many older workers are remaining in the workforce because they simply cannot afford to retire, while others defer retirement, redirecting their skills to new opportunities and keep working. What's going on? The pool and profile of workers is ever evolving with more women, more disabled, more ethnic minorities, and more non-native English speakers. We must anticipate the impact of this more diverse workforce and the labor market trends! Mr. Murphy will discuss workforce development and trends from the perspectives of those whose work world has been changed, including young individuals - who are entering the new and changing workplace; mid-career employees - who are adapting to stay employed; and the roles of unions and businesses in this multi-generational workplace.

Learning Objectives: *Attendees will*

1. *Explore the broad issues of workforce development, to gain a better understanding of the challenges of these labor market trends as they impact multi-generational workers faced with seeking and maintaining employment*
2. *Be able to apply strategies to assist job seekers with navigating around barriers in this evolving marketplace*
3. *Gain insight on how to assist these workers and others in establishing new careers*



Ed Murphy, Executive Director of The
Workforce Development Institute

About our Keynotes:

Christine Y. Cruzvergara currently serves as the VP of Higher Education and Student Success at Handshake, leading their efforts to deepen partnerships with the higher education community to ensure greater and more equitable student career success. She is recognized as a change agent within the field of career education and has diligently contributed thought pieces, led trainings, and consulted extensively with colleagues across the nation and internationally.

She was most recently at Wellesley College as their Associate Provost and Executive Director for Career Education where she received national recognition for her forward-thinking work and innovative model bringing home the 2017 Career Excellence Award from NACE and the 2017 Innovation Award from Eduventures. Christine is well-known in the profession for the seminal article she co-authored on “10 Future Trends in College Career Services.” She has a reputation of being a creative problem-solver and organizational change agent leading her teams to embrace and drive transformation.

Christine has held senior level positions and board roles at multiple institutions and organizations including Wellesley College, George Mason University, Georgetown University, The George Washington University, the National Association of Colleges and Employers (NACE), and the American College Personnel Association (ACPA). Christine earned her Master's degree in College Student Personnel from University of Maryland, College Park and her Bachelor's degree in Psychology from James Madison University.

Ed Murphy, Founder and Executive Director of the Workforce Development Institute (WDI), has a long history as a leader in public policy. WDI provides economic research, community audits, policy analysis and cultural services for working families. WDI provides financial and technical assistance to businesses and unions across New York State.

Ed brought together organized labor, business and environmental organizations, to address climate jobs and energy concerns. WDI inventoried the jobs and skills required to implement off shore wind projects. Ed serves on the New York State Workforce Investment Board. WDI provides technical assistance, childcare support and gives out more than three hundred workforce development grants each year.

Ed's professional life began in the late 1960s as a military intelligence agent, fluent in Vietnamese. He has used his BA in American Studies, two (2) years graduate work in the history of social change and revolution, certificate in Arts Management and a Master's in Public Administration to support his work.

Ed developed and implemented some of the earliest PTSD programs and in 1989 led development of New York's first state workforce plan., recommending introduction of a Workforce Impact Statement as a core component of public funding.

In 1991, Ed left state government to work on reconciliation with Vietnam, do business consulting and provide humanitarian assistance. He participated in the United Nations Industrial Development Organization (UNIDO)'s 1991 Investors Forum in Ho Chi Minh City and subsequent meetings with government leaders in Hanoi. For 10 years, Ed consulted with businesses, NGOs and educational institutions interested in establishing programs in Southeast Asia. Ed has published 35 articles, five books and has had three (3) photography exhibits sponsored by the NYS Vietnam Memorial, been a technical advisor on one movie and for a second was honored as a writer by the Academy of Television Arts and Sciences “1987-1988 Primetime Emmy Awards - Dear America: Letters Home From Vietnam” broadcast by HBO.

In 2005 Ed and his daughter Zoeann published *Vietnam, Our Father Daughter Journey*. In 2015 he edited *Working Stories, Essays by Reflective Practitioners* and in 2016 *Becoming a Leader* a collection of commentaries he'd published over the past 40 years. In 2017 Ed published *Creative Lives*, a collection of essays by creative professionals explaining how they came to work in their professions. In 2019 he published *92 Newberry Avenue*, a family and community memoir.

Concurrent Sessions: Thursday, December 5 (9:30-10:30)

Tech Tools and Non-Tech Techniques To Use Today!

By Flore Dorcely-Mohr and Rosa Santana

(Pennsylvania C)

Hiring freezes, shortened deadlines and tight budgets making it impossible to meet department goals? Berkeley College's Online Campus Career Services just celebrated their 20th anniversary. Come to a session where we will share our most creative, low cost/high impact ideas that made a difference in how we engage our student and graduate populations, streamline office operations and even meet leadership reporting obligations. Sure, some of it is based upon using awesome platforms like Salesforce, YouTube and Zoom. But examples like the "Game of Phones" virtual phone interview contest show we don't always need digital software to cleverly address problems and achieve our objectives. Get new ideas to replicate at your school or be inspired to create your own!

Learning Objectives: *Attendees will*

- *Discover high tech and high touch tools and resources to address common career center challenges like engaging student and alumni even under tighter budget restrictions*
- *Learn creative approaches and techniques to resolve typical higher education problems like providing real-time data to leadership under ever shorter deadlines*
- *Apply strategies to streamline office operations in a climate of decreasing staff support.*

Helping Students Make Informed Choices Regarding Major and Career

By David Henriques

(Pennsylvania D)

Working with exploratory students, major changers, and frequently those in majors, it is uncommon to find a well-developed career plan. Additionally, there is also a disconnect between skills, aptitude, and interests. Not only can this disconnect impact time and money, but when helping students to explore major options, we may not have the tools to change a student's linear career paradigm.

Learning Objectives: *Attendees will*

- *Be able to demonstrate through data that career development is often non-linear*
- *Be able to apply these findings to help students/clients see important global career trends*

This presentation will highlight the undergraduate major of each CEO listed in the past 10 years of Fortune magazine's annual 100 largest corporations. These data will be collated by major and college (i.e. College of Business, College of Education, or College of Science, etc.). This two-tiered approach will provide longitudinal data and a foundation highlighting non-linear career development.

Using Career Genograms in Career Counseling

By Ellen Weaver Paquette

(Ben Franklin)

Career genograms, a useful tool in career planning, can address myths and realities in the career planning process. Using family systems theory as a base, (Bowen, 1988) career counselors can address perceived roles, expectations, gaps in reality, potential pitfalls and strengths in the career identification or change process. Mary Jacobsen's Hand Me Down Dreams(1999) serves as a backdrop to using the career genogram to delve into patterns, behaviors, attitudes, unfulfilled missions, surprises, definitions of happiness and dreams to be chased. Attendees will receive instructions on the structure, use and cautions of using the career genogram in career counseling. Attendees will develop their own career genograms while provided with questions used in actual sessions.

Learning Objective: *Attendees will*

- *Learn how to use career genograms with adults seeking work identities in challenged workforce environments*



Concurrent Sessions: Thursday, December 5 (10:45 - 11:45)

Smart Ways to Network in the Digital Age

By Jennifer Brown Wegman

(Pennsylvania C)

In an era where who you know is often just as important as what you know, it's imperative that workers build a solid professional network that will stick with them throughout their careers. In this session, counselors and coaches will learn actionable tips to help their clients leverage social media and electronic communications to grow and maintain mutually beneficial long-term professional relationships. Topics discussed will include ways to make new connections on social media, how to affirm connections and follow-up with new and existing contacts without the ick factor, how to build a personal on-line brand that captivates, and tips for maximizing ROI from networking efforts.

Learning Objectives: *Attendees will*

- *Be able to help clients determine who they need to meet based on their career goals and how to best connect with them*
- *Understand simple digital-based strategies clients can use to affirm connections with new contacts, re-connect with existing contacts, and follow-up to maintain relationships over time*
- *Help clients leverage their existing social media profiles to build a personal brand showcases their professional expertise*
- *Learn three essential tips for helping their clients maximize return on investment for their networking efforts*

Promoting Career Vigilance:

Assessing and Cultivating Client Readiness for Planned and Unanticipated Job Search

By Debra Laks & Heidi Ravis

(Pennsylvania D)

With employment security becoming increasingly rare, it is essential to ensure that our clients are job-search-ready at all times. This presentation offers practical tools for assessing and building transition readiness in clients, and highlights specific action steps for helping them prepare for unanticipated and planned job change. Knowledge is empowering, and armed with greater self-awareness and effective career management strategies, our clients can become more resilient and learn to better navigate their career paths and work lives.

Learning Objectives: *Attendees will*

- *Learn practical tools for assessing and building transition readiness in clients*
- *Learn techniques for evaluating and enhancing client resilience, flexibility, optimism, and risk tolerance*
- *Gain knowledge of specific action steps for helping clients prepare for unanticipated and planned job change*

Your Greatest Strength is What?

Helping Students to Decode and Apply the Language of Career Readiness

By Dr. Janet R. Long

(Ben Franklin)

For liberal arts majors and other students without a specialized employment path, appreciating the value of acquiring broad, lifelong skills such as critical thinking through their academic preparation is vitally important. However, the language used to describe such competencies in a classroom setting may not translate seamlessly to the workplace. Higher education career counselors have an opportunity and an obligation to help students bridge this potential gap. During this interactive session, the presenter will share highlights of her recent doctoral dissertation research, "Critical Thinking in Context: An Examination of How Faculty and Prospective Employers Define and Assess a Broad Career-Readiness Competency," and suggest strategies to prepare students to speak and write about career competencies in a manner that will resonate with potential employers. The discussion will include ideas about how to bring faculty members more directly into career-readiness conversations.

Learning Objectives: *Attendees will*

- *Be able to help students translate broad career-readiness language to concrete, compelling examples in written application materials*
- *Learn to help students more effectively leverage career-readiness competencies in response to behavioral interview questions*
- *Learn new approaches to engaging faculty members in career-readiness discussions*

Theme: Preparing Workers for the Future

Concurrent Sessions: Thursday, December 5 (3:15-4:15)

Whispering Warriors: How to Help Introverts Survive and Thrive in the Age of Acceleration

By Jane Finkle

(Pennsylvania C)

In today's fast-paced, unstable workplace, achieving success requires speaking up, promoting yourself and your ideas, and taking initiative. Extroverts fearless in tooting their own horns, naturally thrive in this environment, but introverts often stumble. While an introvert's natural ability to reflect and listen can be a drawback, it can also work in their favor. Learn how to work best with introverts to help them appreciate their strengths while taking risks that will help them succeed in job search, self-promotion and career management.

Learning Objectives: *Attendees will*

- *Learn how introverts can balance their natural ability to reflect, listen and concentrate and move beyond their comfort zone to adjust to the rapid rate of change in the age of acceleration*
- *Learn techniques and strategies to help introverts build confidence and tell a full and vibrant story of their experience and accomplishments through networking, social media, interviewing or describing how they have added value to a current employer*
- *Understand how Krumboltz's theory of Happenstance and CBT techniques can encourage introverts to take action on networking with a case study*
- *Learn specific methods and techniques to help introverts tell their story including: 4 keys to succeeding at network events, the Savvy method for writing or outlining a script for a network meeting or interviews and 7 steps to managing and surviving your career in tough times*

Small Staff, Big Caseload, High Impact! A Hybrid Model of Group Career Counseling

By Jennifer Chiaramonti

(Pennsylvania D)

In 2017, two counselors, already stretched thin with providing academic, transfer, career, and personal counseling services for 1400 students at a branch campus, were tasked with finding a way to provide intrusive career counseling to three additional student caseloads. With insufficient resources to serve the additional students individually, the counselors rose to the occasion by creatively developing and implementing a hybrid career counseling service model, combining in-class group counseling with individual online counseling interventions. The successful program has continued every semester since it launched in 2017, leading to improved relationships between counselors, faculty, and students. Notably, aspects of the program were also later adopted by the main campus counselors. This workshop will provide the materials used for the program and advice from lessons learned along the way.

Learning Objectives: *Attendees will*

- *Leave with actionable group career counseling tools that can be immediately implemented on their campus*
- *Learn methods of incorporating technology into group career counseling*
- *Be able to apply career counseling concepts from the presentation to align their services with curricular pathways at their campus*
- *Understand ways that group career counseling can be used for early intervention to support undecided students' success and persistence to graduation*

Negotiate EVERYTHING! Preparing for the Future of Workplace Negotiations

By Karen James Chopra

(Ben Franklin)

The 21st century workplace is filled with situations that require our clients to negotiate. The gig economy, hourly and contract work, freelancing, lay-offs, mergers and acquisitions, "solopreneurship," job hopping, and the constant evolution of the nature of work present our clients with seemingly endless negotiations. Whether your clients are college graduates, hourly workers or senior executives, this workshop will provide the tools needed to help your clients master all of the negotiation challenges that lie in their future.

Learning Objective: *Attendees will*

- *Learn to describe key concepts affecting negotiations*
- *Be able to identify sources of leverage*
- *Understand how to create a clear "ask" for a negotiation and prepare fallback positions*

Concurrent Sessions: Thursday, December 5 (4:30-5:30)

Preparing Workers for the Future by Creating a Value-Added Resume

Jim Peacock

(Pennsylvania C)

Job seekers must have a resume that highlights their value, not just their experience. This session will review three ways to help clients create their value-added statement and a variety of ways of highlighting that value on their resume. We will work on participants' value-added statements as a way to understand how to help your clients. (Bonus: this same value-added statement can be incorporated into their LinkedIn profile).

Learning Objectives: Attendees will

- *Learn 3 ways to identify your client's value*
- *Be able to describe 2 ways to create a Summary statement at top of the resume*
- *Gain 2 strategies to address gaps in work history*
- *Learn a variety of formatting "best practices"*

Workplace Bullying: A Guide to Assisting Clients who are Targeted at Work

By Janet Glover-Kerkvliet & Sonja Pitts

Pennsylvania D)

According to the Workplace Bullying Institute, 60+ million Americans have experienced, observed or been affected by repeated, health-harming, mistreatment of one or more persons by one or more perpetrators on the job. Workplace bullying is abusive conduct that is threatening, humiliating, and/or intimidating. Most workplace bullying is not considered illegal and therefore cannot be prosecuted. Participants will learn about what counselors can do if a client is experiencing bullying in the workplace. Participants will learn about the upcoming formation of the Maryland Healthy Workplace/Freedom from Bullying Task Force, which will promote the professional development of mental health professionals in expanding their ability to assist people experiencing abuse at work and uphold the honor and respect for human dignity that all workers deserve.

Learning Objectives: Attendees will

- *Learn the definition of workplace bullying and be able to distinguish between bullying, harassment, and being in a hostile environment*
- *Understand the social, emotional, and psychological trauma that results from bullying*
- *Review free assessments tools available for use with clients when workplace bullying is suspected*
- *Learn about best practices in assisting bullied targets*
- *Review the status of national and state anti-bullying laws and policies*

Mobilizing Alumni in the Career Development of Students

Lori Moran & Frank Gilmartin

(Ben Franklin)

Hear how the Center for Career Development at the University of Scranton is utilizing intentional interactions with their alumni base to advance the career development of students by exposing them to increased networking opportunities. Opportunities include site visits, alumni panels, University networking events, the use of a unique university mentoring program and collaboration with University Advancement.

Learning Objective: Attendees will

- *Gain an understanding of the importance of effective engagement with alumni in the student career development process*
- *Be able to identify programs that can be used to increase the interaction between students and alumni*



The Cartoon Guide to Career Development Barry L. Davis

(Pennsylvania C)

In 2008, Dan Pink introduced his Manga Master-piece, "The Adventures of Johnny Bunko," touted as "the last career guide you'll ever need." This tiny tome, easily read in 10 minutes or less, is rich with insights for the careerist at any stage. Attend this interactive presentation to discover the key principles that embody effective employment search and career development.

Learning Objectives: *Attendees will*

- *Be able to uncover the deep secret behind career development that stymies most careerists*
- *Learn critical information that every careerist should possess*
- *Discover the "special sauce" that contributes to career success*
- *Embrace the power of error in career development*

Conveying the Power of Networking Win Sheffield & Lynn Berger

(Pennsylvania D)

It is widely recognized that more jobs come from networking than any other single source. With increased mobility, the importance of networking will only increase. Even for students coming straight out of school, statistics show us that most jobs come from networking. Yet for many reasons, our clients resist networking and find it hard to stick with it. As hard as we try to encourage networking, clients turn to ads and other, less successful, methods. Join career coaches Lynn Berger and Win Sheffield in an interactive workshop to learn a different approach that allows clients to recognize the value they bring to the workplace and to take the initiative required to networking more easily.

Learning Objectives: *Attendees will*

- *Review in detail various assumptions that clients make about networking and how to change those assumptions to make the process more accessible*
- *Learn different ways to support their clients to incorporate networking into their job strategies*
- *Participate in role-plays which participants can use with their own clients to demonstrate effective and ineffective networking*

7 Habits of Highly Effective Online Career Services By Rosa Santana and Flore Dorcely-Mohr

(Ben Franklin)

Berkeley College Online is celebrating its 20th Anniversary and the Career Services Team has distilled the best practices that made us so successful. In a 100% virtual environment, we do everything a traditional career center does but rarely meet in person the students and graduates we serve. Learn why it's important to text and call, use images instead of words, personalize communications and much more. Rosa Santana and Flore Dorcely-Mohr will send you away with hi-tech and hi-touch techniques you can use today.

Learning Objectives. *Attendees will*

- *Learn to engage and serve students, alumni and employers through social media and live online events with successful reportable data*
- *Gain knowledge of hi-tech and hi-touch communication techniques for connections via email, phone, mobile devices, and website*
- *Learn to use current technologies in the office to make personal connections with students, alumni, and employers*



About our Concurrent Speakers:

Lynn Berger

Career Counselor and Coach who works closely with individuals either in career transition or those seeking greater fulfillment from present employment. Provide executive, corporate and career coaching for business professionals. Services include career assessment and analysis, planning and personal development. Appears on radio/ television as a guest expert on career related topics.

Jennifer Brown Wegman

Jennifer Brown Wegman is a Social Media Strategist and Business Coach who helps entrepreneurs and small business owners find, engage, and convert their audiences into paying customers. Jennifer provides actionable, proven strategies that assists her clients in growing their businesses through both face-to-face and virtual networking while also providing them with guidance regarding market research, social media, and other systems so they can gain visibility, maximize their reach, and effectively manage their time. Jennifer is currently pursuing a master of arts in clinical counseling at Alvernia University and intends to become a career development counselor after graduation.

Jennifer Chiamonti

Jennifer Chiamonti, Associate Professor of Counseling at Community College of Philadelphia, is a National Board Certified Counselor and Licensed Professional Counselor. She holds a bachelor's degree in psychology, sociology, and world religions and a master's degree in counseling and higher education. With nearly 20 years of experience in the counseling profession, Jennifer is adept at helping individuals and groups to achieve career and academic success, and personal wellness. She has developed and instructed several college success courses and hundreds of personal growth workshops. Jennifer has received awards for her leadership and service to the counseling profession. In her free time, she enjoys her cats, photography, lighthouses, and genealogy research. Jennifer is also a costume jeweler who sells her work at craft shows.

Barry Davis

Barry Davis is a Career/Executive Coach with Gift of Self Career Services. For over 30 years he has been helping people live the mantra, "What you do should be who you are." Davis is a Phd student in Leadership , holds a Master's degree in Clinical Psychology from Millersville University and has been designated as a Certified Master of Career Services by the National Career Development Association. An active blogger and adjunct professor at two universities, he has extensive presentation experience with businesses, universities and organizations. On a personal note, he is a true bibliophile (he has over 200 book reviews on www.goodreads.com), and has completed over 30 full marathons.

Flore Dorcely-Mohr

Flore Dorcely-Mohr is Senior Director of Career Services at Berkeley College for the Online and Paramus campus team. She earned her BA in Sociology at Drew University and her Masters in Counseling from Montclair State University. She has been at Berkeley since April 2014, and is a self-proclaimed techno-phobe! She has approximately 15 years of higher education experience working online and on land at small to mid-sized institutions. Flore understands the impact of using the right technical tool or non-technical techniques in her work and has strived to learn new skills at every stage of her professional development. (Yes, she learned to type on an electric typewriter in high school.) Flore has been quoted in a number of online publications including The Huffington Post, NerdWallet and Yahoo Finance. She has also co-presented on various career development topics including a presentation for the Eastern Association of Colleges and Employers.

Jane Finkle

Jane Finkle is a career coach, speaker and author with over 25 years of experience assisting clients with career transitions and workplace adjustment. Previously, Jane served as Associate Director of Career services at the University of Pennsylvania where she created and led the Wharton Career Discovery seminar, a program still offered today and served as liaison to recruiters from major corporations. She wrote a weekly career column, "Career Blueprints" for Abington Patch and has been published in the Huffington Post, Adirondack Life, Careerbright, mindbodygreen, and Talent Development. Jane has been featured in Inc.com, Fast Company and Psychology Today and as a guest on national radio shows. She also served as the Career Advisor for US News and World Report's Education and Career Forum. Jane served as a board member for Dress for Success-Philadelphia. She is the author of The Introvert's Complete Career Guide: From Landing a Job, to Surviving, Thriving and Moving on Up.

Frank Gilmartin

Frank Gilmartin received both his B.S. in Sociology and M.S. in Rehabilitation Counseling from The University of Scranton. A proud alumnus of The University, Frank has worked in higher education counseling since 1990. Frank acts as the liaison for the College of Arts and Sciences and meets with all majors. Frank loves the opportunity to interact with our energetic and driven students. Areas of expertise: career counseling, webpage development, assessment, resume and cover letter writing, interviewing, job search preparation, and technology.

About our Concurrent Speakers (Continued):

Karen James Chopra, LPC, CCC, NCC

Karen James Chopra, LPC, CCC, NCC, is the founder of Chopra Consulting for Consultants (www.KarenChopraConsulting.com), which helps therapists, counselors, coaches and other consultants create thriving businesses. She also has a well-established career counseling private practice in Washington, D.C. (www.ChopraCareers.com), and has helped hundreds of clients with career exploration, job search and career management. A former U.S. Government trade negotiator, she is the author of *Coaching Career Clients on Salary and Other Workplace Negotiations* and numerous other articles on the business and practice of career counseling. 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.

Janet Glover-Kerkvliet, NCC, LCPC, GCDF

Janet Glover-Kerkvliet, NCC, LCPC, GCDF is a career development facilitator and adult/couples psychotherapist. Ms. Glover-Kerkvliet has experience counseling clients dealing with depression, anxiety, bipolar disorder, co-occurring disorders, addiction recovery, relationship, and life/career issues. She facilitates counseling groups and workshops designed to assist people with employment barriers, racial microaggressions, and other mental health concerns. She is a Baltimore Corps 2017-18 Elevation Awardee, a 2018-19 Johns Hopkins Social Innovation Lab cohort member, and a 2019 Warnock Foundation Social Innovation Fellow for her work as director of the Baltimore Job Hunters Support Group at the Corner Community Center. Ms. Glover-Kerkvliet received the American Counseling Association Foundation (ACAF) 2018 Grant and the National Board for Certified Counseling Tuition Award for Board Certified Coach Training. She is the former program director of the Family Employment and Support Program at the Circuit Court for Baltimore County and GenesisJobs/Goodwill Industries.

David Henriquez

David has 25+ years of varied experience in higher education including educational counselor, program coordinator for exploring students, faculty member and Dean. David's experience with students has focused on helping them transition to higher education as well as explore the myriad majors and career options available to them.

Debra Laks, MSSA, LMHC

Debra Laks, MSSA, LMHC is a Clinical Career Counselor and NYS Licensed Mental Health Counselor. She has been in private practice since 1986 when she founded Career Transition Resources (CTR). Prior to establishing her own firm, Debra served as Director of the Career Counseling Department for a large non-profit organization, and was Assistant Director of Adult Education at Queens College where she coordinated a post-master's certificate program in career counselor training. Debra is a graduate of The National Institute for the Psychotherapies' one-year program, Psychodynamic Approaches in Clinical Practice. She serves on the Boards of the Career Development Specialists Network of New York and the Middle Atlantic Career Counseling Association.

Dr. Janet Long

Janet is executive director of Career Design and Development at Widener University where she leads a seven-member team responsible for career exploration and education, experiential learning, and employer partnerships. She also serves as assessment coordinator for five units that comprise Academic Support Services. Janet is a self-described assessment geek and a recent graduate of Widener's higher education doctoral program. She is an advocate for student attainment of both career-readiness competencies and a strong liberal arts foundation. Before beginning an encore career in higher education, Janet worked in executive search for 20 years, including founding her own firm, Integrity Search, and partnered with clients ranging from Big 4 consulting firms to global non-profit organizations and universities. She holds a BA in English literature from Adelphi University in New York and a M.Ed. in student personnel services and counseling from Widener. In her personal life, she is Mom to a 19-year-old rising college sophomore and cadet and a 10-year-old singing Australian shepherd.

Lori Moran, M.S., NCC

Lori Moran serves as a Career Development Coordinator at The University of Scranton. She has worked in higher education for over 20 years and is passionate about student development. As a career counselor and coach, she enjoys working with students to help them reach their career goals. She also serves as one of the liaisons to the College of Arts & Sciences. Lori has a Master of Science in School Counseling and a Bachelor of Science in Psychology, both from The University of Scranton.

About our Concurrent Speakers (Continued):

Jim Peacock

Jim is the Principal of Peak-Careers Consulting offering professional development for career practitioners / coaches through workshops and online discussion-based seminars. He is a LinkedIn strategist, career coach, and blogger. He is the author of *A Field Guide for Career Practitioners: Helping Your Clients Create Their Next Move*. For over 11 years he was Director of the Advising & Career Center at a community college, over a decade as a high school counselor, and since February 2012 has been full time with Peak-Careers. He is a Certified Career Services Provider (CCSP), Global Career Development Facilitator (GCDF), and a two-time President of the Maine Career Development Association. In 2007 he received the Outstanding Career Practitioner Award from the National Career Development Association.

Sonja Pitts

Sonja Pitts is a Workplace Culture Consultant and Resilience Expert, empowering managers, teams and employees to improve their workplace perception for different thinking, understanding and better results. After working in human resources, IT and program management for more than 25 years, Sonja founded SoSolutions Consulting, LLC to develop and deliver programs in workplace bullying, unconscious bias, organizational culture engagement, diversity and inclusions leadership. She is the self-professed case study of how resilience, with faith and support, can exceed expectations and limitations. Sonja holds a B.S. in Information Systems Management from the University of Maryland. She is a certified Workplace Bullying Trainer by the Workplace Bullying Institute. Her personal experiences with workplace bullying and harassment have made her passionate about helping others understand the epidemic and its societal detriment.

Heidi Ravis

Heidi Ravis has been in the career counseling field since 1991. She has a Master's of Education degree in Counseling Psychology from Teachers College, Columbia University, and is a New York State Licensed Mental Health Counselor. In addition, she is a Board Certified National Certified Counselor and Board Certified TeleMental Health Provider. Ms. Ravis specializes in clinically-oriented career counseling. She assists clients with all aspects of the career development process, including self-assessment, career exploration, decision making and self-marketing. She offers testing, including the Myers-Briggs Type Indicator and Strong Interest Inventory, and can provide guidance in resume and cover letter preparation/revision, interview skills, networking and use of LinkedIn. In addition to private practice work, Ms. Ravis has provided career counseling in a variety of settings, including universities and community mental health programs. She is also an experienced distance counselor, trainer and author. Currently, she serves as Global Services Team Leader and Career Consultant for Ricklin-Echickson Associates a human resources consulting firm providing career and acclimation services to accompanying partners of relocating employees. She also provides outplacement services and career assistance via TheMuse.com Coach Connect and Vermilion Talent.

Rosa Santana

Rosa Santana is currently the Assistant Director of Online Career Services, Berkeley College. Rosa is an innovative design, career and technology connoisseur with experience in higher education administration and student affairs. She holds a Master of Science degree from Full Sail University, a Bachelor of Arts degree from Bloomfield College, and is currently pursuing her Doctor of Philosophy degree at Walden University. In addition to her duties at Berkeley, she was recently elected to serve as President for the New Jersey Career Center Consortium (NJC3) and is an active member of NACE, SHRM, and several other career-oriented professional development groups and organizations.

Ellen Weaver Paquette, MA, CAGS

Ellen Weaver Paquette, MA, CAGS, NCDFA Fellow, Master Trainer, Board of Directors 2014-2017 is a well known presenter in career counseling. She has conducted career trainings around the US and in the Middle East. Ellen has taught graduate level career counseling courses with authority, professionalism and humor.

Win Sheffield

Since 2003, clients who work with Win have learned how to articulate themselves in the job market, conveying their experience in ways that attract interest and lead to further referrals. Win holds an M.B.A. from Boston University, an undergraduate degree from Kenyon College, is certified as a career coach through the Five O'Clock Club, and has studied Myers-Briggs and counseling. Win brings his experience in strategic planning and consulting from Citibank, J.P. Morgan and PricewaterhouseCoopers and his own transitions to his work. Win's podcasts (winssheffield.com/microcastdraft) and workshops across career topics focus on clients recognizing their power in the job market. He has spoken at the New York Public Library, churches and industry and alumni groups in New York, Silicon Valley and London.



MACCA Election 2019-2020 Information

The annual election of MACCA Board Members takes place during the Business Lunch Meeting at the Fall Annual Conference, Thursday December 5th. If interested in being on the ballot, see Nancy Fink (Nominations Chair) prior to the meeting.

As a member of the Board, you not only use your skills and ideas to help shape direction for our organization, but you meet and work with a really diverse and fun group of practitioners representing 2yr and 4yr colleges/universities, workforce development, K-12 public/private/charter schools, family services, and private practitioners – all involved in providing career direction to a variety of constituents. New to MACCA? Consider a State Delegate (Member-at-Large) position where you get involved with committee work. We invite new folks, as well as former volunteers, to step in and contribute. Questions? Just ask any current Board or Committee person for insights into the various roles. This year's vacancies include:

- Vice President/President-elect (a 3-year commitment)
- Secretary (a 2-year commitment)
- Technology Chair
- Awards Committee Chair

We can have up to three Delegates (Members-at-Large) from each state. Below are the states with their vacancies:

Delaware (2)

New Jersey (1)

Pennsylvania (0)

District of Columbia (2)

New York (1)

Virginia (2)

Maryland (2)



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2019 CONFERENCE SCHEDULE At-A-Glance

Thursday, December 5, 2019

8:00—4:00	Registration	NBCC Hours
9:30—10:30	<p>Tech Tools and Non-Tech Techniques To Use Today! (Penn. C) <i>- Flore Dorecely-Mohr and Rosa Santana</i></p> <p>Helping Students Make Informed Choices Regarding Major and Career (Penn. D) <i>- David Henriques</i></p> <p>Using Career Genograms in Career Counseling (Ben Franklin) <i>- Ellen Weaver Paquette</i></p>	
10:45—11:45 Breakout Sessions	<p>Smart Ways to Network in the Digital Age (Penn. C) <i>- Jennifer Brown Wegman</i></p> <p>Promoting Career Vigilance: Assessing and Cultivating Client Readiness for Planned... (Penn. D) <i>- Debra Laks and Heidi Ravis</i></p> <p>Your Greatest Strength is What?: Helping Students to Decode and Apply... (Ben Franklin) <i>- Dr. Janet R. Long</i></p>	
12:00 —1:30	Lunch, Business Meeting, and Craft/Vender Fair (Penn A&B)	-
1:30—3:00	Keynote: Christine Cruzvergara <i>The Future of Work + The Future of Us (Penn. A&B)</i>	
3:15—4:15 Breakout Sessions	<p>Whispering Warriors: How to Help Introverts Survive and Thrive in the Age of... (Penn. C) <i>- Jane Finkle</i></p> <p>Small Staff, Big Caseload, High Impact! A Hybrid Model of Group Career Counseling (Penn. D) <i>- Jennifer Chiaramonti</i></p> <p>Negotiate EVERYTHING! Preparing for the Future of Workplace Negotiations (Ben Franklin) <i>- Karen James Chopra</i></p>	
4:30—5:30 Breakout Sessions	<p>Preparing Workers for the Future by Creating a Value-Added Resume (Penn. C) <i>- Jim Peacock</i></p> <p>Workplace Bullying: A Guide to Assisting Clients who are Targeted at Work (Penn. D) <i>- Janet Glover-Kerkvliet and Sonja Pitts</i></p> <p>Mobilizing Alumni in the Career Development of Students (Ben Franklin) <i>- Lori Moran and Frank Gilmartin</i></p>	
5:30—7:00	President's Reception and New Member Welcome (Penn A&B)	

Friday, December 6, 2019

7:00—9:00	Hot Breakfast Buffet	-
7:30—8:30	Transition Board Meeting (Penn. D) Private Practice Networking Event (TBD)	
9:00—10:00 Breakout Sessions	<p>The Cartoon Guide to Career Development (Penn. C) <i>- Barry Davis</i></p> <p>Conveying the Power of Networking (Penn. D) <i>- Lynn Berger and Win Sheffield</i></p> <p>7 Habits of Highly Effective Online Career Services (Ben Franklin) <i>- Rosa Santana and Flore Dorecely-Mohr</i></p>	
10:15—11:45	Keynote: Ed Murphy <i>Shifting Ground: Adapting Workforce Development (Penn. A&B)</i>	
11:45—12:00	Conference Wrap Up	

THANK YOU FOR JOINING US!

SAVE THE DATE FOR MACCA'S 50th ANNUAL CONFERENCE

November 8—10, 2020 *Double Tree Resort by Hilton*