



Careertalk 
DIVERSIFYING the
Conversation

MACCA Conference ~ 2011

Welcome to the 41st Annual MACCA Conference!

Dear Friends and Colleagues,

Welcome to MACCA's 41st Annual Conference! Our vibrant organization serves as a home for career professionals with diverse interests and backgrounds, who work in almost any setting where career services are provided. We share a commitment to—and an interest in—our clients, the career counseling field, and to growing as professionals by learning from each other.

Every topic, presenter, and activity for the conference has been selected with you in mind, and with the goal of honoring our diversity and celebrating all we share in common. Your feedback from previous years played an important part in creating our annual conference. (For instance, the schedule was created based on your suggestions to shorten the length of sessions and keynotes.) We hope you will enjoy our time together and leave feeling energized, inspired, and valued.

It has been a privilege to work on this year's conference and we could not have done it without the support of our generous colleagues on the MACCA Board and the volunteers who have given of their time and talents. Our warm thanks to them, to our presenters, and to you, without whom there would not be such a gathering.

Welcome Home!

Shahrzad Arasteh & Courtney Sprague
MACCA 2011 Conference Co-Chairs

A Look at MACCA

Founded in 1970, the Middle Atlantic Career Counseling Association MACCA, Inc. is a regional association dedicated to meeting the professional needs of career planning and placement practitioners through the exchange of ideas and information. MACCA, Inc. members come from two-year and four-year colleges and universities, technical colleges, business and industry, government agencies, nonprofit organizations, public and private high schools and private practice.

MACCA's Mission

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

The Middle Atlantic Career Counseling Association 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 Courtney Sprague at (540) 303.6934. If you have special disability related needs with regard to your hotel room accommodations, please ensure that you communicate and confirm those needs concisely with the hotel at the time you make your reservations.

NBCC Contact Hours Available

The National Board for Certified Counselors recognizes MACCA, Inc. as a provider of continuing education. It is the responsibility of the provider to abide by the NBCC Continuing Education Guidelines. This conference provides the opportunity for counselors certified by the National Board for Certified Counselors to earn up to 19 contact hours.

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PRESIDENT'S WELCOME

Dear Colleagues-

Welcome to "Careertalk: Diversifying the Conversation," the theme for the 2011 Conference of the Middle Atlantic Career Counseling Association. Our conference title was the result of some creative brainstorming on the part of our Board, using feedback from our membership. It highlights two very important foundations of our profession - communication and diversity.

If this is your first conference or your fortieth, you will, no doubt, make note of the high energy and passion exhibited by our members. This conference will provide you opportunities to get firsthand, leading-edge information from noted experts in our field. In addition, at our numerous concurrent sessions (there are some hard choices – they all sound great!), you can hear from your colleagues about initiatives and topics in which they have expertise/interest. We also provide opportunities to add to your professional network and are hopeful that the connections you make at this conference will continue – both in person and electronically – for a long time!

During the conference, please feel free to share suggestions/comments with any member of the MACCA Board. We go to great lengths to make this an exceptional conference and want to make sure that we are meeting the needs of our greatest asset – you. Enjoy the conference!

Nancy Fink
2010-2011 MACCA President

MACCA PAST PRESIDENTS

Nancy Fink (2010-2011)

Jill Pante (2009-2010)	Carolyn Brozzetti (1991-1992)
Cristina Damiao (2008-2009)	Anne Edwards (1990-1991)
Rose Howard (2007-2008)	Barbara Price (1989-1990)
Brenda DiModugno (2006-2007)	Fontelle Gilbert (1988-1989)
Mark McFadden (2005-2006)	Jack Guarneri (1987-1988)
Joyce Dennis Henderson (2004-2005)	Deborah Sussna (1986-1987)
Jane Gregoire (2003-2004)	Nancy Pat Weaver (1984-1986)
Stephen Sciscione (2002-2003)	David Borchard (1983-1984)
Daphne Chang (2001-2002)	George Lavery (1982-1983)
Jane Nini (2000-2001)	Al Foderaro (1981-1982)
Timothy Kirkner (1999-2000)	Phil Ringle (1980-1981)
Janet Kuhns (1998-1999)	John Herrling (1979-1980)
Marcia Milgrom (1997-1998)	Dennis Pelletier (1977-1979)
Cheryl Bonner (1996-1997)	Joseph Nazzaro (1976-1977)
Kimberly Bolig (1995-1996)	Richard Shaw (1975-1976)
Carolyn Brozzetti (1994-1995)	Hank Coghill (1973-1975)
Maria Fanning (1993-1994)	Jack Tarbell (1971-1973)
Kathryn Woodhouse (1992-1993)	Ross Narghang (1970-1971)

2010-2011 MACCA BOARD MEMBERS

President	Nancy Fink
Vice President/President Elect	Carolyn Yencharis Corcoran
Conference Co-Chairs	Shahrzad Arasteh & Courtney Sprague
Immediate Past President	Jill Panté
Secretary	Crystal Sehlke
Treasurer	Julie Levinson
Registration & Membership Chair	Francesca Caretto
Publicity & Recruitment Chair	Jenifer Laird (formerly Whetsel)
Hospitality Chair	Linda LeNoir
Historian	Cheryl Bonner
Nominations Chair	Linda LeNoir
Awards Chair	Flora Maxwell Stowe
Conference Exhibitor Chair	Kathi Gallichio
Conference Volunteer Chair	Carl Campbell
New Professional & Graduate Concerns Chair	Open
e-Interact Editor	Damona Sain
Web Editor & Technology Committee	Joyce Henderson
Conference Evaluations Chair	Karl Martz
Professional Certification Committee (CEUs)	Rose Howard & Vicky Sawyer
New Member Welcome Committee	Connie Egelman
<u>MEMBERS-AT-LARGE</u>	
Delaware	Regina Allen-Sharpe, Steve Sciscione, Katie Ellis
District of Columbia	Anna Litman, Rose Howard
Maryland	Vicky Sawyer, Tim Kirkner, Linda LeNoir
New Jersey	Kathi Gallichio, Flora Maxwell Stowe, Cristina Damiao
New York	Connie Egelman, Anne Hughes, Mark McFadden
Pennsylvania	Damona Sain, Barry Davis, Melissa Fitzgerald
Virginia	Melinda Jones, Gemma Costa, Lois Willis

VOLUNTEERS AND BOARD MEMBERS NEEDED!

If this is your first or 41st MACCA conference, you can help! Volunteering has many benefits. It is a great way to meet new people and network. Each year, elections for Board positions and committee chairs take place **at the Business meeting during the Fall Conference**. Board members are expected to attend half plus one of all Association’s annual meetings.

Below are descriptions of each position’s responsibilities.

If you are interested in pursuing a Board position or volunteering on a committee, please either nominate yourself during the Business meeting or see a member of the Board for more information.

MACCA BOARD POSITION DESCRIPTIONS

ELECTED POSITIONS:

The **President** shall have served as a member of the Board and, ideally, will have served as the Vice President/President -Elect during the previous year. She/he shall set the agenda for all meetings, with assistance from the Secretary and/or other Board members. She/he shall preside at all meetings of the Association, act as Chairperson of the Board, be a member ex-officio of all standing and temporary committees, administer the business of the Association between regular meetings, exercise authority consistent with these By-Laws, and, with the approval of the Board, may attend annual meetings of other related regional associations (at the suggestion and with the approval of the sitting Board) at the expense of the Association. (One Year Term as Vice President/President-Elect, One Year Term as President, and One Year Term as Immediate Past President)

The **Vice President/President-Elect** shall have served as a member of the Board. She/he shall perform the duties of the President in the latter’s absence, disability, or at the President’s request. If the office of the President becomes vacant, The VP/President-Elect shall become President until the next annual election. The VP/President-Elect will supervise, direct, and maintain ongoing contact with Chairs of all Standing (non-conference-specific) committees, as well as among the other Officers of the Association (President, Secretary, and Treasurer). The VP/President-Elect shall work closely with all Conference Chairs and fulfill other duties as delegated by the President and/or the Board. The VP/President-Elect shall succeed to the Presidency of the Association in the following year. The VP/President-Elect shall fulfill other duties as delegated by the President. (One Year Term as Vice President/President-Elect, one as President, and one as Immediate Past President)

The **Treasurer** shall be responsible for receipts and expenditures of the Association. The payment of all invoices submitted to the Association for services rendered to the Association by any of its members or outside firms shall be submitted for payment to the Treasurer. S/he will prepare a financial report for each Board meeting throughout the year and present a yearly financial statement to the membership at the Annual Business Meeting. In addition, the Treasurer prepares financial statements and documents for the contracted accountant throughout the year and for the annual audit. (Two Year Term)

The **Secretary** shall keep all official minutes of the business meetings of the Association and Board; she/he shall distribute agendas before every meeting and minutes after every meeting. The Secretary shall handle correspondence and assist the Board as needed. (Two Year Term)

ELECTED POSITIONS CONTINUED:

The **Annual Fall Conference Chair/Co-Chairs** shall act as the conference chairperson(s) and coordinate all activities related to the annual conference. The Fall Conference Chair/Co-Chairs hold(s) event planning responsibility for the conference in direct collaboration with the Vice President/President-Elect and the entire Board. The Fall Conference Chair/Co-Chairs collect(s) and compile(s) all pertinent Conference programming ideas and present(s) reports and updates to the Board. The Chair/Co-Chairs generate(s) correspondence (and, as appropriate, negotiations) with potential program presenters and participants assuring “adherence” to the conference theme (as selected by the Board). The Chair/Co-Chairs also lead(s) and coordinate(s) contract negotiations and arrangements with the hosting resort/conference center management/staff. Additionally, the Chair/Co-Chairs collaborate(s) and maintain(s) ongoing contact with the Officers of the Association (President, VP/President-Elect, Secretary, and Treasurer), and also supervise(s), direct(s), and maintain(s) ongoing contact with the Standing and Conference Committee Chairs and Co-Chairs (Registration & Membership, Publicity & Recruitment, Technology, Professional Certification, Awards, New Member Welcoming, New Professionals & Graduate Concerns, Evaluations, Conference Volunteers, Exhibitors & Sponsors, Hospitality, and Nominations), and the Historian/Co-Historians and e-Interact Editor/Co-Editors. (One Year Term)

Members-At-Large shall participate in conference and Association responsibilities. This could include chairing committees, assuming responsibility for projects, and assisting at the Fall Conference. Members-At-Large from each state are required to participate in at least one standing committee per year during their two year term and to attend each Board meeting. The states represented by MACCA (Delaware, Maryland, New Jersey, New York, Pennsylvania, Virginia, and the District of Columbia) may have up to three Members-At-Large each. (Two Year Term)

The **Registration & Membership Chair** shall be responsible for developing a database of conference attendees, collecting checks, and sending checks and database information to the Treasurer. The Registration & Membership Chair works to administer the business of the Association throughout the year in direct collaboration with various Board members including, but not limited to, the President, Treasurer, Fall and Spring Conference/Webinar Chairs/Co-Chairs, the Web Editors, and the Technology Chairs, as well as the Membership Committee. In preparation for the Fall Conference, direct collaboration is also required with the Conference Volunteers Chair, The Conference Exhibitors & Sponsors Liaison, the Conference New Member Welcoming Chair, and the New Professionals & Graduate Concerns Chair. The Registration & Membership Chair also helps the President oversee the Membership Committee. (Two Year Term)

The **Publicity & Recruitment Chair** shall work with the Annual Fall Conference Chair/Co-Chairs to coordinate the dissemination of publicity to members and to targeted constituents. This Board member may also work with the President and Secretary by responding to membership inquiries, providing advertising for the Association and related conferences, and sending out information to individuals interested in membership who are unable to attend the Annual Fall Conference. Ideally the Publicity & Recruitment Chair also serves as a member of both the Technology and Membership Committees, ensuring that the MACCA message is consistent and professional. This Board member also helps the President oversee the Membership Committee. (One Year Term)

APPOINTED POSITIONS:

The **e-Interact Newsletter Editor/Co-Editors** shall coordinate all activities related to publishing and distributing (posting to www.MACCA.net and emailing to the membership) the Association newsletter at least twice each year. The President or Board may recommend additional responsibilities.

The **Historian/Co-Historians** shall coordinate all activities related to keeping an accurate and current record of events and news at the Association conferences, seminars or other activities as recommended by the President or Board.

CONFERENCE-SPECIFIC COMMITTEES

The **Conference Volunteer Chair and Committee** shall be responsible for contacting other committee chairpersons to determine the type of service or services needed for the Annual Fall Conference, the number of volunteers needed to complete the task(s), and the approximate time of day services are needed. The Chair will simultaneously solicit from the Volunteer Committee members the type of service they can provide and the time they have available to volunteer. The Chair will then coordinate the efforts of the volunteers available and provide, as closely as possible, the services needed by the other committees.

The **Conference Exhibitors & Sponsors Chair and Committee** shall solicit exhibitors for the Annual Fall Conference. The committee liaises with the conference center staff, exhibitors, and sponsors while assisting with the planning and arrangements of the exhibition space. They are also charged with soliciting donations from exhibitors and other MACCA members for raffles that are held during the Annual Fall Conference.

The **Conference Evaluation Chair and Committee** shall be responsible for developing, promoting awareness of, and distributing emails including links to the online Annual Fall Conference Overall Evaluation and the individual speaker evaluations. The members will provide explanations of how the online survey may be easily completed during the days immediately following the Annual Fall Conference and work to ensure the highest possible response rate for the Association. They are responsible for providing to the speakers and Board members results of the evaluations following the Annual Fall Conference. The committee is also responsible for the tabulation and presentation of the Overall Conference and speaker evaluations to the Board at the meeting following the Annual Fall Conference.

The **Conference Hospitality Chair and Committee** shall promote events and activities that enhance the educational and networking experiences of the Fall Conference. Volunteers are responsible for planning and hosting activities such as receptions, recreational and cultural activities, and tours. In the past, MACCA has publicized cultural activities and tours, but not hosted them. Duties involve decorating, cleaning, hosting , shopping, and loading and unloading materials at the beginning and end of the Fall Conference.

The **Conference New Member Welcoming Chair and Committee** shall develop and coordinate all activities related to programming that welcomes new members during the Annual Fall Conference. Members of this committee may also contact new members who are unable to attend the Annual Fall Conference in order to welcome them to MACCA.

The **Spring Conference/Webinar Chair and Committee** shall take responsibility for collecting and compiling Spring Conference/Webinar programming ideas and helping the Board to decide on a specific topic/program. This includes generating all correspondence with potential program presenters and participants, working with the Professional Certification Committee, and, if necessary, working with the workshop/conference/seminar locations and/or Webinar hosts. The Spring Conference/Webinar Chair and Committee also coordinate receipt of payments with the Registration & Membership Chair and updating of database information for the Treasurer. This committee will also ensure that all Spring Conference/Webinar presentations/programs follow MACCA's non-discrimination policy.

STANDING COMMITTEES

The **Membership Committee** shall take responsibility for the major membership work of the Association, which includes encouraging eligible persons to become members of MACCA, maintaining membership records, and facilitating communications about membership between the Board, current members, and potential members. Though there is no appointed Chair for this committee, joint oversight is provided by the Registration & Membership Chair, President, Publicity & Recruitment Chair, and The Conference Chair/Co-Chairs.

The **Technology Chair and Committee** shall coordinate all activities related to the online publishing of MACCA, including website updating and maintenance, online registration for both the Annual Fall and Spring Conferences and Webinars, online nominations for Board positions, and coordination of the online Membership Directory and

STANDING COMMITTEES CONTINUED

The **Professional Certification (CEU) & Development Chair and Committee** shall evaluate all MACCA sponsored programs, i.e. keynote speeches, lectures, colloquiums, seminars, Webinars and workshops, for certification credit pertaining to NBCC and other professional credentialing entities. The committee verifies the attendance of NCC's (and holders of other credentials for which MACCA offers approved programming/training) and prepares certificates documenting the recertification hours. The committee maintains a permanent file of all NBCC recertification activities and credits; this file may include lists of conference participants, information on speakers, and conference programs. The Committee is ultimately responsible for maintenance of conference records that must be submitted to NBCC and/or other appropriate credentialing entities (if MACCA is audited), completion of annual provider status paperwork, forwarding of annual invoices from NBCC (and other credentialing entities) to the MACCA Treasurer for payment, and creation of the Contact Hours Monitoring Form(s) for each conference (Annual Fall and Spring Conferences and Webinars). The Chair serves as liaison between MACCA and NBCC and other credentialing entities throughout the year.

The **Awards Chair and Committee** shall identify potential recipients for annual awards by maintaining communication with the President and others who may nominate members for awards. The chair and committee members endeavor to elicit nominations from members throughout the Association.

The **New Professionals & Graduate Concerns Committee** shall identify and address issues of particular concern to new professionals and graduate student members of MACCA. The Committee shall assist in the recruitment of new professionals and graduate student members to the Association.

The **Nominations Chair and Committee** shall conduct nominations and election procedures as directed under Article VIII of the MACCA By-Laws. The committee facilitates communication among officers and other members to identify potential nominees for each new slate of officers and any vacant Member-At-Large positions. At least one member of the Committee should be present at all Board meetings in order to monitor interest of members in running for elected positions. The Chair keeps records of which positions will become open during a coming term and contacts those who are recommended for nomination (to check if a particular member is willing to fulfill the role if they are elected). Once a slate of nominees is confirmed, the Chair sends out ballots of open positions to be included in an e-Interact issue, posted on www.macca.net, and distributed to the MACCA listserv. Before the Annual Fall Conference, the Chair compiles the election ballots and prepares an election ballot to be distributed to the membership at the Annual Fall Conference Business Meeting. If more than one person is nominated for a particular Board position, elections may be extended beyond the Annual Fall Conference Business Meeting so members who are unable to attend the Annual Fall Conference have opportunities (via email or fax communication with the Nominations Chair) to vote.

Please visit www.macca.net for a copy of the constitution and by-laws.

KEYNOTE SPEAKERS & TOPICS



SUSAN BERG, Ph.D.

Transition expert Susan Berg, Ph.D. is an award-winning international consultant and author. Her career-long focus on creativity, whole brain learning, resilience and managing change has won praise from Fortune 500 giants and renowned humanitarian non-profits alike. Today she guides people through the minefield of 21st Century stressors as they make career, business and life choices.

PRE-CONFERENCE WORKSHOP TOPIC:

Lifeline for Career Professionals: Choosing and Modeling Personal Resilience

Are the days rushing by and you find yourself irritable and frustrated? Torn between emails and texts, budget pressures and resource limits, self-imposed boundaries and familiar fears?

Then it's time to get back to basics. Stress and speed are affecting us all. This day re-grounds you in your core skills—what drew you to this profession—and offers unique coping methods for today's pressures, refreshing your perspective and enthusiasm.

Step back, assess your current situation and learn to manage your attention to what is important and what makes the most difference for you and your clients or students. We will explore practices that help you be a better counselor, ranging from self-understanding to managing attention, and life-balance to your internal creativity engine—how you re-generate your own energy. This is about caring for yourself first, so you can wow your clients.

Following the Pre-conference Workshop
join us for a relaxing, free,
10-minute chair massage
from a Licensed Massage Therapist.

Tuesday, December 6, 2011
4:15 p.m. — 6:00 p.m.
Ben Franklin

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JOHN KRUMBOLTZ, Ph.D.

Professor of Education and Psychology at Stanford University, is a Fellow of the American Psychological Association and the American Association for the Advancement of Science. His Ph.D. in educational psychology and counseling is from the University of Minnesota, his M.A. degree in counseling is from Teachers College, Columbia University, and his B.A. in psychology is from Coe College.

He has worked as a high school counselor and algebra teacher, as a research psychologist for the U.S. Air Force, and taught educational psychology at Michigan State University before moving to Stanford. During sabbatical years he accepted year-long invitations as a Visiting Senior Research Psychologist at the Educational Testing Service, as a Fellow at the National Center for Research in Vocational Education at Ohio State University, and as a Visiting Colleague in the Institute of Psychiatry at the University of London as well as at the National Institute for Careers Education and Counseling in Cambridge, England.

He has received a Guggenheim Fellowship and spent a year as a Fellow at the Center for Advanced Studies in the Behavioral Sciences. On three occasions he has received the Outstanding Research Award from the American Personnel and Guidance Association (now the American Counseling Association). In 1994 the National Career Development Association presented him with their Eminent Career Award. In 2002 the American Psychological Association honored him with The Distinguished Professional Contributions to Knowledge Award. In 2004 the American Counseling Association designated him a Living Legend in Counseling.

KEYNOTE TOPIC: Practical Ideas for Shaping Career Counseling in the 21st Century

The goal of career counseling is much more important than just making a career decision—it is to help clients learn to take actions that will create more satisfying lives for themselves. It is not a one-time event. Clients must learn how to overcome obstacles that block them from trying out new activities. They need not plan their entire future career—they need to engage in exploratory actions and “get permission” to make mistakes. Clients should be taught how to maximize—not minimize—the impact of unplanned events.

SAVE THE DATE!!

42nd Annual FALL MACCA CONFERENCE

December 5-7, 2012

Willow Valley DoubleTree

Lancaster, PA



JULIE GAVER

Well known for her high energy presentation style, Julie Gaver has been professionally speaking nationwide for the past twenty years. Her training organization, Julie Gaver Training & Development, LLC, helps to create work environments which foster higher levels of attitude, productivity, teamwork, and creative thinking.

Her self-deprecating humor and ability to connect with audiences helps to make training events and conferences fun and memorable. A master storyteller, Julie has trained thousands of individuals and uses a unique blend of experience and theatrics to bring her presentations to life.

Additionally, Julie authored Must Love Shoes: A Collection of Stories About Life in a Woman’s Shoes. In her book series, Julie has captured many of life’s ordinary moments in such a way that we are able to see the meaning, lesson, and humor in the little things.

KEYNOTE TOPIC: If All the World’s a Stage, Why is No One Clapping?

Do the cast of characters who frequent your office leave you feeling excited for tomorrow’s repeat performance? Or do you hope for an early curtain call? If life at work is one long melodrama, maybe it’s time for a little comedic relief!

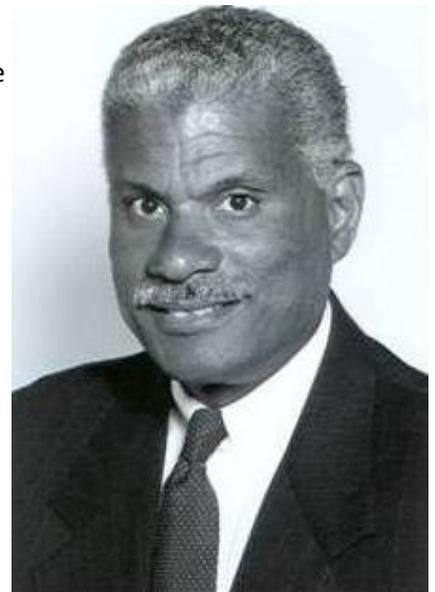
This light and entertaining session will help you reconnect with the reasons why you chose a life in Career Counseling. You will learn why fun at work is so critically important, the relationship between humor and stress, why relationships matter, and how to perform at your best when the world is constantly changing the script! Your world IS a stage and you deserve a standing ovation!

DR. COURTLAND C. LEE

Dr. Courtland Lee is a Professor and Director of the Counselor Education Program at the University of Maryland, College Park. He is the author, editor, or co-editor of five books on multicultural counseling and two books on counseling and social justice. He is also the author of three books on counseling African American males. In addition, he has published numerous book chapters and articles on counseling across cultures.

Dr. Lee is the President of the International Association for Counseling. He is also a Fellow of the British Association for Counseling and Psychotherapy, the first and only American to receive this honor. Dr. Lee is also a Fellow and Past President of the American Counseling Association. He is also a past President of the Association for Multicultural Counseling and Development.

Dr. Lee is the former editor of the Journal of Multicultural Counseling and Development and the Journal of African American Men. He currently serves on the editorial Board of the International Journal for the Advancement of Counseling. He has also served as a Senior Associate Editor of the Journal of Counseling and Development.



KEYNOTE TOPIC: Multicultural Career Counseling: The Dynamics of Diversity in a Global Marketplace

Career development and counseling now take place in a globally interconnected technologically sophisticated world. Given this, cultural diversity must be an organizing principle for preparing people for the world of work. This keynote session will review issues of diversity that must be considered in the contemporary global marketplace that are crucial for effective career counseling. It will also present a conceptual framework for culturally competent career counseling.



LINDSAY POLLAK

Lindsey Pollak is a bestselling author, corporate consultant and Internationally recognized expert on next generation career and workplace trends. She is a Global Spokesperson for LinkedIn and the author of Getting from College to Career: 90 Things to Do Before You Join the Real World. Lindsey has delivered keynote speeches, training seminars, webinars and consulting for over 100 corporations, universities and conferences across the U.S., Canada and Australia. Her advice and opinions have appeared in such media outlets as The New York Times, The Wall Street Journal, CNN, NPR and NBC Nightly News with Brian Williams, and her career advice blog was named by Forbes as one of the Top 100 Websites for Women. Lindsey is a graduate of Yale University .

KEYNOTE TOPIC: 2020 Vision

Close your eyes and envision where your career, your organization and our profession will be ten years from now. What skill sets will be required? What tasks will be automated? Will there be a phone on your desk? Will your boss be a Gen Y, a person in India or China, a robot? How can you prepare yourself, your students and your colleagues for the workplace of 2020 and beyond? Workplace expert Lindsey Pollak will share her answers to these questions and many other predictions, based on her research into the changing world of work and the career and workplace trends of the future.

BARBARA BOROWITZ GARLAND

Barbara Borowitz Garland brings a unique combination of experience to her work with individuals in career transition. For more than 25 years, Barbara has collaborated with senior management in global companies in the specialty chemicals, medical products, and financial services industries, entrepreneurs, and, even, students providing strategic communications counsel and coaching.

Her clients include American Express, Bank of America, Boehringer Ingelheim, Ciba, DuPont Medical Products, Marriott Corporation, State of Delaware/ Executive Department/Delaware Economic Development Office, and University of Delaware/BoA Career Services Center. Barbara earned an EdM from Harvard University Graduate School of Education.



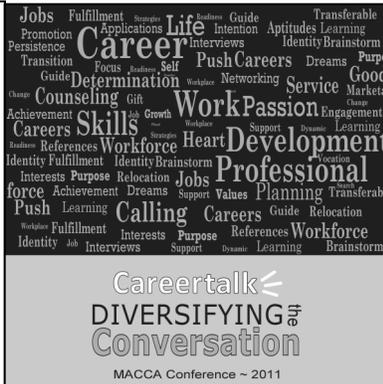
KEYNOTE TOPIC: MIND THE MESSAGE – Promoting Yourself Successfully with Effective Communication Skills

Just as you only board a train after you decide where you are going, you should know what you want to say before you meet with a recruiter, attend a job fair, or participate in a job interview.

Just as identifying landmarks and mapping out your route guide you to your desired destination, you should know your key messages and practice making logical connections among them, so you can create a lasting, positive impression and achieve your career goal.

Just as an announcement helps riders to "mind the gap" between the platform and the train, MIND THE MESSAGE will use a highly interactive approach to help you consider how to successfully navigate your career—and get there from here—by “minding your message.”

**MACCA
41st Annual Fall
Conference
December 6-9, 2011**



Registration Hours

Tuesday, December 6:	7:30am-9:00am 5:00pm-6:30pm
Wednesday, December 7:	7:30am-9:00am 11:30am-12:30pm
Thursday, December 8:	7:30am-8:30am 11:00am-12:00pm
Friday, December 9:	8:00am-8:30am

TUESDAY, DECEMBER 6, 2011

TIME	PROGRAM	LOCATION
7:30am-9:00am	Early Registration	Lobby
9:00am-3:30pm	Pre-Conference: Susan Berg “Lifeline for Career Professionals: Choosing and Modeling Personal Resilience” (Lunch on your own)	Statesman C&D
4:15pm-6:00pm	Chair Massages offered by a Licensed Massage Therapist	Ben Franklin
5:00pm-6:30pm	Early Registration	Lobby

WEDNESDAY, DECEMBER 7, 2011

7:30am-9:00am	Registration	Lobby
8:30am-9:30am	Continental Breakfast	Palm Court
9:30am-10:00am	Welcome Address	Palm Court
10:00am-11:30am	Keynote Address: John D Krumboltz “Practical Ideas for Shaping Career Counseling in the 21st Century”	Palm Court
11:30am-12:30pm	Registration re-opens	Lobby
11:30am-1:00pm	Lunch on your own	
1:00pm-2:15pm	Concurrent Workshop #1 Presented by: Kathleen DiMario Topic: Facebook for the Job Search	Statesman A
	Concurrent Workshop #2 Presented by: Aaron Basko and Charlie Endicott Topic: Career Services and Admissions: A Partnership for Career Development	Statesman B
	Concurrent Workshop #3 Presented by: Robert Hellmann Topic: How a Contact Management System can Boost Your Productivity and Income	Statesman C
	Concurrent Workshop #4 Presented by: Tonya Osmond Topic: Opening the Career Dialogue with Students with Disabilities	Statesman D
	Concurrent Workshop #5 Presented by: Barry Davis Topic: Rules for the New Workplace	Ben Franklin

2:15pm-2:30pm	Break (snacks provided near exhibitors' area)	Palm Court
2:30-3:45 pm	Concurrent Workshop #1 Presented by: Jim Peacock Topic: Happenstance Happens – How Can We Help Clients Choose Majors / Occupations Using Happenstance?	Statesman A
	Concurrent Workshop #2 Presented by: Vicky Sawyer Topic: Clarifying Students' Life / Work Expectations – Tools to Expand the Conversation	Statesman B
	Concurrent Workshop #3 Presented by: Ellen Weaver Paquette Topic: Parallel Parking – Getting into Private Career Development Practice	Statesman C
	Concurrent Workshop #4 Presented by: Karol Taylor Topic: Find Your Federal Job Fit: Insider Guidance on the Federal Job Search	Statesman D
	Concurrent Workshop #5 Presented by: Nancy Fink Topic: Branding...The Power of Personal Marketing	Ben Franklin
3:45pm-4:45 pm	"Meet MACCA: For New and Not So New Members."	William Penn
5:00pm-6:00pm	President's Reception	Statesman
6:00pm-7:30pm	Dinner & Keynote Address: Julie Gaver "If All the World's a Stage, Why is No One Clapping?"	Palm Court
7:30pm-10:00pm	Free Time	
THURSDAY, DECEMBER 8, 2011		
7:00am-8:45am	Welcome Breakfast	Palm Court
7:30am-8:30am	Registration	Lobby
9:00am-10:30am	Keynote Address: Courtland Lee "Multicultural Career Counseling: The Dynamics of Diversity in a Global Marketplace"	Palm Court
11:00am-12:00pm	Exhibitor Market Opens	Hallway (between Statesman and Palm Court)
11:00am-12:00pm	Registration re-opens	Lobby
11:45am-12:00pm	Seating for Business Luncheon/Start Buffet Lunch	Palm Court
12:00pm-1:00pm	Business Luncheon (Call to order 12:15pm)	Palm Court
1:00pm-6:00pm	Exhibitor Market Resumes	Hallway (between Statesman and Palm Court)

1:30pm-2:45pm	Concurrent Workshop #1 Presented by: Lisa Andrews Topic: Let's Talk about Virtual Job Fairs	Statesman A
	Concurrent Workshop #2 Presented by: Damona Sain Topic: Stories from Successful Job Hunters	Statesman B
	Concurrent Workshop #3 Presented by: Carrie Barnhouse, Tracey Good, Julie Lawrenson, Reginald Leonard Topic: Experience the Connection: Diversify Your Interactive Toolbox	Statesman C
	Concurrent Workshop #4 Presented by: Connie Egelman Topic: The Balancing Act: Juggling Home, Family and Career	Statesman D
2:45pm-3:00pm	Break (snacks provided near exhibitors' area)	Palm Court
3:00pm-4:15pm	Facilitated Roundtables on various topics (see program insert for topics)	Statesman
4:15pm-4:30pm	Break (snacks provided near exhibitors' area)	Palm Court
4:30pm-6:00pm	Keynote: Lindsey Pollak "2020 Vision."	Palm Court
6:00pm-8:00pm	Dinner on your own	
8:00pm-11pm	Mix & Mingle (DJ Drake, Raffle & Karaoke)	Statesman
9:00pm-10:00pm	Free Time – (Swimming Pool Open)	
FRIDAY, DECEMBER 9, 2011		
TIME	PROGRAM	LOCATION
7:00am-8:30am	Breakfast	Palm Court
8:00am-8:30am	Registration	Lobby
8:30am-9:45am	Concurrent Workshop #1 Presented by: Melissa Gutkowski Topic: Job Shadowing Program– Preparing Students for Career Decision Making while Engaging Alumni and Employers with Talent Pools	Statesman A
	Concurrent Workshop #2 Presented by: Jan Harris Topic: Empower Students and Alumni to Develop Career Paths for Success	Statesman B
	Concurrent Workshop #3 Presented by: Tracy Hakala and Laura Hickerson Topic: Walk the Careertalk: Using Professional Development to Meet the Diversity of Staff Needs	Statesman C
	Concurrent Workshop #4 Presented by: Tasha Walsh Topic: Women Stepping into Power: Professional Leadership and Personal Effectiveness	Statesman D
10am-11:30am	Keynote Address: Barbara B. Garland "MIND THE MESSAGE -- Promoting Yourself Successfully with Effective Communication Skills"	Palm Court
11:30am-12:00pm	Wrap-up and announcements	Palm Court
12:00pm-2:00pm	Board Business Luncheon (Transition Meeting)	William Penn

CONCURRENT SPEAKERS & TOPICS

Concurrent Session 1: Wednesday, December 7, 2011, 1:00-2:15 p.m.

Facebook for the Job Search - Kathleen DiMario

Facebook runs a close second to LinkedIn as the most popular social media tool for recruiting. (JobVite, 2011). It boasts more than 500 million users and usage of over 700 billion minutes per month. Despite these impressive statistics, many job seekers view it as a frivolous time suck or a tool of another generation. Participants will learn how to use it as a valuable job search strategy and a key component of online identity and social media presence; learn valuable strategies for leveraging it to get clients noticed and also take away some great tips for creating a presence.

Presenter Bio: **Kathleen DiMario** is a Certified Career Management Coach and owns Second Acts Career Services, Toms River, NJ. She is a second-act herself. After retiring as a Social Security manager after 35 years, she returned to graduate school and earned her M.A. in Psychological Counseling, attaining the department's highest awards for outstanding academic and counseling skills. She is an adjunct psychology professor and teaches social media courses at Ocean County College.

Career Services and Admissions: A Partnership for Career Development - Aaron Basko & Charlie Endicott

Career Services offices face increasing pressure to serve students both earlier and later in the career development process, from pre-enrolled students to alumni. Find out how a strategic partnership with admissions (of all places) can help both offices maximize resources and improve career development and student outcomes. See examples of this extended career development model in action and pick up tips you can apply right away.

Presenter Bios: **Aaron Basko** is Director of Admissions and Career Services Instructor at Salisbury University. He has written for *Recruitment & Retention in Higher Education*, *Student Affairs Leader*, *Career Developments*, *Campus Life*, *the Journal of College Admissions*, and *the Old Schoolhouse*. Aaron has led transformative change in recruitment strategies at three institutions, and has also presented seminars such as "ROI: Marketing Your Campus' Educational Outcomes," and "Managing Staff Change," with Magna Publications.

Charlie Endicott is Associate Director of Career Services at Salisbury University, Salisbury, MD. Charlie's background is unique as he began his career as a Personnel Director for a coal mine in WV. In addition, he worked underground in the mines for over 15 years. He then began his career in higher education as an Admissions Counselor. He progressed to Director of Career Services at Fairmont State College in WV and now works at Salisbury University.

How a Contact Management System can Boost Your Productivity and Income - Robert Hellmann

As you build a private practice, an effective contact management system is essential for ensuring that you are maximizing your revenue potential. By means of a live demonstration of his highly successful contact management approach, Rob Hellmann will give you the key insights and knowledge that you will be able to apply in developing your own contact management approach. You will learn how to minimize client prep time (no need to "find" documents), keep your inbox EMPTY (yes you read that right), follow up so you never miss an opportunity, and target client mailings for maximum effectiveness.

Presenter Bio: **Robert Hellmann** is a Five O'Clock Club Career Coach, a professor at NYU, and author of the book "*Your Social Media Job Search*." Rob's career insights have appeared in the New York Times, Forbes, the Washington Post, Money Magazine, CNBC.com, and ABC News. Rob has developed career programs for many universities including NYU, Columbia, Baruch, Montclair-State, and Pace, and his practice is informed by 20 years in the corporate world.

Concurrent Sessions: Wednesday, December 7, 2011, 1:00-2:15 p.m., Continued

Opening the Career Dialog with Students with Disabilities - Tonya Osmond

An increasing number of students with learning disabilities are enrolling in postsecondary education, but they are often lacking the self-advocacy skills and career decision making skills needed to be successful. Postsecondary counselors cannot assume that the transition needs of students with disabilities have been adequately addressed at the secondary level. Many of these students lack an awareness of career options, have a limited knowledge of the career decision making process, and lack adequate skills for employment. This workshop explores some of the ways that counselors can assist students with disabilities to become better self-advocates and to take an active role in their own career management process.

Presenter Bio: **Tonya Osmond** is the Assistant Director of Career Services at Howard Community College where she has spent the last eight years providing career, personal, and job assistance counseling to college students and community members. Her fifteen years of experience in the career development field has also included providing career and academic counseling to students at Johns Hopkins University and the University of Maryland as well as providing career transition services to military and civilian personnel at Fort Meade.

Rules for the New Workplace - Barry Davis

Let's face it: The Gold Watch Retirement Party is cancelled. In this crazy, breakneck career market, the rules have changed. Stop reading the Old Playbook.

What's the employee of the New Millennium to do to prepare for this never-ending pattern of transition?! Cash in their 401K? Never let their full weight rest on the office chair, keeping all personal mementos in a banker box in their car? Invest in a shopping cart and start panhandling? This informative presentation will introduce key considerations for the New Workplace before us, whether you are the employer or the employee.

Presenter Bio: Director of Career Services for LMA Consulting Group, **Barry Davis** holds a Master's degree in Clinical Psychology. His certifications include Master Career Development Professional, AVA Analyst, Certified Talent Consultant and Critical Incident Stress Debriefing. An avid reader, pushing books on anyone who comes within earshot (he has over 100 book reviews on his LinkedIn profile, ask him what he is reading now), he has also completed 31 full marathons.

Concurrent Sessions: Wednesday, December 7, 2011, 2:30-3:45 p.m.

Happenstance Happens: How can we help clients choose majors / occupations using happenstance? - Jim Peacock

In a perfect world, assessments can assist a client in choosing an occupation. But, the chaos of life often complicates things for all of us. This presentation will look at what we can do to help a person "Plan" their "Happenstance". Learn how to help students create unplanned events and to look at career exploration as an opportunity to discover new occupations.

Presenter Bio: **Jim Peacock** is the Director of the Advising, Career and Transfer Center for Kennebec Valley Community College in Maine and owner of Peak-Careers Consulting providing professional development to practitioners. Certified Career Development Facilitator Instructor (CDFI). Masters Degree in College Student Services Administration. Past President for Maine Career Development Association (2004). 2007 NCDA's Outstanding Career Practitioner Award.

Clarifying Students' Life / Work Expectations – Tools to Expand the Conversation - Vicky Sawyer

Liberal arts students with a wide range of interests and passions can become overwhelmed and even frozen with indecision. Broadening their awareness of majors, career options, and resources for assistance is a supportive educational strategy to help them clarify and explore options with confidence. In this session participants will engage in a discussion around ways to help students clarify their life work expectations. Tools for starting the conversation with undergraduates will be demonstrated and a collaborative student /alumni mentoring model will be shared.

Presenter Bio: **Vicky Sawyer**, Associate Director at the Washington College Center for Career Development, has 20+ years experience working with liberal arts students. Master Career Counselor and Licensed Clinical Professional Counselor, Vicky has a Masters of Science in Human Development. She served as past president of the Maryland Career Development Association and recently received the Association's Lifetime Contribution Award. She currently is happily serving as a MACCA Board member.

Parallel Parking: Getting into Private Career Development Practice - Ellen Weaver Paquette

This presentation will describe the areas of private practice, business/taxation issues, start up costs, marketing, credibility to audiences, timing of entry into self-employment, and keeping yourself happy.

Presenter Bio: Loving a challenge, **Ellen Weaver Paquette**, MA, CAGS started her own career consulting business, *Developee*, in 2006; her work and clients now span the United States. She enjoys multigenerational and multicultural approaches to career development with clients in schools, agencies, government, and business. Ellen's experience in higher education, K-12 populations, limited English speaking populations and in the performing arts have given her strong skills with diverse populations. Her career blog, posted to the Newport Daily News, is a regular feature attracting readers to career development topics of general interest.

Find Your Federal Job Fit: Insider Guidance on the Federal Job Search - Karol Taylor

You may have heard that you should take a job, any job to "get your foot in the door" of federal employment. Federal retirees, Janet Ruck and Karol Taylor think it's important to find the federal job that best fits your unique talents and skills. Their new book, *Find Your Federal Job Fit* (JIST, Inc.), offers a career decision process to support the federal job search. With so many budget cuts, federal agencies need employees who are energized and motivated by their work. Please join Karol as she offers ways to make effective career decisions for federal employment.

Presenter Bio: **Karol Taylor** is the founder and owner of Taylor Your Career, a federal job search, career, and educational advising service. With more than 28+ years of federal service, including 18 years of career and academic advising, Karol brings insider perspective and considerable expertise to the federal job search process.

Branding...The Power of Personal Marketing - Nancy Fink

In 1997, Tom Peters wrote an article in *Fast Company* called "A Brand Called You." Fourteen years later, Branding is still an explosive concept that impacts our lives on a daily basis. Certain brands are recognizable for all the right reasons; others disappear into obscurity. Why? Come to this interactive session and learn what makes for a successful and memorable brand. You will walk away with the tools to create your very own, distinctive branding statement and you will understand the impact of Branding on the Job Acquisition Process.

Presenter Bio: **Nancy Fink** brings with her a vast range of experience in workforce and organization development and human resources in both the public and private sectors. She was among the first 10 people in the United States to be certified as a Federal Job Search Trainer and Counselor and also holds a Global Career Development Facilitator certification. She has been affiliated with the Professional Outplacement Assistance Center in Columbia, Maryland since its inception in 1992 and currently serves as its Assistant Director.

Concurrent Sessions: Thursday, December 8, 2011, 1:30-2:45 p.m.

Let's Talk about Virtual Job Fairs - Lisa Andrews, Ph.D.

Virtual Job Fairs are a great way to expand your center's portfolio of offerings to students and alumni. Virtual Job Fairs enable remote students to access local job opportunities and participate in a way they could not with a traditional job fair. Since the typical millennial student grew up in front of computers, it makes sense to offer Virtual Job Fairs. Recruiting budgets for travel are shrinking – Virtual Job Fairs make recruiting easy on employers and their budgets. We will discuss the advantages and challenges of hosting a Virtual Job Fair, both from the employer and university side. A demonstration will be provided.

Presenter Bio: **Lisa Andrews, Ph.D.**, is currently Director of Career Services at the University of Maryland University College. She has over 15 years of experience in the career development arena, in various colleges and universities. She received her BS in Psychology from Elizabethtown College, her MS in Counseling from Villanova University, and her PHD in Higher Education from the University of Arizona.

Stories from Successful Job Hunters - Damona Sain

Despite the economic downturn, people ARE finding work! This presentation gives hope to offset the doom and gloom we see in the headlines. Dr. Sain works with outplacement clients nationwide and runs a weekly teleconference group through the Five O'Clock Club, a research based national outplacement and career coaching organization. She will detail the job searches of job hunters who successfully landed jobs they were pleased with.

Presenter Bio: **Damona Sain** has been a career counselor since the mid 1970s. She worked in higher ed (community colleges) for many years, but always maintained her private practice (New Career Horizons), working with a very different population than community college students. In 2003 she added the job search component to her practice, utilizing a well-researched approach by the Five O'clock Club, from which she earned their Guild Coach Certification.

Experience the Connection: Diversify Your Interactive Toolbox - Carrie Barnhouse, Tracey Good, Julie Lawrenson & Reginald Leonard

Are you looking to make your appointment, workshop and presentation content more interactive and engaging? Do your students and clients seem to enjoy variety? Could you benefit from walking away with a toolbox of activities to utilize with your students and clients? If you answered "yes" to any of these questions, this workshop is for you. These tools will be relevant for career counseling professionals in any context.

Presenter Bios: **Carrie Barnhouse** – MA Human Services, Liberty University; BS Communications, Liberty University, 2001; **Tracey Good** – MA Professional Counseling, Liberty University; B.S. Clinical Psychology, Liberty University; **Julie Lawrenson** – MA Professional Counseling (60 Hour, currently pursuing licensure as LPC), Liberty University; B.S. Human Ecology, Liberty University; **Reginald Leonard** - MA Professional Counseling (60 Hour), Liberty University; B.S. Psychology, Bowie State University

This team is comprised of Career Counselors and Career Service Professionals in a large-sized University context. They serve prospective students, current students and alumni at various stages in their careers. Between them, they hold affiliations with MACCA, VACE, ACA, VCA, NCD, VEDA, AACC, ASGW and more. The team regularly collaborates to provide a more interactive experience for their students, and continuously seeks to add new, exciting and innovative tools to their arsenal.



Check your Email!



Conference Evaluations will be sent following the conference!

Concurrent Sessions: Thursday, December 8, 2011, 1:30-2:45 p.m. , Continued

The Balancing Act: Juggling Home, Family and Career - Connie Egelman

This participatory workshop will examine the issue of work/life balance. Participants will have the opportunity to examine their own work/life balance, share and learn some tips and strategies for better work/life balance and learn how to create happiness and reward themselves. Participants will be able to define work /life balance and learn some interesting facts and trends about it.

Presenter Bio: **Connie Egelman** is a professor in the Department of Student Personnel Services at Nassau Community College. She coordinates the Career Development Service Area of her department which includes the Career Counseling Center, Job Placement Office and Transfer Office. Her expertise is in the area of career and life planning. A trained counselor, she assists students in the process of self exploration in order to help them identify appropriate and compatible career options. She facilitates group workshops on a variety of topics including personality style, time and stress management and balancing home, career and family. She also teaches courses on Career Exploration, Orientation to College Life, and Parenting.

Concurrent Sessions: Friday, December 9, 2011, 8:30-9:45 a.m.

Job Shadowing Program-preparing students for career decision making while engaging alumni and employers with talent pools - Melissa Gutkowski

Attendees will learn about the Externship Program at Bucknell University where over 215 students a year each participate in a 1-2 day job shadow with alumni and employers throughout the country. A review of creating, enhancing and evaluating a program will be presented and sample materials for developing, marketing and evaluating will be provided. A review of benefits for students and alumni/employers will be discussed with a comprehensive step by step timeline of continuing the program to best meet the needs of an institution, students and alumni/employers.

Presenter Bio: **Melissa Gutkowski** is currently an Assistant Director for Alumni Relations/Career Development Center at Bucknell University. Melissa is energetic, engaging and passionate about her work with students. She was named person of the year by students at Bucknell last year. Previously, Melissa worked for Pennsylvania’s Workforce Development system as a case manager and then Site Supervisor of a PA CareerLink. She earned a B.A.-Sociology from Susquehanna University and a M.S.W. from Marywood University.

Empower Students and Alumni to develop Career Paths for Success - Jan Harris

Understanding career paths and how they can shape a person’s success in their career is critically important now given economic and global factors impacting employment. The session will define what career paths are, how successful companies are using them to attract and develop employees and most importantly, why and how we can counsel our students/alumni to think beyond that first entry level job to the future “big” picture. Careertalk leads to career success.

Presenter Bio: **Jan Harris** is Director of Career Services at CCP. She has fifteen years experience in providing services to students, alumni and residents. She teaches Career Development at the Art Institute of Philadelphia. She completed NACE’s Career Services External Reviews courses in February 2011. Her expertise is in empowering students/alumni to define skills and career paths. Jan has a Bachelor of Arts in Psychology from University of Mary Washington and a Master of Arts in Counseling Services from Rider University.

Concurrent Sessions: Friday, December 9, 2011, 8:30-9:45 a.m. , Continued

Walk the Careertalk: Using Professional Development to Meet the Diversity of Staff Needs - Tracy Hakala & Laura Hickerson

As career professionals dedicated to continual learning it is important for us to “walk the walk and talk the talk”. During this session, we will share why it is important to take time out of our busy schedules and focus on staff development. We will provide rationale and philosophy as to why department/organizations should make time for regularly scheduled staff development activities. We will share examples of previous staff development activities at James Madison University. Audience members will participate in a discussion to share their own experiences and will leave with tangible ideas to engage their own departments/organizations.

Presenter Bios: **Tracy Hakala** has 21 years experience in the field of career development. She has special interests in teaching and mentoring graduate students and working with undecided students. She currently coordinates staff training and development for 24 full time staff and five graduate assistants in an office that provides both career services and academic advising to college students.

Laura Hickerson has worked at JMU since 2005 in Career & Academic Planning. She advises freshman undeclared majors and serves as the career liaison to technology majors. She serves on the Professional Development committee and chairs the Job Search Committee. Laura teaches a career and life planning course and assists students with job search strategies. Prior to JMU, she worked at Virginia Tech Career Services for five years.

Women Stepping into Power: Professional Leadership and Personal Effectiveness - Tasha Walsh

How do women effectively step into greater leadership roles? Knowing her individual strengths and how to leverage those at any point in her career can help a woman be more effective while balancing the many roles she plays. Women have a natural edge in providing what research indicates is required for good leadership. An exploration of women’s relationship with power in their personal and professional sphere creates the foundation for strong positive leadership. Learning to incorporate lessons from the science and spirit of happiness adds momentum to the upward spiral of professional effectiveness.

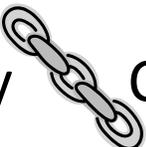
Presenter Bio: **Tasha Walsh** is a Licensed Clinical Social Worker and Professional Coach who has been on the leading cusp of the wellness field for more than 20 years. She is an expert in helping successful women strengthen their power and reinforce their effectiveness. She has worked with executive and potential leaders across the country, helping them strengthen their effectiveness and enjoy sustained happiness in all areas of their lives.

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