

# BI-MONTHLY NEWSLETTER

<https://macca.net/>



January 2024



## Happy New Year!

May this new year bring health, happiness and prosperity to each and every one of you. Our hope is that this year brings us more opportunities to collaborate, innovate, and achieve success together. As we begin the year, we are planning some exciting events here at MACCA. Stay in the loop about future dates through the newsletters and email blasts. If you ever have any suggestions for topics to be presented, we would love to hear from you!

## New Year Resolutions

By Dr. Barry Davis – *Gift of Self Career Services, LLC*

As we are confronted almost daily with a word that many have grown tired of hearing – UNPRECEDENTED, I find myself recalling the wisdom of Inigo Montoya from *The Princess Bride* – “*You keep using that word. I do not think it means what you think it means.*” Whether you are in agreement with the application of this dreaded adjective or not, New Year’s is a traditional time to take stock and make decisions.

Allow me to share an insight from an earlier career working in fitness centers, both as a sales consultant and a trainer. The die-hard “gym rats” (not a term of derision, to my way of thinking) always dreaded the first couple of months of the New Year. Scores of “newbies” would descend on the equipment, monopolizing the machines while grunting and groaning in search of that elusive, fit individual hiding deep within them. By mid-February, however, most of the smoke had cleared, and we were back to the “old faithful” regulars at the gym.

Bless those dear souls who, with all the integrity and resolve they can muster, make these Resolutions. I recall a post from someone just before the arrival of the new year that noted they had 2 days left to achieve the results they had committed to 363 days before! Well-intentioned, yet not likely to be realized in the next 48 hours!

So, you may well ask, what’s my point?! Read the full article here: <https://bdavismcdp.wordpress.com/2022/12/26/unprecedented-you-keep-using-that-word/>

## Tools & Technology



PhotoCircle is the ultimate photo-sharing app for both individuals and businesses. You can easily create private albums to share photos with your family, friends, and colleagues, all in one place. With millions of photos and videos being shared every week, PhotoCircle has rapidly become the trusted photo-sharing app for its ease of use and focus on privacy. MACCA recently used this app to share photos from the conference and it worked out great! Very user-friendly app. It is also a free app!



# 5 Post-Conference Reflections from a Future Counselor

*Reflections written by Freedom Cadet, a first-year Mental Health Counseling student at Alfred University.*

1) **Hope Matters.** Spencer Niles, one of the keynote speakers, spoke about the understated importance of hope in all-things-career. As people who work, he offered connecting with our inner sense of hope as a pathway to reclaiming our souls from work. As career counselors, he introduced the Hope Action Theory as a way to help ground our clients in this important mind-state. Personally, I can see hope as a gateway to higher emotions and opportunities. One of my favorite quotes comes from Fr. Greg Boyle who says “I’ve never met a hopeful kid that joined a gang.” While this may feel extreme for our purposes, it holds so much truth. I’ve never met a hopeful person who made a career choice out of desperation. I’ve never met a hopeful person who stayed stuck in a dead-end job. I’ve never met a hopeful person who couldn’t find motivation to grow.

2) **Advocacy is for everyone.** The concluding keynote from Daquanna Harrison was a much-needed reminder that advocating for equitable workplaces is a job for all – across all color lines, across all genders, and across all lines of difference. We need to join together in order to manifest workplaces (and a world!) where everyone has equal access to opportunities.

3) **Body-Mind-Career connections.** I’ve been following the rise of embodiment practices in mental health counseling and was thrilled to join Judith Garfinkel & Heidi Ravis’s session where they offered somatic practices that career counselors can integrate into client work. What’s a characteristic that you want to embody? Maybe it’s a sense of calm? Confidence? Authority? What would it feel like to embody that trait; to feel it in your body physically? These were a few questions our facilitators posed to the group and I have been contemplating over the last month. In 2024, I’m working to embody a sense of sturdiness.

4) **Self-Reflection is central to all forward movement.** From Spencer Niles’ deep dive into the Hope Action Theory to Anne Scholl-Fiedler’s encouragement to reflect on our strengths in times of transition, it’s clear that self-reflection holds a great deal of power in career counseling. As counselors, the more aware we can be of our personal strengths and weaknesses, the better we are able to serve our clients. The more we know ourselves, the more available we can be to knowing others. And the more skilled we are at self-reflection, the better equipped we are to help support our clients in learning more about themselves.

5) **Community fuels it all.** It was lovely to witness the familiarity and warmth between conference attendees. At the Thursday night reception, I met a man who has been coming to MACCA conferences for the last decade and told me that the community is what keeps him coming back. It was really touching to hear. Here’s to another 53 years of MACCA conferences!



RESHAPING THE FUTURE

MACCA 53rd Annual Conference

# MACCA Conference Recap, December 2023

Liberty Mountain Resort, Near historic Gettysburg, PA

Written by Tiffany Dowell

This year's conference included keynotes from Spencer Niles, Marie Zimenoff, and Daquanna Harrison on topics such as ChatGPT and microaggressions, as well as numerous presentations by career professionals on topics ranging from decision-making dilemmas to transformative career development strategies. There were lots of networking opportunities, whether chatting over delicious meals, making s'mores by the firepit, or joining the pre-conference Gettysburg battlefield tour facilitated by MACCA member, Bill Elliott. The group held a successful business meeting where organizational updates were provided and awards were given to members who were voted by their peers. Door prizes were awarded throughout the event to several lucky winners. Accommodations were roomy and the fireplace in the lobby was warm and cozy. Despite the lack of snow and opportunities for skiing or tubing, the mountains were beautiful and made for a scenic drive in and out. Overall, the conference was an inspirational and reinvigorating experience that reminded attendees that the work we do as career professionals is necessary and important because it makes a difference in the lives of others.

A sincere **THANK YOU** to everyone who completed the post-conference survey! Your feedback helps us to continuously improve our event. We received some great comments about the event and wanted to share a few of them with you below.

- "The speakers were knowledgeable and engaging, and the event was well organized. I was able to learn a lot and make meaningful connections. It was an overall rewarding experience."*
- "Macca always sets the bar for professionalism! Great keynotes and conference participants. Small size = solid networking!"*
- "Both of Marie Z's sessions were invaluable, offering up-to-the-minute info on AI, tailored precisely to this audience...worth coming to the conference just to learn from her."*
- "Appreciate the consistent focus on the practice of career counseling and life planning, and the attention paid to staying current in the the field. Also appreciate the effort given in providing CEU's for the conference!"*
- "Really nice, diverse array of topics and presenters. There is so much great talent among MACCA members. It's good and important that we take advantage of it."*



# Meet MACCA's New Cabinet

**Karla M Wynn**, Co-Chair, is a higher education professional who is a writer, editor, and workshop facilitator with extensive proficiency as a career and workforce development professional with six industry-designated certifications. She worked in urban and suburban settings providing career services to a variety of job seekers with diverse backgrounds including: urban youth, emerging and mid-level professionals, members of the immigrant community, retirees seeking encore careers, people with disabilities, military veterans, and justice-involved individuals returning to the labor force. The native New Yorker received a Masters' Degree in Spiritual and Pastoral Care from Loyola University, Maryland, graduated with a Political Science Degree, from Hampton University, and is member of Zeta Phi Beta Sorority, and served as a Peace Corps Volunteer in Namibia, Southern Africa.

**Cindy Ernarth**, Co-Chair, has served students in higher education as both an Academic and Career Advisor for over 30 years. Cindy is a Student Development Specialist at Harford Community College. Cindy has worked with students in STEM, career training programs; displaced workers, under-served populations, and non-traditional students. Cindy's role as an academic advisor allows her to work with students from entry to graduation, and develop plans for life and work after graduation. Cindy has been a member of MACCA for many years and an active board member since 2012, most recently serving as President 2022 & 2023, and Conference Chair for 2020-23.

**Daniel Bowley**, Treasurer, is a career services practitioner who currently works as a Career Manager at The University of Baltimore. Daniel has worked in career services since 2019 and believes in the importance of tailored, individualized coaching experiences and the impact that they can have on clients. He is incredibly excited to take on a leadership role within MACCA and to continue to learn from the experienced practitioners throughout the region! Daniel earned a Master of Arts in Student Affairs in Higher Education from Indiana University of Pennsylvania, and before that, a Bachelor of Science in Mass Communication from Towson University.

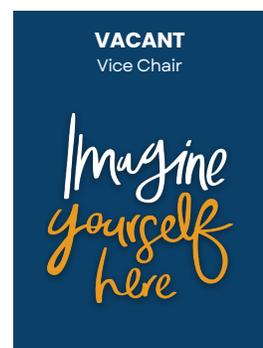
**Picture Yourself Here...**MACCA is seeking two additional Executive Committee Members: *Vice Chair and Secretary*. Interested or have questions? Please contact one of us by emailing [registermacca@gmail.com](mailto:registermacca@gmail.com).

## Want to learn more about MACCA Involvement?

Join us at our First Meeting of 2024 - Friday, February 2nd @ 9am on Zoom  
Contact [registermacca@gmail.com](mailto:registermacca@gmail.com) for the link.

MACCA Working Committees are as follows and meet as needed:

- Events Committee -
- Marketing Committee -
- Member Engagement Committee -





## Paid Position Available

### Administrative Services Support Professional (Part-Time)

(\$275 stipend/month about 12-15 hours /month)

MACCA is seeking a part-time professional to support the activities of the organization. Interested applicants should send a resume and cover letter to [registermacca@gmail.com](mailto:registermacca@gmail.com) by February 2, 2024.

#### **Administrative Services:**

- Explore macca.net domain & Wild Apricot (network solutions)
- Support Treasurer with Wild Apricot check payment reconciliation
- Work with Board to define division of duties among Admin and committees
- Work with Board to develop communication schedule & execute duties assigned to Admin
- Work with Board and committees to move all file history to HubDoc

#### **Membership Duties:**

- Maintenance of membership data (updating, reviewing)
- Notify Chair of new members to welcome
- Support membership communication through Wild Apricot: renewals, inquiries, & other routine matters

#### **Event Registration Duties:**

- Develop, set up, and go live with conference and other event registration materials
- Develop and go live with conference & event promotional pages
- Be point of contact for conference inquiries ([registermacca@gmail.com](mailto:registermacca@gmail.com))
- Oversee preparation of onsite registration materials (booklets, name tags, supplies)

#### **Committee Registration Duties:**

- Resolve non-member and unpaid access to Each of Us an Expert Series
- Support committees with communications about upcoming events and bimonthly newsletter

#### **Other Duties:**

- Train and support members that need to utilize aspects of the membership software system
- Review the website at the start of the year to update information and check for errors/ broken links in collaboration with the Board and Marketing Committee

## Event Structure & Upcoming Dates

Beginning in 2024, **MACCA Meet-Up** and **Each of Us An Expert** events will occur every other month, on alternating months. *Meet-Ups* will happen every other month beginning in January and *Each of Us An Expert* sessions will happen every other month beginning in February. Keep an eye on the **Upcoming Events** page of the website for the most up-to-date information regarding these events.

### **January Meet-Up Review**

Our January MACCA Meet-up, ***Learn Something New This Year!***, focused on resources for learning something new, whether career-related or not. For a copy of the links that were shared in the chat during the session, visit:

[https://macca.net/resources/Document/s/January\\_Meet-Up\\_Resources.pdf](https://macca.net/resources/Document/s/January_Meet-Up_Resources.pdf)

### **Upcoming Events**



The next *Each of Us An Expert* session will be held on February 26th at noon. The topic is *Career Journaling: Creating Professional Pathways*. The Presenter is Eileen Snyder.



The next Meet-Up will be on March 4th at noon. The topic is *What Gen Z Wants and Needs from Career Services*. Facilitator is Amanda Carcione.

