



Community of
Career Development
Professionals

53rd Annual Conference

December 7th & 8th, 2023

Liberty Mountain Resort

78 Country Club Trail, Fairfield, PA 17320



RESHAPING THE FUTURE

MACCA 53rd Annual Conference

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MACCA is all about the people!

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Check your email for Conference Evaluations

Welcome to MACCA

PRESIDENT'S WELCOME

Cindy Ernarth

MACCA President & Conference Committee Chair



MACCA welcomes you to the 53rd Annual Conference. We are happy to have the opportunity to gather, explore a new area of PA, and share the history of Gettysburg, PA.

MACCA is going into 2024 with a focus on "Reshaping Our Future." MACCA was born in the Middle Atlantic but has grown beyond our state borders; both across the country and internationally! Change is inevitable, and MACCA will use this opportunity to reflect on our purpose as an organization in order to meet the needs of our current and expanding membership. We have a lot to celebrate this year. We have welcomed new members, hosted many opportunities for networking with our *Monday Meet-Ups*, refreshed our newsletter, and provided quality programs through the *Each of Us an Expert* series for us all to reflect on our current practice and infuse new ways to approach our work.

This conference - and all the amazing MACCA happenings throughout the year - would not be possible without our volunteers. I am grateful for the volunteer hours and hard work of the MACCA board and committee members. We hope you will consider the opportunity to join us; we would love to include you!

Finally, I hope that you will take the opportunity at this conference to experience the best of what MACCA has to offer. Meet someone new, connect with an old friend, learn from our stellar lineup of speakers, and reflect on your own career and your work in career services. Wishing you a wonderful conference experience and thank you again for joining us!

Conference Sponsors

Thank you to our sponsors for helping to make this event possible!

2024 MACCA SPONSOR



Distinctive Resume Templates

CONFERENCE SPONSORS & EXHIBITORS



Marie Zimenoff



Spencer Niles



Daquanna Harrison

ADDITIONAL EXHIBITORS

Karen Litzinger



Thursday - December 7, 2023

Time	Location	Session	NBCC Clock Hours
8:00 - 9:00 AM	Liberty Resort Lobby	- Registration - (Visit our vendors in the Millstone Room)	
9:00 - 10:30AM	Overlook A & B	<i>Opening Remarks & Keynote</i> How ChatGPT is Changing Hiring & Career Services <i>Marie Zimenoff</i>	1.25
10:30 - 10:45AM	Owl Cove	Beverage Break (Commuters see a board member with a button)	
Concurrent Session 1 10:45 AM - 12:00 PM	Millstone	We Need a Rewrite! Helping Clients Script Better Professional Interactions <i>Karen Chopra</i> OR	1.25
	Overlook A	Reshaping Students' Competitive Advantage: Strategies for Practitioners to Promote Development of Career Competencies <i>Lisa Cardello, Tiffany Dowell & Eileen Snyder</i> OR	1.25
	Overlook C	Creating Your Marketing Messages to Attract Your Ideal Client and Grow Your Practice <i>Anne Herbster</i>	1.25
12:00 - 1:15 PM	Overlook A & B	Lunch & Business Meeting	
Concurrent Session 2 1:30 - 2:45 PM	Millstone	Failing Forward: The Power of "What If?" Thinking <i>Barry Davis</i> OR	1.25
	Overlook A	Decision-Making Dilemmas: A Not-So-Talked-About Factor in Career Development <i>Karen Litzinger</i> OR	1.25
	Overlook C	Technology Tools to Boost Productivity for ADHD Individuals (or anyone) <i>Elle O'Flaherty</i>	1.25
2:45 - 3:00 PM	Owl Cove	Beverage Break (Commuters see a board member with a button)	
Concurrent Session 3 3:00 - 4:15 PM	Millstone	How to Prepare Your Clients for a Layoff <i>Laura Labovich</i> OR	1.25
	Overlook A	FREE (Finally Releasing Everyone's Expectations) <i>Mark Smith</i> OR	
	Overlook C	Re-Centering Our Strategy on Strengths for Career Transition <i>Anne Scholl-Fiedler</i>	1.25
4:30 - 5:30 PM	Overlook A & B	Closing Keynote Reclaiming Your Soul from Work: Making Choices that Honor Your Authentic Self <i>Spencer Niles</i>	1.0
5:30 - 7:30 PM 7:30 - 9:00 PM	MACCA Welcome Reception & Dinner Buffet/Drinks (cash bar after your complimentary ticket) Join us by the Firepit! (weather permitting)		

Friday - December 8, 2023

Time	Location	Session	NBCC Clock Hours
8:00 - 8:50 AM	Liberty Resort Lobby	- Registration - (Visit our vendors in the Millstone Room)	
8:50 - 9:00 AM	Overlook A, B & C	Announcements	
9:00 - 10:30AM	Overlook A	<i>Keynote Speaker Workshops</i> Shaping the Future Through Hope & Authenticity in Career Development <i>Spencer Niles</i> OR	1.5
	Overlook C	Career Choice & Change: New Models for the Future of Work <i>Marie Zimenoff</i>	1.5
10:30 - 10:45AM	Owl Cove	Beverage Break (Commuters see a board member with a button)	
10:45 AM - 12:00 PM <i>Concurrent Session 4</i>	Millstone	How Being In or Out of Flow Can Reshape Your Practice <i>Eileen Snyder</i> OR	1.25
	Overlook A	Infusing Trauma-Informed Care in Career Counseling: Promising and Practical Strategies <i>Lisa Cardello</i> OR	1.25
	Overlook C	Empowering the Empowerer: Transformative Career Development Strategies for Career Counselors <i>Kenya Johnson</i>	1.25
12:00 - 1:15 PM	Overlook A & B	Lunch & MACCA New Board Welcome	
1:30 - 2:45 PM <i>Concurrent Session 5</i>	Millstone	Soft Skills for Work: A Small Group Intervention Pilot Study <i>Samantha Herrick & Janice Oursler</i> OR	1.25
	Overlook A	Get Physical! Somatic Strategies for Career Counselors & Coaches <i>Judith Garfinkel & Heidi Ravis</i> OR	1.25
	Overlook C	Career Advising for Undocumented Students <i>Cassandra Lis</i>	1.25
2:45 - 3:00 PM	Owl Cove	Beverage Break (Commuters see a board member with a button)	
3:00 - 4:15 PM	Overlook A & B	Conference Closing Keynote Preparing for Microaggressions in the Workplace: How to Buffer Clients from the Stress of & Create Supportive Allies <i>Daquanna Harrison</i>	1.25
4:15 - 4:30 PM	Overlook A & B	Closing Remarks	

MACCA *Mission Statement*

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

Anti-Discrimination Statement

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

Accessibility

For any disability-related accommodations, please contact registermacca@gmail.com.

NBCC Approval Statement

"Reshaping the Future: MACCA 53rd Annual Conference has been approved by NBCC for NBCC credit. Sessions approved for NBCC credit are clearly identified. MACCA: Community of Career Development Professionals is solely responsible for all aspects of the program. NBCC Approval No. SP-4385."

Congratulations to the 2022 MACCA Award Recipients

Professional Contributions: *Dr. Constance Pritchard*
Member of the Year: *Cindy Ernharth*
Goodwill Ambassador: *Karen Chopra*
Ross Narghang Award: *Cindy Ernharth*

Thank you for your valuable contributions to MACCA and the field of career development! Please join us as we announce and celebrate the 2023 award recipients throughout the conference.

Please reach out to a Board Member or Committee Member for more information about joining MACCA!

2023 MACCA Board Members & Committees

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Opening Keynote Thursday

HOW CHATGPT IS CHANGING HIRING & CAREER SERVICES (1.25 Clock Hours)

Marie Zimenoff

NCC, CPBS, CEO of Career Thought Leaders and Resume Writing Academy

The way people work, how they find work, and how they navigate their career journey are all changing quickly. The tools career services providers use are evolving, as is the technology companies use to hire and manage people. Join us to see the future of career-related work based on these advances in technology and trends in how careers are defined and unfold throughout the lifespan. We'll look at ChatGPT and other AI tools that help people find the right fit job, do mock interviews, or write resumes; apps and websites for job search; and more! Then, we'll talk about how career services providers fit into this new world and how to keep our skills marketable in the future of career work.

Learning Objectives

By the end of the workshop, attendees will:

- understand what technology is used throughout the hiring process (We'll discuss applicant tracking systems, artificial intelligence, and more)
- know how companies use technology during sourcing, screening, and interviewing
- have examples of how career services providers use ChatGPT and other technologies to be more effective and efficient
- have examples of how job seekers use generative AI and other tools to go farther faster
- understand why job seekers still need a coach and how they can best partner with these tools

About the Speaker



Marie Zimenoff knows career services have the power to change lives. She began her professional career as an advisor and recruiter for the Colorado State University mechanical engineering graduate program while completing her Master of Education in Human Resource Studies and Career & Counseling Development. In 2008—the peak of the Great Recession—Marie left the university to start her business. Inspired by a passion to make a difference in the industry, she trains career professionals around the globe in resume writing, career coaching, and business development. She has delivered hundreds of career and leadership development programs, designed curriculum, and provided staff training in workforce, corrections, university, community college, and business environments.

Closing Keynote Thursday

RECLAIMING YOUR SOUL FROM WORK: CHOICES THAT HONOR YOUR AUTHENTIC SELF (1.0 Clock Hours)

Spencer Niles

EdD, LPC

This keynote highlights the need to honor your authentic self within your career. The pace of living today and the pressure to cope within an increasingly complex career context make it easy to disconnect your true self from what you do (a soul-spirit disconnect). These disconnections can have disastrous effects on a person's life. It doesn't have to be this way, however. There are strategies for increasing your soul-spirit connection in your life. Increasing your soul-spirit connection empowers you to live a life well-lived- the life you were meant to live. This presentation can be applied to your own career and integrated into your work with any client group.

Learning Objectives

By the end of the workshop, attendees will:

- have the opportunity to examine their own career context and apply the concepts discussed in this presentation to their own lives
- learn strategies for helping their clients make authentic choices in their career planning
- learn about important shifts in career intervention that can shape the nature of their career practice
- learn about Hope-Action Theory as a tool for helping clients make authentic career choices

About the Speaker



Spencer previously served as Distinguished Professor and Department Head at Penn State, Professor, and Assistant Dean at the University of Virginia. Niles is a Past-President of Chi Sigma Iota International and the only person in the 109-year history of the NCDA to serve two terms as President. He is the recipient of the NCDA Eminent Career Award, ACA's Thomas Sweeney Visionary Leadership and Advocacy Award, President's Award, David Brooks Distinguished Mentor Award, the Hohenshil Publication Award, the ACA Extended Research Award, ACA's Visionary Leader and Advocate Award, the University of British Columbia's Noted Scholar Award, and the Association for Counselor Education and Supervision's Legacy Award. Niles is a Fellow of ACA and NCDA. He is Editor for Counselor Education and Supervision and Past-Editor of The Career Development Quarterly and the Journal of Counseling & Development. He has authored or co-authored approximately 150 publications and delivered over 170 presentations on career development theory and practice. Book Authority lists four of his books among the top 100 best-selling career development books of all time. Niles has taught in more than 30 countries and served as a Fulbright Scholar at the Finnish Institute for Educational Research.

Opening Keynote Workshop Friday

CAREER CHOICE & CHANGE: NEW MODELS FOR THE FUTURE OF WORK

Marie Zimenoff

(1.5 Clock Hours)

CC, CPBS, CEO of Career Thought Leaders and Resume Writing Academy

New ways of working, novel career options, and rapid technology adoption demand an evolution of career tools to serve clients better today and help them plan careers for a largely unknown future. During the hands-on workshop, participants will have an opportunity to experience and integrate practical tools they can use with clients tomorrow. We'll explore tools to guide career choice, enable career change without starting over, evaluate trending remote and freelance work options, and tap into the power of positive psychology to manage constant change in our future careers. We'll also look at new research guiding corporate programs in purposeful work and skills-based hiring that we can use as models to adapt the traditional career development frameworks.

Learning Objectives

By the end of the workshop, attendees will:

- understand how career choice and change models are shifting based on technology in career services and in the workplace
- have tools they can use with clients of all ages to explore careers and career transition challenges
- have tools to guide conversations around remote work, freelance work, and other career trends
- have coaching questions to help clients clarify their messaging and strategy to transition careers

About the Speaker



Marie Zimenoff knows career services have the power to change lives. She began her professional career as an advisor and recruiter for the Colorado State University mechanical engineering graduate program while completing her Master of Education in Human Resource Studies and Career & Counseling Development. In 2008—the peak of the Great Recession—Marie left the university to start her business. Inspired by a passion to make a difference in the industry, she trains career professionals around the globe in resume writing, career coaching, and business development. She has delivered hundreds of career and leadership development programs, designed curriculum, and provided staff training in workforce, corrections, university, community college, and business environments.

Opening Keynote Workshop Friday

SHAPING THE FUTURE THROUGH HOPE & AUTHENTICITY IN CAREER DEVELOPMENT

(1.5 Clock Hours)

Spencer Niles

EdD, LPC

This workshop focuses on two crucial elements in career development: hope and authenticity. Both elements are often ignored in career intervention. Using Hope-Action Theory (Niles, Amundson, & Yoon, 2010), I will highlight the importance of creating, integrating, and sustaining hope in career development. Hope is the fuel that drives active engagement in career planning. Hope-Action Theory also facilitates authenticity in career development. Making authentic career development choices, choices that honor our authentic selves is a constant struggle for most of us. Yet, the lack of authenticity in our choices represents a major source of career dissatisfaction and is often the root of many mental health issues that people suffer. Hope and authenticity represent essential ingredients for creating a meaningful career and life.

Learning Objectives

By the end of the workshop, attendees will:

- learn how to apply Hope-Action Theory in career counseling and coaching
- be exposed to career interventions that they can use to guide their own career development as well as their work as career practitioners
- learn a framework that they can use to guide their clients in navigating career challenges across the lifespan
- learn how to use the Hope-Action Inventory in career intervention

About the Speaker



Spencer previously served as Distinguished Professor and Department Head at Penn State, Professor, and Assistant Dean at the University of Virginia. Niles is a Past-President of Chi Sigma Iota International and the only person in the 109-year history of the NCDA to serve two terms as President. He is the recipient of the NCDA Eminent Career Award, ACA's Thomas Sweeney Visionary Leadership and Advocacy Award, President's Award, David Brooks Distinguished Mentor Award, the Hohenshil Publication Award, the ACA Extended Research Award, ACA's Visionary Leader and Advocate Award, the University of British Columbia's Noted Scholar Award, and the Association for Counselor Education and Supervision's Legacy Award. Niles is a Fellow of ACA and NCDA. He is Editor for Counselor Education and Supervision and Past-Editor of The Career Development Quarterly and the Journal of Counseling & Development. He has authored or co-authored approximately 150 publications and delivered over 170 presentations on career development theory and practice. Book Authority lists four of his books among the top 100 best-selling career development books of all time. Niles has taught in more than 30 countries and served as a Fulbright Scholar at the Finnish Institute for Educational Research.

Closing Keynote Friday

PREPARING FOR MICROAGGRESSIONS IN THE WORKPLACE: HOW TO BUFFER CLIENTS FROM THE STRESS OF MICROAGGESSIONS AND CREATE SUPPORTIVE ALLIES (1.25 Clock Hours)

Daquanna Harrison

CNPM , Cert- Nonprofit Management (Duke '16); Cert-Equity & Inclusion Leadership (Univ of Baltimore '18), Founder of Elevation Educational Consulting Group

This keynote will focus on supporting professionals in understanding the stress caused by microaggressions; coupled with self-reflection, real-life examples of microaggressions, and tools to teach clients, professionals will leave able to support themselves and others in buffering against and halting microaggressions in the workplace. We will finish with a conversation about allyship across cultures and how to create more equity allies. Be ready to fully engage with our speaker through reflection tools, polls, meaningful discussions, and an open, safe, and brave question-and-answer session with your colleagues.

Learning Objectives

By the end of the workshop, attendees will:

- gain support for professional and personal learning within equity
- learn common vocabulary and understanding of microaggressions and their effects to be used by career development professionals in support of their clients
- be equipped with tangible techniques to buffer clients against microaggressions & create supportive allies

About the Speaker



Daquanna Harrison founded Elevation Educational Consulting Group, which ELEVATES the effectiveness of educators, workforce professionals, and organizations by bringing together talented experts to strengthen systems and ELEVATE people. Recently, EECG won the XPRIZE Racial Equity competition. Currently, EECG is developing a revolutionary online training platform for adult educators. Daquanna provides strategic direction for education and social service programs. She served on advisory boards for MAACCE, XPRIZE, W.K. Kellogg Foundations' Racial Equity 2030, & NBCDI. An alumna of Howard, American, and Duke Universities; the Education Policy Fellowship Program and the MD Equity and Inclusion Leadership Program by the University of Baltimore. Proudly from the Gullah Islands of SC, she resides in Prince George's MD where she was recognized as 40 Under 40 for Excellence in Education.

Concurrent Session 1: **Thursday, December 7th (10:45 – 12:00)**

We Need a Rewrite! Helping Clients Script Better Professional Interactions (1.25 Clock Hours)

Karen Chopra

It's not what you say, it's how you say it." That saying is particularly true for any professional interaction, from job interviews and salary negotiations to discussions about raises and promotions. Many of our clients struggle, in the moment, to deliver their points with poise and grace. We can help them gain confidence using the magic of talking points. This is an interactive workshop, so come with challenges in mind!

Learning Objectives

By the end of the workshop, attendees will:

- be able to describe what talking points are and how they can be used
 - recognize the impact of emotional activation on clients
 - understand the difference between what our clients want to say and how they can most effectively say it
 - develop a "go-to" list of favorite phrases to help coach clients on professional interactions
-

Reshaping Students' Competitive Advantage: Strategies for Career Practitioners to Promote the Development of Career Competencies (1.25 Clock Hours)

Lisa Cardello, Tiffany Dowell, and Eileen Snyder

According to the National Association of Colleges and Employers, career readiness is "a foundation from which to demonstrate requisite core competencies that broadly prepare the college-educated for success in the workplace and lifelong career management." There is a belief that hard skills can be taught but soft skills (also known as career competencies) are something that you are born with or naturally occur as individuals progress through their life, education, and career. If this is true, how can career professionals imbue in our students the importance of soft skill mastery and help them identify opportunities within their degree completion efforts to work on these skills, within a framework of high-impact practices such as group projects, undergraduate research, study abroad, and internships?

Learning Objectives

This presentation will prompt a discussion on ways in which all stakeholders can provide opportunities for college students to embrace and improve career competency development.

- How can career professionals promote the development of career competencies among our students?
- Where are the opportunities in their degree completion efforts to build upon soft skill mastery?
- How does career competency development align with employment outcomes?

Concurrent Session 1: **Thursday, December 7th (10:45 - 12:00)**

Creating Your Marketing Messages to Attract Your Ideal Client and Grow Your Practice (1.25 Clock Hours)

Anne M. Herbster

Do you have trouble attracting new clients? If so, it might be your marketing messages that are not working. You may be using language that is ineffective, and your Ideal Client may not see the solutions you offer. Chances are, you just need to fine-tune your messages. Your ideal client will be interested in you if they hear and see their challenges and your solutions for helping them. Don't leave them guessing what you do and how you can help. During this session, you will be guided through a simple process to craft your messages that speak directly to your potential clients, keeps them focused on their challenges, and lets them know how you can help.

Learning Objectives

By the end of the workshop, attendees will:

- learn a simple process to create effective marketing messages for their practice
- identify the words that will attract their ideal client and how to integrate them into their messaging
- understand the power of using questions that will challenge potential clients to seek the solutions the practitioner offers
- draft a basic marketing message that can be utilized in a variety of situations - social media, website, networking, brochures, etc.

Concurrent Session 2: Thursday, December 7th (1:30 - 2:45)

Failing Forward: The Power of “What If?” Thinking (1.25 Clock Hours)

Barry Davis

I didn't see this coming!" Every individual, whether counselor, client, or student - has experienced missteps, mistakes, errors, and even failures in their work and life. Some individuals seem to have the ability to recover quickly and effectively while others find their progress stymied, sometimes for extended periods of time. Since all of us will be "surprised" by such events, even with careful planning, how can we develop the ability to not only move beyond such experiences but actually improve our ability to gain from these circumstances? Learning how to maximize the potential of asking "What If?" can aid counselors, clients, and students to respond successfully to these inevitable faux pas.

Learning Objectives

By the end of the workshop, attendees will:

- become aware of the extraordinary resource of counterfactual thinking
 - recognize examples of this phenomenon in the experiences of the group
 - review key steps in engaging in the effective application of "What If?" thinking
 - receive a short list of pertinent books on the subject
-

Decision-Making Dilemmas: A Not-So-Talked-About Factor in Career Development

Karen Litzinger

(1.25 Clock Hours)

It's time for us to reshape our thinking and go beyond the standard two pillars of self-awareness and career research. Our constituents can have mountains of awareness and get lost in the rabbit hole of information, yet still be stuck in the process or gripped with indecision. The third pillar is bringing information, emotions, and cognitive beliefs together to actually make a decision. Learn how can we help constituents get to this outcome, whether it is during our process or after they've terminated or disappeared. This interactive workshop will include humor, inspiration, brainstorming, case studies, and practical tools.

Learning Objectives

By the end of the workshop, attendees will:

- multiple theories and research of decision-making and how they relate to career development
- brainstorm and learn how to identify six common psychological barriers to career decision-making and how to recognize and address them
- learn about decision coaching tools and apply them in case studies
- be able to use two re-producible decision worksheets with constituents in two parts of the career planning process

Concurrent Session 2: Thursday, December 7th (1:30 - 2:45)

Technology Tools to Boost Productivity for ADHD Clients (or Anyone)

Elle O'Flaherty

(1.25 Clock Hours)

This highly practical presentation is designed for anyone interested in leveraging technology to improve productivity. We will begin by shedding light on the unique challenges faced by individuals with ADHD that can impact productivity, along with universal productivity barriers. We will explore an array of tools - ranging from task management and time tracking apps to focus-enhancing tools and organization software - that are particularly beneficial for those with ADHD but can benefit anyone. You will learn to implement and customize these tools effectively to integrate them into daily routines and work habits. Join us to unlock the potential of technology to boost productivity and transform your workflow.

Learning Objectives

By the end of the workshop, attendees will:

- **Understanding the Challenges:** gain a comprehensive understanding of the unique productivity challenges faced by individuals with ADHD and how these challenges can apply more broadly, offering insights into productivity barriers that many individuals may face.
- **Explore Technology Tools:** Attendees will be introduced to a range of technology tools designed to boost productivity, with a specific focus on those particularly helpful for individuals with ADHD. This includes tools for task management, time management, focus, organization, and collaboration. Attendees will learn the functionalities, benefits, and potential limitations of each tool.
- **Implement Tools Effectively:** learn how to effectively implement these technology tools in their own lives or in the lives of clients, including tips for setting up, customization, and long-term use.

Concurrent Session 3: Thursday, December 7th (3:00 - 4:15)

How to Prepare Your Clients for a Layoff (1.25 Clock Hours)

Laura M. Labovich

As career coaches and counselors, it is becoming increasingly critical to prepare our clients for the possibility of a layoff. In times of uncertainty, we must help them develop proactive strategies to become resilient in the face of unexpected job changes.

Learning Objectives

In this session, practical ways to help clients navigate potential layoffs will be discussed, including how to:

- take a company audit to identify warning signs within their organization
 - look for “trigger events” in the marketplace
 - evaluate their skill set and find opportunities to improve and increase their value to the company
 - get their finances in order and understand their legal options
 - build and nurture a robust professional network both internally and externally
-

FREE (Finally Releasing Everyone's Expectations)

Mark Smith

Growth and Development is an ongoing process in our lives that changes over the course of time. Many times the culprit that stops counselors, job seekers, trainers, and administrators is consistent. Living life through the eyes of others thwarts often keeps us living a life of Stagnation, not Progression. At some point, we all must evaluate if we are truly FREE...

Learning Objectives

By the end of the workshop, attendees will

- be able to take an internal look within
- away with the tools and steps to help others release the feeling of captivity
- be energized and feel as they will no longer look in the rearview mirror

Concurrent Session 3: Thursday, December 7th (3:00 - 4:15)

Re-Centering Our Strategy on Strengths for Career Transition (1.25 Clock Hours)

Anne Scholl-Fiedler

Whether individuals are transitioning from high school or college to the workforce, or changing jobs and careers, a focus on strengths that an individual is motivated to use can be the ticket for a successful navigation to make that change. When individuals claim their strengths that motivate them, they will experience more success and satisfaction, as well as utilize more of their potential and have a greater sense of well-being. Developing a brand stemming from these strengths can also make the networking process much easier and more effective. Working teams can also be developed where members are contributing those strengths that they are most motivated to use. Join us in this uplifting workshop to learn about and experience a portion of the Dependable Strengths Articulation Process (DSAP) that can be used in diverse settings for assisting individuals and groups with career management, job searching, and team building. The DSAP is based on an individual's narrative of personal experiences rather than a formal assessment, which allows them to own and articulate the strengths they are most motivated to use. This process aligns with Career Construction Theories and Strength-Based approaches to career development and management.

Learning Objectives

By the end of the workshop, attendees will:

- consider a new framework for identifying strengths, networking, and team building that comes from personal experiences
- learn what keeps us from knowing our true potential and moving forward
- experience a portion of the articulation process to begin to identify Dependable Strengths, rather than a formal assessment

Concurrent Session 4: Friday, December 8th (10:45 - 12:00)

How Being In or Out of Flow Can Reshape Your Practice (1.25 Clock Hours)

Eileen Synder

This presentation will focus on the concept of "flow" in private practice. It's a self-reflective piece that uses the framework of "flow" as developed by Mikaly Csikszentmihalyi to determine the current level of joy you feel in your work and the importance of balance between perceived challenges and skill set in your practice. Knowing how you "flow" may inspire you to reshape your practice and take it to the next level.

Learning Objectives

By the end of the workshop, attendees will:

- review of the seven constructs of "flow" as developed by Mikaly Csikszentmihalyi
- learn how to assess your capacity to achieve "flow" through self-reflective questioning
- learn why "flow" requires a balance between perceived challenges and skill set
- know how you "flow" may inspire you to take your practice to the next level

Infusing Trauma-Informed Care in Career Counseling: Promising and Practical Strategies (1.25 Clock Hours)

Lisa Cardello

Approximately 70% of American adults have been exposed to a traumatic event during their lifetime, yielding a high likelihood that career counselors will encounter clients/students with a history of trauma. Career counselors must familiarize themselves with the signs and symptoms of trauma, strategies for working with trauma-affected individuals, and considerations for avoiding re-traumatization. This is particularly important in the career counseling setting where trauma may present as work-related issues, such as disengagement and failed attempts at gaining employment. While a universal model for providing career counseling with a trauma-informed lens does not currently exist, best practices from trauma-informed care can be applied in the career counseling setting. This session will provide attendees with straightforward and practical suggestions for providing supportive and effective career counseling for all clients, including those impacted by trauma.

Learning Objectives

By the end of the workshop, attendees will:

- learn about the impact of trauma on career development.
- familiarize themselves with the signs and symptoms of trauma as they may present in the career counseling setting.
- become familiar with trauma-informed care and how this approach can be applied to career counseling.

Concurrent Session 4: **Friday, December 8th** (10:45 - 12:00)

Empowering the Empowerer: Transformative Career Development Strategies for Career Counselors (1.25 Clock Hours)

Kenya Johnson

Ignite your passion and elevate your impact with the "Empowering the Empowerer" workshop! This career-altering experience is crafted to re-energize, inspire, and arm career counselors with the essential tools and strategies for guiding purpose-driven careers. Dive into this immersive and interactive workshop that will take you on a journey of self-discovery, transformative strategies, and actualizing your career aspirations while empowering others.

Learning Objectives

By the end of the workshop, attendees will:

- identify purpose-driven career components, evaluate their impact, and harmonize personal goals with client empowerment.
- perform gap analyses to foster growth mindset, adaptability, and innovation in their careers and practice.
- skillfully merge best practices, balancing personal objectives with compassionate support for clients' purpose-driven careers.
- proficiently apply purpose-driven strategies, conduct gap analyses, and achieve a balanced approach to personal and client career development.

Concurrent Session 5: **Friday, December 8th (1:30 – 2:45)**

Soft Skills for Work: A Small Group Intervention Pilot Study (1.25 Clock Hours)

Samantha J. Herrick and Janice Oursler

Soft skills are being increasingly recognized as important in maintaining employment. This workshop will present information about an employment-related soft skill development program (“Soft Skills at Work”) for individuals with disabilities. Soft skills differ from technical or “hard skills” in that the focus is on interpersonal relationships rather than knowledge. Previous studies have concluded that inadequate work-related soft skills correlate with greater unemployment. Studies have shown that soft skills competence enabled employees to connect with coworkers and supervisors, promotes teamwork, and is associated with higher job satisfaction. Additionally, workers with adequate soft skills have better opportunities for longer job tenure and career advancement. This presentation will describe “Soft Skills at Work” and share the results of our study of this small-group intervention.

Learning Objectives

By the end of the workshop, attendees will:

- discuss the importance of soft skills for success and satisfaction in employment for individuals with disabilities
 - identify component parts of a skill and how to subdivide a skill into teachable steps
 - explain how curriculum-based small groups can assist in helping individuals with disabilities to develop soft skills for work
 - discuss results of pilot study to assess feasibility of “Soft Skills for Work” small group curriculum
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Get Physical! Somatic Strategies for Career Counselors and Coaches

(1.25 Clock Hours)

Judith Garfinkel & Heidi Ravis

As career professionals, we frequently help our clients get unstuck from habitual ways of thinking about themselves, their possibilities, their strengths and weaknesses, and their career paths. We strive to provide a safe environment and the tools for clients to explore themselves, interact more effectively with others, and develop strategies to navigate the world of work with authenticity and discernment. Understanding how to tap into the body, a highly underused resource, can have a remarkable effect on our client’s ability to meet challenges and take action.

In *Get Physical! Somatic Strategies for Career Counselors and Coaches*, Judith (Judy) Garfinkel & Heidi Ravis will offer an interactive presentation incorporating techniques to enhance your career clients’ journey by inviting their bodies (and yours) into it. Participants are invited to learn and experience body-oriented activities drawn from educational kinesiology, embodiment and mindfulness practices, and movement research to apply in their work with clients.

Learning Objectives

By the end of the workshop, attendees will:

- understand why somatic (body-oriented) approaches in coaching and counseling matter to us and our clients
- learn how to introduce somatics into the session including language to use and how to prep clients for somatic-based exercises
- gain specific techniques and exercises to shift clients’ perspective, body state, and problem-solving potential

Concurrent Session 5: Friday, December 8th (1:30 – 2:45)

Career Advising for Undocumented Students (1.25 Clock Hours)

Cassandra Lis

The needs of undocumented students are constantly changing as the political climate changes. Moreover, there are new and substantial obstacles facing our students and clients related to career opportunities. This presentation will cover the basics of undocumented terminology, unique career needs of this population, and some best practices for helping undocumented students. There is work to be done within the career development field to be better advisors and allies to the undocumented community and this is the first step in spreading awareness about these specific challenges.

Learning Objectives

By the end of the workshop, attendees will:

- be able to understand policies regarding undocumented students and how they impact the students' career goals
- be exposed to best practices for helping undocumented students with career goals and how to best advocate for them with employers, administration, and the institution
- advance their cultural competency in the area of undocumented students and increase their knowledge as an ally or member of the undocumented community

About the Concurrent Session Speakers

Lisa Cardello

LAC, NCC, BCC

Lisa is a doctoral student in the CACREP-accredited PhD Program in Counseling and Supervision at Kean University, as well as the Executive Director of Career Preparation and Experiential Learning at Rowan College at Burlington County in New Jersey. She also serves as an adjunct professor at Rider University where she teaches a graduate-level career counseling course and at The College of New Jersey where she teaches a counseling assessment course. She is a member of the Editorial Review Board of Trauma Counseling and Resilience, the official journal of the International Association for Resilience and Trauma Counseling (IARTC), and a Team Lead for the forthcoming book review of The Handbook of Career Advising, a collaborative project of NCDA and NACADA. Lisa is a Past President of the New Jersey Career Development Association.

With nine years of experience as a career services professional, Tiffany Dowell has worked in higher education for over 15 years. She is currently the Director of Career Services and an adjunct professor (Career Development) at Cecil College. She holds certifications as a Certified Professional Résumé Writer and a Certified Professional Career Coach from the Professional Association of Résumé Writers and Career Coaches. Other certifications include Job and Career Transition Coach and Job and Career Development Coach from the Career Development Network.

Karen Chopra

LPC, CCC, NCC

Karen has been a career counselor in private practice for nearly twenty-five years. She founded Chopra Careers (<https://chopracareers.com/>) and has helped hundreds of clients with career exploration, job search, and career management. She also helps career professionals and therapists launch and grow their own private practices. An expert in workplace negotiations, she created the Certified Salary Negotiation Specialist (CSNS) credential with the Career Planning Academy. She is the author of the book Coaching Career Clients on Salary and Other Workplace Negotiations.

Barry Davis

PhD, Certified Master of Career Services

Dr. Davis is an Executive/Career Coach and Counselor with Gift of Self Career Services. A graduate college professor at three universities, he holds a PhD in Leadership Studies from Capital Seminary and Graduate School, a MS in Psychology from Millersville University, and is designated as a Certified Master of Career Services by NCDA. A MACCA member since 2006 and a Board Member since 2008, he has presented frequently including keynoting in 2011. His diverse presentation topics include Leading through Conflict, Creating Luck, In Praise of Being Lost in Career, The Blessings of Failure, and Rules for the New Workplace.

Tiffany Dowell

CPCC, CPRW, JCTC, JCDC, MBTI-certified

Tiffany is a member of the Maryland Community College Career Affinity, Middle Atlantic Career Counseling Association, National Career Development Association, National Résumé Writers' Association, Professional Association of Résumé Writers & Career Coaches, and National Association of Colleges and Employers. Academically, she holds her bachelor's and master's degrees from Notre Dame of Maryland University, and is currently a doctoral student at Notre Dame of Maryland University in their Higher Education Leadership PhD program.

About the Concurrent Session Speakers *(continued)*

Elle O'Flaherty

JD, PCC, ACCG, CCSP, CPRW

Elle is an executive coach and global conference speaker with a focus on performance and ADHD. She founded Interlace Solutions, a coaching firm helping professionals and executives to fulfill their potential.

She came to coaching after 17 years as a federal attorney and trade negotiator. Her work has been published in national and international media outlets and her groundbreaking course teaching career coaches how to work with ADHD clients has been lauded by participants and coaching educators.

Elle holds a J.D. from the College of William & Mary and a journalism degree from James Madison University. She is a subject matter expert on international agricultural trade and World Trade Organization dispute settlement, which doesn't come up much. She lives in Washington, DC with her family and the most beautiful dog in the world, Penny.

Judith Garfinkel

BCC, Certified Trauma Informed Coach

Judy is a people developer who spent 29 years of her early life preparing for and then performing as a professional ballet dancer. Her subsequent career and road to becoming a coach and to opening Move Into Change 12 years ago, continued to be unconventional. She taught at Sarah Lawrence College for 10 years and created and taught a developmental movement program for an independent school long before possessing formal degrees. It was in her early 50s that she earned her BS in Dance and Education, her MA in Holistic Thinking, her coaching credentials, and her certification to teach Eugene Gendlin's Focusing.

Recently Judy completed certification as a Trauma-informed Coach and is currently training for a PCC-level credential. She is a Past President of ICF-CT, a career consultant with REA Careers and when all the stars align, she performs with Heidi Latsky Dance Company - a physically inclusive dance company.

Anne M. Herbster

MBA

Anne is a marketing and sales executive with more than 30 years in nonprofit and Fortune 100 companies. Her extensive background includes working with coaches and startup companies building face-to-face programs and driving revenue. She brings a strong passion for focusing on the optimum customer experience that drives retention. Co-author of best seller book, *The Coach Business Guide, The Path to Launch and Grow Your Coaching Practice*. Anne graduated with an MBA in finance and marketing from Columbia University.

Samantha J. Herrick

LAC, CRC, NCC, ACS

Samantha is an Associate Professor with Rutgers, The State University of New Jersey, School of Health Related Professions. Her teaching responsibilities are with the Rehabilitation Counseling/Clinical Mental Health Track, Master's degree program, and Doctoral program in Counselor Education and Supervision. She is a graduate of the Counselor Education and Supervision doctoral program at The Pennsylvania State University, holds a Master's degree in Rehabilitation Counseling and Disability Studies from Springfield College, and obtained her Bachelor of Arts degree in Communications from The University of Rhode Island. She is a Licensed Associate Counselor in New Jersey, and holds certifications as a Certified Rehabilitation Counselor, National Certified Counselor, and Approved Clinical Supervisor. Dr. Herrick's research interests include barriers for college students with disabilities, soft skills for work; and especially Autism Spectrum Disorder.

About the Concurrent Session Speakers *(continued)*

Kenya Johnson

Currently working on obtaining CCSP and GCDF certification

Kenya, a dynamic educator and change agent, is dedicated to empowering purpose-filled individuals, and promoting wellness in work and life. A Howard University graduate, she combines Health Education and Talent Development to foster spiritual leadership, inclusivity, and career engagement through a love-centered approach.

As the Founder and CEO of Auclare Vision, she passionately pursues her mission of making work enjoyable by emphasizing wellness and purpose for students, professionals, and leaders. Her transformative guidance has helped countless people seamlessly connect their personal and professional lives. Her distinguished career includes partnerships with the Marion Barry SYEP and appearances on stages and publications such as MogulCon, VoyageATL, and Shoutout Atlanta.

Embodying a life purpose centered on living with intention, Kenya is committed to cultivating a culture valuing individuals and their work equally. She prioritizes her family and finds solace in art and travel, exemplifying the transformative power she brings to the world of work.

Laura M. Labovich

Mental Health First Aid; Certified Entrepreneurial Mindset Profile® (EMP) Practitioner

Laura is the Founder and CEO of The Career Strategy Group, a boutique outplacement firm that helps employers conduct compassionate layoffs that mitigate risk, protect their company's brand, and help their displaced employees land jobs 2x faster than the national average.

As the CEO of The Career Strategy Group, a boutique outplacement firm in Washington D.C., she partners with companies and nonprofits to help them nurture their workforce with high-touch outplacement services and ROI-driven career training solutions.

Before founding The Career Strategy Group, she recruited nationwide for Walt Disney World and was on the inaugural recruitment team of Disney's Animal Kingdom. At America Online, she developed the first college internship program and taught hundreds of employees how to move up in the company.

Laura's advice has been featured broadly in news outlets such as The Washington Post, Washingtonian Magazine, Sirius XM Radio, Chicago Tribune, NBC 6 (Miami), and dozens of others. Laura is the co-author of 100 Conversations for Career Success: Learn to Network, Cold-Call, and Tweet Your Way to Your Dream Job, a 2013 top career book selection by FORBES.com.

Cassandra Lis

CCSP

Cassandra Lis is a Master's student at Rutgers University-New Brunswick. She currently works at Rutgers University - Newark for Undocumented Student Services. Before this role, she spent time working at William & Mary's career center while getting her bachelor's degree there. She hopes to combine her passion for career advising and her desire to continue being a strong ally to the undocumented community. She is excited to help career advisors gain tools and resources to help undocumented students with their career paths.

About the Concurrent Session Speakers *(continued)*

Karen Litzinger

NCC, CCC, LPC

Karen is the author of the award-winning book, *Help Wanted: An A to Z Guide to Cope with the Ups and Downs of the Job Search* which focuses on the power of thoughts and emotions in the career search process.

Karen has coached thousands of clients, including over twenty years in her own business, Litzinger Career Consulting. She is a Licensed Professional Counselor, Certified Career Counselor, and Board-Certified Counselor. Karen helps individual clients from high school students through retirees clarify their goals - and reach them. She also provides personalized career transition services to corporations during downsizing.

Karen's wide-ranging career coaching experience includes serving as a consultant for an international outplacement firm and as director of a college career services center. Karen also achieved professional status in the National Speakers Association and served as the Pittsburgh Chapter president.

Janice Oursler

Ph.D., CRC, NCC, LCSW

Associate Professor and Program Director for the M.S. in Rehabilitation Counseling, Clinical Mental Health Counseling at Rutgers, the State University of New Jersey. This is a CACREP-accredited program. Before joining the academic world, I had many years of experience working for the New York State Office of Mental Health settings in both community-based and hospital settings, and also had experience as a vocational rehabilitation counselor for New York's state vocational rehabilitation agency. My major research interest is in assisting individuals with disabilities to develop soft skills for work and school environments through the use of manualized skill teaching based on the Direct Skills Teaching method, which is part of the Choose-Get-Keep approach. I have made over 85 presentations on topics related to mental health with a focus on psychiatric rehabilitation, and I have also been a co-author of a number of publications on these topics.

Heidi Ravis

LMHC, NCC

Heidi 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. She is also an experienced distance counselor, trainer, and author. Heidi specializes in clinically-oriented career counseling and has an all-remote private practice, and serves as Team Leader and Career Consultant for REA - Partners in Transition, providing career and acclimation services to accompanying partners of relocating employees. She also provides career assistance via TheMuse.com Coach Connect.

About the Concurrent Session Speakers *(continued)*

Anne Scholl-Fiedler

LCPC, CCSP

Anne has held a number of positions within career services throughout her professional career. She has led on-going strategic initiatives for several career centers and has served as a liaison between diverse agencies and departments where she developed her experience in creating collaborative partnerships on multiple levels with employers, faculty, students, and staff. She has built several programs and tools including the Career Architecture MOOC and the Discovering Your Future Podcast series.

Anne is a strong proponent of helping people uncover and utilize their Dependable Strengths to reach their full potential and obtain career and life satisfaction. Trained and mentored by the late Dr. Bernard Haldane, a founding pioneer of the career development and strengths movements, Anne is a Master Trainer of the Dependable Strengths Articulation Process. She is a Licensed Clinical Professional Counselor and she holds a Bachelor's degree from Temple University in Psychology, and Masters in Counseling Psychology from Towson University. She is also a NCDA Instructor for the Facilitating Career Development course.

Mark Smith

CPRW

"Curator of a Bigger Vision Within," Mark Smith specializes in speaking from his personal experience of trials and tribulations in life. As a TEDx Speaker, he has the desire to chronicle CHOICES and share the "journey" of his life, which resonates with everyone at our core personally and professionally. With his podcast "The Process," he outlines and breaks down SITUATIONS we all go through, and offers insight on methods to weather the storms in life. Known for his clever use of acronyms within his messages, Smith gives listeners a way to remember key points as we GROW FORWARD. Mark's vision statement of "Your Why is Greater Than Your Situation Which is Part of Your PROCESS," gives us the perspective that we are always GROWING.

Eileen Snyder

GCDF, MBTI Certification, CPP

Eileen left higher education in 2019 to build a private practice as a career coach. She is intent on bringing emotional systems theory to her work. It is the foundation of her research, writing, and presentations at select conferences. Her goal this year is to become certified in the Four Rooms of Change Theory. And because it is outside the scope of traditional career coaching there are great opportunities to use it as a change assessment tool with clients experiencing the emotional tones of transitional change while seeking career fulfillment "The essence of emotional systems theory looks at how we were raised and the experiences we had growing- up, which informs our abilities and challenges throughout life.