As career counselors and coaches, it is critical that we shift with the emergence of new challenges and opportunities facing our clients. Transitioning life stages; managing career re-entry; exiting the traditional workplace; negotiating challenges; associated with personal identity; and navigating disabilities--career professionals are charged with meeting the evolving face of our clients' needs. How do we support individuals as they encounter these emerging frontiers? How do we help them embrace change, ambiguity, and challenges as opportunities? Our Keynote line-up will give you ideas you can use in your own career and with your own clients!
2014 CONFERENCE FEES

<table>
<thead>
<tr>
<th>Rate Categories</th>
<th>Effective Dates</th>
<th>Fees</th>
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</thead>
<tbody>
<tr>
<td>Early Bird Rate: Full Conference</td>
<td>Deadline (September 15) passed</td>
<td>$375</td>
</tr>
<tr>
<td>Early Bird Rate: Pre and Full Conference</td>
<td>Deadline (September 15) passed</td>
<td>$425</td>
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<tr>
<td>Regular Rate: Full Conference</td>
<td>Deadline November 21</td>
<td>$425</td>
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<tr>
<td>Late Registration</td>
<td>Begins November 22</td>
<td>$475</td>
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<tr>
<td>Graduate Student and Regular Daily Rates</td>
<td>See Website</td>
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Additional information about registration for 2014 Conference is on our website: www.macca.net

CAREER TREK: EXPLORING FUTURE FRONTIERS

- CAREER: An occupation undertaken for a significant period of a person’s life and with opportunities for progress.

- TREK: A long, arduous journey.

- What new business opportunities will the future bring?
- What direction will my old company take with new?
- Is there something new and developing that will be my new career passion?
- The new grindstone seems to be a 24/7 work place.

- Will my field still exist in the future?
- Will my old company take with new?
- Will my field still exist in the future?
- How will partnerships change in 10 years?

I've always wanted to own a B&B–but will Airbnb be the new model?
PRE-CONFERENCE SESSION

COUNSELING TO TYPE:
Motivating Clients Through Individualized Career Counseling

Catherine Rains Solution Consultant - CPP, Inc. (publisher of the MBTI® tool)
Date: Wednesday, December 3rd
Time: 8:30 – 11:30 AM
Cost: $85 fee, includes MACCA membership and continental breakfast. Register here today!

Join us for a 4-hour pre-conference workshop to learn effective strategies for increasing your clients' and students' motivation during the career development process. Session is based on the concept that the best career exploration and job search strategies capitalize on the natural strengths of MBTI® preferences. Discussion topics and activities will cover:

* Brief review of type basics
* Identification of type cues prior to client being assessed
* Counseling strategies for eight individual preferences
* Counseling strategies for counseling to heart of type (function pairs)
* Designing career workshops for all learning styles

As a full-time trainer for CPP, the publisher of the MBTI® assessment, Catherine works with Fortune 500 companies, universities, and nonprofit organizations to develop and facilitate organizational development initiatives and team-building interventions. With over 25 years’ experience as an assessment and organizational trainer, her expertise includes instructional design, stand-up training, program development, train-the-trainer sessions, and team-building strategies. She is an MBTI® Certification Program facilitator and an MBTI® Master Practitioner, as well as an expert on interpreting the Strong Interest Inventory® assessment and using it in combination with the MBTI® tool. During her 16-year tenure at CPP, she has been a regular speaker at numerous conferences, including those of the National Association of Colleges and Employers, National Career Development Association, First Year Experience, and Middle Atlantic Career Counseling Association.

Catherine has a B.S. in Administrative Recreation with a minor in Marketing and an M.S. in Counseling from Long Island University, C.W. Post Campus. Prior to coming to CPP, Inc., she was Director of Career Services at Winthrop University.

One of her outside interests is creating mixed media, 3-D collages using old books, magazines, photographs, and the computer as her medium.
Tom Bachhuber  
*Helping Those in Transition Find Their Way: Plans, Courage and Faith*

**Wednesday, December 4, 2014 from 1:00-2:45 PM**

It’s clear that our life is a journey—a process of continual change, challenge, and development. People stay in their jobs for only 4.4 years, according to the most recent data from the Bureau of Labor Statistics. Whether discerning a new direction or engaged in the stressful aspects of job seeking, people need support, structure, and inspired ideas to be successful. In this demanding employment market, they must develop and manage a variety of personal, print, and Internet resources. Additionally, they are encouraged to explore deeper places within themselves for courage and guidance.

This presentation will bring together creative ideas for managing this process, along with opportunities for the audience to engage key issues in helping their clients. Some topics include setting employment goals, researching job opportunities, addressing fears, networking, and using personal spirituality or faith. Ideas from leaders like Richard Bolles, William Bridges, Herminia Ibarra, Parker Palmer, Thomas Merton, and Ignatius Loyola will be highlighted.

**LEARNING OBJECTIVES:**

Attendees will see connections among career planning, job seeking, career counseling psychology, and spirituality as applied to helping their clients in work transitions.

Attendees will have opportunities to apply a range of issues and ideas to their own life and work journeys as well as those of their clients.

Attendees will engage in short, experiential work transition activities as part of the presentation.

Tom Bachhuber is Executive Director and President of the Board of Directors for the Center for Life Transitions, Inc., a nonprofit he co-founded in New Jersey and now headquartered in Milwaukee Wisconsin. Tom is the former Director of the Career Development Center at the University of Wisconsin Milwaukee (10 years) and University of Maryland-College Park (8 years). He has held Senior Vice President and Managing Director positions with consulting firms and led university recruitment and relations initiatives with companies like Merck, Pfizer, Kraft Foods, Deloitte & Touché and PepsiCo. Dr. Bachhuber is the author of *Directions: A Guide to Career Planning* (Houghton Mifflin) and *The Guide to the Best Business Schools* (Macmillan/Simon and Schuster). He has a BA from Ripon College and Masters and Doctoral degrees in Counseling from the University of Virginia.
Ilana Tolpin Levitt

WHAT’S MOM STILL GOT TO DO WITH IT?

A Deep Approach to Helping Women in Career Transition

Wednesday, December 4, 2014 from 4:15 to 5:45 PM

Participants will gain an understanding of how the mother-daughter relationship has a lifelong impact on every woman’s career development. The relationship with one’s mother and having a role model is central and critical to a woman’s identity. Even the “perfect” mother leaves her adult daughter in a quandary, wondering if she can live up to expectations! By looking at types of “daughtering” through a developmental framework, Ilana will discuss common career issues, engage in experiential exercises, and discuss specific tips and strategies to use with clients. This unique and deep method of working with clients is very effective in helping mid-career clients who are “stuck” navigate their career changes. Every audience member, men and women alike will undoubtedly reflect on the powerful influence their own parents had on their career.

GOALS:
1. Help career counselors understand how profoundly family history impacts clients’ choices and work lives (functional and dysfunctional).
2. Provide an overview of types of problems clients experience when in transition or on the job that are prevalent when early relationships are problematic
3. Provide tips and tools for counselors to help clients explore these relationship, begin to break free from unconscious patterns, and build a more meaningful life.

BIO: Ilana Tolpin Levitt, LPC, LMHC, NCC, NCCC, is a clinical career counselor with over 25 years of experience in private practice in New York City and Central New Jersey. As a Licensed Mental Health Counselor, and with a strong background in Organizational Psychology and Human Resources, Ilana’s focus with many clients is a deep exploration of the psychological roots that affect career development and workplace dysfunction. Many of her clients struggle with anxiety, depression, and other internal barriers that interfere with their success. For over a decade, Ilana ran mother-daughter relationship workshops with her mother, who was a psychoanalyst. Ilana is working on her first book, What’s Mom Still Got to Do With It? A Guide for Women in Career Transition, which integrates her interest in mother-daughter relationships with her expertise in career development.
Individuals with Asperger’s Syndrome, a mild form of autism, present a conundrum. Despite being bright, skilled, and often college-educated, they struggle to find work that matches their unique profile of abilities. Standard career assessments are of limited value, because they do not address how people on the autism spectrum process information.

This keynote address explains how Asperger’s Syndrome affects employment, and offers strategies for guiding individuals to manageable jobs. As the prevalence rate of autism spectrum disorders continues to rise, knowing how to use strengths of the “Asperger Mind” represents a new frontier for career professionals.

OBJECTIVES

Participants will learn:

1. How Asperger’s Syndrome affects employment
2. Common communication, organizational, and sensory processing challenges
3. Why vocational decisions should not be based on interests
4. Why work environment is as or more important than job tasks


Barbara also offers consultation and training to organizations. Prior to coaching, she spent 20 years in business, most recently as Vice President of Marketing and Sales for an information services firm.
If you had one question you could ask Dick Bolles, author of What Color is Your Parachute?, what would it be? MACCA is excited to announce the return of Dick Bolles, one of the most well-known and recognized job-search authorities in the world, to its 2014 conference line up in Lancaster, PA. Conference attendees will have the opportunity to participate in an informal and interactive fireside chat forum. We will ask Dick to reflect on his career and share his ideas on the most effective job searching techniques for today. Dick's generous nature, practical advice, and unwavering commitment to the field, combined with his extensive knowledge, will make this session a valuable one for career counselors new to the field, as well as practitioners with many years of experience.

Dick Bolles—more formally known as Richard Nelson Bolles—is the author of What Color Is Your Parachute? A Practical Guide For Job-Hunters and Career Changers, 2015 (and 43 previous editions), the most popular job-hunting book in the world. The book has sold more than 10,000,000 copies to date, and is dramatically updated, reshaped, and rewritten, every year, with the newest edition appearing mid-August each year, in bookstores or online. The newest edition, 2015, is now available. Parachute—as it's often referred to—has been translated into 20 languages and is used in 26 countries.

Dick wrote the article on "Careers" for Collier's Encyclopedia (now out of print). He has been featured in Forbes, The Economist, Business Week, Fortune, Money, Fast Company, and Time. He has appeared on the Today show, CNN, CBS, ABC, PBS, FOX, and other popular media. He has keynoted hundreds of conferences, including ASTD and NCDA. He is a member of Mensa and SHRM, and has been called “the most recognized job hunting authority on the planet.” (San Francisco Chronicle) and “America’s top career expert” (AARP). What you may not know is that Dick is very active on Facebook (https://www.facebook.com/dick.bolles.1?fref=ts). You can find out so much more about the many sides of Dick by visiting him there!
As we enter the second decade of the 21st century, the country is continuing to increase its effort for greater inclusion of LGBTQ person. As college and university career professionals, it more important than ever that we are prepared to assist all of our students as they transition to this new frontier. This keynote will address how we as Career services professionals can be prepared to answer the tough questions and support students as they move from campus to work life.

**Attendees will be able to:**

- Examine their own awareness, knowledge, and skills as it relates to serving LGBTQ students.
- Identify key issues for LGBTQ issues as they prepare for the job search process.
- Identify resources to help LGBTQ clients successfully navigate the job search process.

**BIO:** Rev. Dr. Jamie Washington serves as the President and Founder of the Washington Consulting Group, a Multicultural Organizational Development Firm out of Baltimore. Dr. Washington has served as an educator, administrator, and consultant in higher education for over 30 years. He is the President and a Founder of the Social Justice Training Institute. He also serves as Visiting Assistant Professor of Religion and Social Ethics at Winston Salem State University. As a native Philadelphian, Dr. Washington earned his B.S. degree in Therapeutic Recreation and Music from Slippery Rock State College, and a double Masters’ of Science degree from Indiana University/Bloomington in Higher Education Administration and Counseling, with a concentration in Human Sexuality. He holds a Ph.D. in College Student Development and Counseling, with a concentration in Multicultural Education, from the University of Maryland, College Park.
The world of work is changing at a rapid pace. Technology has profound effects on the way we manage our careers. It’s imperative, as career practitioners, that we embrace and use the new tools of the trade for helping our clients achieve career success. In this interactive and insightful presentation, colleagues will experience navigating change from our client’s perspective. They will learn to lift off and R.I.S.E to empower their clientele and learn to serve as navigators in this new and exciting career frontier!

Attendees will:

1. Gain new perspectives on how they view and experience change
2. Examine the common fears and roadblocks that keep us from letting go
3. Learn four keys to R.I.S.E.
4. Gain inspiration to help both their clients and themselves lift off and embrace the rapidly changing workplace.

BIO: Michelle Carroll, founder and CEO of Carroll Career Consultants LLC., is a Master Career Development Professional and Certified Career Management Coach. She specializes in helping her clients successfully navigate career transition. As the self-proclaimed Queen of Transition, Michelle has successfully navigated the re-entry and exit from the traditional workplace. Michelle received her Masters degree in Career Development from John F. Kennedy University in Northern California, and has held positions as adjunct professor at Loyola University and career advisor at the University of Maryland University College. Currently, she coaches clients in her private practice and is the lead coach at the NASA Goddard Space Flight Center’s career center. Michelle is passionate about her family and helping others R.I.S.E forward. She and her husband are enjoying an empty nest since the last of their three awesome children entered college last year.
WHO DO YOU KNOW DESERVES THESE AWARDS?

MACCA recognizes its members and their contribution to the field of career development. Our award recipients have distinguished themselves as MACCA leaders and continue to promote the mission and the vision of continued development for professionals in the field of career development! Please consider nominating yourself or a colleague for one of the MACCA awards. The award recipients will be acknowledged at the Fall 2014 Conference in December. Read more about the MACCA Awards and review the nominations and voting timeline on the MACCA website.

Award Categories

- Member of the Year
- Goodwill Ambassador
- Professional Contributions

*Nominations will be accepted in October. More details to come!

How many years have you been an active member of MACCA? Review the Life-Time Member Award Rubric over the summer to see if you meet the requirements for Lifetime Membership!

Do you have a colleague in need of acknowledgment now? Give him or her a shout-out on MACCA’s LinkedIn group page. MACCA members love to hear about new programs, techniques, and practices, so please share your activities with the group. Questions? Contact the Awards Committee via email, awards@macca.net.

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MACCA GRADUATE STUDENT PROFESSIONAL DEVELOPMENT AWARD

Are you a current graduate student, or do you know of a current graduate student who is interested in career counseling and would like to attend the outstanding MACCA 2014 conference but might be short on funds? If so, the MACCA Graduate Student Professional Development Award could help you with your conference expenses. Please visit the MACCA website at www.macca.net, click on Professional Development, then on the Scholarships section to view the criteria and other application information. If you have questions, please direct them to Anne Hughes, ahughes@monroecc.edu.
Calendar

December 3-5, 2014
Annual Fall Conference

ONGOING (see website)
FREE for Members:
e-Interact e-Newsletters

Low cost:
Webinars
Summit

Editor, e-Interact Newsletter
Damona Sain, PhD, NCC, LPC, MCC

Editor’s Corner

Once again, MACCA brings you speakers representing varied topics, as well as practical ideas for you to take back to your workplace. We’re also very excited that Dick Bolles, a legend in our field, and a very wise man indeed, will be here for an informal, “fireside” chat with us. At 87, Dick has certainly seen it all in our field, and he shares this with you in a give and take session.

Other topics deal with transition; those on the autism spectrum, LGBT community, and a mother’s influence on career choice. Interested in how you can apply MBTI® results with your students and clients? Our Pre-Conference this year is all about “Counseling to Type.”

MACCA’S yearly conference always draws rave reviews about our presenters, how well organized the events are, and the valuable and fun and meaningful time spent with your peers. Join us and see what all the raves are about!

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Wanted: e-Interact Submissions!
This newsletter is published twice a year.
Visit www.macca.net for article guidelines
Send an email/article to Damona Sain
nch321@gmail.com
Thanks!

THE LIGHTER SIDE...