



Community of
Career Development
Professionals

A central graphic with the text "ARE YOU REady" in large, bold, blue letters. Below it, the text "to REconnect and REcharge?" is written in a smaller, blue font. The graphic is surrounded by various icons and smaller text elements, including: "REcalculate" (hourglass), "REbuilding" (cloud), "REclaim" (star), "REnew" (star), "REwirement" (clock), "REturn" (envelope), "REflection" (cup), "REinvent" (gears), "REsolve" (lightbulb), "REjuvenate" (chart), "REevaluate" (document), "REeducate" (magnifying glass), "REunion" (puzzle pieces), and "REtirement" (magnifying glass). The MACCA logo is also present in the top left of this graphic.



52nd Annual Conference

November 9th & 10th, 2022

Maritime Conference Center
692 Maritime Blvd., Linthicum Heights, MD

** Pre-Conference Monday, November 7th and Tuesday, November 8th on Zoom **

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MACCA is all about the people!

Welcome to MACCA

PRESIDENT'S WELCOME

Cindy Ernharth

MACCA President & Conference Committee Chair

"The wind taught me never to forget old friends, by blowing them back to me."

— Michael Bassey Johnson

One of the things we hear time and time again on the board is "MACCA is all about the people." MACCA isn't just a community; it is our community. Our community where professional connections grow into lifelong friendships.

We are excited to be in person in 2022 and starting fresh with a new venue in Maryland! So are you REady? To REconnect with your MACCA colleagues? To REunite with colleagues and the friends you have made along the way? To REnew and REfresh your skills at the conference? After a long pandemic, are you REady to REjuvenate with MACCA? ARE you REady? for a MACCA REunion!

I am grateful for the volunteer hours and hard work of the MACCA board and committee members. We hope you will RElish the opportunity to join us! Talk with us at the conference and learn more about our three working committees that get the work of MACCA done - Conference, Marketing, and Member Engagement committees. I have been on the board since 2012 and truly appREciate the lifelong friendships I have made along the way! Make MACCA your 2023 New Year's RESolution; RESolve to get involved!

Sponsors and Exhibitors

Thank you to our sponsors, exhibitors, and newsletters advertisers for helping to make this event possible!

SPONSORS



JOBS CONNECTED



Marie Zimenoff

NEWSLETTER ADVERTISERS

Jobs Connected - Career Planning Academy - Career Development Specialists Network (CDSN)

EXHIBITORS

Jobs Connected - Anush Hansen - Karen Litzinger - Jim Peacock, Peak Careers

Stay Connected!



Follow us on Twitter @MACCAAssociation & Tag your Tweets **#MACCA**



Join our LinkedIn Group: Middle Atlantic Career Counseling Association



Check your email for Conference Evaluations

Monday - November 7, 2022

Time	Location	Session	NBCC Clock Hours
10:00 - 11:30 AM	Zoom Session	<i>Pre-Conference Panel Discussion</i> Is There A Book In You? Ask Three MACCA Authors Your Questions About Publishing A Book <i>Moderator: Karen Chopra</i>	NA
12:00 - 1:30 PM	Zoom Session	<i>Pre-Conference Session</i> Career Activities to Engage Clients (and help them learn!) <i>Dr. Connie J. Pritchard</i>	1.5

Tuesday - November 8, 2022

Time	Location	Session	NBCC Clock Hours
2:30 - 4:00 PM	Zoom Session	<i>Pre-Conference Sponsor Session</i> The Future of Career Services Work <i>Marie Zimenoff, CEO of Career Thought Leaders and Resume Writing Academy</i>	NA

Pre-Conference Panel Discussion Monday morning

IS THERE A BOOK IN YOU? ASK THREE MACCA AUTHORS YOUR QUESTIONS ABOUT PUBLISHING A BOOK

Karen Chopra, Moderator

Have you ever thought about writing and publishing a book? Then this panel is for you. Three MACCA members who have published books in the last 18 months will share their experiences and answer your questions. We will cover topics including options for what type of publishing, including self-publishing, working with editors and graphic designers, marketing a book, costs, and lessons learned.



Karen Chopra
Moderator
chopracareers.com



Paula Brand
Author of the soon-to-be-launched
*The Purple Parachute: A Woman's
Guide to Navigating the Winds of
Career Change*



Karen Litzinger
Author of *Help Wanted: An A-Z Guide to
Cope with the Ups and Downs of the Job
Search* and the audio CD *Healing Your
Heart: Coping with the Loss of a Pet*



Jim Peacock
Author of *A Field Guide for Career
Practitioners* and *The Adventure of
Finding Me in New Zealand*

Pre-Conference Session Monday afternoon

CAREER ACTIVITIES TO ENGAGE CLIENTS (AND HELP THEM LEARN!)

Dr. Constance J. Pritchard Owner, *The Pritchard Group*

Want to energize a presentation or client session in a meaningful way? The presenter will share a variety of career activities (informal assessments) to engage clients AND allow them to learn about themselves. The presenter is a veteran of training diverse groups: educators, clients, business individuals, youth, and adults. We will explore activities focusing on interests, values, skills, or occupations. Activities work for a team or individuals. Activities have been developed and tested across many years of experience. The presentation will include a handout with over 20 activities to be shared.

Learning Objectives

After participating in this session participants will be able to:

- Integrate quick (or extended) informal assessments in presentations, introducing a topic, or having a conversation.
- Understand how to extend an activity for more in-depth discussion and reflection.
- Determine types of activity to re-energize and focus on career development for their clients.

About the Speaker



Dr. Constance J. Pritchard is well known for her work in leadership, business consulting, and career development. Representative clients of The Pritchard Group include international and national businesses and agencies in the private and public sectors. The Pritchard Group serves clients in face-to-face consultation and training as well as through her corporate eLearning site. She is a keynoter with businesses and a frequent presenter at professional conferences. She has developed curriculum, served as an associate editor for a publication on the delivery of career services globally, and authored a chapter on Career Assessments in Business for NCDA's Guide to Career Assessments.

Pre-Conference Sponsor Session Tuesday afternoon

THE FUTURE OF CAREER SERVICES WORK

Marie Zimenoff, 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 that career services providers use are evolving as is the technology companies are using 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 virtual reality and AI tools that are helping people find the right fit job, do mock interviews, or tour companies; apps and websites they are using 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

After participating in this session participants will be able to:

- Understand new technologies being used in career services and how they can be used in career work.
- Learn new AI tools and websites being used by career services providers and individuals and understand how they can use these tools to improve their clients' job search, career exploration, and personal branding.
- Earn how applicant tracking systems are changing and how this impacts advising job seekers on resume construction.

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.

Wednesday - November 9, 2022

Time	Location	Session	NBCC Clock Hours
8:00 - 9:00 AM	Building 3 A Level Lobby	- Registration - Morning Continental Breakfast Items	
9:00 - 10:15 AM	A300	<i>Opening Keynote Address</i> What Color Is Your Parachute & Beyond: Creating Future Ready Clients <i>Rich Feller, PhD</i>	1.25
10:15 - 11:00 AM	A300	Annual Business Meeting (MACCA Members)	
11:00 - 11:15 AM	Lobby	Morning Coffee Break & Snacks <i>Exhibitor tables open during lunch & breaks</i>	
11:15 AM - 12:30 PM <i>Concurrent Session 1</i>	A300	The Work-Life Balance Card Sort: Prioritize Values <i>Anush Hansen</i>	1.25
	A307	OR How to Build A Brand Online <i>Jennifer Wegman</i>	1.25
	Bridge Room	OR RE-framing Career Beliefs for Peace of Mind and Success <i>Karen Litzinger</i>	1.25
12:30 - 1:30 PM	South Hotel Tower	Lunch Buffet - Chesapeake Dining Room <i>Exhibitor tables open during lunch & breaks</i>	
1:45 - 3:15 PM <i>Concurrent Session 2</i>	A300	Moving Clients from Fantasy to Reality: Nine Lives Exercise <i>Karen Chopra</i>	1.5
	Bridge Room	OR Who You Are Matters <i>Rich Feller, PhD</i>	1.5
3:15 - 3:30 PM	Building 3 A Level Lobby	Beverages & Afternoon Snacks <i>Exhibitor tables open during lunch & breaks</i>	
3:30 - 4:45 PM <i>Concurrent Session 3</i>	A300	The Workplace of the Future <i>Suja Joseph</i>	1.25
	A307	OR Managing Transition in the Great REstart <i>Barry Davis</i>	1.25
	Bridge Room	OR Using Intentional Serendipity to Create Opportunities <i>Jim Peacock</i>	1.25
5:00 - 5:30 PM	Flight Deck Bar	Informal Gathering to REconnect & Welcome Members <i>All Attendees Welcome</i>	

Thursday - November 10, 2022

Time	Location	Session	NBCC Clock Hours
8:00 - 9:00 AM	Building 3 A Level Lobby	- Registration - Morning Continental Breakfast Items	
8:00 - 8:45 AM	A307 Bridge Room	Breakfast Gathering: Private Practice Breakfast Gathering: Get Involved With MACCA	
9:00 - 10:00 AM	A300	<i>Opening Keynote Address</i> Anyone Can Stand Out With A Portfolio <i>Hannah Morgan</i>	1.0
10:00 - 10:15 AM	Building 3 A Level Lobby	Morning Coffee Break & Snacks <i>Exhibitor tables open during lunch & breaks</i>	
<i>Concurrent Session 4A</i>	A300	Navigating the Next "NORMAL" Workplace <i>Ilana Tolpin Levitt</i>	1.5
10:15 AM - 11:45 AM	A307	Who You Are Matters <i>Rich Feller, PhD</i>	1.5
.....			
<i>Concurrent Session 4B</i>	Bridge Room	Create a Career Private Practice Business Plan in One Hour <i>Ronda Ansted & Sheri Mahaney</i>	1.25
10:15 AM - 11:30 AM			
12:00 PM - 1:00 PM	South Hotel Tower	Lunch Buffet - Chesapeake Dining Room <i>Exhibitor tables open during lunch & breaks</i>	
<i>Concurrent Session 5</i>	Bridge Room	Coaching Your Clients Through the Four Rooms of Change <i>Eileen Snyder</i>	1.25
1:00 - 2:15 PM	A307	Considering OUR Professional Options: Pathways for Us in the Business Sector <i>Dr. Connie J. Pritchard</i>	1.25
2:15 - 2:30 PM	Building 3 A Level Lobby	Beverages & Afternoon Snacks <i>Exhibitor tables open during lunch & breaks</i>	
2:30 - 3:45 PM	A300	<i>Closing Keynote Address</i> Adapting your Career Strategy Post COVID-19 <i>Kimberly Brown</i>	1.25
3:45 - 4:00 PM	A300	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



"Are you REeady? To Reconnect & Recharge? MACCA's 52nd Annual Conference has been approved by NBCC for NBCC credit. Sessions approved for NBCC credit are clearly identified. Middle Atlantic Career Counseling Association (MACCA) is solely responsible for all aspects of the program. NBCC Approval No. SP-4047."

Congratulations to the 2021 MACCA Award Recipients

Professional Contributions: *Karen Chopra*
Member of the Year: *Kristie Manley*
Goodwill Ambassador: *Cindy Ernharth*
Ross Narghang Award: *Jessica Campain & Linda LeNoir*

Thank you for your valuable contributions to MACCA and the field of career development! Please join us in celebrating the 2022 award recipients throughout the conference.

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

2022 MACCA Board Members & Committees

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VIRGINIA
Vacant

MARYLAND
Nancy Fink & Tiffany Dowell

DELAWARE
Kristie Manley

NEW YORK
Debra Laks

NEW JERSEY
Vacant

WASHINGTON DC
Rose Howard

Opening Keynote Wednesday

WHAT COLOR IS YOUR PARACHUTE & BEYOND: CREATING FUTURE READY CLIENTS

Rich Feller, PhD LPC, JCTC

Rich will provide an interactive and video-enhanced session offering insights that build on the great work of the past to REconnect and REcharge our efforts to make clients REady. Try some new tools, evaluate new techniques, and consider your role in disrupting the Cost-Quality-Access Triangle in Career Work.

Learning Objectives

By the end of the workshop, attendees will be able to:

- Try new tools to advance client clarity
- Evaluate new counseling techniques
- Consider their role in delivering new outcomes with insights from using the Cost-Quality-Access Triangle

About our Keynote Speaker



Rich is a professor Emeritus of Counseling and Career Development and one of 12 University Distinguished Teaching Scholars at Colorado State University served as the National Career Development Association President. A former school, vocational, and admissions counselor, and coordinator of graduate programs in Counseling and Career Development, and the Student Affairs in Higher Education program he taught within the Organizational Performance and Change graduate program. Consultant to NASA, UN, NFL, AARP, Modern Elder Academy, and organizations within all fifty states and on six continents, his publications include three books, 6 film series, and over 125 articles and book chapters. Co-founder of the Who You Are Matters! board game and virtual, and the OnlineStoryteller. He recently led the National

Science Foundation's GAUSSI career program, created www.stemcareer.com, and served as Chief Advisor to www.youscience.com. Executive Director of www.careernetwork.org and lead trainer for the Job and Career Development Coach program, he is Pearson's Career Decision Making System co-author and career consultant to Semester at Sea. His international consultations include projects in Sudan, Egypt, Thailand, China, Korea, Japan, Australia, Singapore, India, Saudi Arabia, Canada and Europe.

Opening Keynote Thursday

ANYONE CAN STAND OUT WITH A PORTFOLIO

Hannah Morgan Founder of CareerSherpa.net

New graduates through experienced professionals outshine the competition when they use a career portfolio. It's proof that they have the skills to do the job. And it becomes even more powerful when it's hosted and shared online for all to review. Whether it's proof of work in their LinkedIn profile, on a personal website or other application, curating the best samples of work provides hiring managers with the evidence they want to see.

Learning Objectives

By the end of the workshop, attendees will learn:

- Who benefits from an online portfolio and why
- Where to look to research and identify valuable skills
- What types of content to include in a portfolio
- Where to create a powerful online portfolio
- Tips on the best ways to present and share the career portfolio

About our Keynote Speaker



Hannah Morgan

Hannah is a job search strategist and founder of CareerSherpa.net. She is a nationally recognized author and speaker on job search trends and was recognized as a LinkedIn Top Voice in Job Search and Careers in 2019. Her website, CareerSherpa.net, is a source of motivation, tips and advice to help navigate today's job search. Hannah has been quoted by media outlets, including Kiplinger, Forbes and Money Magazine. She is also the author of *The Infographic Resume*.

A graduate of Ohio Wesleyan University, Hannah held roles in recruiting, human resources, and multiple career centers before starting her own business.

You can follow Hannah's job search tips on Twitter or on LinkedIn.

Closing Keynote Thursday

ADAPTING YOUR CAREER STRATEGY POST COVID-19

Kimberly Brown Founder of Manifest Yourself

While the world may appear to be upside down, this doesn't mean that you need to halt your career until further notice. Whether you're a seasoned professional or a recent college graduate, adapting your career strategy or job search can be exciting, but also daunting. What steps do you need to take to move from where you are to the career that you'll love? What are the important elements that make your career move smoothly? In this signature career development workshop, participants learn the top 7 tips to adapt their career strategy and/or job search.

Learning Objectives

By the end of the workshop, attendees will be able to identify the:

- Steps needed to adapt their career strategy
- Barriers that have restricted their ability to adapt their career strategy and create a plan with actionable steps to combat those barriers
- Tips learned towards their career goals

About our Keynote Speaker



Kimberly Brown

Kimberly is a career + leadership expert whose mission is to help women and people of color navigate the workplace, make more money, and become industry leaders. Her leadership development company, Manifest Yourself, LLC, provides organizations with tailor-made solutions to engage, develop, and advance women and people of color. Her work has been featured on The Wall Street Journal, NPR, Forbes, Blavity, MONEY Magazine, Essence Magazine, Business Insider, CNBC, Fox 5, and more. Her highly anticipated book, Next Move, Best Move: Transitioning Into a Career You'll Love, was released in June 2021.

Kimberly Brown, Founder of Manifest Yourself
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Concurrent Session 1: **Wednesday, November 9th (11:15 – 12:30)**

The Work-Life Balance Card Sort: A new tool for helping your clients and students prioritize their values

Anush Hansen

Certified Career Counselor & Licensed Professional Counselor – Balanced Card Sorts LPC, CCC

As we think about entering into a more “normal,” post-pandemic world, it’s more important than ever to evaluate and vocalize our values, priorities, and goals, and to determine what we need to feel more balanced, healthy, and fulfilled in work and life. In this highly interactive session, Anush will provide some background on the connections between wellness and work-life balance, the use of card sorts in career counseling. She will offer strategies for how you can use it with your clients and students. During the second half of the session, Anush will facilitate an interactive group activity where you’ll get a chance to try out a portion of the card sort yourself.

Learning Objectives

By the end of the workshop, attendees will be able to:

- Describe the 8 Dimensions of Wellness and how work-life balance can be conceptualized within a wellness framework
 - List 3 ways they can use the Work-Life Balance Card Sort with their clients and students in order to help them build more balance and wellness into their day-to-day lives
 - Have a clearer sense of their own career priorities, and will walk away with some specific steps for moving toward their career and work-life balance goals
-

How To Build a Brand Online: Help Clients Harness the Power of Social Media to Advance Their Careers

Jennifer Wegman

Career Counselor & Strategist – The Career Marketing Company

More employers than ever are relying on digital platforms for recruitment. As candidate pools grow, the days of just posting a LinkedIn profile and hoping to get noticed are gone. Instead, job seekers must actively campaign to stand out from the crowd by building a personal brand. By optimizing their profiles, posting consistent relevant content, and networking, clients will be able to establish their expertise, validate their value, and tap into the hidden job market to obtain referrals more easily. This session will provide proven, tangible strategies to help career development professionals guide their clients confidently through the brand-building process.

Learning Objectives

By the end of the workshop, attendees will:

- Understand how to optimize social media profiles to build a personal online brand
- Learn how to create content that establishes industry expertise and validates value
- Discover how to tap into the hidden job market through virtual networking and referrals

Concurrent Session 1: **Wednesday, November 9th (11:15 – 12:30)**

RE-framing Career Beliefs for Peace of Mind and Success

Karen Litzinger

Career Counselor/Owner, Litzinger Career Consulting

Negative thoughts and gremlins can cause havoc in career decision-making and the job search. Career professionals naturally focus on strategies, tools, and relationship building, yet can miss addressing underlying thoughts and feelings that can cause a person to not move forward or to get stuck. In this pandemic time, emotions and fears are more heightened than in the past. The skill of managing thoughts and feelings may be as important to success as the resume or LinkedIn profile. This interactive workshop will include role-play, inspirational readings, brainstorming, and practical tools.

Learning Objectives

By the end of the workshop, attendees will:

- Review concepts of cognitive behavioral psychology and learn its practical use in career counseling and coaching to help clients with fears, obstacles, and negative feelings
- Be able to identify eight types of negative thinking and how they manifest in career development
- Will learn and experience principles to re-evaluate and reframe beliefs, helping constituents feel better, recharge their efforts, and be more effective
- Receive script ideas of how to introduce the concept of negative self-talk and reframing with clients and a list of typical barriers and reframed statements to explore with clients

Concurrent Session 2: Wednesday, November 9th (1:45 – 3:15)

Moving Clients from Fantasy to Reality: The Nine Lives Exercise

Karen Chopra

Career Counselor, ChopraCareers

When clients are unhappy at work, they have many fantasies: becoming a barista or bartender, opening that adorable B&B, writing that long-delayed novel, or going back to school and starting over. Most of these ideas don't make financial or professional sense. And yet these seemingly far-fetched fantasies can guide our clients to practical, achievable career choices. This experiential workshop will introduce the "Nine Lives" assessment exercise as a way of moving clients from fantasy jobs to real ones. Participants will engage in the exercise themselves and practice interpreting the exercises of others. You'll add to your self-knowledge as well as your professional toolkit and have a great time doing it.

Learning Objectives

By the end of the workshop, attendees will be able to:

- Administer the Nine Lives assessment
- Interpret the Nine Lives exercise
- Use Nine Lives assessment results to help clients identify career options

Who You Are Matters

Rich Feller, PhD

Professor, Counseling and Career Development

In this highly interactive group discovery experience, Rich Feller will lead participants through Who You Are Matters!, a fun interactive technique that introduces players to the One Life Tools narrative framework while providing them with substantive takeaways and insights about themselves and their possibilities. This experience sparks meaningful conversations and helps participants connect the dots in their professional and personal lives.

Learning Objectives

By the end of the workshop, attendees will be able to:

- Analyze and self-evaluate elements of their life stories that influence the counseling process
- Demonstrate an increased ability to show empathy, provide direct communication, and deliver constructive feedback
- Use their Clarification Sketch to go deeper into their clarification and intentional exploration

Concurrent Session 3: Wednesday, November 9th (3:30 – 4:45)

The Workplace of the Future

Suja Joseph

Reemployment Program Manager Maryland Department of Labor GCDF

The pandemic brought about advances in technology that were unprecedented, especially in the workplace. The pandemic also accelerated existing trends in remote work. In this presentation, we will look at the workplace of the future and learn more about what it might look like, to work in the Metaverse. The future is here!

Learning Objectives

- What is the Metaverse? What role will it play in the future of our work?
 - What are some new workplace trends? Are 'dematerialized offices' and workcations here to stay?
 - We will look at what top companies are doing to embrace new trends and incorporate them into the workplace.
 - Do you have your eye on the future of the workplace? Tips on how to stay prepared.
-

Managing Transition in the Great REstart

Barry Davis

Career Coach, Gift of Self Career Services, LLC

Change is everywhere. In the most "stable" of times, change is present, and the last two years have certainly NOT been stable! It has been said that the only ones who want change are babies, and they cry throughout the process! What IS change? When you think of change are you excited? Annoyed? Inspired? Terrified? All of these? Attend this practical seminar to understand the importance of reframing Change as Transition, an important perspective to both understand Change as well as to approach these experiences as an opportunity rather than an obstacle.

Learning Objectives

By the end of the workshop, attendees will:

- Identify the major distinction between Change and Transition
- Be introduced to the 3 key steps in all Transition experiences
- Interact with the emotional components of the 3 steps
- Receive a list of books to deep their awareness of Transition vs. Change

Concurrent Session 3: Wednesday, November 9th (3:30 – 4:45)

Using Intentional Serendipity to Create Opportunities

Jim Peacock

Owner / Principal, Peak-Careers Consulting

Chaos? Happenstance? Luck? Serendipity? The chaos of life often complicates things for all of us. In a perfect world, assessments can assist a client in choosing an occupation, but life is more chaotic than that for most of us. This workshop will look at what we can do to help a person create opportunities. Learn how to help students create unplanned events and to look at career exploration as an opportunity to discover new occupations. Discover ways that you can use intentional serendipity in your daily work.

Learning Objectives

By the end of the workshop, attendees will:

- Identify examples of 'chance' in their own lives which changed their career
- Describe at least three action steps they can recommend to their clients to help them create curiosity
- Identify at least three steps they can recommend to their clients to create luck & career opportunities
- Describe the key elements of the Happenstance Learning Theory
- List the 5 skills required to create chance

Concurrent Session 4a: Thursday, November 10th (10:15 - 11:45)

Navigating the Next "NORMAL" Workplace: Counseling Our Clients Towards Optimal Work Performance For In-Person, Remote and Hybrid Environments

Ilana Tolpin Levitt

Career Consultant, Senior Director Organizational Development

What does success look like in the new workplace? As employers continue to assess and reassess the perfect work mode, employees are also evaluating their own preferences and navigating competing priorities. There are some critical things to consider in this 'reimagined workforce' that will be researched and explored for years to come. Amongst the top issues to consider are; equity in recognition and rewards, maintaining authentic connections with colleagues and supervisors, and managing boundaries and expectations when the rules have all changed. The session will provide the latest thinking and best practices as well as top strategies for counselors to best support clients.

Learning Objectives

By the end of the workshop, attendees will:

- Learn how employers are changing critical policies and practices to support the workforce
 - Explore the significant impact of these changes on all employees and the associated counseling issues that arise
 - Learn tips and strategies for counseling our clients regarding crucial conversations, setting and managing expectations and building authentic connections in this new hybrid world
-

Who You Are Matters

Rich Feller, PhD

Professor, Counseling and Career Development

In this highly interactive group discovery experience, Rich Feller will lead participants through Who You Are Matters!, a fun interactive technique that introduces players to the One Life Tools narrative framework while providing them with substantive takeaways and insights about themselves and their possibilities. This experience sparks meaningful conversations and helps participants connect the dots in their professional and personal lives.

Learning Objectives

By the end of the workshop, attendees will be able to:

- Analyze and self-evaluate elements of their life stories that influence the counseling process
- Demonstrate an increased ability to show empathy, provide direct communication, and deliver constructive feedback
- Use their Clarification Sketch to go deeper into their clarification and intentional exploration

Concurrent Session 4b **Thursday, November 10th (10:15 - 11:30)**

Create a Career Private Practice Business Plan in One Hour

Ronda Ansted

Owner and Career Consultant, Be the Change Solutions

Sheri Mahaney

Owner, New Insights Consulting, LLC

This interactive session is for any career professional who is ready to transition into private practice and wants to build a solid foundation for a successful business that supports the life they want to live. By reflecting on a series of questions on the type of business that they want to create, they will start to develop a one-page business plan that will inform their pricing structure, marketing, and budgeting, all while understanding the elements needed to ensure that their private practice will meet their needs and the needs of their clients. This session will also propel participants to take action on their dreams while fitting into the other obligations they currently have.

Learning Objectives

By the end of the workshop, attendees will learn:

- The common pitfalls of establishing a private practice and how to avoid them
- To identify marketing fundamentals such as their target market, pain points, and marketing channels
- How a one-page business plan can support all aspects of starting a business

Concurrent Session 5: Thursday, November 10th (1:00- 2:15)

Coaching Your Clients Through the Four Rooms of Change

Eileen Snyder

Career Practitioner / Writer / Presenter, Private Practice

The Four Rooms of Change by Claes F. Janssen is a methodology for working with clients that are experiencing a career change. Career practitioners that are versed in Janssen's theory will identify where their clients might be in the cycle of change and move them towards the healthy emotions associated with well-being and productivity. The Four Rooms can be seen as an emotion or state of mind, identified as: contentment, denial, confusion, and renewal. "The hypotheses of the model is that healthy psychological management of change requires individuals to acknowledge and explore experiences and acknowledge the emotions of each room, but also to move on through them in a continual cycle of adjustment." Patricia Hind.

Learning Objectives

By the end of the workshop, attendees will:

- Understand how the methodology of the Four Rooms of Change by Claes Janssen, a diagnostic tool for assessing transitional change
 - Be able to develop strategies that will move their clients through the emotions dictated by each "room" or state of mind
 - Explore how to integrate the methodology into their practice
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Considering OUR Professional Options: Pathways for Us in the Business Sector

Dr. Connie J. Pritchard

Owner, The Pritchard Group

In the global world of labor shortages, employee succession and retention have become a critical concern of businesses. This workshop will outline practices concerning career development functions in businesses as well as opportunities for us as career coaches. Knowledge is power and understanding ways for career professionals in business can help us.

For individuals with little understanding of business, the workshop will provide an excellent introduction for thinking about career development in this sector.

Learning Objectives

By the end of the workshop, attendees will:

- Understand the delivery of career development in the business sector
- Be able to identify key business functions that can benefit from understanding career development
- Be able to describe career related training opportunities in the business sector

About the Concurrent Session Speakers

Ronda Ansted GCDF, CARW

Owner and Career Consultant, Be the Change Solutions

Ronda Ansted, DMgt, MSW, is committed to using career development to transform lives, communities, and the world. For more than 20 years, with a primary focus on international development and social services, Ronda has helped her clients to translate their skills and services into rewarding work and inspired lives. Through her private practice, Be the Change Career Consulting, Ronda works with those dedicated to serving others through support, guidance, and inspiration to increase their effectiveness and career success. She is the creator of My Career Design Studio, launched to increase access to career coaching to people around the world and with limited resources, and the Kickstarting Your Private Practice program, designed to launch career professionals into successful business owners. She is Past President of Maryland Career Development Association. Ronda holds a DMgt from University of Maryland University College, and a MSW from University of Maryland, Baltimore.

Karen Chopra Career Counselor, ChopraCareers

Licensed Professional Counselor, D.C. (LPC), Certified Career Counselor (CCC), National Certified Counselor (NCC)

Karen has been a career counselor in private practice for 20+ years, and one of my specialties is helping clients obtain clarity on their career choices and goals. I developed the Nine Lives exercise and have used it with hundreds of clients and it has never let me down. My other specialty is salary negotiations. I created the Certified Salary Negotiation Specialist (CSNS) credential with the Career Planning Academy and wrote the book Coaching Career Clients on Salary and Other Workplace Negotiations. I have received the MACCA award for Outstanding Professional Contributions in 2021 and the Maryland Career Development Association Outstanding Career Practitioner and Lifetime Achievement awards.

Barry Davis BS, Pastoral Studies – MS, Psychology – ABD, Doctoral student in Leadership

*Career Partners International Certified Talent Consultant – Institute of Personality and Ability Testing, Chicago, IL
Certified Master of Career Services – National Career Development Association
Career Transition Consultant – Career Partners International*

Barry Davis is a Career and Executive Coach with Gift of Self Career Services. For over 30 years he has been helping people live the mantra, "What you do should be who you are." A Ph.D. candidate in Leadership, Barry holds a Master's degree in Clinical Psychology from Millersville University, is an adjunct professor for three universities, and has been designated as a Certified Master of Career Services by the National Career Development Association. An active blogger, he has extensive presentation experience with businesses, universities, and organizations on a wide range of topics, including Creating Luck, The Epiphanies in Errors, Counterfactual Thinking, Personal Branding, A Cartoon Guide to Careers, Reverse Networking, A Slinky Guide to Careers, and In Praise of Being Lost in Career. On a personal note, he is a committed bibliophile (he has well over 200 book reviews on www.goodreads.com) and is an avid runner, having completed 30+ full marathons.

About the Concurrent Session Speakers *(continued)*

Rich Feller, PhD LPC, JCTC

Professor, Counseling and Career Development

Rich Feller, Professor Emeritus of Counseling and Career Development and one of 12 University Distinguished Teaching Scholars at Colorado State University served as NCDA President. A former school, vocational, and admissions counselor, and coordinator of graduate programs in Counseling and Career Development, and the Student Affairs in Higher Education program he taught within the Organizational Performance and Change graduate program. Consultant to NASA, UN, NFL, AARP, Modern Elder Academy, and organizations within all fifty states and on six continents, his publications include three books, 6 film series, and over 125 articles and book chapters. Co-founder of the Who You Are Matters! board game and virtual, and the OnlineStoryteller. He recently led the National Science Foundation's GAUSSI career program, created www.stemcareer.com, and served as Chief Advisor to www.youscience.com. Executive Director of www.careernetwork.org and lead trainer for the Job and Career Development Coach program, he is Pearson's Career Decision Making System co-author and career consultant to Semester at Sea. His international consultations include projects in Sudan, Egypt, Thailand, China, Korea, Japan, Australia, Singapore, India, Saudi Arabia, Canada and Europe.

Anush Hansen *Certified Career Counselor & Licensed Professional Counselor Balanced Card Sorts LPC, CCC*

Anush Hansen is a Licensed Professional Counselor, Certified Career Counselor, and the owner of Kennebunk Career & Wellness Counseling, where she helps clients discover and build careers they love. She is also the owner of Balanced Card Sorts and the creator of the Work-Life Balance Card Sort. Anush holds a master's degree in Mental Health Counseling and a master's in Public Health.

Suja Joseph *Reemployment Program Manager Maryland Department of Labor GCDF*

Suja Joseph currently serves as the Reemployment Program Manager within the Maryland Department of Labor's Division of Workforce Development and Adult Learning, where she oversees statewide reemployment program services. Ms. Joseph earned her bachelor's and master's degree in Biochemistry. She continued her education earning another master's degree in Molecular Microbiology and Immunology from Johns Hopkins Bloomberg School of Public Health. She worked at Ft. Detrick for 6 years as a cancer researcher before discovering her passion for helping people navigate successfully through job losses to rebuild rewarding careers. Ms. Joseph lives in Frederick with her husband and two daughters, ages 13 and 17. Very occasionally she is successful in tempting them to join her in her quest to find interesting new bird families at the park.

Ilana Tolpin Levitt LMHC, LPC, CCC

Career Consultant, Senior Director Organizational Development

Ilana is a nationally recognized career counselor and licensed mental health counselor. She is known for helping and inspiring people; both individuals and in organizations address career questions and organizational and workplace problems. She empowers people to understand their true strengths and personality to make great career decisions and navigate their professional lives. She is the author of 'What's Mom Still Got To Do With It', a self-help career book focusing on how the mother-daughter relationship has impacted women's lives. Ilana is a senior director of Organizational Development at The New School and has a private practice in clinical career counseling. Ilana's mission is to understand where we come from, how family influences the decisions we make, and how to live an authentic, inspired, aligned life accordingly... taking risks and in order to reach personal and professional goals.

About the Concurrent Session Speakers *(continued)*

Karen Litzinger Counselor/Owner, Litzinger Career Consulting

National Certified Counselor, NBCC, # 22364 Certified Career Counselor Pennsylvania Licensed Professional Counselor, PC00853

Karen Litzinger is the author of the recently released, 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 thought to help in coping with emotions. Karen has coached thousands of clients, including twenty years in her own business, Litzinger Career Consulting. She is a Licensed Professional Counselor, Certified Career Counselor, and National Certified Counselor. Karen helps individual clients from high school students to 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 director of a college career services center. Karen also achieved professional status in the National Speakers Association and served as the Pittsburgh Chapter president.

Sheri Mahaney Owner, New Insights Consulting, LLC

NCDA FCD Instructor, Certified Master of Career Services, Strong Interest Inventory Assessment, Certified Career Services Provider (CCSP), Instructor in Strengths-Based Education, National Certified Counselor (NCC), Qualified Administrator of the MBTI Assessment

Sheri Mahaney has worked as a therapist, career counselor, supervisor, staff mentor, group facilitator, teacher, and consultant throughout her career in social services and higher education. Now in private practice, she created New Insights Consulting to provide national certification (NCDA FCD) and private practice tools for those getting into the career coaching field. As a trainer of other career professionals, her emphasis is on seeking out each coach’s strengths and sharing her expert knowledge of human behavior and the impact of personality differences on daily human interactions. She is a Nationally Certified Counselor, a trained NCDA Instructor of the Facilitating Career Development program, a qualified interpreter of the Myers-Briggs assessment, and has teaching certification for the StrengthsQuest assessment. Sheri holds a B.S. degree in Human Development & Family Studies from Cornell University and a Master’s degree in Social Work, occupational social work concentration, from Syracuse University.

Jim Peacock Owner / Principal, Peak-Careers Consulting

Certified Career Service Provider and Global Career Development Facilitator

Jim Peacock is the Principal of Peak-Careers Consulting offering a variety of professional development for career practitioners, from the Facilitating Career Development (FCD) class, online seminars, weekly career emails, monthly interviews, and workshops for career practitioners. He is a Certified Career Services Provider (CCSP) and Global Career Development Facilitator (GCDF). He is a two-time President of Maine-CDA, 2013-2015 & 2003 - 2004. In 2007 he received the NCDA Outstanding Career Practitioner Award. In 2020 he was honored to receive the Ken Hoyt Career Education Practitioner Award from NCDA. In 2020, he was also awarded the Mid-Atlantic Career Counseling Association (MACCA) Professional Contributors award. Author of *A Field Guide for Career Practitioners: Helping Clients Create Their Next Move*. Learn more at <https://peak-careers.com/>

Dr. Connie J. Pritchard Owner, The Pritchard Group

Dr. Constance J. Pritchard is well known for her work in leadership, business consulting, and career development. Representative clients of The Pritchard Group include international and national businesses and agencies in the private and public sectors. The Pritchard Group serves clients in face-to-face consultation and training as well as through her corporate eLearning site. She is a keynoter with businesses and a frequent presenter at professional conferences. She has developed curriculum, served as an associate editor for a publication on the delivery of career services globally, and authored a chapter on Career Assessments in Business for NCDA’s Guide to Career Assessments.

About the Concurrent Session Speakers *(continued)*

Eileen Snyder *Private Practice – Career Practitioner / Writer / Presenter*

CAEL Career and Education Advisor Certificate, Indiana University, 2015 CPP Certified, MBTI, License 409283, 2011 CCE Certified Global Career Development Facilitator, GCDF License 11366-US, 2010

Eileen worked in the corporate world and was a small business owner for ten years. In her early forties, she found her “flow” in higher education at a private college in Philadelphia. She returned to graduate school at forty-six to a program that has been the foundation of all her research and writing. She has presented on emotional systems theory and transitional change at several conferences and webinars for Innovative Educators, (the next webinar is April 12, 2022). Eileen left higher education in 2019 to build a private practice in career coaching and work for a cultural exchange program, (ASSE). Eileen is intent on bringing emotional systems theory to her work in career coaching. “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.”

Jennifer Wegman *Career Counselor & Strategist, The Career Marketing Company*

National Certified Counselor w/ NBCC; Certified Career Counselor and Certified Career Services Provider with NCDA; Nationally Certified Online Profile Expert with National Resume Writers Association

Jennifer Brown Wegman, founder of The Career Marketing Company, is a veteran social media and content marketer turned career services provider who empowers her clients to transform their job searches into career marketing campaigns. By leveraging proven, tangible content and social media marketing strategies, her clients are able to build a personal brand online that taps into the hidden job market and enables them to land their first, next, or dream job with ease. Jennifer holds CCSP and CCC certifications from the NCDA, is a Nationally Certified Online Profile Expert (NCOPE) through the NRWA, and holds an M.A. in Clinical Counseling as well as an MBA from Alvernia University.