



1970 MACCA 2020
Celebrating our past. Embracing the future.



50TH ANNUAL CONFERENCE

NOVEMBER 9 & 10, 2020

Virtual Event

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Welcome to MACCA

PRESIDENT'S WELCOME

Flora Stowe / MACCA President

On behalf of the Middle Atlantic Career Counseling Association's Board of Directors, it is my pleasure to welcome you to our 2020 50th Anniversary Conference - "Celebrating our Past. Embracing the Future." We have a lot to celebrate, we are here, and we are still thriving. Over the past 50 years, MACCA has been consistent in our mission to develop professionals and professionals-in-training from across the career counseling spectrum. Like the "Little Train" with a Big Heart, we continue our Forward Motion fueled by the resources and relationships that have become our organization's mainstay. In reviewing the past, it is not surprising that Career Development Leaders returned to MACCA, calling it home. Fortified by the knowledge gained over the years, we have returned to our varied communities reenergized and ready to apply what we garnered from MACCA's Conferences, Summits, Concurrent Sessions, and highly valued conversations with other professionals. MACCA continues to replenish as perhaps the most diverse community of career professionals throughout the mid-Atlantic region!

The MACCA Board is the engine of the "Little Train." Always the force of the organization, the MACCA Board members have proven themselves phenomenal in a year that tasked them to give even more of themselves. Transitioning to a Virtual platform was no easy feat and staying connected was non-negotiable. Many thanks go out to this committed group of professionals who worked tirelessly throughout the year, resulting in creative programming while maintaining a viable and fiscally sound association. With great pride, I look to MACCA's future, knowing we have Forward Motion.

CO-CHAIRS' WELCOME

Cindy Ernharth & Renee Duquette

Happy 50th Anniversary, MACCA! While this is certainly not the 50th anniversary conference we were envisioning when we volunteered as co-chairs in 2019, we hope that this year's conference will offer all the things that we really love about MACCA: time to connect with colleagues and friends, outstanding professional development, and a lineup of top-notch speakers. We hope you enjoy the event as we "Celebrate our past" and "Embrace the future." Cheers to 50 years!





50th Anniversary Annual Conference Schedule

Monday - November 9, 2020

Time	Session	NBCC Clock Hours
10:30 AM	ZOOM Room Opens	
10:50 AM	Welcoming Remarks	
11:00 AM - 12:30 PM	Opening Keynote Address Josh Davies - "2030: The Evolution of Work" \$25 Gift Card Raffle Prize	1.5
12:30 - 12:55 PM	50 Years of MACCA Trivia / Grab Your Lunch Break	
12:55 - 1:00 PM	Concurrent Session Waiting Rooms Open	
Concurrent Sessions 1 1:00 - 2:15 PM	YOUR Beliefs Go A Long... Way <i>Faith Saunders (McCalla)</i>	1.25
	#MyPandemicJobSearchPlan: A Community-Based Intensive Incubator for Older Workers Unemployed due to the COVID-19 Crisis <i>Janet Glover-Kerkvliet</i>	1.25
2:15 - 2:27 PM	Attendee Open Networking Session	
Concurrent Sessions 2 2:30 - 3:45 PM	How to Play the Interview Game <i>Lynn Berger & Win Sheffield</i>	1.25
	Integrating Foundational Career Development Theories with the Future of Career Counseling: Leveraging Technology to Provide Career Development to All <i>Carla Johnson & Ronda Ansted</i>	1.25
3:50 - 4:10 PM	Laughter Yoga Break	
Concurrent Sessions 3 4:15 - 5:30 PM	The Future is Now - Tips and Techniques for Online Coaching and Training <i>Jim Peacock</i>	NA
	In Praise of Being Lost in Career <i>Barry Davis</i>	1.25
5:30 - 6:30 PM	President's Reception - Celebrating 50 years! Networking & Social Time \$50 Gift Card Raffle Prize One-Night Stay at the Willow Valley Resort	



50th Anniversary Annual Conference Schedule

Tuesday - November 10, 2020

Time	Session	NBCC Clock Hours
8:00 - 8:40 AM	<p>MACCA Meet Ups! <i>Morning coffee with colleagues!</i> <i>Network with those in or interested in Private Practice.</i> <i>New members will join returning members for conversation.</i></p> <p>Raffle Prizes: - Handmade scarf by Connie Egelman - \$100 off a Peak-Careers Seminar - Book: "A Career Guide for Career Practitioners"</p>	
8:40 - 8:45 AM	Concurrent Session Waiting Rooms Open	
Concurrent Sessions 4 8:45 - 10:00 AM	<p>Empowering Students to apply their Career Readiness Competencies <i>Margo J. Sassaman & Calida Barboza</i></p> <p>OR</p> <p>Workplace Bullying: A Guide to Assisting Clients who are Targeted at Work <i>Janet Glover-Kerkvliet & Sonja Pitts</i></p>	1.25
10:05 - 10:15 AM	Stretch Break / Concurrent Session waiting room opens at 10:10	
Concurrent Session 5 10:15 - 11:30 AM	<p>Cultivating Close and Caring Counseling in the Cloud <i>Flore Dorcely</i></p>	1.25
11:35 AM - Noon	Celebrating Our Roots - Lancaster County Trivia / Grab Your Lunch Break	
12:00 - 2:00 PM	<p>MACCA Business Meeting \$25 Gift Card Raffle Prize</p> <p><i>Closing Keynote Address</i> Jason Green - "Embracing Our Past. Celebrating Our Future."</p> <p>Raffle & Closing Remarks \$50 Gift Card Raffle Prize</p>	1.25

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

"50th Annual Virtual Conference Celebrating our Past. Embracing the Future. 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-3550."

Important Note to attendees wanting clock hours: You **must** be at the live virtual conference session to receive clock hours. We cannot give credit for the recorded sessions.

Stay Connected!



Follow us on Twitter @MACCAAssociation & Tag your Tweets #MACCA50



Join our LinkedIn Group: Middle Atlantic Career Counseling Association



Check your email for Conference Evaluations

2020 MACCA Officers & Committee Chairs

PRESIDENT

Flora Stowe
fstowe@middlesexcc.edu

VICE PRESIDENT/PRESIDENT-ELECT

Jessica Campain (appointed October 1)
jessica.campain@maryland.gov
Ron Pleban (through September 30)

IMMEDIATE PAST-PRESIDENT

Linda LeNoir
llenoireumd.edu

TREASURER

Connie Pritchard
doctor@pritchardgroup.com

SECRETARY

Jessica Campain
jessica.campain@maryland.gov

CONFERENCE CO-CHAIRS

Renee Duquette
rduquette@warsawcsd.org

Cindy Ernharth
cernharth@harford.edu

CONTINUING EDUCATION CHAIRS

Rose Howard
Rhoward2003@gmail.com

Anne Scholl-Fielder
aschollfielder@frederick.edu

MARKETING & PUBLICITY CHAIR

Barry Davis
bdavis@giftofself.biz

REGISTRATION CHAIR

Cindy Ernharth
cernharth@harford.edu

MEMBERSHIP CHAIR

Constance Egelman
Constance.Egelman@ncc.edu

NOMINATIONS CHAIR

Nancy Fink
nancy.fink@maryland.gov

MEMBERS-AT-LARGE

PENNSYLVANIA
Jane Nini
Barry Davis

NEW JERSEY
Ilana Tolpin Levitt

WASHINGTON DC
Rose Howard
Lorene Goins

DELAWARE
Kristie Manley

MARYLAND
Nancy Fink

VIRGINIA
Vacant

NEW YORK
Debra Laks

*Please reach out to an Officer or
Conference Chair for more information
about joining the MACCA Board!*

Congratulations to the 2019 MACCA Award Recipients

Professional Contributions: *Nancy Fink*
Goodwill Ambassador: *Linda LeNoir*
Member of the Year: *Ronald Pleban*
Life-Time Member: *Cindy Ernharth*
Ross Narghang Award: *Linda LeNoir*

Thank you for your valuable contributions to MACCA and the field of career development! Please join us at the President's Reception on Monday at 5:30 pm to celebrate the announcement of our 2020 Lifetime Award Recipients! The remaining awards will be presented during the Business Meeting on Tuesday morning.

Keynote Sessions

2030: THE EVOLUTION OF WORK

Josh Davies *Chief Executive Officer, The Center for Work Ethic Development*

The modern workplace is constantly evolving and changing, with some jobs going away and others being created. But the pace of change has never been faster. As MACCA celebrates its 50th anniversary, it is important to both see where we have been, and look to the future. In the next 10 years, there will be major societal changes and trends that will fundamentally change the labor market. Rather than sit back and hope, now is the time to prepare for the coming reality of 2030. We need to be assessing the changing workplace environment and in our own program planning. There will still be jobs, but they will require a different set of skills and abilities. Learn how to develop the skills that will make you and your job seekers relevant today and in the future. The changes to our labor market not only will have impacts on our social fabric and mores, but have significant social justice implications as well. We need to prepare today for an uncertain tomorrow!

Learning Objectives

By the end of the workshop, attendees will learn:

- The impact of 30-year waves on the American labor market and education systems
- The factors that are driving the 2030 wave
- The impact of automation and AI on both societal subgroups and the workplace environment
- Strategies for developing the skills for the future

MACCA Virtual Conference - **Main Room**

Zoom Link: <https://us02web.zoom.us/j/81425754291>

Passcode: MACCA50

EMBRACING OUR PAST. CELEBRATING OUR FUTURE.

Jason Green *Co-Founder, SVP & General Counsel, SkillSmart*

Even in a time of certainty it's hard to predict the future. The uncertainty of today makes that almost impossible. But there is one thing of which we can all be certain -- that in a post-COVID world people are going to need jobs and will rely on career development specialists more than ever. A review of the basics, and how we got to this point, will provide some clarity as to the things that may be most useful in moving our populations forward toward employment and economic opportunity.

Learning Objectives

Attendees will be able to apply the concepts covered to:

- Increase meaningful engagement with employers regarding the skills and pre-requisites specific jobs require.
- Appreciate access of proximate and particular training and development courses.
- Recognize how career development can be part of a broader smart cities ecosystem that allows for dynamic information exchange.
- Evaluate new technologies and analytical methods in the career development field.

MACCA Virtual Conference - **Main Room**

Zoom Link: <https://us02web.zoom.us/j/86083262159>

Passcode: MACCA50

About our Keynote Speakers



Josh Davies is passionate about helping others make a difference in their lives, jobs, and community. Through his work as a speaker and trainer, he has engaged and encouraged professionals across North America, the Middle East, and Asia. His engaging and connecting speaking style combined with relevant content make him an in-demand speaker, giving more than 75 keynote presentations and workshops to education, workforce, and corporate events annually. For the 2008 Democratic National Convention, Josh led the training for all 10,000 volunteers and more than 4,000 local service professionals for the event. Training Magazine named him as one of the top 10 trainers under 40 in America and the Denver Business Journal tapped him as one of Denver's 40 Under 40.



Jason Green is a MD-based attorney, entrepreneur and thought leader on economic opportunity and the future of work. In 2013, Green co-founded SkillSmart, an award-winning enterprise that empowers communities by providing the skills-based ecosystem to connect employers, job seekers and education providers. In addition to his co-founder responsibilities, Green is Senior Vice President & General Counsel, leading external engagement, business development, communications, risk mitigation and government relations.

Before founding SkillSmart, Jason held several positions in local and federal government, most recently serving as Associate Counsel to President Barack Obama, advising the president and senior staff on legal, economic and domestic policy matters. His exposure to local and national unemployment rates, policy responses and the effects on the economy inspired the SkillSmart platform.

Prior to his time at the White House, Jason served as the National Voter Registration Director for the Obama Campaign during the 2008 general election, introducing technology to the world of voter registration, overseeing the novel 50-state Vote for Change campaign, engaging more than two million new registrants, and shepherding the national communications and marketing strategy regarding voter registration. Green also held several leadership positions in six states throughout the 2008 primary election and caucus season. Before joining Team Obama, Jason ran local and state-wide field operations for several political campaigns.

The son of a preacher and a teacher, Jason learned the importance of community and community-building at an early age. Driven by a desire to help people recognize their potential and achieve their purpose, Jason serves on a number of boards and commissions, including the Maryland Remembrance and Reconciliation Commission. Recently Jason completed his first documentary entitled Finding Fellowship - a story of hope about the unlikely merger of three racially-segregated churches in the divided 1960s. Green is a frequent contributor on Bloomberg News discussing workforce trends, politics and the economy, and his TEDx talk on workforce development systems has nearly 40,000 views. Jason is a graduate of Washington University in St. Louis and earned a law degree from Yale Law School.

Concurrent Sessions: Monday, November 9th (1:00 – 2:15)

Your Beliefs Go A Long...Way

Faith Saunders (McCalla) * Rehabilitation Counselors * DISCOVER A NEW FUTURE

Self-awareness, also known as self-knowledge or introspection, is the ability to see oneself clearly and objectively through reflection and introspection. Not only is self-awareness critical for our clients to succeed but, it is also necessary for us to grow professionally and personally. This interactive workshop will focus on the importance of self-awareness for you, the helping professional, as regards to your beliefs (many of which are subconscious) and how they impact your daily interactions both at work and in your personal lives.

Learning Objectives

By the end of the workshop, attendees will learn:

- Describe what self-awareness is and identify why it is necessary for their professional growth and effectiveness.
- Describe the relationship between self-awareness, self-leadership and self - assessment .
- Apply several tools and strategies to help them self-evaluate so that they can become more self-aware and build their self-leadership skills.

MACCA Virtual Conference - **Lancaster Room**

Zoom Link: <https://us02web.zoom.us/j/86820544440>

Passcode: MACCA50

#MyPandemicJobSearchPlan: A Community-Based Intensive Incubator for Older Workers Unemployed due to the COVID-19 Crisis

Janet Glover-Kerkvliet * Director * Baltimore Job Hunters Support Group

The recent pandemic caused millions of layoffs and high unemployment rates. Workers who are not re-employed after 6 months are increasingly less likely to find jobs. Research demonstrates that job club participation increases the odds of obtaining gainful work. A local job club assisted unemployed workers via TEAMWORKS, an intensive incubator program. The TEAMWORKS curriculum teaches participants to Re-Charge, Re-Design, and Re-Build their life/career paths. The presenter will discuss learnings from the first cohort and implications for workforce development programs.

Learning Objectives

- Attendees will learn about a model of assisting older long term unemployed workers that address social, emotional, psychological issues that accompany job loss.
- Attendees will be able to articulate how various social, economic, and cultural contexts influences job searching and employment.
- Attendees will be able to identify the effects of having multiple generations in today's workplace.

MACCA Virtual Conference - **Dutch Room**

Zoom Link: <https://us02web.zoom.us/j/84407140956>

Passcode: MACCA50

Concurrent Sessions: Monday, November 9th (2:30 – 3:45)

How to Play the Interview Game

Lynn Berger * Career Counselor & Coach * Private Practice &
Win Sheffield * Career Coach * Private Practice

Interviews are a prerequisite to landing any job and as a result are a source of stress and anxiety. Some of that is inevitable, but much of what we put ourselves through and the ways in which we often prepare are counterproductive and undermine our performance. The fact is that interviewing is not what it seems and by taking a step back to put the process in perspective greatly increases our chances for success. Recognizing that the interview process is part of your career growth and development can also bring you more understanding, a clearer mind-set and less stress to the interviewing process. Seeing interviewing as a game and learning how to play it helps eliminate much of the pressure we feel when we approach the process as a straight exchange of facts. In addition, in learning to play the game, playing it well can provide satisfaction and even fun. Join career coaches Lynn Berger and Win Sheffield in an interactive workshop to learn how clients can approach interviewing more easily.

Learning Objectives

- Learn different ways to support their clients to perform better in interviews by successfully playing the interview game.
- Recognize and learn to support their clients to leverage their power in the interview.
- Shift clients' interview prep to demonstrating value instead of preparing for the worst.
- Reinforce these objectives by viewing and participating in role-plays demonstrating effective and ineffective interviewing.

MACCA Virtual Conference - **Lancaster Room**

Zoom Link: <https://us02web.zoom.us/j/86820544440>

Passcode: MACCA50

Integrating Foundational Career Development Theories with the Future of Career Counseling: Leveraging Technology to Provide Career Development to All

Carla Johnson * Student Success Counselor * College of DuPage &
Ronda Ansted * Founder of Be the Change Solutions & Career Consultant

The fundamentals of career development, while adapting to a changing society, are still incredibly relevant. Finding sustainable career success requires a match of interests, strengths, skills, life goals, and personality. However, guiding people through the career development process and motivating them to stay engaged when encountering obstacles is a perpetual challenge. Career counseling has been primarily limited to one-on-one interactions, which are difficult to scale in a large university or company, or workshops, which lack the individual touch. This is where technology comes in. Strategically leveraging online tools allows for equitable access to career guidance. A pilot at the College of DuPage examined how technology could enhance students' abilities to make sound decisions about their future.

Learning Objectives

- Strategies to provide opportunity equity in the career search process
- The reasoning behind a technological approach
- The structure of the pilot project
- The results of the pilot
- Take-aways for colleges looking to improve access for students

MACCA Virtual Conference - **Dutch Room**

Zoom Link: <https://us02web.zoom.us/j/84407140956>

Passcode: MACCA50

Concurrent Sessions: Monday, November 9th (4:15 – 5:30)

In Praise of Being Lost in Career

Barry Davis * Career/Executive Coach and Professor * Gift of Self Career Services, LLC

“Not all those who wander are lost.” – J.R.R. Tolkien. Many have been here, lost in the maze of career options before them. Even career counselors can have this experience, meandering in their so-called career paths for years until discovering their calling. Why do so many live-in perpetual “Hump Days?” Is there a way to avoid such frustrations? What should we, or our clients and students, do to address the seemingly universal angst that accompanies poor career choices? Attend this practical workshop to address these questions and understand the opportunities that exist in these vocational missteps.

Learning Objectives

- Understand the insights in realizing “lostness”.
- Identify the opportunities present in career “wandering”.
- Review a list of key books to engage in finding the way out of the “career forest”.

MACCA Virtual Conference - **Dutch Room**

Zoom Link: <https://us02web.zoom.us/j/84407140956>

Passcode: MACCA50

The Future is Now – Tips and Techniques for Online Coaching and Training

Jim Peacock * Owner / Principal * Peak-Careers Consulting

Technology is changing all the time and our clients / students are more comfortable online than ever. But you still cannot assume they know how to use the tool you have chosen or are comfortable using it for coaching sessions or training online. This session will look at multiple Learning Management System (LMS) tools, tips on how to orient people to using them, how to keep them engaged in the online environment, and tips on coaching using zoom, Skype, or other synchronous platforms.

Learning Objectives

- Describe at least two online learning management system (LMS) available for online learning.
- Define multiple ways to prepare people to get comfortable using an LMS.
- List at least 3 ways to make sure clients/students are engaged in the LMS.
- Describe 5 things you can to prepare / orient people to whatever platform you are using.

MACCA Virtual Conference - **Lancaster Room**

Zoom Link: <https://us02web.zoom.us/j/86820544440>

Passcode: MACCA50

Concurrent Sessions: Tuesday, November 10th (8:45 – 10:00)

Empowering Students to apply their Career Readiness Competencies

Margo J Sassaman * Associate Director, Career Management * Millersville University &
Calida Barboza * Assistant Professor, Digital Innovation Librarian * Millersville University

The Office of Experiential Learning and Career Management and the Library's Digital Innovation Librarian successfully collaborated in creating an interactive workshop designed to introduce students to the National Association of Colleges and Employers Career Readiness Competencies. Participate in this interactive session designed to simulate how students learn how to assess their career readiness and communicate their competencies to prospective employers through their resume. Learn the advantages of collaborating with the Library staff.

Learning Objectives

- Attendees will be exposed to successful collaborations across the discipline and learn the benefits of partnering with library and instructional design staff.
- Attendees will learn how an interactive programs help students to practically apply their experiences to the NACE Career Competencies.
- Attendees will learn how students developed targeted job search materials through the utilization of the NACE competencies.

MACCA Virtual Conference - **Lancaster Room**

Zoom Link: <https://us02web.zoom.us/j/88044965697>

Passcode: MACCA50

Workplace Bullying: A Guide to Assisting Clients who are Targeted at Work

Janet Glover-Kerkvliet * Director * Baltimore Job Hunters Support Group &
Sonja Pitts * Owner and Founder * SOSolutions

According to the Workplace Bullying Institute, 60+ million Americans have experienced, observed or been affected by repeated, health-harming, mistreatment of one or more persons by one or more perpetrators on the job. Workplace bullying is abusive conduct that is threatening, humiliating, and/or intimidating. Most workplace bullying is not considered illegal and therefore cannot be prosecuted. Participants will learn about what counselors can do if a client is experiencing bullying in the workplace. Participants will learn about the upcoming formation of the Maryland Healthy Workplace/Freedom from Bullying Working Group (MHW/FBWG), which will promote the professional development of mental health professionals in expanding their ability to assist people experiencing abuse at work and uphold the honor and respect for human dignity that all workers deserve.

Learning Objectives

- Attendees will learn the definition of workplace bullying and be able to distinguish between bullying, harassment, and being in a hostile environment.
- Attendees will understand the social, emotional, and psychological trauma that results from bullying.
- Attendees will review free assessments tools available for use with clients when workplace bullying is suspected.
- Attendees will learn about best practices in assisting bullied targets.
- Attendees will review the status of national and state anti-bullying laws and policies.

MACCA Virtual Conference - **Dutch Room**

Zoom Link: <https://us02web.zoom.us/j/82602474351>

Passcode: MACCA50

Concurrent Sessions: Tuesday, November 10th (10:15 – 11:30)

Cultivating Close and Caring Counseling in the Cloud

Flore Dorcely-Mohr * Senior Director * Career Services, Berkeley College

How do you cultivate a close counseling relationship in a virtual environment? What can practitioners do to foster engagement? How can we address unconscious bias in the process? In what ways can you measure “good results”? If so, how can you evaluate progress? These are some of the questions Flore Dorcely-Mohr used to hear all the time when she first started working online. Since the COVID19 Pandemic hit and everyone was forced online, answers to these questions are more compelling than ever. Join her as she shares what she has learned and best practices compiled from over 10 years of working remotely with students and graduates from entry-level to executive.

Learning Objectives

- Learn to identify critical components to creating close and caring counseling in the cloud.
- Understand how to foster engagement and evaluate progress within the counseling relationship.
- Explore best practices in online career services including addressing unconscious bias.
- Learn how to evaluate good progress and ways to assess good results.

MACCA Virtual Conference - **Main Room**

Zoom Link: <https://us02web.zoom.us/j/86083262159>

Passcode: MACCA50

Misc. Zoom Links

Monday, November 9th

The following sessions will be held in the **Main Room** using the link below:

- Welcome Remarks
- 50 Years of MACCA Trivia
- Attendee Open Networking Session
- Laughter Yoga Break
- President’s Reception – Celebrating 50 years!

MACCA Virtual Conference - **Main Room**

Zoom Link: <https://us02web.zoom.us/j/81425754291>

Passcode: MACCA50

Tuesday, November 10th

The following sessions will be held in the **Main Room** using the link below:

- MACCA Meet Ups
- Celebrating Our Roots – Lancaster County Trivia
- MACCA Business Meeting
- Closing Remarks

MACCA Virtual Conference - **Main Room**

Zoom Link: <https://us02web.zoom.us/j/86083262159>

Passcode: MACCA50

About the Concurrent Session Speakers

Ronda Ansted

Based on my experience and research on international development NGOs and social enterprises, I am committed to using career coaching to transform lives, communities, and the world. For more than 20 years, with a primary focus on international development and social services, I have worked with hundreds of people, helping them to translate their skills into rewarding and meaningful work. My main focus is to help those who want to make a difference design a career path that leads to maximum impact as well as a balanced and healthy life. I am also the creator of My Career Design Studio, an online coaching program designed to support under-resourced communities and individuals with career coaching best practices.

Calida Barboza

Calida Barboza is an Assistant Professor and the Digital Innovation Librarian at Millersville University of Pennsylvania. She began her academic library career at King's College (Wilkes-Barre, PA), serving first as an Instruction & Reference Librarian, then as the Electronic Resources & Systems Librarian. To build her skill set, she accepted the Electronic Resources Librarian position at Ithaca College. In that role she oversaw the digitization of student theses and designed a workflow to facilitate born-digital submissions. Calida then moved on to an Electronic Resources Librarian position at Vanderbilt University. Calida worked at Harrisburg University of Science and Technology as the Assistant Resources Librarian.

Lynn Berger

Lynn Berger is a Career Counselor and Coach specializing in helping people make the most of their lives and feel fulfilled. Her past experience includes working in the Human Resource and Consulting fields. She is a Licensed Mental Health Counselor, National Certified Counselor, and Certified Career Counselor. Lynn has been a Career Counselor and Executive Coach in private practice in New York City for over 20 years. She is the external Career Coach for Yale University and the University of Pennsylvania. Ms. Berger has appeared as a guest expert on radio and television shows across the country and has been featured in such publications as The Wall Street Journal, the Washington Post, The New York Times, Newsday, Huffington Post, Businessweek.com, Monster.com, etc. She authored the book, "The Savvy Part-Time Professional- How To Land, Create Or Negotiate The Part-Time Job Of Your Dreams". Additional information about Lynn is available at www.lynnberger.com.

Barry Davis

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 PhD student in Leadership, Barry holds a Master's degree in Clinical Psychology from Millersville University, is an adjunct professor for two 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, and Reverse Networking. On a personal note, he is a committed bibliophile (he has well over 200 book reviews on www.goodreads.com) and has completed 30+ full marathons.

About the Concurrent Session Speakers *(continued)*

Flore Dorcely-Mohr

Flore Dorcely-Mohr was born in Port-Au-Prince, Haiti and moved to join her parents in NJ at 4 years old. Neither her mom nor her dad have ever completed high school, but always valued hard work and getting a good education. As a 1st generation immigrant, Flore is particularly interested in supporting this particular population in achieving career success. Today, she is the Senior Director of Career Services at Berkeley College for the Online and Paramus campus team, joining the institution in April 2014. Prior to working at Berkeley, she was the Assistant Director of Internships and Federal Community Service Programs at Drew University where she also earned her BA in Sociology. Flore earned her Masters from Montclair State University. She has approximately 15 years of higher education experience, 10 in online environments, at small to midsized, private institutions. And she enjoys presenting for various professional development groups.

Janet Glover-Kerkvliet

Janet Glover-Kerkvliet is a career counselor and psychotherapist. Ms. Glover-Kerkvliet has experience counseling clients dealing with depression, anxiety, bipolar disorder, co-occurring disorders, relationship, and life/career issues. She facilitates counseling groups and workshops designed to assist people with employment barriers, racial microaggressions, workplace bullying, and other issues. She is a Baltimore Corps Elevation Awardee, a Johns Hopkins Social Innovation Lab cohort member, and a 2019-21 Open Society Institute Baltimore Community Fellow for her work as director of the Baltimore Job Hunters Support Group. Ms. Glover -Kerkvliet received an American Counseling Association Foundation (ACAF) Grant, the National Board for Certified Counselors Tuition Award for Board Certified Coach Training, and the OnLifeTools Tuition Scholarship for Holistic Narrative Career Professional training. She is an Affiliate Trainer for the Workplace Bullying Institute. Ms. Glover-Kerkvliet is the former program director of the Family Employment and Support Program at the Circuit Court for Baltimore County and GenesisJobs.

Carla Johnson

I serve as a Student Development professional with a strong commitment to provide excellent service in all aspects of my work. My experience utilizing a holistic approach to the academic, career and personal development of students has demonstrated great results over the years. My passions include:

- Clarifying pathways for students to attain educational success and career satisfaction
- Helping people recognize their unique design and view themselves in a positive light
- Guiding those seeking to develop an action plan to reach their potential
- Supporting individuals as they overcome challenges
- Empowering others to succeed

My signature themes are Strategic, Responsibility, Arranger, Includer, Communication

Jim Peacock

Jim Peacock is the Principal of Peak-Careers Consulting offering the Facilitating Career Development (FCD) class since 2001, online seminars, and F2F 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. Author of A Field Guide for Career Practitioners: Helping Clients Create Their Next Move.

About the Concurrent Session Speakers *(continued)*

Sonja Pitts

Sonja Pitts is a Workplace Culture Consultant and Resilience Expert, empowering managers, teams and employees to improve their workplace perception for different thinking, understanding and better results. After working in human resources, IT and program management for more than 25 years. Sonja founded SoSolutions Consulting, LLC to develop and deliver programs in workplace bullying, unconscious bias, organizational culture engagement, diversity and inclusions leadership. She is the self-professed case study of how resilience, with faith and support, can exceed expectations and limitations. Sonja holds a B.S. in Information Systems Management from the University of Maryland. She is a certified Workplace Bullying Trainer by the Workplace Bullying Institute. Her personal experiences with workplace bullying and harassment have made her passionate about helping others understand the epidemic and its societal detriment.

Margo Sassaman

Margo Sassaman, Associate Director of Career Management for Experiential Learning and Career Management. Margo has worked in higher education for over 30 years in both private and public institutions. Ms. Sassaman started her work at Millersville University (MU) in 1993 working in various roles in the career services area where she has specialized in working with students who are undecided about their major/career; working with students/alumni to implement their short and long term career goals; and working to create and present various workshops and programs that are related to career development.

Faith Saunders

Faith Saunders' career has allowed her to work in various capacities with many different groups in the for-profit, not-for-profit and government arenas. She has been a trainer for over 20+ years. She started her career at the University of Medicine and Dentistry of New Jersey (UMDNJ), now Rutgers University, where she worked for over 12 years overseeing and developing various programs. She left Rutgers University to implement and develop a New Jersey State-funded Employment Institute - Career Connection Employment Resource Institute (CCERI) at the Mental Health Association in New Jersey (MHANJ). She served as director of CCERI for fourteen years - providing training and technical assistance to over 150 organizations in 10 New Jersey counties on mental health and employment-related issues. In 2014, she founded Discover A New Future, LLC - a professional development/leadership training and consulting company that works with various organizations throughout the United States.

Win Sheffield

In addition to an M.B.A. from Boston University, an undergraduate degree from Kenyon College, Win certified as a career coach through the Five O'Clock Club, and has studied Myers-Briggs and counseling. His previous career in strategy development and implementation at Citibank, J.P. Morgan and PricewaterhouseCoopers and his own transitions provide a strong foundation for his work with clients. Win's microcasts (www.WinSheffield.com) and workshops span career topics from figuring out what's next to salary negotiation, to sustaining moral. He has spoken and taught career courses at the New York Public Library, churches and industry and alumni groups in New York, Silicon Valley and London.

MACCA Election 2020-2021 Information

MACCA NEEDS YOU! Today, as we Celebrate Our Past - 50 Years of MACCA - Strong! We look to you, our career counseling colleagues, to assist us as we Embrace the Future!

We are seeking talented individuals, conference attendees as well as MACCA members, to join the 2021 MACCA team. As a member of the MACCA Board you contribute YOUR VOICE in our work with career services professionals that span a variety of industries. Prior experience with MACCA is not a requirement - but interest and dedication to contribute to our vision is a must. Perhaps you have talents developed through participation in other associations or through your work. Or maybe you are interested in enhancing a skill set. Your participation to lead or co-lead a Committee is needed.

Among the volunteer roles we are seeking assistance are:

Cabinet Leadership Team:

Vice President/President-elect

Treasurer/Co-Treasurer

Members at Large from DE, MD, NJ, VA

Committee growth opportunities as a Chair or Member of a Committee:

Registration - Develops and manages a database of MACCA members and event attendees. Collaborates with Treasurer and Conference chairs in proposing membership dues and registration fees.

Membership - Encourages eligible persons to become members of MACCA, collaborates with the Registration Chair in maintaining an up-to-date database. Edits and distributes the New Member Packet and welcomes new members.

Publicity & Marketing - Provides oversight of the marketing plan by working with other Committees to update, identify, create, and coordinate publicity to members and targeted constituents. Coordinates the shared maintenance of a marketing list. Collaboration may include: Technology (website updates, blogs, promotion of events, and social media); Registration (events); Professional Certification; and Annual Conference.

Evaluation - Develops, promotes awareness of, and distributes online evaluation surveys. Completes conference summary report. Occasionally conduct other surveys.

Technology - Coordinates all activities related to the online presence of MACCA including website updates and branding, compliance, and maintenance. Works closely with Publicity & Marketing, Membership, Professional Certification, and Conference committees.

Awards - Identifies potential MACCA members as recipients for annual awards by maintaining communication with the President and others who may nominate members for recognition.

MACCA Matters - Writes, edits, and coordinates all activities related to publishing and distributing the Association's e-newsletter at least twice each year.

Now is the time to consider joining the MACCA Board: no travel required for Board meetings...No travel time. No travel costs. Contribute to MACCA in the safety of your own home environment. Please contact a current Board member if you are interested in joining this hardworking team!