**2015 Institute for Leadership Training**

**Wednesday, July 22nd, 2015**

**General Session**

8:30 am. – 10:30 a.m

***Opening Keynote***

**Accelerating Leadership Development:**

**Innovative Talent Solutions for a Changing Workforce**

**Presenter:** Dr. David DeLong

**Purpose:** To provide actionable, practical solutions for filling the looming leadership gaps caused by an aging workforce and the “time famine” that has become pervasive in a technology-centered world.

**Program Description:** With more and more Baby Boomer leaders approaching retirement, the leadership pipeline in many organizations has become dangerously thin. But too many executives are not preparing for this leadership deficit. Topics covered will include:

* How to identify and retain high-potential candidates
* Five keys to accelerating leadership development
* Minimizing the risks of lost knowledge in leadership transitions
* How to create more sustainable leadership roles

*Dr. David DeLong is a leading authority on practical solutions for the talent management challenges facing leaders today. President of Smart Workforce Strategies, David is also a research fellow at the MIT AgeLab and has been an adjunct professor at Babson College where he teaches “Leading & Managing Organizational Change.”*

*He is co-author of* ***The Executive Guide to High-Impact Talent Management*** *(McGraw-Hill), and author of the widely praised book* ***Lost Knowledge: Confronting the Threat of an Aging Workforce*** *(Oxford University Press).*

**Leadership Content Sessions I**

Wednesday, July 22, 2015 1:00 p.m. – 2:15 p.m.

***1–A Room: Washington A***

***Inspiration – In Five***

**Presenters:** Representatives from American Counseling Association of Missouri; Ohio Counseling Association; ACA-NY; Connecticut Counseling Association; Florida Counseling Association; Louisiana Counseling Association; Idaho Counseling Association, and Colorado Counseling Association.

**Facilitator:** Holly Clubb, ACA Director of Leadership Services

Representatives from the 2015 Branch Award winners will present their award winning innovative practice or leadership development projects. Join us for a series of fun, fast and focused five-minute presentations that are sure to inspire.

**Track:** Fundamentals of Leadership

***1–B Room: Potomac 6***

***Business of Meetings: Tips for a Successful Meeting***

**Presenter:** Robin Hayes, ACA Senior Director of Conference Planning and Professional Education

Competition and demands for time and resources continue to pull potential meeting attendees in many directions.  You will be provided with some practical ideas to freshen your meeting, and take it to the next level.  Finding the ideal location can also be challenging, along with negotiating hotel and supplier contracts.  Once you’ve found the right location and have the contracts in place, what’s next?  We will provide some tips on marketing your meeting, timelines, sample contracts and much more!  Samples will be provided.

**Track:** Fundamentals of Leadership

***1–C Room: Washington B***

***Grassroots Advocacy 101***

**Presenter:**  Dillon Harp, ACA Grassroots Organizer

This session will explain why grassroots advocacy is so essential to achieving policy objectives at various levels of government.  Attendees will get a crash course in civic engagement, ranging from getting involved in efforts to effectuate political/policy changes to simply sending an email to an elected official.  We will share key tips in making grassroots contacts count, how to get organized and how to recruit volunteers to help in grassroots efforts.

**Track:** Public Policy/Advocacy

**General Session**

Wednesday, July 22, 2015 2:30 p.m. – 4:00 p.m.

**Regency Ballroom A&B**

***Day on the Hill – Lobbying Visit Issue Review and Preparation***

**Presenter:**  Art Terrazas, ACA Director of Government Affairs

This plenary session will prepare attendees to talk with their Members of Congress on Thursday regarding ACA’s major federal policy initiatives. The focus of this session will be on reviewing logistics for the day’s meetings, issue background, and discussion of questions and issues likely to be raised by congressional staff.

**Track:** Public Policy/Advocacy

**Thursday, July 23rd, 2015**

**Day on the Hill**

**7:30 a.m. – 8:30 a.m. Breakfast – Room: Regency Ballroom A&B**

**8:00 a.m. – 8:30 a.m. Final Briefing and Q and A for Hill visits**

**8:45 a.m. Buses depart for Capitol Hill**

**9:15 a.m. – 9:45 a.m. Group Photo**

**10:00 a.m. – 11:30 p.m. Conduct Senate visits**

**12:00 – 1:30 p.m. Lunch/Debriefing – Location: Rayburn Building, Room B339**

**1:30 p.m. – 2:45 p.m. Conduct House visits**

**3:00 p.m. Buses depart for Hyatt Hotel**

**3:00 p.m. Free Time**

**Friday, July 24th, 2015**

**General Session**

Friday, July 24, 2015 8:30 a.m. – 10:30 a.m.

**Regency Ballroom A&B**

***Exemplary Practice Idea Exchange***

***Session 1:*** ***Let’s Talk About Growing a Non-Profit Business: Where to Invest, Time, Energy, and Money***

**Presenter:** Sean Boyd, MA, LPC, Executive Director, Colorado Counseling Association

Learn how the Colorado Counseling Association led itself using $15,000, a strategic plan, communication vehicles, and vision to transition from a volunteer run term-by-term association to a legitimate business with 1,250 members, 1,000 conference attendees, and the funds needed to support a successful future.

***Session 2:*** ***A Framework for Mentoring Within and Across the ACA Structure***

**Presenters:** Kate Williams, Secretary/Treasurer of ACA-SR, Ad Hoc member of the ACA Branch Development Committee, and Past President of the Florida Counseling Association

Victoria Kress, Ph.D., LPCC-S (OH), NCC, Chair, Branch Development Committee, Chair-elect, Midwest Region, and Past President of the Ohio Counseling Association

This presentation will provide leaders with a framework for mentoring within and across the ACA structure. The presenters will provide attendees with a handbook of resources to begin or improve a mentoring program within their section of the ACA structure whether that be a branch, region, division, or committee. The handbook will include templates for a mentor/mentee agreement, mentor/mentee applications, a list of discussion questions for their relationship building, tips on establishing a mentoring plan, and mentoring and leadership resources.

***Session 3:*** ***Graduate Students: Opportunity, Preparation, Development, and Mentoring***

**Presenter:** Vincent Dwayne Hinton, President, Alabama Counseling Association

This session will focus on our involvement, preparation, and mentorship of our graduate students and universities across the state. Participants will walk away with creative ideas to engage graduate students as well as the steps to develop a poster session for students at their annual conference.

***Session 4:*** ***Growing Counseling in a Rural State Full of Diversity***

**Presenters:** Stacey Meehl, President Elect, North Dakota Counseling Association

Jean Baird, President, North Dakota Counseling Association

North Dakota is a state full of diversity from the people to the landscape to economics. With the vast diversity, the North Dakota Counseling Association has been able to create a strong connection among so many different counselors to create a strong statewide association that continues to grow in membership and diversity. The NDCA has created a strong electronic presence to bridge the physical landscape of North Dakota while still finding a way to keep the personal connection.

**Leadership Content Sessions II**

Friday, July 24, 2015 10:45 a.m. – 12:00 p.m.

***2–A Room: Potomac 4***

***Hot Button Legal and Risk Management Issues for Counselor Educators and Supervisors***

**Presenter:** Anne Marie "Nancy" Wheeler, J.D.

Based on her experience running the ACA Risk Management Service, Nancy Wheeler will help prepare counselor educators and supervisors address the myriad of questions posed to them by the next generation of counselors. The format will utilize questions that students and supervisees may ask (as well as some generated by the educators and supervisors), and help the audience work through appropriate answers to those questions. The questions will include (among others):  What do I do when one divorced parent wants counseling for the child but the other parent firmly disagrees? Do I have any obligations to my clients when I've lost my cell phone that contains their names and phone numbers?  Is it OK to discuss the fees I plan to charge with other counselors? If I'm the Clinical Director of a mental health program, do I have special insurance needs? Can I inform clients at the outset that I will not appear as a witness in court? Relevant legal and ethics principles will be highlighted.

**Track:** Counseling Issues

***2-B Room: Washington B***

***Keeping up with the Counseling Profession: Current Issues on the National and State Level***

**Presenters:** David Kaplan, Ph.D., ACA Chief Professional Officer and Art Terrazas, ACA Director of Government Affairs

The counseling profession has made many advancements in the past few years including the coalescence of professional identity and new employment opportunities. An unintended consequence is that counselors who do not meet new requirements can feel left behind. ACA's Chief Professional Officer and Director of Government Affairs will discuss national efforts to both advance the profession and not leave any counselor behind. This will include such issues as educational requirements, licensing standards and current legislative efforts.

**Track:** Counseling Issues

***2-C Room: Washington A***

***Strategies for Growing Association Leaders***

**Presenter:** Victoria Kress Ph.D., LPCC-S (OH), NCC, Chair, Branch Development Committee, Chair-elect for the Midwest Region, and Past President of the Ohio Counseling Association

In this session, attendees will learn about initiatives that can help identify and encourage the development of volunteer association leaders.  Branch and division leaders will share their associations' leadership development initiatives, and attendees will have an opportunity to interact with presenters and ask questions in a small group format. Various initiatives (e.g., leadership institutes, emerging leader programs) will be discussed, and presenters will share their association's experience with implementing such programs.

**Track:** Fundamentals of Leadership

***2-D Room: Potomac 6***

***Counseling Issues in our States***

**Presenter**: Kelly Nickel, ACA State Legislative Representative

Many of the most important policy issues facing professional counselors are decided at the state level. This session will give state counseling leaders a chance to learn from each other about current state level policy issues facing their colleagues—some of which may be coming to their state soon—and strategies and tactics used in responding to these issues. The session will also give state counseling leaders an opportunity to ask for advice, feedback, or support on state policy issues they’re working on.

**Track:** Public Policy/Advocacy

**Leadership Content Sessions III**

Friday, July 24, 2015 1:00 p.m. - 2:15 p.m.

***3-A Room: Washington B***

***Mentoring Professional Women in Counseling: One Path toward Leadership***

**Presenter:** Catherine Roland, ACA President-elect

Gender differences play an important part in our development as professional counselors and counselor educators. Women may have different mentoring needs, based on those gender differences that also incorporate societal prejudices. Often, mentoring women presents complicated challenges, involving multiple levels of care – personal, professional, and educational/career. Within a relational framework, strategies for professional women to gain self-confidence, stature, career and personal success, and ultimately, meaningful leadership experiences will be discussed.

Relational mentoring can be a powerful tool to assist professional women to reach their goals, whether the goals are to balance a successful career with a rewarding personal life, attaining the highest rank or position they desire, or continuing the rise to regional and/or national leadership. This workshop will highlight the unique factors within each level of mentoring women, beginning with choosing a mentor, and then in early, mid-level, and senior clinical or academic positions. The path toward leadership is often rocky and illusive – and always worthwhile. Let’s talk about it, together.

Track: Fundamentals of Leadership

***3-B Room: Washington A***

***Member Engagement is More Than Just a Buzzword!***

**Presenter:** Denise R. Brown, Senior Director, Membership Relations

Engagement is a buzzword these days, and a buzzword can be somewhat frustrating--we know it’s important, but we are not clear on exactly what it means, and/or there are multiple definitions of the concept(s) that serve to confuse us more than enlighten us.  That is precisely the case with “engagement” in the association community.

Track: Fundamentals of Leadership

***3-C Room: Potomac 6***

***Stepping up to the Plate: Testifying in Front of Government Entities on Behalf of the Profession***

**Presenter:** Kelly Nickel, ACA State Legislative Representative

As more ACA members and leaders are becoming more active advocates for the profession, it is essential that that we all do what we can to ensure that we are always well-prepared and confident in our abilities to speak about the profession. Often times, LPCs will be called upon to testify before a governmental entity on an issue involving the profession. Providing testimony should be viewed as a great honor and an opportunity to educate the public and our government about the counseling profession. But all too often, it’s seen as a very intimidating process. This session will focus on providing you the tools and techniques you will need in the hopes that your testimony will be a positive experience.

Track: Public Policy/Advocacy

***3-D Room: Potomac 4***

***Getting Comfortable with Parliamentary Procedures***

**Presenter:** Holly C. Clubb, Director of Leadership Services

A parliamentary procedure is an organized method of running an orderly and effective meeting. It is intended to expedite the flow of business and to ensure that decisions are arrived at in an open and democratic manner. However, to some, parliamentary procedures are arcane, complex, and unknown set of rules. The session is designed to help you gain a basic understanding of parliamentary procedures.

Track: Fundamentals of Leadership

**Saturday, July 25th, 2015**

**Leadership Content Sessions IV**

Saturday, July 25, 2015 8:30 a.m. – 9:45 a.m.

***4-A Room: Potomac 4***

***ACA Connect – It’s Not Just a Listserve: A Guide for ACA Leaders***

Presenter: Brad Cady, ACA Acting Director of Information Technology

This session will provide instructions and helpful hints for getting the most out of the ACA Connect Communities.

**Track:** Fundamentals of Leadership

***4-B Room: Washington A***

***Professional Advocacy***

Presenter: Art Terrazas, ACA Director of Government Affairs

Many, if not most, ILT attendees have never held a sit-down, face-to-face meeting with an elected official. Research shows that face-to-face visits with legislators have a stronger impact than any other form of communication. This result, although unsurprising, highlights the importance of Thursday’s lobbying visits as prime opportunity for shaping lawmakers’ positions on counseling-related issues. And while the ILT lobbying visits are important, they are not the end-point of the advocacy process for counseling leaders, or for ACA. The fact is that there is no end-point: legislative advocacy is a continuous, never-ending process of engagement with policymakers to ensure that the needs of the counseling profession and its clients are met. This session will give attendees the knowledge, skills, and confidence necessary to lead an effective lobbying visit on the issue of their choice and will explore the objectives and options ACA and counseling leaders have for building on the lobbying visit throughout the rest of the year.

**Track:** Public Policy/Advocacy

***4-C Room: Washington B***

***The Business Side of Counseling***

**Presenter:** John P. Duggan, MA, NCC, LCPC, LPC, ACA Manager of Professional Development

The basis of the counseling relationship is foundational to our education and clinical training. Upon entering the private practice setting, many of us struggle with how to establish and manage a business. This presentation will explore the ins and outs of running a private practice and how counselors can earn an income.

**Track:** Counseling Issues

**Closing Session**

Saturday, July 25, 2015 10:00 a.m. – 12:00 p.m.

**Regency Ballroom A&B**

***Year of Giving: Bullying/Violence Prevention Initiative***

**Presenters:**  Thelma Duffey, ACA President and Professor & Chair, UTSA; Jennifer Curry, Chair, ACA Anti-Bullying and Interpersonal Violence Task Force and Associate Professor, LSU; and Heather Trepal, Chair, ACA Professional Advocacy Task Force and Associate Professor, UTSA

Counselors enter the profession of counseling because they want to make a difference and they want to contribute to the greater good.  The profession of counseling must also be strong in the public eye and well understood so counselors are positioned to do their good work and receive pay commensurate with their training and abilities.  In this session, ACA President, Thelma Duffey, and Task Force Chairs, Jen Curry and Heather Trepal, will introduce and invite you to participate in two 2015-2016 ACA Strategic Initiatives: Social Action via *Anti-Bullying/Interpersonal Violence* and *Advocacy for the Profession of Counseling*.  These projects are designed to a) provide collaborative professional advocacy and social action opportunities for counselors at the grassroots, branch, region, and national levels, b) address all four ACA identified Strategic Initiatives, c) respond to community needs, d) create opportunities for counselors to work together within a unified cause, and e) establish and support ways to productively and collaboratively address professional challenges.  Goals for both task forces will be outlined.  As leaders, you can make a significant contribution to the profession of counseling at this critical point in its development.  By working together *constructively and cohesively*, we educate the public, legislators, and other mental health professionals on who counselors are and on what we do.  We serve our communities and creatively address pressing social issues.  As counselors, we move forward and make a difference.