Leadership Content Session Descriptions
(Listed by session number)

Every session is open to all participants. Select the one that best fits your learning needs.

Wednesday, July 25

Leadership Content Sessions I
11:05 a.m. – 12:15 p.m.

1A. Understanding and Navigating the ACA Structure
Presenter: Holly Clubb, ACA Director of Leadership Services
Location: Madison South Room

Explore the ACA governance structure and how Branches, Regions, and Divisions interact with the other organizational components. Learn about Bylaws and Policies and Procedures that leaders need to know. Discover the various opportunities offered by ACA to get the word out about Branch, Region, and Division activities.

Learning Objectives: Participants will
- Become familiar with the governance structure of ACA;
- Become familiar with the ways Branches, Regions, and Divisions interact with ACA and the Bylaws and Policies and Procedures involved; and
- Discover how ACA can assist Branches, Regions, and Divisions with communicating with ACA Members.

1B. Social Media Strategies for Membership Recruitment and Retention
Presenter: Denise Brown, ACA Director of Member Programs
Location: Kennedy Room

Associations are looking for the latest and greatest way to recruit and retain the next wave of members. Learn how to bring the concept of word of mouth to a whole new level through the various channels of social media.

Learning Objectives: Participants will
- Learn the basic do’s and don’ts of social media membership recruitment and retention;
- Learn how to substitute social media campaigns for some of your traditional membership recruitment/retention campaigns; and
- Learn what is push-and-pull marketing, and how to incorporate social media in your push and pull marketing strategies.

1C. Strategic Planning: Charting Your Organization’s Future
Presenter: Lynn E. Linde, ACA Treasurer and a Past President of ACA
Location: Roosevelt West Room

All organizations are concerned with “growing” their organization and moving into the future. Strategic planning is a valuable tool for planning and integral to the success of professional organizations. This session will cover the basics and best practices of strategic planning for your organization and will review ACA’s strategic initiatives.
Wednesday, July 25
11:05 a.m. – 12:15 p.m. continued

Learning Objectives: Participants will
- Understand the basic components of strategic planning;
- Become familiar with ACA’s Strategic Initiatives; and
- Begin to apply the principles of strategic planning to their organization.

1D. Parliamentary Procedure: Running Efficient and Productive Meetings, Accomplishing Important Results
Presenter: Brad Erford, President, American Counseling Association
Location: Madison North Room

Robert’s Rules of Order can seem like a mystifying quagmire. In this session we will simplify the parliamentary process and use a systematic problem solving procedure to enhance the efficiency and order of your meetings without getting bogged down in procedure and power plays. This session is a must for any current or future leader who will chair meetings, and any parliamentarian or future parliamentarian who wants to hone skills and serve honorably as the “advisor to the chair.”

Learning Objectives: Participants will
- Review the purpose and necessity of using Robert’s Rules as a structure for running efficient meetings;
- Review basic procedures for making motions, amendments, and the more intricate maneuvers; and
- Participate in examples of basic, intermediate, and advanced motion making procedures to get a first-hand look at the parliamentary process.

1E. Top 10 Concerns, Inquiries, and Complaints Received by Counselors at ACA
Presenters: Rebecca Daniel-Burke, ACA Director, Professional Projects & Career Services; Erin Martz, ACA Director Ethics and Professional Standards
Location: Roosevelt East Room

The world of counseling continues to expand, and an increasing number of people are seeking professional licensure, ethics consults, career consults, and general practice consults. When ACA members feel stymied by any number of concerns specific to counselors, they contact ACA for assistance; join Rebecca and Erin—the ACA staff members who handle these calls—as they share the most serious member concerns and explore ways to resolve them!

Learning Objectives: Participants will
- Learn what the top ten complaints are;
- Learn ways of addressing each concern; and
- Learn which concerns might be received by other ACA leaders.

Wednesday, July 25
Leadership Content Sessions II
1:30 p.m. – 2:45 p.m.

2A. Current Professional Issues on the National Level: What ACA Leaders Need to Know (Part I)
Presenter: David Kaplan, ACA Chief Professional Officer
Location: Kennedy Room
Leadership Content Sessions II  
1:30 p.m. – 2:45 p.m. continued

An important part of being an ACA leader is keeping up to date with current professional issues on the national level. Updated from last year’s presentation, ACA’s Chief Professional Officer will discuss the current status of attempts to discriminate against GLBT clients, the new consensus definition of counseling, the latest on the DSM-5 revision, the ASCA national model revision, alternative counselor education credentialing, licensure portability, the revision of the ACA Code of Ethics, and other current seminal issues as time permits. Methods for keeping up with current issues during a leader’s tenure will also be discussed.

Learning Objectives: Participants will
- Learn how to stay current on national issues in counseling;
- Participate in a forum for ACA leaders to discuss national issues in our profession; and
- Provide input into ACA’s response to critical national issues.

2B. Not for Profit Financial Basics  
Presenter: Deb Barnes, ACA Assistant Executive Director, Finance  
Location: Roosevelt East Room

Designed for financial leaders who would like to understand more about not for profit rules, regulations, and financial statements. We will cover basic financial statements: how to read them, what do they mean, what a board member needs to know, and the questions you should ask the accountants. This session will also provide information that you need to know to stay in compliance with IRS laws. Participants will review a sample IRS Form 990 in a group setting.

Learning Objectives: Participants will
- Learn the basic rules and regulations that a new leader needs to know to stay out of trouble;
- Receive basic information to help guide a leader's business decision making; and
- Receive basic information to help leaders communicate financial information.

2C. Effective Grassroots Advocacy  
Presenters: Scott Barstow, ACA Director, Public Policy & Legislation; Art Terrazas, ACA Grassroots Advocacy Coordinator  
Location: Roosevelt West Room

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 political campaigns to simply sending an email to an elected official. We will share key tips in making grassroots contacts count.

Learning Objectives: Participants will
- Understand what grassroots advocacy is, and why it’s important;
- Understand the basics of the political/policymaking system; and
- Understand what makes grassroots contacts effective—or ineffective.
Leadership Content Sessions II
1:30 p.m. – 2:45 p.m. continued

2D. **Innovative Practice – Award Winners**
Presenters: Representatives from the Idaho Counseling Association, ACA of Missouri, Maine Counseling Association, and Texas Counseling Association
*Location: Madison North Room*

Representatives from four branches will discuss their award winning Innovative Practice initiatives. Come gain new ideas!

*Learning Objectives: Participants will*
- Learn about the winning initiatives;
- Learn how to use what you have learned to adapt or develop your own Innovative Practice; and
- How to submit your Innovative Practice to the 2013 Branch Awards competition.

2E. **Self-Care as a Leader: Deal With the Distress in Your Life – Once and for all!**
Presenters: Holly Branthoover, Past Chair, North Atlantic Region; Paul Fornell, Past Chair, Western Region; Tammy Romines, Past Chair, Southern Region; Chris Roseman, Past Chair, Midwest Region
*Location: Madison South Room*

To be an effective and healthy leader, you need to take care of yourself and find and maintain a balance between work, family, your leadership role, and play. In this workshop you will experience a highly interactive session.

*Learning Objectives: Participants will*
- Assess their stress and distress and be able to express what really “gets them” - how do they identify where their stress/distress comes from?
- Share with colleagues these “hot buttons” and what they can do about them - leaders its “ok” to be less than perfect and to let others know this;
- Learn from “seasoned veterans” what their secrets are for staying happy, healthy and in balance while doing more than is humanly possible;
- Develop a specific plan to take home with them to maintain balance and teach other leaders how to do the same; and
- Come ready to learn a lot and laugh a lot!

Thursday, July 26

Leadership Content Sessions III
10:00 a.m. – 11:30 a.m.

3A. **Day on the Hill – Lobbying Visits 101**
Presenters: Scott Barstow, ACA Director, Public Policy & Legislation; Art Terrazas, ACA Grassroots Advocacy Coordinator
*Location: Madison South Room*

This session will walk attendees through the process of requesting, preparing for, and carrying out a lobbying visit with a member of Congress. This will include describing the Do’s and Don’ts of lobbying visits, what to ask for, and how to ask for
Leadership Content Sessions III
10:00 a.m. – 11:30 a.m. continued

it. We'll also discuss how to follow up with the office later, after the visit, and why this is a key component of the process.

Learning Objectives: Participants will
- Understand the staffing and configuration of Congressional offices;
- Understand how to prepare for and carry out a lobbying visit with a Congressional staff person; and
- Understand how to be persuasive in a lobbying visit, and after the lobbying visit.

3B. True Colors: Understanding Yourself and Others
Presenter: Lynn Linde, ACA Treasurer and a Past President of ACA
Location: Roosevelt West Room

Participants will become familiar with True Colors, a way of understanding personality types. Participants will identify their “colors” and discover how to use this information to better understand their personal strengths, their stressors and frustrations, and how to use “colors” to adapt their communication skills when working with others to obtain the results they want, particularly when working with others in professional associations.

Learning Objectives: Participants will
- Become familiar with the program “True Colors” and will identify their personal colors;
- Understand how to effectively work with others by using what they learn about “True Colors”; and
- How to use what they have learned in structuring board meetings and other professional association activities.

3C. Follow the (Ethical) Leader: Considerations for the 21st Century
Presenter: Erin T. Martz, ACA Director, Ethics & Professional Standards
Location: Kennedy Room

Much is written about what makes successful leaders; in this session, I will focus on the key characteristics and actions that are crucial to becoming the kind of leader people WANT to follow in this age of chaos and corruption.

Learning Objectives: Participants will
- Hone existing leadership skills;
- Gain an awareness of common pitfalls and mistakes; and
- Expand their understanding of the philosophies behind ethical leadership.

3D. Not for Profit Finance-Part 2
Presenter: Deb Barnes, ACA Assistant Executive Director, Finance
Location: Roosevelt East Room

Designed for leaders who know financial statement basics. We will delve into the Statement of Activities, dissecting revenues and expenses—what drives them and how to improve financial performance. An interactive forum will encourage participants to share ways to increase the bottom line whether it be thru increasing
revenues or cutting costs. The session will also include a brief update on what’s going on at the IRS, hot topics in financial reporting, and how that affects your organization.

Learning Objectives: Participants will
- Identify drivers of revenue and expenses to identify ways to increase the bottom line;
- Identify potential additional revenue streams and expense savings; and
- Hear an update on IRS and reporting issues in the not for profit world.

3E. Getting the Most Out of Your Relationship With ACA
Presenter: Holly Clubb, ACA Director, Leadership Services
Location: Madison North Room

Explore the ACA resources available to Branch, Region, and Division Leadership and where to go for information and contacts. Learn about Bylaw and Policies and Procedure requirements. Understand ways to communicate with other Branches, Regions, and Divisions Leaders and the ACA membership. Discover ways to become more involved with ACA on the National Level.

Learning Objectives: Participants will
- Explore the resources ACA has to offer Branch, Region and Division leaders;
- Become familiar with Bylaws and Policies and Procedure requirements for Branches, Regions, and Divisions; and
- Discover ways to become more involved with ACA on the National Level.

Thursday, July 26
Leadership Content Sessions IV
2:30 p.m. – 3:45 p.m.

4A. Current Professional Issues on the National Level: What ACA Leaders Need to Know (Part II)
Note: Attendees who did not attend Part I are welcome to attend Part II.
Presenters: David Kaplan, ACA Chief Professional Officer; Scott Barstow, ACA Director of Public Policy & Legislation
Location: Kennedy Room

ACA’s Chief Professional Officer and Director of Public Policy and Legislation will continue the discussion of professional issues on the national level from yesterday’s Part I. An emphasis will be placed on legislative issues such as the implementation of laws mandating counselor employment and reimbursement through the U.S. Department of Veterans Affairs (the VA), Department of Defense, and Army substance abuse program, attempts to gain Medicare reimbursement, and the current status of federal funding for school counselors. Discussion and feedback will be encouraged throughout the program. Methods for keeping up with current issues during a leader’s tenure will also be reviewed.

Learning Objectives: Participants will
- Be informed to stay current on legislative issues in counseling;
- Be provided a forum for ACA leaders to discuss legislative issues in our
Leadership Content Sessions IV
2:30 p.m. – 3:45 p.m. continued

• Be provided an opportunity for input into ACA’s response to critical legislative issues.

4B. **Leadership Development Program Award Winners**
Presenters: Representatives from the Oklahoma Counseling Association, the District of Columbia Counseling Association, and the Mississippi Counseling Association
*Location: Madison South Room*

Looking for Leadership Development Program ideas? The presenters will share their award winning programs.

*Learning Objectives: Participants will*
- Learn about the winning programs;
- Be able to use what they learn to adapt or develop their own Leadership Development Program; and
- Learn how to submit their Leadership Development Program to the 2013 Branch Awards competition.

4C. **Constructing Effective Bylaws: It’s Not Even Close to the Most Glamorous Leadership Accomplishment You Attain, But it May be the Most Important!**
Presenter: Brad Erford, ACA President
*Location: Roosevelt West Room*

Only corporate law trumps an association’s bylaws, which makes bylaws incredibly important reflections of the mission and purposes of a counseling association. This session will review appropriate bylaw structures, bylaws compliance issues (with ACA), and suggestions for improving your association’s bylaws to guide your organization’s practice, procedure, and policy.

*Learning Objectives: Participants will*
- Review the primary components (articles) and rationales of efficient organizational bylaws;
- Review compliance issues required by ACA (What your organization has to do); and
- Explore ideas for improving the structure of your organization’s bylaws.

4D. **Getting a Counseling Job in this Economy: An Insider’s Guide**
Presenter: Rebecca Daniel-Burke, ACA Director, Professional Projects/Career Center
*Location: Roosevelt East Room*

How can you get your resume read instead of tossed? How can you make the first cut? How can you make a winning first impression? How to answer the game of 20 questions? The presenter has spent over 20 years in senior management in mental health agencies and hospitals. Having hired over a hundred counselors, she will share tips to achieve winning resumes, interviews, and first impressions.

*Learning Objectives: Participants will*
- Learn funding trends for new counseling jobs,
- Learn what to include and what to leave off of their resume; and
Leadership Content Sessions IV  
2:30 p.m. – 3:45 p.m. continued

- Learn how to avoid common mistakes since first impressions during that initial interview are lasting,

4E. **You Have Questions: Let’s Find Answers!**  
Facilitators: Rich Yep, ACA Executive Director; Carol Neiman, ACA Deputy Executive Director; Members of the ACA Staff  
*Location: Madison North Room*

You came to the Institute with questions you hoped would be answered through the presentations or through networking with others. This session is an opportunity to ask those still unanswered questions of ACA staff and other attendees.

*Learning Objectives: Participants will*
- Find answers/solutions to pressing questions and
- Learn there are fellow leaders and staff to whom they can turn for information and ideas.