President: Scott Glass
President-Elect: Angela Shores
President-Elect-Elect: Angela Brooks-Livingston
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Treasurer: Shirlene Smith-Augustine
Member-at-Large: Joan Lawrence
Member-at-Large Government Relations: Atticia Bundy
Past President: Jeffrey Warren

Meet the 2014-2015 NCCA President

Scott Glass is a professor and the Interim Department Chair of the Department of Higher, Adult, and Counselor Education at East Carolina University. His research interests include group work, group processing and adventure based counseling.

Meet the 2014-2015 NCCA Executive Officers

Announcements
— 2014-2015 Division Leaders
— Developing Cultural Competency
— Counselor Self Care
— TherapySites Partners with NCCA

Read more inside!

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6/9/2014
The North Carolina General Assembly (NCGA) is scheduled to hear Governor Pat McCrory’s Medicaid Reform Package. The proposed name of this package is “Partnership for a Healthy North Carolina.” The purpose of this partnership is to consolidate all the existing managed care operations (MCOs) into four MCOs in an effort to streamline administrative services. At present, there are nine MCOs in North Carolina. Some of the benefits of comprehensive Medicaid Reform per the McCrory Administration include: (1) enhanced care—more recipients will receive comprehensive care focused on evidence-based outcomes, (2) a customer-service-centered health delivery system, and (3) cost savings resulting in a more efficient administration. Click HERE to access an overview of the Medicaid Reform Plan.

Interested in becoming a licensed school counselor? UNC Charlotte offers a 12 credit-hour online certificate for counselors with a master’s degree in mental health counseling from a CACREP-accredited program. Admitted students will take a course in both of the summer sessions, one course in the fall, and complete the program with an internship in the spring. Graduates are then able to take the Praxis II and apply for licensure as a school counselor in North Carolina. Classes start May 19 so apply now.

The coursework is completed online and the internship can be completed at a school near you.

You will find program information online. Contact Shanna Coles at shannacoles@uncc.edu for additional information.
Today there are over 2.5 billion Internet users and over 1.5 million searches online for mental health professionals each month. Having an effective online presence isn't just recommended, it is an essential asset. Often times, we find that people get a website and then never touch it again. Having a website is a great first step, but with over 644 million sites, what's the point if it can't be found?

There is no better way to bring traffic to your website than with Search Engine Optimization (SEO), which is a collection of specialized practices that make your site appear closer to the top of major search engines like Google, Yahoo and Bing. Here are some simple steps to optimizing your site:

1. Update Content Regularly: Search engines look for sites that have new and fresh content. Letting your website sit on content that hasn't been updated suggests that the information is old and not accurate. An effective way to update content is by adding links to articles and changing those links every month. This gives your website new content and serves as a reliable resource for clients. An important thing to note about search engine optimization though, is that quality trumps quantity. In fact, if you are just adding filler content, it could actually hurt your websites ranking so it is always best to be selective when updating content.

2. Have Effective Title Tags On All Pages: Title tags are the main text that describes online content. They appear in the browser, on search results pages and on external websites. Effective title tags on each page are essential for best search engine optimization practices. Without them, it is likely your site could be missed by a search engine when someone is searching for your product or service.

3. Network Through Online Directory Listings: Online directories are online guides that organize websites by subject. Networking through directories allows search engines to recognize and trust your website, which will provide you with a higher page ranking.

North Carolina Counseling Association has partnered with TherapySites to bring you One Month Free by entering Promo Code: NCCA. Get started building an online presence today by clicking HERE.
4. Build a Social Media Presence: With the increased use of social media, it is now essential to know the social media platforms your clients use, especially Facebook, Google +, Twitter, Blogs, and LinkedIn. These provide a great avenue to connect with clients, both current and potential. And now, because search engines pick up on links shared through social media, these social media platforms also help with search engine optimization.

The reality is that an effective online presence can help with search engine rankings. By having a website that offers online scheduling, provides recommended readings, sends eNewsletters, and connects with clients via social media, you are not only helping to build closer relationships with your clients, but allowing new clients to find you as well.

TherapySites specializes in websites designed specifically for mental health professionals. They provide the necessary resources for an effective online presence including basic search engine optimization, online scheduling, an eNewsletter feature, credit card processing and more in their website package. North Carolina Counseling Association has partnered with TherapySites to bring you One Month Free by entering Promo Code: NCCA. Get started building an online presence today by clicking HERE.
This edition’s spotlight is on Dr. Angela McDonald from Laurinburg, NC. Dr. McDonald holds a Bachelor of Science degree in Human Service Counseling and a Master of Science Education in Community Counseling, both from Old Dominion University. She earned her PhD in Counselor Education and Supervision with a cognate in Family Counseling from the College of William & Mary.

Dr. McDonald describes her greatest professional accomplishment as leading the initial accreditation of both counseling programs at UNC Pembroke. Her biggest professional challenge while in practice was handling the after hours, on call responsibilities as a counselor. Now that she is a counselor educator, she says her biggest challenge is prioritizing multiple projects. Dr. McDonald states, “When I was a counselor my day was mapped out with appointment after appointment. Now I have more varying demands on my time and also more flexibility in how I schedule my time.”

Dr. McDonald encourages students and counselors to: “Put yourself first. Take care of yourself and you will be a better counselor. Have high expectations for yourself and your clients. Always consider it a privilege to enter a client's world. Get involved in professional counseling associations as an officer no matter your level of experience. Continue to seek supervision throughout your career. Consult with peers. Resist the temptation to try to analyze your family members, children, or romantic partners.”

Dr. McDonald’s favorite counseling resource was her doctoral supervisor. She hopes that everyone is able to connect with a supervisor who truly supports their development.

Dr. McDonald would like to add that “being a counselor can be a difficult career choice. It is important to have real relationships with others in the field that can understand your job responsibilities and help you to laugh or cry to get through the tough moments. At one center where I worked, we would start the day with an inspirational quote or gather together to watch funny Youtube videos over lunch. We also made time to support each other when we had really good sessions and therapeutic failings. Even though we do our jobs independently, it is important to remember that we are part of a network of helpers.”
Teen Dating Violence Workshop #1074

Date: Place:
June 17, 2014 Salemburg
June 18, 2014 Cape Fear Community College, Castle Hayne
June 19, 2014 College of Albermarle, Elizabeth City
June 20, 2014 Wilson Community College, Wilson
June 24, 2014 Southwestern Community College, Sylva
June 25, 2014 Edneyville
June 27, 2014 J.E. Broyhill Civic Center, Lenoir
June 30, 2014 Wake Tech, Raleigh

Who Should Attend:
School Resource officers, law enforcement personnel, public school professionals

Course Goal:
The Teen Dating Violence Workshop is a course that is designed to help School Resource Officers become more aware of the problem of teen dating violence. Specifically, this course will teach officers the signs and effects of violence in a teen dating relationship. The course will also offer information on how to make referrals to community service organizations for victims of teen dating violence. While this course is intended for school resource officers, it is open to other law enforcement personnel and public school officials who may come into contact with victims of teen dating violence.

Course Objectives:
Topics Covered
Ø Signs and symptoms of teen dating violence
Ø Referral resources of community service organizations for victims

Methodologies:
This course will employ lecture and conference as course delivery means.

Course Requirements:
Attendance at all class sessions is required.

Registration:
You must register for the class by completing this application form and sending it to the Salemburg campus (if you are registering for the Edneyville class, send it to Edneyville). The address/fax number is on the application.
Many counselors find that it is not easy to remember to take the time for self-care. Counselors are often drawn to this profession with a desire to help others, but it can take its toll on our physical and psychological health if we allow it to deplete our resources. I believe all counselors need to find what I call our therapeutic strength. This is an activity that provides calm, promotes mindfulness, and uplifts mood every time it is engaged in. I believe that therapeutic strengths can lead to psychological healing.

In my experience, it is most helpful to find one physical activity and one creative activity. For me, I like to go to spinning class. To me, it is almost meditative because of the repetitive nature of pedaling. I find I can zone out as I pedal hard through a class. It takes my mind off everything, and sometimes it is so physically challenging that there is no room in my mind to think about anything else! After the class, I am tired but do feel a sense of calm and relaxation. My creative strength is painting. When I am painting, I am so focused on what I am doing nothing else matters except me and the paint. The process of moving the brush and creating something is so calming for me.

A therapeutic mission statement can be used in conjunction with the therapeutic strength. Too easily we can find ourselves beaten down by the dark side of counseling: dealing with challenging client situations, seeking out clients, fighting insurance headaches, or assisting clients with challenging family dynamics. Writing a mission statement can help to ground the counselor and counter the effects of these stressors. This mission statement can remind counselors of why they entered the counseling profession. Mine is: “My Mission is to be the bright light for others who may have lost their way; to Support, teach, and connect with others; to help inspire growth in the teenagers and adults I assist.” It could be as simple or as complex as the counselor needs it to be. I used the book The Path, by Laurie Beth Jones, in which the author provides a series of activities, self-reflections, and questions to help professionals write effective mission and vision statements for life.

On my particularly difficult days, I recite my mission statement in my head. As a result, I find myself more energized and excited about the day ahead. This also helps on Sunday nights when my motivation is low, and I feel anxiety about the upcoming week. We often can feel unappreciated in our positions, and by reminding ourselves of our goals it can be like pumping ourselves up for the big game—as if we were football players! Adding in some positive affirmations can help too, reminding us of past successes (how many people have I helped in the past?) and future successes (how many people will I have helped by the end of this year?). Part of our obligation as counselors is to ourselves. The better we care for us, the more present and helpful we will be to the clients we serve.
The 2014 ACA Code of Ethics was approved by the Governing Council at its meeting at the ACA conference held in Honolulu, Hawaii.

The 2014 ACA Code of Ethics replaces the 2005 edition. The new edition is the first code that speaks to the ethics of using social media with clients. It also presents new or expanded guidelines for preventing the imposition of counselor personal values, distance counseling, confidentiality, dual relationships, multiculturalism and diversity, the use of technology, recordkeeping, diagnosis, end-of-life care and the selection of interventions.

Click [HERE](#) for the 2014 Code of Ethics.

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**2015 ACA Conference**

March 12-15, 2015  
Pre-conference Learning Institutes  
March 11-12  
Orlando, FL  
Hyatt Regency Orlando

[View Rate Chart](#)  
[Download Printable Application](#)
Helping clients begins with cultural competence. How can I help someone if I am not willing to learn about their culture and worldview? This stated, I took on a challenge when I made the decision to attend a counseling program—relocating to North Carolina from New York City. While this move may not have been a big deal to some, it was for me. The university is located in a small town, and I did not tour the university before I started the program. I researched the area and the population; I talked to family and friends, but I really had no knowledge of what experiences would take place for me. I wanted to start my counseling program with an open mind—no judgments.

I expected to learn counseling theory and techniques, but I have learned so much more. Although New York is a diverse city, North Carolina introduced me to close interactions with Native Americans. Though I knew that I was attending a historically Native American university, I had not given much thought to my own preconceptions of Native Americans based on my heritage. I quickly learned that though they did not look like my family members, they had some of the same family values and beliefs. The culture had similar beliefs about counseling when compared to my own.

I adjusted my perception and began to learn and interact with this culture that was so new to me. The Multicultural and Social Justice course was really beneficial to me. I thought I knew everything about different cultures; learning about microaggressions was an eye-opener for me: I had no idea an individual could insult a person with certain phrases such as “no offense but…” I had consider how I communicated with people and my own biases. Now that I have finished my second year in my program, I feel like I am beginning to learn the true meaning of respect for another person’s culture.
During my practicum experience, I saw clients from many different cultures. Reading about culture in a textbook was helpful, but nothing prepared me more than my practicum experience. I realized how gender roles and societal expectations could affect the client–counselor relationship. As a counselor it is important to encourage clients to react and express themselves any way that they choose. For example, if a male client comes in for counseling and has a female counselor, it could be helpful to let the client know that he is not being judged for crying during a session. Broaching the topic of gender differences and social expectation could enhance the counseling session because the client no longer feels the burden of wearing a mask that depicts how he should act. Counselors should embrace their role in opening the door for these conversations to occur and their duty to be advocates for clients.

Religion was also a concern during my practicum experience. When counseling clients that had just experienced a trauma, my first instinct was to mention how their belief in a higher power would see them through the situation. But I thought about how uncomfortable that could be for a client that is from a different religion than I am, or did not believe in a higher power at all. Counselors should never force their religion on a client—it intimidates the client and discourages future counseling sessions. However, I don’t believe a client’s religiosity should be ignored. If the client talks about how prevalent their religion is in their life, a counselor may find ways to integrate the client’s spirituality in treatment.

Age is also an important consideration when counseling clients. I used cognitive-behavioral approaches with clients. Meeting the client at their level is very important to me, so when I used CBT I thought about what examples would be appropriate according to their age level and interests. For example, if a client expresses an interest in computers or technology, the counselor can utilize this topic to identify and reframe negative thoughts a client is experiencing. If a child were interested in magic and a counselor was working on changing the thoughts, they could talk to the child about a magical wand in their minds erasing the negative thoughts and replacing them with helpful thoughts. This can build rapport with the client, because the client will see that the counselor is meeting them where they are.
It is important to identify and be willing to alter our preconceived notions. Counselors should allow their clients to be themselves; clients should never have to conform to the counselor’s needs or comfort level. We must be advocates for our clients as well as culturally competent. When I was thinking about how I can develop greater cultural competence and be an advocate, I think of the acronym: M.A.G.I.C. Magic stands for:

- **Multicultural** – All clients come from unique cultural backgrounds.
- **Ask** questions; don’t make assumptions - Ask the client questions; avoiding assumptions shows the client respect.
- **Guide** the client by being knowledgeable about resources - Giving the client resources is a part of advocacy. Clients may need information on taking care of physical needs which could affect their emotional well-being.
- **Inspire** the client to take part in the counseling process - Give the client a role in the process; let the client know they are important in the process.
- **Connect** with the client - Build rapport with a client; establish trust and encourage disclosure.
Meet the *Carolina Counselor* Section Editors

**Legislative News**

*Mishele Lockerby* is presently a graduate student at Montreat's Clinical Mental Health Counseling Program. She has experience working in mental health as an Access Clinician with Foothills Area Program LME in Morganton, NC where she worked in this capacity for four years. Most recently, she worked as a Mobile Crisis Clinician for a local non-profit, Phoenix Counseling Center. She does volunteer work on the side as an interpreter. Presently, she earns a living as an insurance agent for Allstate insurance company where she is licensed in all 50 states. Her goals post-graduation is to pursue licensure as an LPC and apply for doctorate study either at UNCC- Charlotte or USC Columbia's Ph.D in Counselor Education Program. Her research interests include PTSD with civilian and military populations and immigrant/Latino mental health and acculturation issues.

**Around Campus**

*Emily Gray* is currently a Clinical Mental Health Counseling graduate student at the University of North Carolina at Pembroke. She is interested in working with children who have suffered from maltreatment and neglect. She would like to research how maltreatment and neglect impact child development. She would like to incorporate art and music into counseling as a form of treatment, as well as play therapy.

**Division News**

*Rebecca Scherer* PhD, LPCA, NCC has been the Division News Section Editor for the past two years. She recently defended her dissertation examining trait anxiety, attachment quality, multicultural counseling competence, and therapeutic working alliance of child therapists using play modalities. She will officially graduate from the University of North Carolina at Charlotte in December, 2013. Currently she resides in Charlotte, North Carolina where she works in private practice and for a local agency as a community support team lead and outpatient therapist.
NCCA Member Spotlight

*Tiffany Cooper* began her professional career as an educator teaching middle school. She is a North Carolina Teaching Fellow and earned her Bachelor of Arts degree in Middle Grades Science and Math from North Carolina Central University in Durham, North Carolina. Tiffany hails from a family of educators. Realizing that she enjoyed the conversations that her students chose to have with her and realizing how students’ personal issues impact their academic productivity, she pursued a Master of Arts degree in Counselor Education with a concentration in School Counseling. Tiffany looks forward to assisting students with their academic, personal/social and career goals.

Perspectives from the Field

*Emily Donald* is a doctoral student at the University of North Carolina at Charlotte. Currently in her 5th year, she is chipping away at her dissertation while maintaining that the only non-negotiable goal is to finish, even if it takes a bit longer. She has two children, ages 4 and 2, as well as a wonderful husband without whom this whole PhD thing would be impossible. Emily's research interests are in play therapy, social justice, and the internationalization of counseling. She is a registered play therapist and licensed professional counselor; she has experience working with all ages in an agency setting.

NC Diversity and Advocacy

*Shanna Bell* is a Bronx, NY native who graduated in 2009 from North Carolina Central University with Bachelor’s in Psychology. While at NCCU she was resident assistant for residential life and intern for the psychology department. She is currently a graduate assistant for the Professional School Counseling Program at UNCP; she is also a member of Chi Sigma Iota. She is enjoying learning about the fundamentals of counseling. Her goal is to work with children and veterans.
NORTH CAROLINA COUNSELING ASSOCIATION
- MEMBERSHIP APPLICATION -
JULY 2013 - JUNE 2014

(PLEASE PRINT)

☐ Miss  ☐ Ms.  ☐ Mrs.  ☐ Mr.  ☐ Dr.

Name:

Last  First  Middle Initial  Member ID #

Mailing Address:

No. & Street  City  State & Zip  County

Telephone: (H) (    ) (O) (    ) E-Mail:

Employer/School:

Primary Position: ☐ Counselor  ☐ Counselor Educator  ☐ Student  ☐ Other

Setting: ☐ Agency  ☐ Community College  ☐ Private Practice  ☐ University  ☐ Other

☐ Please DO NOT include my name in a directory of NC Counselors.  ☐ Please send paper newsletter INSTEAD of an electronic one.

Please note: Your contact information may be shared with other professional organizations for the purpose of professional development.

☐ Please DO NOT share my contact information with other professional organizations.

ANNUAL NCCA MEMBERSHIP DUES
(Required for enrollment in any division)

☐ Professional $60.00
☐ Regular $60.00
☐ Emeritus $15.00
☐ Student ** $15.00

ANNUAL NCCA DIVISION AND INTEREST GROUP DUES
NC Association for Counselor Education and Supervision  NCACES  10.00
NC Career Development Association  NCDDA  15.00
NC Association for Humanistic Counseling  NCAHC  5.00
NC Association for Assessment in Counseling  NCAAC  2.00
NC Association for Multicultural Counseling & Development  NCAMCD  5.00
NC Association for Spiritual, Religious & Values Issues Counseling  NCASERVIC  3.00
NC Association for Specialist in Group Work  NCASGW  5.00
NC Addiction & Offenders Counselor Association  NCAOCA  12.00
NC Mental Health Counselor Association  NCMHCA  15.00
NC College Counseling Association  NCCCA  10.00
Association for Gay, Lesbian and Bisexual Issues in Counseling of NC  AGLBIGC of NC  5.00
NC Association of Marriage and Family Counselors  NCAMFC  10.00
NC Association of Adult Development and Aging  NCAADA  10.00
Association for Child and Adolescent Counseling - NC  ACAANC  10.00
NC Graduate Students Association  NCAGSA  5.00

TOTAL ENCLOSED $______

☐ Check payable to: NCCA MEMBERSHIP

☐ VISA  ☐ MasterCard  ☐ American Express  ☐ Discover

Expires  Security Code

Signature  (Required to process if paying by credit card)

MAIL TO: NCCA, P.O. Box 20875, Raleigh, NC 27619  CREDIT CARDS MAY BE FAXED TO: 919.782.9470

Note: Professional dues may or may not be deductible in full or part. Please check with your tax preparer. Approximately 10% of your NCCA dues are allocable to nondeductible lobbying efforts on behalf of the counseling profession in the state.

** Graduate Students: (Students are intended to be full time and memberships are granted at the discretion of NCCA)

Please have your counselor education faculty member sign the following statement.

"I hereby certify that the applicant is engaged in counseling studies during the current academic year."

Signature of professor and University/College Name  Date

I am aware that I may be dropped from membership in the association for conduct that is contrary to or destructive of its mission according to its Bylaws and the Code of Ethics for the American Counseling Association.
The North Carolina Counseling Association represents diverse interests of its membership through an Executive Council, geographically located members, specialty organizations, and committees.

The fundamental purposes of the North Carolina Counseling Association shall be:

- To provide a united organization through which all persons engaged or interested in any phase of the counseling profession can exchange ideas, seek solutions to common problems, and stimulate their professional growth.
- To promote professional standards and advocacy for the counseling profession.
- To promote high standards of professional conduct among counselors.
- To promote the acceptance and value of individual differences and the well-being of all individuals.
- To conduct professional, educational, and scientific meetings and conferences for counselors.
- To encourage scientific research and creative activity in the field of counseling.
- To become an effective voice for professional counseling by disseminating information on, and promoting legislation affecting counseling.
- To encourage and support divisions and chapters.

Contact Us:

**President:** Scott Glass  
glassj@ecu.edu

**Past-President:** Jeffrey Warren  
jeffrey.warren@uncp.edu

**President-Elect:** Angela Shores  
ashores@montreat.edu

**President-Elect-Elect:**  
Angela Brooks-Livingston  
angelabrookslivingston@gmail.com

**Secretary:** Mihaela Henderson  
mh0030@bravemail.uncp.edu

**Treasurer:**  
Shirlene Smith-Augustine  
shirleneaugustine@hotmail.com

**Member-at-Large:** Joan Lawrence

**Member-at-Large:** Atticia Bundy  
bundya@rockinghamcc.edu

**Executive Administrator:**  
Calvin Kirven  
P.O. Box 20875, Raleigh, NC 27619  
888-308-6222 (W), 919-256-2521 (local)  
ckirven@continentalpr.com

**Dir. of Information and Technology/ NCCA Newsletter Editor:**  
Kathryn Kelly  
kc002@bravemail.uncp.edu  
nccounselingassociationweb@gmail.com