



# THE NCC

THE NATIONAL CERTIFIED COUNSELOR

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## FIRST NCC TALKS HUMBLY ABOUT NBCC'S BEGINNINGS

Like the man himself, Dr. Lloyd Stone's NCC certificate is remarkable. It bears the number 1. Actually, Stone has a history of being first. In addition to being the first person ever certified by NBCC, he was also the first chairperson of the organization's board of directors. And he was in charge of a pilot program that resulted in some of the first elementary school counselors.

Stone's interest in the counseling profession developed in the 1950s. Stone became aware of the high-quality counseling master's program offered at Emporia State University while he was completing his undergraduate degree there. Then, as now, Stone enjoyed helping others, and counseling was a natural fit for him. After receiving his master's and working for six years in public schools, he was invited by Emporia State to direct an experimental pilot program to bring counselors into elementary schools—virtually unheard of in the 1960s.

Stone completed his doctorate in counseling at the University of Wyoming in 1971. Returning to his home state, he became president of the Kansas Personnel and Guidance Association, which led to his election to the American Personnel and Guidance Association's governing body. In 1979, APGA President Mary Maples asked Stone to chair a special committee on establishing a registry for counselors. Stone began by surveying 10 percent of the APGA membership to determine the need for a registry. He received an astounding 54 percent return rate on the survey. With 80 percent of the respondents declaring that a registry was needed and 65 percent planning to become certified, Stone borrowed \$40,000 from APGA to start the National Board for Certified Counselors. That \$40,000 was repaid in full after the first application class when nearly 4,000 people became certified—an obvious indication that the profession supported the registry. "I don't know when I slept in those days," says Stone, who volunteered his time with NBCC. In addition to all the work required to start the registry, he consulted with NBCC's first staff members about reviewing applicant files, traveled to a dozen states to provide information about NBCC, and took care of any issues that arose.

Twenty-five years and over 40,000 certificants later, Stone is clearly proud of NBCC. "We started because we needed a formal process to help



**Dr. Lloyd Stone**

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## REFLECTIONS ON NBCC'S FIRST 25 YEARS

NBCC was at a critical juncture in its brief history when Dr. Thomas Clawson became its second executive director in 1989 following Dr. Judith Rosenbaum. Initially developed to promote licensure, NBCC had the potential to become superfluous and serious financial issues loomed on the organizational horizon. Because of its proximity to the American Counseling Association (ACA), NBCC's distinctive purpose was often misunderstood. The staff was small, and, by necessity, everyone pitched in wherever and whenever necessary.

Maintaining a low operating budget while simultaneously providing a quality certification program were important objectives from the beginning. Eventually, Clawson and the NBCC Board of Directors determined that the organization needed to relocate in order to reduce operational expenses, as well as establish an independent identity. From his office in Alexandria, VA, Clawson painstakingly researched the cost of doing business from different locations around the country. He also canvassed the long list of counselor preparation programs. It only made sense to look for sites where there would be one or more thriving graduate programs. Eventually Greensboro, North Carolina, was chosen from a list of 350 prospective sites, and in May 1992, NBCC moved to its new home.

With NBCC on firm financial footing, Clawson and the board found that more time could be devoted to focusing on the organization's mission. Clawson explains, "In the formative years of any board, the work of the board is two-fold—to establish strong gov-

**"IN THE FORMATIVE YEARS OF ANY BOARD, THE WORK OF THE BOARD IS TWO-FOLD—TO ESTABLISH STRONG GOVERNANCE AND TO BEGIN THE REAL WORK FOR WHICH IT WAS FORMED. IN OUR CASE, THAT WORK WAS NOT ONLY THE CERTIFICATION OF COUNSELORS. WE WERE FORMED FOR PUBLIC PROTECTION, AS WELL AS STANDARD SETTING. WE FOUND THESE MISSIONS TO BE COMPATIBLE BECAUSE THE BETTER THE PROFESSION IS KNOWN AND UNDERSTOOD, THE BETTER ITS SERVICE TO CLIENTS."—TOM CLAWSON**



ernance and to begin the real work for which it was formed. In our case, that work was not only the certification of counselors. We were formed for public protection, as well as standard setting. We found these missions to be compatible because the better the profession is known and understood, the better it services clients."

Advocacy was also compatible with the mission of NBCC. Clawson is proud of this role, stating, "There are no organizations better than NBCC in advocating for the counseling profession." One of many resulting examples is The National Fair Access Coalition on Testing (FACT), a nonprofit coalition dedicated to protecting mental health professionals' rights to administer and interpret assessment instruments.

Many board members shared an organizational vision that extended beyond the boundaries of the United States. Because of his extensive experience living and working in Europe, Clawson understood the roots of counseling and psychology in that part of the world. Inevitably, the professional focus of both Clawson and the board shifted to encompass mental health needs across the globe. As he put it, "The world needed counseling and taking it out there

would only enhance counseling's importance in the United States." The philosophy was that NBCC would assist in credentialing projects while maintaining cultural sensitivity in the countries seeking its services. It would not dictate certification requirements abroad, nor would it compromise the integrity of the NCC at home. Thus, NBCC International (NBCC-I) was the internal division created to direct the effort. By the fall of 2006, NBCC-I hosted its first Global Mental Health Congress in New Delhi, India, focusing on the "Never-Served."

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## NBCC's First 25 Years

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Clawson is frequently called a visionary. When asked about this, he points to the NBCC Board of Directors. "As I think back, I am impressed by the number of board members who had visionary ideas and who acted on their intuition about what would be best for NBCC's future and the future of the profession. Visionaries have differing qualities. Some look ahead and are able to understand how history and current actions can shape the future of a profession and an organization. Some are able to envision how society, economics, politics, or geography and world events can equally affect the future. It takes many of these people with a variety of skills but similar goals to create a vision strong enough to guide both the organization and profession.

"My skill is recognizing positive opportunities. I build long-term relationships that are valuable to the profession as well as NBCC."

One organization with a long-term and mutually beneficial relationship with NBCC is the Council for the Accreditation of Counseling and Related Educational Programs (CACREP), which celebrated its 25th anniversary last year. "The educational standards that CACREP created and continues to develop are the underlying framework of NBCC's assessment model," Clawson says. In the board's view, NBCC and CACREP needed equivalent graduation criteria in order to raise the standards and, ultimately, the number of applications. "This was counter-intuitive," Clawson says. "One would not have expected that raising the standard would result in more ap-

**IN THE BOARD'S VIEW, NBCC AND CACREP NEEDED EQUIVALENT GRADUATION CRITERIA IN ORDER TO RAISE THE STANDARDS AND, ULTIMATELY, THE NUMBER OF APPLICATIONS. "THIS WAS COUNTER-INTUITIVE," TOM CLAWSON SAYS. "ONE WOULD NOT HAVE EXPECTED THAT RAISING THE STANDARD WOULD RESULT IN MORE APPLICATIONS. BUT IT ACTUALLY DID AND HAS NEVER SINCE FALTERED IN GROWTH."**

plications. But it actually did and has never since faltered in growth."

"In addition to the strong leadership that NBCC has attracted to its various boards, we have attracted bright, selfless staffers for over two decades—many of whom have dedicated their career to the profession of counseling. It's no accident that people who deal with us on the phone, by mail, and by e-mail receive excellent service."

Given the organization's excellence in leadership and staff, it's not surprising that NBCC is known not only as an advocate for the profession, but for the concept of certification as well. NBCC was one of the first organizations in the U.S. to become an accredited certifying agency through the National Commission on Certifying Agencies (NCCA), the accrediting arm of the National Organization for Competency Assurance (NOCA). Since that time, NBCC has been instrumental in helping other organizations create certification boards. "Board members attending a NOCA conference for the first time invariably tell me that they now understand that NBCC is on

the cutting edge not only in the world of counseling, but of certification," Clawson says.

Clawson predicts that within twenty-five years, all mental health professions at the master's level will be working closer together at the policy level in both state and national government. "This will be the result of multidisciplinary teams in clinical and counseling settings," he explains. "The more they get to know one another, the more it will carry up the decision tree." He believes that the standards set by CACREP, and endorsed by NBCC, will be preserved as part of the continual movement within the field toward stronger standards. In terms of future challenges, Clawson was quick to enumerate, "Online counseling and online counselor education are at the forefront of challenges. Multiple theories of online counseling will spring up within the next decade. We will also witness the globalization of many professions and the proliferation of international-level credentialing. Because different parts of the world have different needs, priorities will vary. Africa and China, as examples, will emphasize school and career counseling services first, followed by mental health counseling."

Clawson also predicts that there will be more litigation and therefore more emphasis on legal issues within the profession. Codes of ethics in mental health will be modified to suit the changing times and to address the increasingly litigious nature of counselors' work. The use of third-party

## NBCC's First 25 Years

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payments to cover counseling services will be more prevalent and will help keep fees from increasing beyond affordability. At the same time, managed care will keep payments to counselors low. Research and development in mental health will improve markedly. This new knowledge will be used to justify higher consumer costs, as well as the efficacy of those costs to third-party payers. Finally, and perhaps most importantly, counseling will become a more commonplace term in our society and, as a result, a more widely used service. Clawson challenges, "Wouldn't it be great

if mental health wellness for all ages and stages became a long-term definitive niche for the counseling profession?"

On the tenth anniversary of NBCC's founding, there were about 14,000 certified counselors. By the twentieth anniversary, the number had risen to 35,000. During this year, as NBCC celebrates its twenty-fifth anniversary, there will be more than 42,000 active

NCCs. Clawson closes on a reflective note, "I'm an NCC, and every year since my certification in 1984 I'm more proud that NBCC continues to represent me as a professional."

**DURING THIS YEAR, AS NBCC CELEBRATES ITS TWENTY-FIFTH ANNIVERSARY, THERE WILL BE MORE THAN 42,000 ACTIVE NCCS.**

### NBCC Board Chairs

**LLOYD STONE** 1984–1985

**BETTY HEDGEMAN** 1985–1986

**CARL SWANSON** 1986–1987

**JOYCE BREASURE** 1987–1989

**WANDA LIPSCOMB** 1989–1990

**FRED ADAIR** 1990–1991

**JOSEPH WITTMER** 1991–1993

**ELINOR WATERS** 1993–1994

**RICHARD PERCY** 1994–1995

**JOHN BLOOM** 1995–1996

**ROBERT PATE, JR.** 1996–1997

**JANINE BERNARD** 1997–1998

**SANDRA LOPEZ-BAEZ** 1998–1999

**RICHARD PAGE** 1999–2000

**LYNN BRUESKE** 2000–2001

**DOROTHY JEFFRIES ANDERSON**  
2001–2002

**WAYNE LANNING** 2002–2003

**CHARLES GRESSARD** 2003–2004

**THOMAS COLLINS** 2004–2005

**M. SYLVIA FERNANDEZ**  
2005–2006

**DAWNA JACKSON-SANFORD**  
2006–2007

### First NCC Talks Humbly About NBCC's Beginnings

From Page 1

promote licensure. I could not visualize that NBCC would be the size it is now. Things really began to roll when Tom Clawson took over. NBCC is now the leader in the profession." In many ways, Lloyd Stone is also NBCC's greatest advocate, always glad to speak on behalf of the organization. When NBCC was in active discussions with the National Board for Professional Teaching Standards (NBPTS), Lloyd Stone met with NBPTS representatives in Kansas in an effort to work toward resolution.

Lloyd Stone is also remarkable for his humility. When asked, he will tell you the story of how he became involved with NBCC and what it was like to be part of the many formative processes, but he doesn't take credit for the successes. After all the work involved in starting NBCC, Stone could have rested on his laurels. Instead, he went on to serve in the Kansas legislature from 1997–2003 and remains active on numerous committees, including the Licensed Professional Counselor Advisory Committee for the state's Behavioral Sciences Regulatory Board.

Stone is pleased with the progress counseling has made during the last 15 years and encourages NCCs to keep promoting their profession and themselves. He borrows a line from JFK, revealing his inner politician: "Ask not what your profession can do for you, but what you can do for your profession." The more a counselor is involved in professional organizations, the more rewarding the experience becomes, he says. In addition to work on various boards, Stone still attends state counselor association meetings and occasionally the North Central ACES meeting.

"You can't sit back and expect someone else to plow the field and plant the crops and just show up at the harvest. We have so much to do toward the acceptance of counseling—we've come a long way, but aren't there yet." Although Stone advises getting involved, he is a proponent for balance, also advising NCCs to enjoy life. An avid golfer, Stone humorously laments the skill he lost during his years as a legislator. "I could have stayed in the legislature longer, but needed to get back to golf!"

## NCCS WRITE LETTERS ON BEHALF OF THE ESSCP PROGRAM

In March 2007, NBCC sent an alert to NCCs about President George W. Bush's plan to eliminate the Elementary and Secondary School Counseling Program (ESSCP), which provides funding for creating or expanding school counseling programs. A number of you responded to this call. Thank you! We will continue to use the letters you send in our advocacy efforts to help legislators and their staff understand the importance of this program.

We will also continue to keep you apprised of developments. Due to the fast timing of legislative actions, these updates are usually by e-mail. Please contact Kristi McCaskill at 336-547-0607 if you are not receiving these legislative updates or if you recently changed your e-mail address.

### Writing Your Legislators

Letters are an effective way to communicate your position on key issues. Typically, we recommend that letters be sent on paper with your contact information and an original signature, as this demonstrates high commitment and investment in the issue. We also encourage you to fax your letters to legislators, as it helps them arrive in a timely manner. Faxed letters also contain a stamp at the top or bottom of the page. Legislative staffs often use this information to confirm that you work or live in the legislator's district. If you are on vacation or are outside the legislator's district for some other reason, but would like to respond to an alert, please mention these details in your cover letter.

Our legislative alerts usually contain a sample letter. These letters help frame the key issue, but we highly recommend that you personalize your correspondence; legislators notice when they receive multiple copies of the same letter with different names. There are several ways to personalize your letters. For example, you could describe your training and credentials, how you obtained your training, or ways you have continued to develop your skills. You could also provide details about your work setting. For example, do you work in a public school or private practice? How many clients/students do you serve? What are some of the general issues you address? You may also share a short, related story, remembering to leave out details or alter client names for confidentiality purposes.

We ask that you fax a copy of your letters to NBCC Government Relations at 336-547-0017. NBCC staff members hand-deliver letters to appropriate legislative staff persons as part of our advocacy efforts. This gives us an opportunity to reinforce the message and ensures that your letters arrive at the appropriate legislative office.

If you have questions about participating in advocacy efforts for the counseling profession, please contact Counseling Advocacy Coordinator Kristi McCaskill at 336-547-0607.

**LETTERS ARE AN EFFECTIVE WAY TO COMMUNICATE YOUR POSITION ON KEY ISSUES. TYPICALLY, WE RECOMMEND THAT LETTERS BE SENT ON PAPER WITH YOUR CONTACT INFORMATION AND AN ORIGINAL SIGNATURE, AS THIS DEMONSTRATES HIGH COMMITMENT AND INVESTMENT IN THE ISSUE.**

## Mental Health Observances

### April 2007

Counseling Awareness Month  
 Alcohol Awareness Month  
 Child Abuse Prevention Month  
 Sexual Assault Awareness Month  
 2–8 National Public Health Week  
 5 A Day to End Sexual Violence  
 5 National Alcohol Screening Day  
 7 World Health Day  
 23–29 Cover the Uninsured Week

### May 2007

Older Americans Month  
 2 National Anxiety Disorders Screening Day  
 6–12 National Mental Health Counseling Week  
 13–19 Alcohol/Drug-Related Birth Defects Week  
 13–19 National Women's Health Week  
 20–26 Schizophrenia Awareness Week  
 31 World No Tobacco Day

### June 2007

3 National Cancer Survivors Day  
 11–17 Men's Health Week

## CLICK ON



See important announcements and the latest news. Click on the E-NEWS button on the NBCC Web site at [www.nbcc.org](http://www.nbcc.org)

## NBCC HISTORICAL HIGHLIGHTS

### 1982

- NBCC is separately incorporated by the American Personnel and Guidance Association—now American Counseling Association (ACA)—with Lloyd Stone as first chairperson.

### 1983

- Idaho is the first state to adopt an NBCC examination as a requirement for licensure.
- Ethical guidelines for NCCs are established.

### 1984

- Dr. Judith Rosenbaum is named first executive director.
- Disciplinary Guidelines policy is established.

### 1985

- The first NBCC registry is published.
- National Certified Career Counselor (NCCC) becomes NBCC's first specialty credential.

### 1986

- *NBCC Code of Ethics* is revised.

### 1987

- Fourteen states use NBCC examinations as a requirement for licensure.

### 1988

- NBCC becomes accredited by National Commission of Health Certifying Agencies (NCHCA).

### 1989

- Dr. Thomas Clawson is named executive director/CEO.

### 1990

- NBCC decides to relocate its offices outside the Washington, DC metropolitan area.
- Demographic study reveals that 60 percent of NCCs are school counselors.
- National Certified School Counselor (NCSC) credential is established.
- National Certified Gerontological Counselor (NCGC) credential is established.

### 1991

- Greensboro, NC, is selected as the new site for NBCC's headquarters.

### 1992

- NBCC relocates to Greensboro.
- NBCC Board of Directors evolves from a "working" board to a "policy" board.
- First NCC Job Analysis is completed.
- Mission statement is adopted.

### 1993

- NBCC moves to change education requirements by 1995 based on 1993 CACREP revisions.
- NCE assessment matrix is now based on eight CACREP areas and five job analysis work behaviors.
- Academy of Mental Health Counselors merges with NBCC.
- First National Certified Mental Health Counselor Examination (NCMHCE) is administered.

### 1994

- Forty-one states and DC regulate counseling.
- NBCC assists with an ACA financial crisis.
- The first NBCC-sponsored meeting for State Licensure Boards is held.

### 1995

- NBCC begins offering the Master Addictions Counselor (MAC) credential.
- Research and Assessment Corporation for Counseling, Inc. (RACC) and The Center for Credentialing & Education (CCE) are established as affiliates.

### 1996

- Fair Access Coalition on Testing (FACT) is created.
- NBCC endorses ACA's definition of counseling.
- NBCC establishes formal definition of a counseling degree.
- NBCC is awarded contract with Center for Mental Health Services (CMHS), continuing to enhance the professional image of counseling.

### 1997

- Approved Clinical Supervisor (ACS) credential is created.
- Global Career Development Facilitator (GCDF) certification is created.
- CCE's Counselor Preparation Comprehensive Examination (CPCE) is given for the first time.
- CCE begins offering review and management services.
- NBCC revises its *Code of Ethics*.

### 1998

- International activities accelerate with the International Roundtable for the Advancement of Counselling (IRTAC), the United Nations Educational, Scientific, and Cultural Organization (UNESCO) World Conference on Higher Education, and the Center for Quality Assurance Conference.
- NBCC begins assisting all remaining non-licensure states in attaining licensure.

## NBCC HISTORICAL HIGHLIGHTS

### 1999

- The NCGC and NCCC credential applications are retired.
- More than 31,000 counselors now hold the NCC credential.
- AASCB, CACREP, CRCC, CORE, and NBCC hold a credentialing issues roundtable.

### 2000

- The ACS credential is moved to CCE with ACES approval.

### 2001

- The *NBCC Ethics Case Procedures* is revised.
- NBCC collaborates with the Jamaican Association for Guidance Counselling in Education (JAGCE) in standards development.
- NCSC review and revision begins.
- NBCC works with the American Red Cross to send counselors to New York and DC following events of September 11.

### 2002

- NBCC Board chair and CEO are present at formation of the African Association for Guidance and Counselling.
- NBCC representatives meet with UNESCO representatives.
- NBCC conducts a leadership and diversity/global training at the ACES conference.
- NBCC's 15 past board chairs meet to celebrate NBCC's 20<sup>th</sup> anniversary.
- *NBCC Code of Ethics* is amended to include a counselor supervision section.
- School counselor job analysis is completed.

### 2003

- FACT continues advocacy on testing; Indiana is the state most in debate.
- NBCC endorses the American School Counselor Association (ASCA)'s national model for school counseling programs.
- The director of the World Health Organization (WHO)'s Department of Mental Health and Substance Dependence asks NBCC to participate in the Working Group of Professionals in Mental Health (WPMH) operating under the Global Council for Mental Health (GCMH).
- NBCC and WHO partner in the ATLAS project.
- NBCC begins participation in the National Conference of State Legislatures (NCSL) in order to promote NCCs and counseling.

- NBCC enters into discussions with representatives from Mexico regarding licensure and certification issues.
- NBCC International (NBCC-I) is created as a division of NBCC and CCE.

### 2004

- NBCC's first computer-based test is administered in Ohio.
- The NCSCE is normed and begins regular administration.
- NBCC and CACREP issue a joint statement supporting counselor parity.
- ACA and NBCC explore forming a coalition to address issues concerning counselors and the military.
- NBCC's MACs are approved by the Department of Transportation for the Substance Abuse Professional (SAP) training/certification.
- NBCC contracts with a lobbyist in DC.

### 2005

- *NBCC Code of Ethics* is revised to include applicants.
- NBCC Romania is established.
- NBCC introduces StudentWorks, an online resource for counseling students.
- NBCC International by-laws are established.
- The Centre for Guidance, Counselling, and Youth Development opens in Malawi.
- NBCC assists the American Red Cross to recruit and send counselors to Louisiana and Texas following Hurricane Katrina.
- FACT is incorporated with headquarters and management at NBCC.

### 2006

- NBCC sponsors the Global Mental Health Congress in India.
- NBCC Foundation is established.
- First NBCC International Board is established.
- NBCC Mexico is established.

### 2007

- NBCC president chairs committee, "Presenting Ourselves as One Profession," as part of the "20/20: Vision for the Future of Counseling."
- Mental Health Facilitator program is launched as collaborative effort of NBCC and WHO.
- NBCC Bulgaria is established.
- Active NCCs will eclipse 42,000 this year.



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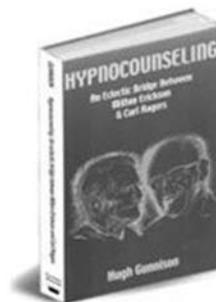
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Hugh Gunnison, Crown House Publishing Ltd., 2004



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9/27/2007 Oakton Community College-Des Plaines, IL  
10/4/2007 Merz Consulting, Inc.-Adairsville, GA

10/11/2007 Texas State Technical College Waco-Waco, TX  
10/18/2007 ReadyMinds Corporate Headquarters-Lyndhurst, NJ  
10/25/2007 Butler University-Indianapolis, IN  
11/1/2007 CCE/NBCC-Greensboro, NC  
11/8/2007 Barry University-Miami Shores, FL



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## NBCC BULGARIA OPENS FOR BUSINESS

The newest NBCC International (NBCC–I) national office is now open for business in Bulgaria.

NBCC Bulgaria officially opened January 9 with a formal ceremony at the hosting organization—the Business Foundation for Education (BFE) in Sofia.

BFE is a branch of JobTiger, the leading job search and placement organization in Bulgaria. JobTiger founder and BFE Chairman Svetlozar Petrov says his organization plans to work closely with NBCC Bulgaria on a variety of credentialing and counselor development programs, notably the Global Career Development Facilitator (GCDF) credential.

Opening day for NBCC Bulgaria featured a series of public events

marking the occasion. NBCC Chair Dr. Dawna Jackson–Sanford and NBCC–I Executive Vice President Ted Iliff met with GCDF students and trainers to discuss NBCC’s functions and goals, particularly in the international arena. Later in the day, Jackson–Sanford and Iliff again spoke at a public briefing for Bulgarian mental health professionals as well as the local media.

Iliff explained that NBCC Bulgaria will help BFE and JobTiger develop and market the GCDF credential in Bulgaria and will also explore other opportunities for credentialing and professional development with universities and government ministries as well as in the private sector.

Gergana Rakovska will serve as director for NBCC Bulgaria. She helped coordinate a GCDF program jointly run by BFE and the U.S. Agency for International Development office in Sofia. When that program ended in March, BFE took over the program in conjunction with NBCC–I.

Rakovska will report directly to NBCC International–Europe Director Dr. Andreea Szilagyi, who is based in Bucharest, Romania, and was instrumental in organizing the GCDF program in Bulgaria.

### DISCIPLINARY ACTIONS

*The following NCCs were disciplined by NBCC pursuant to the NBCC Ethics Case Procedures. The following information represents final ethics case decisions.*

**Rebecca K. Barnes**, #56455, Idaho, A.10, A.13, Certification Suspended (24 months)

**Brad M. Farmer**, #40309, Arkansas, A.1, A.11, A.13, Certification Revoked

**Robert Gluhareff**, #5309, North Carolina, A.10, Certification Revoked

**Joanne Kassees**, #20477, Delaware, A.1, A.6, A.7, A.8, A.9, A.13, Probation Term Imposed (12 months), B.1, B.9, and B.10

**Nancy Kizielewicz**, #17158, New York, A.13, B.9, Certification Suspended, (6 months)

**James J. McCauley**, #33543, South Dakota, A.8, A.9, A.10, A.13, Certification Revoked

*For additional information concerning the NBCC Code of Ethics or NBCC Ethics Case Procedures, please access the Ethics Section of the NBCC Web site, available at [www.nbcc.org/ethics2](http://www.nbcc.org/ethics2).*

### ACTION AT ACA

NBCC staffers Susan Shafer, Shawn O’Brien, Kristi McCaskill, Joe Jordan, and Mona Olds spoke with dozens of attendees last month in the Exhibit Hall area at the American Counseling Association in Detroit. Following its custom, NBCC operated a booth during the annual ACA conference. Before, after, and between conference sessions, attendees cruised the Exhibit Hall aisles in search of new ideas, products, and freebies. NCCs, future NCCs, and counselor educators frequented NBCC’s booth from the opening reception to closing on Saturday.

NBCC’s booth sported a new look this year with banners and display items celebrating its 25<sup>th</sup> anniversary. Visitors picked up two-year calendars, door hangers, bookmarks, and a wide variety of informational literature. Staff members were especially pleased to inform practitioners about two new psychological testing products now available for counselors—a career instrument and a clinical instrument. These assessments were available to order at the conference through the Institute for Personality and Ability Testing (IPAT), an NBCC partner.

Hundreds of booth visitors submitted their names for two drawing opportunities. Dr. Jane Webber, of Seton Hall University, won the NBCC leather portfolio, and Dr. Larry Johnson, of National University, won the iPod, donated by Lockton Risk Services, NBCC’s insurance partner.

## IN THE SPOTLIGHT

### JOLIE LONG AND CONNIE TALCOTT

Jolie Long, NCC, LPC, MAC, has assumed new duties at NBCC as a project manager. Currently, she is working on the Mental Health Facilitator (MHF) curriculum project, which will bring a basic level of mental health education to parts of the world lacking knowledge and services. In reflecting on this challenge, Long observed, "I am excited about implementing cutting edge counseling ideas with a team of outstanding practitioners and professors. The thought of where the MHF project may go is truly amazing." Jolie is a 1997 graduate of the University of North Carolina at Greensboro's Counselor Education program and holds both master's and specialist degrees in counseling.

Connie Talcott joined the NBCC staff in February 2007. As executive assistant to NBCC President and CEO Dr. Thomas Clawson, she will coordinate the activities of the executive offices. Talcott brings a rich background of corporate operations experience to NBCC. Most recently, she served as the executive assistant to the president of Pace Communications in Greensboro, NC. Her duties gave her a wide variety of



Jolie Long



Connie Talcott

corporate and political experiences in both domestic and international settings. In response to her new responsibilities at NBCC, Talcott said, "I look forward to the opportunity to contribute to an organization that is a proven leader in the counseling profession."

Talcott hails from Newton Falls, OH, and has made North Carolina her home since 1980.

The National Board for Certified Counselors (NBCC) and IPAT, Inc. have joined forces to introduce career and psychological assessment instruments that are tailored to the needs of professional counselors. Special NBCC-specified scales are also included in these assessment reports:

#### 16PF® Personal Career Development Profile for Professional Counselors

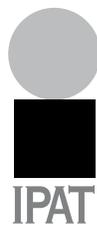
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### Help Us Keep Track of You!

The most common reason NCCs lose good standing or inadvertently allow their certification to lapse is they move without sending a new address, which means they never receive their NBCC notices. Don't let that happen to you. Please send an e-mail to [nbcc@nbcc.org](mailto:nbcc@nbcc.org) if you need to update your business or home contact information. Make sure to include your NCC certificate ID number with your address change.

### There Are More Than One of You!

Many NCCs are surprised to learn that there are other NCCs who share their name. Anytime you are corresponding with NBCC, make sure to include your certificate ID number so that we don't accidentally make your requested change to someone else's record.

### Got News?

If you would like to submit an item for NCCs of NOTE or NCC NETWORK, please refer to the guidelines and deadlines on our Web site: [www.nbcc.org/newsletter/guidelines](http://www.nbcc.org/newsletter/guidelines).

## NCC NETWORK

■ **Rubin Battino, NCC**, of Yellow Springs, OH, recently published *Ericksonian Approaches: A Comprehensive Manual* (2<sup>nd</sup> edition) with T.L. South, PhD, and *Expectation: The Very Brief Therapy Book* (both with Crown House Publishing Ltd.). In addition, the author has written two biographies: *Meaning: A Play Based on the Life of Viktor E. Frankl* (Crown House) and the soon-to-be-published biography of Milton H. Erickson (Milton H. Erickson Foundation Press).

■ **Lynn Berger, NCC**, of New York, NY, recently published *The Savvy Part-Time Professional* (Capital Books), in which the author discusses how to land, create, and negotiate the part-time job of your dreams. It includes viable alternatives to the 40-hour week for working parents, boomers, and everyone seeking less stress in their lives. This book can be ordered on [www.amazon.com](http://www.amazon.com) and found at bookstores.

■ **Karen Mueller Bryson, NCC**, of Gold Canyon, AZ, has recently published *Those They Left Behind: Interviews, Stories, Essays and Poems by Survivors of Suicide*. In this collection of interviews with survivors of suicide, individuals talk candidly and intimately about how their lives were impacted by the suicide of a family member or close friend. More than 50 individuals share their personal tragedies as a way of helping others who have faced a similar loss. For additional information, visit [www.transformationalstories.com](http://www.transformationalstories.com).

■ **Diane G. Compton, NCC, LPC**, is profiled in the 2007 edition of *Who's Who of American Women* (Marquis Publishing). *Who's Who* is the leading biographical reference publisher of the highest achievers and contributors from across the country and around the world.

■ **Dawn A. Dillon, NCC, LPC**, of Weatherford, TX, recently published *Imagine Me . . . Love My Body* (Langmarc Publishing), which offers readers a way to learn to love their body and themselves just as they are instead of buying into the media's message that you have to look a certain way to be happy. The book is illustrated and includes a guidebook. It can be ordered at [www.amazon.com](http://www.amazon.com) or any bookstore.

■ **Linda Goodwin, NCC**, of Gainesville, FL, recently published her CD, *Guided Imagery for Women with Breast Cancer*. Research indicates that guided imagery reduces depression, anxiety, and fatigue. It has also been shown to help with sleeplessness and promote relaxation. The research study was published in the *Journal of Creativity in Mental Health*. To order, visit [www.imaginesoundhealth.com](http://www.imaginesoundhealth.com). For more information, e-mail [lindagoodwin@alltel.net](mailto:lindagoodwin@alltel.net)

■ **Derrick Paladino, NCC**, of Greensboro, NC, was recently elected as member-at-large of the executive council for the American College Counseling Association, effective July 1, 2007.

## FROM THE ETHICS DEPARTMENT

### Common Ethical Concerns

By Joseph Jordan, NBCC Ethics Officer and Director of Corporate Projects

I am often asked, “So what happens after you find that someone violated the NBCC Code of Ethics during one of your investigations?” As is the case with most things in life, it depends on the situation. There are a number of disciplinary decisions available. These disciplinary decisions are outlined in Section K.1 of the NBCC *Ethics Case Procedures* and will be discussed in detail in subsequent paragraphs. I want to emphasize, however, that these are not punishments; rather, they are disciplinary and remedial decisions designed to protect the public and help an NCC make changes to his or her professional behavior.

Disciplinary and remedial decisions are as follows, starting with the least serious and proceeding to more severe decisions: private reprimand, public reprimand, probation (with or without corrective actions), suspension, and revocation.

■ **A private reprimand** is exactly that, in that an NCC is privately reprimanded for his or her behavior, and this reprimand is not published in the NBCC newsletter, *The NCC*. It is important to note, however, that after an NCC has received a private reprimand, that ethics case may be considered in any subsequent disciplinary decisions.

■ **A public reprimand** is more serious in that NCCs who receive a public reprimand have their name, NCC number, state in which they

work, and the particular section of the NBCC Code of Ethics they violated published in *The NCC* in a section titled “Disciplinary Actions.” This also occurs when an NCC receives a decision of probation, suspension, or revocation.

■ **Probation** is almost always accompanied by required corrective actions, such as content-specific continuing education, NBCC-approved supervision (with verification submitted to the Ethics Department), or limits to the type of services offered by the NCC until such time as the probationary period has lapsed. For example, someone who violates sections of the NBCC Code of Ethics addressing confidentiality may be required to attend continuing education courses in confidentiality regulations and procedures, as well as receive supervision from someone with expertise in the area of counseling confidentiality practices.

**DISCIPLINARY ACTIONS ARE NOT PUNISHMENTS; RATHER, THEY ARE DISCIPLINARY AND REMEDIAL DECISIONS DESIGNED TO PROTECT THE PUBLIC AND HELP AN NCC MAKE CHANGES TO HIS OR HER PROFESSIONAL BEHAVIOR.**

Suspension and revocation are the most serious ethics decisions and are used to address those situations where significant remediation is deemed necessary.

■ **Suspension** means an NCC’s certification is dormant for a period of time ranging from six months to two years. During this time, all

original or copied credential materials must be returned to NBCC, and all professional identification or affiliation with NBCC must cease immediately. During the suspension period, NCCs are normally required to engage in corrective actions similar to those required for those on a probationary status.

■ **Revocation**, the most serious of ethics decisions, also requires that an NCC cease all identification and claims of affiliation with NBCC, as well as return to NBCC all original or copied credential materials. Revocation, however, is for a minimum of five years. With both suspension and revocation, individuals must make application to the NBCC Board of Directors to reinstate their NCC at the lapse of their suspension or revocation period.

Again, these ethics decisions are designed with both the public and NCCs in mind. They allow for public protection, professional accountability, and, when necessary, counselor remediation. Most NCCs who complete corrective actions report that the experience, although difficult at times, was one that ultimately benefited them, their counseling practice, and their clients.

*Joseph Jordan, PhD, NCC, MAC, LPC, LCAS, CCS, joined NBCC as ethics officer and director of corporate projects in July 2006. He earned his doctoral and master’s degrees from the Department of Counseling and Educational Development at the University of North Carolina at Greensboro.*

## CE PROVIDER UPDATE

### Newly Approved Providers November 2006–March 2007

**Alvernia College**, Reading, PA, #4518  
**Behavioral Medicine Research and Training Foundation**, Port Angeles, WA, #6270  
**Bellevue University**, Bellevue, NE, #4516  
**Brain Injury Association of Connecticut**, East Hartford, CT, #62288  
**Cambridge College–Springfield**, Springfield, MA, #4519  
**Castlewood Treatment Center**, Ballwin, MO, #6290  
**Community Counseling Center**, Cape Girardeau, MO, #6276  
**Counseling and Consulting Associates**, Jonesboro, LA, #6275  
**Data Trace Publishing Co.**, Towson, MD, #6286  
**Educational Services**, Brookfield, WI, #6278  
**Fairleigh Dickinson University**, Madison, NJ, #4521  
**Family Institute, Inc.**, Erie, PA, #6280  
**Illinois Mental Health Counselors Association**, DeKalb, IL, #6274  
**Imago Relationships International, Inc.**, Longwood, FL, #6287  
**JKM Training Inc.**, Carlisle, PA, #6282  
**Military Child Education Coalition**, Harker Heights, TX, #6283  
**New York Institute for Cognitive and Behavioral Therapy**, Brooklyn, NY, #6281

**Planned Parenthood of Northern Texas**, Ft. Worth, TX, #6279  
**Preferred Systems, Inc.**, Erie, PA, #6273  
**Quantum Units Education**, Los Osos, CA, #6264  
**St. John's University**, Jamaica (Queens), NY, #4520  
**Villa Julie College**, Stevenson, MD, #6277

### Providers Not Renewed in 2006

**Alabama Council of Community Mental Health Boards**, Birmingham, AL, #5846  
**Alabama EAPA in Crestwood Medical Center**, Huntsville, AL, #5601  
**American Psychiatric Partners**, Clarkesville, GA, #6136  
**Amiga Center for Professional Development**, New Westminster, BC, #6204  
**Arbor Health System**, Westwood, MA, #5620  
**Association for Psychological Type**, Glenview, IL, #5197  
**Bartlesville ISD**, Bartlesville, OK, #5320  
**Behavioral Health Services**, Advocate IL Masonic Medical Center, Chicago, IL, #5566  
**Berkshire Farm Center and Services for Youth**, Canaan, NY, #5872  
**Brandeis University Genetic Counseling Program**, Waltham, MA, #6060  
**Caribbean Counselors Association**, Ft. Buchanan, PR, #5092  
**CE4Therapists.com**, Coon Rapids, MN, #5939  
**Claudja, Inc. (Claudia Black)**, Bainbridge Island, WA, #6133  
**Columbia St. Mary's Behavioral Medicine**, Milwaukee, WI, #6108  
**Collaborative Growth**, Golden, CO, #5679  
**Corporate Foundation for Children and FACTS**, Montgomery, AL, #6116  
**Creative Classrooms, Inc.**, Raymond, NH, #5698  
**DeKalb Medical Center Behavioral Health**, Decatur, GA, #6157  
**Delaware Valley Partners in Healthcare Association**, Philadelphia, PA, #5793  
**Family Institute of Westchester**, Harrison, NY, #6068

**Home Study Resources**, Birmingham, AL, #5963  
**Human Development Training Programs**, Pacific Grove, CA, 5834  
**IN-GLO Christian Counseling and Consulting**, Maryland Heights, MO, #6047  
**Insight Consulting and Education**, Knoxville, TN, #6209  
**Kanawha Pastoral Counseling Center**, Charleston, WV, #5857  
**Massachusetts Society for the Prevention of Cruelty to Children**, Boston, MA, #5813  
**Midwest Association for Professional Education**, Shawnee Mission, KS, #6120  
**Midwest Counseling Center**, Lombard, IL, #5895  
**National Council on Family Relations**, Minneapolis, MN, #6984  
**New England School Counseling Practitioner Institute**, Lyndonville, VT, #5279  
**Oasis Women's Counseling Center**, Birmingham, AL, 5699  
**Pacifica Graduate School**, Carpinteria, CA, #5436  
**Play Therapy International**, East Sussex, UK, #6155  
**Pressley Ridge Schools at Laurel Park**, Clarksburg, WV, #5948  
**Private Practice Success**, Silver Spring, MD, #6129  
**Psy Broadcasting Corp.**, Montclair, NJ, #5751  
**Responsive Management Systems**, Seattle, WA, #5982  
**Riverside Center**, Harrisburg, PA, #5958  
**Rhea Jacobson Management**, Vancouver, WA, #5843  
**Sage Institute**, Boulder, CO #6008  
**Simply Said Seminars**, Prairie Village, KS, #6061  
**South Central Institute for NLP**, New Orleans, LA, #5413  
**Spokane Mental Health**, Spokane, WA, #5795  
**Training Resources Associates, Inc.**, Largo, MD, #6142  
**Triad Group**, Ball, LA, #6145  
**Trichotillomania Learning Center**, Santa Cruz, CA, #6103  
**Westmoreland Regional Hospital**, Greensburg, PA, #5723  
**Worklife Media**, Beverly, MA, #6178

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- ✓ Change your areas of practice.

## CCE UPDATE

### 10th Anniversary for GCDF and CPCE

The year 2007 marks the tenth anniversary of the Global Career Development Facilitator (GCDF) certification. The GCDF was initially developed for the United States. Since then, the framework for GCDF certification has been used to develop the career guidance certification programs in nine countries. This is a major accomplishment, and the CCE staff is proud of its role in promoting quality in career services around the world. Plans are underway for a Web-based service to help prospective employers and clients quickly search for contact information for GCDFs in their area or with specific skills. This is an excellent referral source for NCCs, as GCDFs expand the quality and scope of services by working closely with school and career counselors in a variety of contexts.

This year also marks the tenth anniversary of CCE's Counselor Preparation Comprehensive Examination (CPCE). The CPCE is given by more than 180 universities and colleges across the United States and Canada. The CPCE reflects CACREP's eight core curriculum areas and is designed to assess counseling students' knowledge of counseling information viewed as important by counselor preparation programs. Additionally, the CPCE:

- Allows master's program comprehensive exams to better meet psychometric standards.
- Gives programs an objective view of the knowledge level of their students.

- Allows programs to examine student functioning in various curricular areas.
- Promotes longitudinal self-study.
- Compares a program's results to national data.
- Stimulates student integration of knowledge learned in separate courses.
- Gives students comparative strength/weakness feedback.

Faculty interested in the CPCE program, please contact Deena Perdicho ([perdicho@nbcc.org](mailto:perdicho@nbcc.org)).

### ACS Certification

NCCs may qualify for the Approved Clinical Supervisor (ACS) certification via the alternate entry option available to experienced clinical supervisors and counselor educators. To find out if you qualify, please visit the CCE Web site at [www.cce-global.org](http://www.cce-global.org).

### Watch for Us at These Events

CCE staff is on the move! We attended the 2007 American Counseling Association (ACA) Annual Convention held in March and look forward to these upcoming events: the National Career Development Association (NCDA) 2007 Global Conference, July 6–8; the Institute for Professional Development in the Addictions (IPDA) Third Annual Interdisciplinary Conference devoted to clinical supervision theory, practice and research, June 7–9; and the South Carolina Education and Business Summit, June 24–28. Check the CCE Updates article in each newsletter to find out where

CCE representatives will be in the future. We look forward to seeing you there.

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*The Center for Credentialing and Education, Inc. (CCE) is an affiliate of the National Board for Certified Counselors, Inc. CCE is a management services company specializing in credential development, association and board management services, test development, application review, measurement services, and the administration of specialty credentials, including the Global Career Development Facilitator (GCDF), Approved Clinical Supervisor (ACS), and Distance Credentialed Counselor (DCC). To learn more about CCE's management services, please visit [www.cce-global.org](http://www.cce-global.org) or call 336-482-2856.*

## VOLUNTARY AUDITS

*The following NCCs have passed the NBCC® Voluntary Audit for special recognition in continuing education. While 100 hours of continuing education are required for recertification, these NCCs have completed and documented more than 130 hours in the five-year certification period. NBCC salutes them!*

**Craig M. Givens,**  
West Palm Beach, FL

**John P. Viterito,**  
Monmouth Junction, NJ

**Heather T. Zeng,** Fremont, CA

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*If you are interested in applying for a voluntary audit, go to [www.nbcc.org/audit](http://www.nbcc.org/audit) and click on "Download the Voluntary Recognition Audit" form.*

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**Two NBCC credentials—the NCC and the MAC—are accredited by the National Commission for Certifying Agencies.**

## SURGE IN GRAD STUDENT NCC APPLICATIONS

Graduate student applications for the NCC credential have taken off in recent years. Since 2001, student participation has nearly doubled, and more than 50 additional counselor preparation programs have signed on to offer this opportunity to advanced students. Currently more than 200 graduate programs participate in the GSA-NCC (Graduate Student Application for the National Certified Counselor credential) program; more than 4,200 students submitted special GSA-NCC applications through their universities in 2006.

For students, the immediate advantage in applying for the NCC while still enrolled is the ability to take the National Counselor Examination for Licensure and Certification (NCE) while their “book learning” is fresh. Upon passing the NCE, graduates of CACREP-accredited programs submit an official transcript and a professional endorsement to complete NCC certification requirements. Graduates of non-CACREP-accredited programs must complete additional experience and supervision requirements before attaining full certification. In states that require the NCE for licensure, NCCs and Board Eligible NCCs may request that their scores be sent to state boards—streamlining the process for attaining state licensure.

Counselor preparation programs interested in more information about the GSA-NCC opportunity may contact Mona Olds at NBCC (olds@nbcc.org).

Faculty may also be interested in the Counselor Preparation Comprehensive Examination (CPCE) program offered through CCE, an NBCC affiliate. The CPCE is a knowledge-based exam that reflects CACREP’s eight core curriculum areas. It assesses students’ knowledge of counseling information identified as important by a select group of counselor educators. More than 180 universities currently utilize the CPCE. For additional information about this program, contact Deena Perdicho (perdicho@nbcc.org).



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