



VIRGINIA  
SCHOOL  
COUNSELOR  
ASSOCIATION

Virginia School Counselor Association

2018 Fall Conference

# SCHOOL COUNSELORS: *Agents of Change*

October 17-19, 2018

Embassy Suites & Hampton Roads Convention Center  
Hampton, VA

Visit [www.ncyi.org/vscac](http://www.ncyi.org/vscac) for more information.

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## CONFERENCE HIGHLIGHTS

# VSCA

- Keynote Speakers
- Pre-Conference Speakers
- Counselor of the Year Awards
- RAMP Recognitions
- Celebration Reception
- Exhibit Hall
- Over 80 Educational Sessions
- Principal of the Year Award

*Pre-conference sessions are not included in the conference registration fee. Additional fee applies, see registration section below.*

## **Wednesday, October 17th**

**2:00 p.m. – 5:00 p.m.**

### **1. Helping Traumatized Students and Those Who Experience Grief, Loss, and Mourning**

#### **Dr. Melissa Reeves**

**SPEAKER BIO:** Dr. Melissa Reeves, Ph.D., NCSP, LPC served as the 2016-2017 President of the National Association of School Psychologists. She is currently an Associate Professor at Winthrop University, SC in the psychology department and school psychology graduate program. Dr. Reeves is a nationally certified school psychologist, licensed special education teacher, licensed professional counselor, and former district coordinator of social/emotional/behavioral services. She has over 20 years' experience working in public schools and a private school, in addition to providing mental health services in day and residential treatment settings. Dr. Reeves is a co-author of the National Association of School Psychologists (NASP) *PREPaRE School Crisis Prevention and Intervention* curriculum, former Chair of the NASP School Safety and Crisis Response Committee which provides consultation and support to school districts across the country after large scale crisis events including school shootings and natural disasters. She travels both nationally and internationally training professionals in the areas of crisis prevention through recovery, threat and suicide assessment, the impact of trauma and PTSD on academic achievement, and cognitive behavior therapy in the school setting.

**ABOUT THE SESSION:** This workshop is designed to enhance participants' existing knowledge base about trauma, grief, loss, and mourning. Participants will increase their levels of comfort in dealing with trauma and grief, better understand the differences between normal and complicated grieving, and learn intervention strategies to address both. Participants will achieve a better understanding of factors that influence grief and mourning, and develop specialized skills for helping children and adolescents cope more successfully with these intensely felt emotions.

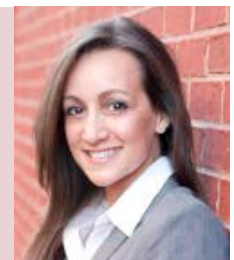


### **2. Behavior Interventions That Work**

#### **Amie Dean**

**SPEAKER BIO:** Amie Dean, M.Ed., B.A. has worked in education for 21 years. She has experience teaching at all levels, and has taught both special and general education. She was with Fulton County Schools (GA) for ten years, four of which she provided support to teachers and students as the Student Support/RTI Coordinator for her middle school. She holds a Masters degree in Education and is Nationally Board Certified as an Exceptional Needs Specialist. With 21 years experience as an educator and 10 years as a professional consultant, Amie has worked with thousands of teachers, counselors and administrators in over 250 districts to improve best practices in behavior support, student engagement, and differentiated instruction. Amie has trained with Dr. Rick DuFour, Dr. Kay Burke, Dr. Spencer Kagan, Dr. Ruby Payne, and many others.

**ABOUT THIS SESSION:** Do you have a plan for what you will do when a student doesn't comply with your request the first time? Second time? How about the third time? Do you go home tired and exhausted from frustration? This presentation will guide you in developing a thorough, preventative plan for handling issues from low level distractions to serious/chronic behaviors. This is a practical, hands-on presentation filled with concrete steps you can use the next day to help students and yourself.



**SAVE THE DATE!**

**Wednesday, October 17th**

This Summit will conclude before 2:00pm, so you can attend both the VaDOE Summit and a Pre-Conference session.

Hampton Roads Convention Center

**SECOND ANNUAL**



**VIRGINIA SCHOOL COUNSELING  
LEADERSHIP SUMMIT**

*presents*

**SCHOOL COUNSELORS  
Taking the Lead**

In collaboration with  **VIRGINIA  
SCHOOL  
COUNSELOR  
ASSOCIATION**

**SCHOOL COUNSELORS:  
Agents of Change**



**October 17, 2018**  
Embassy Suites & Hampton Roads  
Convention Center, Hampton, VA

For more information, please contact Joe Wharff at the VaDOE. ([joseph.wharff@doe.virginia.gov](mailto:joseph.wharff@doe.virginia.gov))

**Visit 50+ Exhibitors at the Conference!**





## Thursday, October 18th

Keynote Speaker (8:30 a.m.–10:00 a.m.)

### Dr. Michele Borba



**SPEAKER BIO:** Michele Borba, Ed.D. is an internationally renowned educator, award-winning author, and parenting, child and bullying expert recognized for her solution-based strategies to strengthen children's empathy, social-emotional intelligence and character, and reduce peer cruelty. A sought-after motivational speaker, she has presented keynotes throughout North America, South America, Europe, Asia, the Middle East, South Pacific and served as a consultant to hundreds of schools and corporations, including the Pentagon and 18 US Army bases in Europe and the Asian-Pacific. Her proposal: "Ending School Violence and Bullying" (SB1667) was signed into California law in 2002. She offers realistic, research-based advice culled from a career of working with over one million parents and educators worldwide. Dr. Borba is a frequent NBC contributor who has appeared 140 times live on the TODAY show and countless other shows including: three Dateline specials, Dr. Phil, and many others. She has also been featured in *TIME*, *Washington Post*, *Newsweek*, *People*, *U.S. News & World Report*, *New York Times*, *Reader's Digest*, *Globe and Mail*. She's a media spokesperson for numerous corporations, and a consultant to McDonalds and Disney.

Borba is the award-winning author of 24 books translated into 14 languages including *Nobody Likes Me, No More Misbehavin', Don't Give Me that Attitude!*, *Building Moral Intelligence*, *12 Simple Secrets Real Moms Know*, *Parents Do Make A Difference*, *The Big Book of Parenting Solutions*, *The 6 Rs of Bullying Prevention*, and *UnSelfie: Why Empathetic Kids Succeed In Our All-About Me World*.

She is the recipient of numerous awards, including the National Educator Award (presented by the National Council of Self-Esteem) and the National Child Safety Award of 2016 by Child Safety Network.

Dr. Borba is a former classroom teacher with a wide range of teaching experience, including work in a private practice with children with learning, and emotional disabilities She received a Doctorate in Educational Psychology and Counseling from the University of San Francisco, an M.A. in Learning Disabilities and B.A. from the University of Santa Clara, and earned a Life Teaching Credential from San Jose State University. She lives in Palm Springs, California with her husband and has three grown sons.

**ABOUT THE SESSION:** Empathy is often sidelined as a "soft skill." In Dr. Borba's presentation, *Empathy is a Verb*, she will offer hard evidence that empathy is one of the most important skills that 21st Century learners will need to thrive in a complex, global, and digitally-driven world, and why it must become an educational and societal priority. She will share ways that educators around the globe have weaved empathy-building practices into existing lessons and helped students to develop empathic mindsets in a test-driven culture. Dr. Borba will provide practical ways to creative, positive outcomes by cultivating empathy in your school. She will share her decade long journey to discover how to optimize human potential. Surprisingly, it was children from Canada to Rwanda (and numerous places in between) who offered the best ideas to cultivate empathy. The best news: if applying these simple strategies together we can revolutionize not only our schools and homes, but also society...and build the best investment for our future: human capital.

## Friday, October 19th

Luncheon Speaker (12:00 p.m.–1:50 p.m.)

### Ken Williams



**SPEAKER BIO:** Kenneth C. Williams shares his experience and expertise as a recognized trainer, speaker, coach, and consultant in education and leadership. He is the chief visionary officer of Unfold the Soul, a company dedicated to helping make the school you have, the school you want. Skilled in joining the why of our work to the how of our work, Ken is an expert at helping schools build capacity in the collective commitments required of learning for all cultures. He is a distinguished teacher, mentor, public speaker, and school leader. Ken is a contributing author to *The Collaborative Administrator* (Solution Tree Press, 2009), the author of both *Essentials For Principals: Creating Physical and Emotional Security in Schools* (Solution Tree Press/NAESP, 2012), and *Starting A Movement, Building Culture From The Inside-Out in PLC's* (Solution Tree Press 2015).

**ABOUT THE SESSION:** During Ken's engaging and provocative keynote, *Starting a Movement: Taking Students To and Through The BAR*, Ken will help you discover how to quiet the noise and focus on the handful of high leverage collective commitments that will help you build a culture of learning for all. Learn how to LIVE your posters, and really deliver on the promise education should offer every student. This session is not for the faint of heart...or for defenders of the status quo. For all others, get ready for a transformational experience.

## Wednesday, October 17, 2018

- 1:30 - 6:00 p.m. Registration/Information Center Open
- 3:00 - 6:00 p.m. Exhibits Open
- 2:00 - 5:00 p.m. Pre-Conference Sessions
- 5:30 - 7:00 p.m. “Meet and Greet” Welcome Reception  
*Embassy Suites Manager’s Reception*

## Thursday, October 18, 2018

- 7:30 a.m. - 5:00 p.m. Registration/Information Center Open
- 7:30 a.m. - 5:00 p.m. Exhibits Open
- 7:30 - 8:30 a.m. Continental Breakfast *available in Exhibit Area*
- 8:30 - 10:00 a.m. Opening Session with Keynote Speaker - Dr. Michele Borba
- 10:00 - 10:15 a.m. Transition Break
- 10:15 - 11:05 a.m. Breakout Session #1
- 11:05 - 11:35 a.m. Break with Exhibitors
- 11:35 a.m. - 12:25 p.m. Breakout Session #2
- 12:25 - 1:25 p.m. Box Lunch *available in Exhibit Area*
- 1:25 - 2:15 p.m. Breakout Session #3
- 2:15 - 2:45 p.m. Break with Exhibitors
- 2:45 - 3:35 p.m. Breakout Session #4
- 3:35 - 3:50 p.m. Transition Break
- 3:50 - 4:40 p.m. Breakout Session #5
- 5:30 - 7:00 p.m. Network Social and Graduate Student “Meet & Greet”  
*Embassy Suites Manager’s Reception*

## Friday, October 19, 2018

- 7:30 a.m. - 12:00 p.m. Registration/Information Center Open
- 7:30 a.m. - 12:00 p.m. Exhibits Open
- 7:30 - 8:30 a.m. Continental Breakfast *available in Exhibit Area*
- 8:30 - 9:20 a.m. Breakout Session #6
- 9:20 - 9:35 a.m. Transition Break
- 9:35 - 10:25 a.m. Breakout Session #7
- 10:25 - 11:00 a.m. Morning Break & Exhibit Area - Last Chance!
- 11:00 - 11:50 p.m. Breakout Session #8
- 11:50 a.m. - 12:00 p.m. Transition Break
- 12:00 - 1:50 p.m. Awards Luncheon & Closing Keynote Speaker - Ken Williams



The Virginia School Counselor Association has been approved by NBCC as an Approved Continuing Education Provider, ACEP No. 6606. Programs that do not qualify for NBCC credit are clearly identified. The Virginia School Counselor Association is solely responsible for all aspects of the programs.

## Five Easy Ways to Register!!!

**Toll Free #:** (866) 318-6294

**Fax:** (423) 899-4547

**Internet:** [www.ncyi.org/vscac](http://www.ncyi.org/vscac) to register and pay with a credit card, using our secure shopping cart system.

**Mail:** National Center for Youth Issues • Attn: VSCA Conference  
P.O. Box 22185 • Chattanooga, TN 37422-2185

**Scan & Email:** [Registrations@ncyi.org](mailto:Registrations@ncyi.org)

Please make your check or purchase order payable to: **National Center for Youth Issues**. Mail the check or purchase order and registration form(s) to the address above.

If your school system needs a W-9 to set NCYI as a vendor in your system, please contact Bob Nickel at [bnickel@ncyi.org](mailto:bnickel@ncyi.org).

**QUESTIONS??** Contact NCYI at 866.318.6294 or e-mail [registrations@ncyi.org](mailto:registrations@ncyi.org) or [bnickel@ncyi.org](mailto:bnickel@ncyi.org).

### REGISTRATION FORM

(PLEASE PRINT CLEARLY)

<b>I am a current VSCA member.</b> Yes <input type="checkbox"/> No <input type="checkbox"/>	Member # (for current and paid members) _____
NAME (first and last for name badge) _____	
JOB TITLE (REQUIRED PLEASE) _____	
ORGANIZATION/SCHOOL DISTRICT _____	
EMAIL (REQUIRED FOR CONFIRMATION) _____	
WORK ADDRESS _____	
CITY _____ STATE _____ ZIP _____	
WORK PHONE (            ) _____ CELL PHONE (            ) _____	
DO YOU REQUIRE VEGETARIAN/GLUTEN FREE MEALS? Yes <input type="checkbox"/> No <input type="checkbox"/>	
DO YOU PLAN TO STAY FOR THE AWARDS LUNCHEON ON FRIDAY? Yes <input type="checkbox"/> No <input type="checkbox"/>	

### PAYMENT METHOD

<input type="checkbox"/> <b>Purchase Order</b> <i>A copy of the purchase order is required</i> (made payable and addressed to National Center for Youth Issues, P.O. Box 22185, Chattanooga, TN 37422-2185.)
<input type="checkbox"/> <b>Check Enclosed</b> (Made payable to <b>National Center for Youth Issues</b> )
<input type="checkbox"/> <b>Credit Card</b> <input type="checkbox"/> Personal <input type="checkbox"/> Corporate
CARD NO. _____ EXP. DATE _____
CID# (3-DIGIT CODE ON BACK OF CARD): _____
NAME ON CARD (PLEASE PRINT) _____
CREDIT CARD BILLING ADDRESS _____
CITY _____ STATE _____ ZIP _____
AUTHORIZED SIGNATURE _____ EMAIL _____
<b>CANCELLATION AND REFUND POLICY:</b> There will be no refunds after September 27, 2018. All cancellations before September 27, 2018 will be refunded less a \$25 handling fee. There will be no refunds if you register as a non member and then later become a member. <b>Please become a member or renew your membership before registering for the conference. The association is not responsible for and cannot give refunds due to problems beyond its control, such as weather and school closings.</b>

REGISTRATION CONTINUED ON NEXT PAGE

**You can save \$60 on your conference registration by becoming a member of the VSCA for only \$40 annually!**

*Before registering for the conference*, please visit the VSCA web page ([www.vasca.org](http://www.vasca.org)) and become a member or renew your annual membership to save. Under the membership menu, click the "JOIN" link...**or, you can now join when you register for the conference.** Membership runs for one year from date of joining or renewal.

**Current members:** Please make sure that your membership is good through October 19, 2018. If you choose to bundle your membership with conference registration, then another year will be added to your current membership.

**New members:** If you choose to bundle your membership with your conference registration, your membership will last one year from the date you submit payment. If you choose to join by visiting [www.vasca.org](http://www.vasca.org) and then pay for your conference registration separately, your membership will begin the date you submit payment on [www.vasca.org](http://www.vasca.org).

PLEASE **CIRCLE** ALL THAT ARE APPLICABLE AND PLACE TOTALS WHERE NOTED.

*\*Must be a VSCA Member where noted*

### A. Pre-Conference Learning Session (Wednesday, October 17th) *\*choose only one*

Pre-Conference Learning Sessions →	Session 1: Helping Traumatized Students and Those Who Experience Grief, Loss, and Mourning Dr. Melissa Reeves	Session 2: Behavior Interventions That Work Amie Dean
Professional/Regular Member*	\$50 per person*	\$50 per person*
Non-Member	\$75 per person	\$75 per person
Student/Retired/Emeritus Members*	\$40 per person*	\$40 per person*

**TOTAL (A): \$ \_\_\_\_\_**

### B. Full Conference (Thursday, October 18th and Friday, October 19th)

	Early Register (on or before Sept. 15)	Regular Advance Registration (between Sept. 16 – Oct. 12)	Onsite Registration (after Oct. 12)
Professional/Regular Member*	\$150 per person*	\$170 per person*	\$190 per person*
Professional/Regular Member* <i>plus VSCA Membership**</i>	\$190 per person*	\$210 per person*	\$230 per person*
Non-Member	\$210 per person	\$230 per person	\$250 per person
Student/Retired/Emeritus Members*	\$100 per person*	\$120 per person*	\$140 per person*
Student/Retired/Emeritus Members* <i>plus VSCA Membership**</i>	\$120 per person*	\$140 per person*	\$160 per person*

**TOTAL (B): \$ \_\_\_\_\_**

### C. One-Day Attendance (Thursday, October 18th ONLY)

	Early Register (on or before Sept. 15)	Regular Advance Registration (between Sept. 16 – Oct. 12)	Onsite Registration (after Oct. 12)
Thursday Only Registrants	\$110 per person	\$130 per person	\$150 per person
Thursday Only Registrants <i>plus VSCA Membership**</i>	\$150 per person	\$170 per person	\$190 per person

**TOTAL (C): \$ \_\_\_\_\_**

### D. One-Day Attendance (Friday, October 19th ONLY)

	Early Register (on or before Sept. 15)	Regular Advance Registration (between Sept. 16 – Oct. 12)	Onsite Registration (after Oct. 12)
Friday Only Registrants	\$110 per person	\$130 per person	\$150 per person
Friday Only Registrants <i>plus VSCA Membership**</i>	\$150 per person	\$170 per person	\$190 per person

**TOTAL (D): \$ \_\_\_\_\_**

*To qualify for the Early Registration Rate, your registration form AND payment (copy of your purchase order, check, or credit card) must be received or postmarked by the Early Registration cutoff date.*

**\*\*RENEW VSCA MEMBERSHIP OR JOIN FOR THE FIRST TIME:** Attend our annual conference and join or renew membership with VSCA all for one bundled price! Professional/Regular Members are \$40 annually, and Student/Retired/Emeritus members are \$20 annually. Take advantage of this great opportunity and SAVE! See details above.

**TOTAL DUE: \$ \_\_\_\_\_**



## The 2018 Virginia School Counselors Conference will take place at the Embassy Suites & Hampton Road Convention Center

1700 Coliseum Drive Hampton, VA 23666



The Embassy Suites has a **conference rate of \$127 plus tax for single or double occupancy**. This rate is valid **before September 26, 2018**, as long as rooms are available in the block.

### To make hotel reservations:

**CALL:** 800-362-2779, or 757-827-8200. Please be sure to tell the hotel the group code “VSC”.

**REGISTER ONLINE:** Go to [www.ncyi.org/vscac](http://www.ncyi.org/vscac) and scroll to the “Accommodations” section. Click on the “Embassy Suites Website” link. At the Embassy Suites website, click on the “Book a Room” button and follow the directions.

**The Embassy Suites conference rate includes a full, cook-to-order breakfast and an evening Manager’s Reception!**



## Come Work and Play!

In the evening, make sure you take time to relax and enjoy the surrounding area. Go to [www.ncyi.org/vscac](http://www.ncyi.org/vscac) to see the things to do around the beautiful Embassy Suites.

**Visit the Peninsula Town Center, less than a mile from the Embassy Suites!**

- You can sit back and relax at the many restaurants at the Town Center, such as Abuelo’s, Avenue Blue, Outback and My Pi, along with others.
- The Peninsula Town Center has a premium movie theater with leather recliners and gourmet food, so you can finally watch that movie you have been wanting to see.



At the Town Center, enjoy shopping at the Loft, Yankee Candle, Sephora, Forever 21, Barnes & Noble, and many more!



**We hope this conference will educate and equip you to do your job well, and we also hope you will take advantage of the wonderful ways you can relax and be refreshed!**