MEMORANDUM

TO: City and County Superintendents of Education

FROM: Eric G. Mackey
State Superintendent of Education

RE: Alabama Counseling Association (ALCA) Annual Conference

The Alabama Counseling Association (ALCA) Annual Conference will be held in Montgomery, Alabama, at the Renaissance Montgomery Hotel and Spa at the Convention Center on November 20-22, 2019. As always, the ALCA Annual Conference will provide professional development for school counselors and offer information on current counseling issues. New counselors may attend the ALCA conference to meet the training requirement expected as part of the Alabama State Department of Education (ALSDE) Counselor Academy.

The theme of this year’s conference is “Counselors First: Advocacy to Unite the Profession.” Keynote speakers will include Ms. Joyce Marter, a Licensed Professional Counselor (LPC) with expertise in the area of mental health, who will present “How to Support One Another for United Success in the Counseling Profession”; Mr. Dave Delaney, a communications skill expert who will present “The Master Communicator’s Secret Weapon”; and Dr. Sherene McHenry, a distinguished counselor educator and author of several books including The Busy Student’s Guide to College and Career Success. Dr. McHenry’s keynote speech is entitled “Counselors First: Ethics, Empathy, and Excellence.” 2019 ALCA President Leslie Weaver-Martin, a school board member from a city school system and respected counselor, will preside at the conference. In addition, there will be approximately 120 content sessions on topics of concern and current issues for counselors plus numerous networking opportunities. This year certified school counselors and LPCs will be able to stay on Friday afternoon for a free American Red Cross Disaster Training post-conference training session (optional and involves a separate registration).
Counselors may register online at www.alabamacounselors.org. The ALCA has also mailed registration packets to counselors who are members of the Association. Others may obtain packets by going to www.alabamacounseling.org and clicking on “Annual Conference” or by contacting Dr. Nancy Fox in the ALCA office by telephone at 205-423-5989 or by email at alca@alabamacounseling.org.

We must always be prudent with our time and resources; however, I encourage you to support the attendance of your counseling coordinators and counselors, if at all possible. Mental health concerns are more prominent in our schools and training is encouraged. The conference is inexpensive and will provide an excellent opportunity for professional development activities for your counselors and will assist counseling coordinators to review their local comprehensive counseling and guidance program.

EGM/WEC

cc: City and County Counseling Coordinators

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