The 2019 MSCA Fall Conference theme is *Triple Crown*, where we will highlight the three domains of school counseling - academic, career and social/emotional development. The MSCA conference planning committee has been hard at work since December planning an event that will meet the diverse needs of school counselors across the state.

We are looking forward to continuing the rich tradition of professional development in the Fall Conference through a wide variety of breakout sessions, Saturday Institute, keynote speakers, along with evening activities that can lead to great networking opportunities. The conference project will benefit the Ronald McDonald House Charities of Mid-Missouri, with several activities planned to contribute to the organization.

Please take a moment and look through this conference preview. I encourage you to take the steps today to register for this professional development opportunity - developed by counselors for counselors. I look forward to seeing you in November at the newly renovated Tan-Tar-A Resort!

*Jill Hancock, MSCA Director of Operations*
Sunday
- Exhibit hall opens at 11:00 a.m.
- New counselors' and first-time attendees' welcome luncheon from 11:45 to 12:45 p.m.
- No-conflict time with the exhibitors from 1:00 to 2:00 p.m.
- Opening session beginning at 3:15 p.m. featuring Mike Scharenbroich.
- Service project activity from 6:00 to 9:00 p.m. to support the work of the Ronald McDonald House Charities of Mid-Missouri.
- Game night from 6:00 to 9:00 p.m.
- Hospitalities from 7:30 to 9:00 p.m.
- Bingo from 9:00 to 10:00 p.m.
- Dance beginning at 9:00 p.m.

Monday
- Power Fitness Hour beginning at 7:00 a.m.
- Level Sharing from 8:30 to 9:30 a.m.
- No-conflict time with the exhibitors from 9:30 to 10:00 a.m.
- Evening activities including hospitalities, trivia night, bowling, and dance.

Tuesday
- Closing session featuring Dr. Danny Brassell beginning at 9:45 a.m.
- Conference concludes at 11:00 a.m.
SCHEDULE OF EVENTS

**Sunday, November 3, 2019**
10:00-6:00 p.m.   Registration & Information Booth Open
10:30-11:30 a.m.  Delegate Assembly in Room 63/64
11:00-4:30 p.m.   Exhibit Hall Open (Snacks 1:00 - 4:15pm) in Windgate Plaza
11:45-12:45 p.m.  New Counselor & First-Time Attendee Luncheon in Parasol I
1:00-2:00 p.m.    Exhibit Hall No-Conflict Time in Windgate Plaza
2:00-3:00 p.m.    Breakout Session I
3:15-4:45 p.m.    Opening Session
5:00-6:00 p.m.    Breakout Session II
6:00 p.m.         Dinner on Your Own
6:00-9:00 p.m.    Service Project Activity
6:00-9:00 p.m.    Game Night
7:30-9:00 p.m.    Hospitalities
9:00-10:00 p.m.   Bingo
9:00-11:00 p.m.   Dance in Paradise C

**Monday, November 4, 2019**
7:00-8:00 a.m.    Fitness Hour
7:30-9:00 a.m.    Continental Breakfast in Windgate Plaza
7:30-2:00 p.m.    Exhibit Hall Open in Windgate Plaza
8:00-10:30 a.m.   Registration Open
8:00-4:30 p.m.    Information Booth Open
8:30-9:30 a.m.    Level Sharing
9:30-10:00 a.m.   Exhibit Hall No-Conflict Time in Windgate Plaza
10:00-11:00 a.m.  Breakout Session III
11:00-11:45 a.m.  Lunch with Regions – 1st Shift
11:45-12:30 p.m.  Lunch with Regions – 2nd Shift
12:45-1:45 p.m.   Breakout Session IV
2:00-3:00 p.m.    Breakout Session V
3:15-4:15 p.m.    Breakout Session VI
5:00-7:00 p.m.    Hospitalities
6:00-8:00 p.m.    Bowling
7:00-2:00 p.m.    Trivia Night in Paradise C
9:00-11:00 p.m.   Dance in Paradise C

**Tuesday, November 5, 2019**
7:30-8:30 a.m.    Breakfast in Paradise C
8:30-9:30 a.m.    Breakout Session VII
9:45-11:00 a.m.   Closing Session
10. **Conference Activities:** Trivia Night, Fitness Power Hour, Conference Project, Game Night, Bingo, Bowling, Dances and More! This year’s activities will ensure plenty of fun with colleagues from across the state!

9. **Networking with MACS Members:** The Missouri Association of Career Services (MACS) will join us again this year for the conference and have their own strand of workshops, which all attendees are welcome to attend.

8. **Exhibitors:** More than 120 exhibitors are expected at this year’s event. Plan to visit the exhibit hall to meet with each of these companies and organizations to see what they can offer to you as a school counselor.

7. **Saturday Institute:** This year’s Saturday Institute offers TWO outstanding workshops, including ‘Strategies for Implementing a Trauma-Informed Model’ by Heather Forbes, LSCW, and ‘Opioid Epidemic – What School Counselors Need to Know & How They Can Help’ by Dr. Shari Sevier and Agent Amanda Purdum from the Drug Enforcement Administration (DEA).

6. **Relax:** Enjoy the newly renovated resort and all that it has to offer!

5. **Opening Session:** Arrive in time for the Opening Session to hear Mike Scharenbroich, Emmy Award Winner & Hall of Fame Keynote Speaker.

4. **Closing Session:** Don’t miss Dr. Danny Brassell, Nationally Recognized Speaker, Top-Selling Author, Trainer & Coach.

3. **Breakout Sessions:** Over 100 breakout sessions are featured at this year’s event.

2. **Annual Project:** Participate in conference activities to help raise money for this year’s project, Ronald McDonald House Charities of Mid-Missouri.

1. **Collaboration:** For three days you get to spend time learning and networking with more than 1,200 school counselors from across the state!
Students
Students receive discounted conference registration fees.
To register as a student, please visit the MSCA website at www.moschoolcounselor.org.

Exhibit Hall
The exhibit hall is a great place to network and learn. Have a preferred vendor that you want to make sure is present this year? Send an email to jill@c2cpro.solutions OR direct potential exhibitors to www.moschoolcounselor.org.

Trivia Night
The 2019 Trivia Night will be held on Monday evening. Doors for the event will open at 6:00 p.m. with play beginning at 7:00 p.m. Play will conclude by 9:00 p.m. Teams are limited to eight participants. Interested participants may register as an individual or as part of a team. Individuals will be paired up with others at the event. The cost to participate is $5 per person or $40 for a team of eight. Registrations will be accepted at the door on the evening of the event. All proceeds from this year’s event will benefit the Gysbers Foundation.

First-Time Attendee/New Members’ Luncheon
Individuals that are attending their first MSCA Fall Conference and/or are new members of the association are invited to attend a special luncheon on Sunday, November 3, beginning at 11:45 a.m.. The luncheon will include an overview of the conference, an opportunity to meet leaders at the state and local levels and network with other first-time attendees/new members. Attendees will receive a box lunch. Please note your plans to attend this luncheon on your registration form.

Annual Project – Ronald McDonald House Charities of Mid-Missouri
This year’s Annual Project will benefit the Ronald McDonald House Charities of Mid-Missouri in Columbia. Since 1983, Ronald McDonald House Charities of Mid-Missouri has been keeping families close while their child receives medical care in the Columbia area. The Ronald McDonald House gives children a place to play after a long day at the hospital; parents a home for a good night’s sleep and a warm meal near the hospital; and families relief from the financial and emotional burdens of traveling for their child’s medical care.

Want to know how you can help? Fundraisers for the Annual Project include: the basket raffle, Fitness Power Hour, and more. Also, a special time has been set aside on Sunday evening for our Service Project Activity, which will be making blankets that will be donated to the Ronald McDonald House. Interested in donating to the Service Project? Contact the MSCA Office at msca@c2cpro.solutions.
**Lunch Shifts – New this Year!**
Due to attendee feedback from prior years, Monday’s luncheon will be facilitated in shifts, which will shorten your wait time and also offer the opportunity for networking within your regions. Each region will be assigned a specific lunch time, watch for additional information coming soon (late October) for your specific lunch assignment.

**Power Fitness Hour**
Start your morning off right – join colleagues for morning fitness AND support the Annual Project! Participants may choose from 3 different options, including: circuit training (30 minutes), yoga, or a 5k run/walk (may also be done virtually). For more information, including online registration, please visit the website at [www.moschoolcounselor.org](http://www.moschoolcounselor.org).

**Breakout Sessions**
A full listing of finalized breakout sessions will be available in late August on the Fall Conference page of the MSCA website.

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**SATURDAY INSTITUTE**
Saturday, November 2, 2019, 9:00 to 4:00 p.m. (includes lunch)

**Two Options:**
- Strategies for Implementing a Trauma-Informed Model OR
- Nuts and Bolts of the Opioid Epidemic: What School Counselors Need to Know and How They Can Help

Saturday Institute sessions provide an added opportunity for receiving additional professional development prior to the opening of the Annual Fall Conference, which is scheduled for November 3-5. The cost to attend is just $150 for members or $250 for non-members. Online registration or a downloadable registration form is available at [www.moschoolcounselor.org](http://www.moschoolcounselor.org).

Attendees will choose from two options, including:

**Strategies for Implementing a Trauma-Informed Model**, Heather T. Forbes, LCSW
Are our students ready to learn? The national trauma-informed movement has shed light on the impact that trauma has on the brain and has answered this question: No. Children impacted by trauma come to school stressed out, emotionally charged up (or completely shut-down), and in a state of survival. Understanding our students’ ACE scores is a start, but learning how to apply this knowledge in interactions with students is the other half and is often the most difficult and most misunderstood. Switching from a behaviorally based approach to a trauma-informed approach involves embracing an entirely new paradigm – a new way of thinking, perceiving, and relating. This training will help participants deepen their practical understanding of how to apply the science of trauma in their schools and how to support educators in adopting this model.

**Nuts and Bolts of the Opioid Epidemic: What School Counselors Need to Know and How they Can Help**, Agent Amanda Purdum, Drug Enforcement Administration (DEA) and Dr. Sharon Sevier, MO School Counselor Association (MSCA)
This workshop will introduce participants to the basics of the opioid epidemic, specifically in Missouri. It’s critical that school counselors know and understand what opioids are, how they affect the direct and indirect victims, and the impact of trauma on our students and families. Scholars are at the crossroads of the trauma brought about by this epidemic, and school counselors may be the first and most important responders to student and family needs. This workshop will not only educate the participants, but will also provide ways that school counselors can be leaders of critical support.
Opening Keynote Speaker
Sunday, November 3, 3:15 to 4:45 p.m.
Mark is known as a top performer in the speaking industry for his authentic delivery, his talent for delivering unique stories and his comedic timing. His audiences remember his “Nike Bike” presentation for years after it is delivered.

Mark’s core messages have always been about connecting. Sometimes it was in schools to help teachers connect to their students, or in organizations and businesses to help team members feel truly connected to their core values and their customers.

Mark’s biggest “Aha!” moment came while traveling through Milwaukee, Wisconsin, to a speaking engagement. It was there that he stumbled upon the Harley-Davidson 100th year anniversary celebration. He kept overhearing people as they passed bikers share two simple words, “Nice Bike”.

A connection was made. It gave Mark an unforgettable metaphor that inspired him to write his award-winning book, Nice Bike: Making Meaningful Connections on the Road of Life.

Closing Keynote Speaker
Tuesday, November 5, 9:45 to 11:00 a.m.

For the past two decades, Dr. Danny Brassell has served as an educational advisor to students ranging from preschoolers to rocket scientists. While he has held a variety of titles and worked with leaders from a variety of fields and disciplines, Danny has always considered himself first and foremost a teacher.

A recognized authority on leadership development, motivation and communication skills, Danny has been honored consistently for his strategic intellect and practical solutions. Audiences rave about Danny’s ability to deliver meaningful and memorable messages that are applicable for individuals within all levels of organizations. A gregarious, sought-after author, speaker and business consultant, Danny is characterized by friends, colleagues and clients as one of the most insightful, powerful and compassionate individuals in business today. Thousands, from small business owners to corporate executives, have enjoyed his energetic, interactive and informative presentations.

Danny shares the knowledge he has acquired through his own diverse experiences, as he wears a number of hats, including teacher, author, trainer, student, mass media veteran, and servant.
JOIN MSCA

MSCA is YOUR professional education organization. We provide services that will contribute to your knowledge, expertise, and growth.

Membership in MSCA is one of the best professional development investments you can make. As a member of this organization, you will be given an opportunity to participate in its many programs, all of which are designed to advance the profession and help each member achieve greater personal and professional growth.

MSCA delivers all the best professional learning and resources a school counselor needs. You’ll be rewarded with renewed confidence and competence in your skills and abilities, a vast network of colleagues online and face-to-face upon which to rely, as well as saving time and money as you advance your counseling career.

WHY JOIN MSCA?

- Subscription to MSCA’s official publications
- A voice in national organizations such as ASCA
- Active liaison with state educational organizations
- Direct involvement during local, state and national legislative processes
- Annual Fall, Spring, and Leadership Development Conferences
- Research Assistance