What a busy fall and winter we are having at PCA!
First I want to acknowledge an amazing Fall Conference at King of Prussia, November 3 -5. The biggest turnout yet for PCA, and an amazing exchange of ideas and research. Thanks to all who presented, attended and organized this outstanding event. Mark your calendar for next year when we celebrate our 50th year in Pittsburgh, November 9 -11.

Working around the planning for our conference, most of our energy has been directed toward Senate Bill 530 and working towards its movement through the legislature in Harrisburg.

If you are not familiar with SB530, it is the bill that will allow for diagnosing for LPCs, LCSWs, and LMFTs, and contains a title protection for all three professions. If you want to view the bill in its entirety, the current version can be found at pacounseling.org within the government relations tab. I encourage all to read the bill, so that you are well informed as to the intent of the bill.

SB 530 was voted on final passage in the Senate (46-3) on October 2, 2017 and received in the House and referred to the House Professional Licensure Committee on October 3rd, where it awaits consideration. At this juncture, the bill needs to be reported out of the House Professional Licensure Committee and then it will head to the House floor for consideration. Should SB 530 be amended at any point in the House, the bill would need to return to the Senate for a concurrence vote on House amendments.

I will admit, this has been a challenging project, but one that all have stepped up to take on. With the guidance of our lobbyist, Janelle Lynch, we have worked tirelessly to provide educational information and data to members and staff in both the House and Senate, as well as the representatives of the Pennsylvania Psychiatric Society, Pennsylvania Psychological Association, PAMFT, and PASW to assist in their understanding of what counselors do and how we are well prepared to diagnosis and treat consumers. I want to acknowledge the great work of the board and other supporters in this effort. It truly is a team effort to work for our membership and protect our livelihood in PA.

I want to answer a few questions for all that have come up in regards to the intent of SB530.

Question: Why do we need a bill to allow diagnosing? We have been doing that already.
We acknowledge that LPCs have been paid to diagnose consumers historically, but we have not had the protection and support of legislation to guarantee the right to equity
and parity with our mental health professional peer group. This bill will specifically establish that right for LPCs, as well as the other professions (LCSW and LMFT), which will help independent practitioners be able to practice more independently when dealing with third party payors, and support the concept of equity and parity in attaining credentialing with insurance companies. Trust me, allowing LPCs to diagnose is being questioned by both physicians and psychologists, as they know little of who we are, so the acknowledgement by legislation that we are equal in training and supervised experience is critical.

Question: If this law passes, can I not call myself a counselor without a license? Will I be able to practice independently as a counselor without a license?

First, I want to speak on the intent of the bill. As mentioned earlier, the intent of the bill is to assure equity and parity for Licensed Professional Counselors in PA. To do that, we have to protect the integrity of the profession by providing the guaranteed oversight that insurance companies and consumer advocates demand. Additionally, because the bill protects all three of the professions (LMFT, LPC and LCSW), it further solidifies the professional counselor as equal to the other professions. Furthermore, we, as mental health professionals, want to ensure that consumers have the protection needed to guarantee the following:

Assurance that an accepted standard of education, experience and supervision is required and verified by the state for counselors.

Assurance that if there is a complaint on a provider, that there is a government body that will investigate and remediate.

Assurance that the provider has malpractice insurance as a mental health professional, which is generally unavailable to unlicensed professions.

Assurance that a code of ethics guides the practice of counselors.

With that being said, the bill states the following:

ONLY INDIVIDUALS WHO HAVE RECEIVED LICENSES AS LICENSED PROFESSIONAL COUNSELORS UNDER THIS ACT MAY STYLE THEMSELVES AS LICENSED PROFESSIONAL COUNSELORS AND USE THE LETTERS "L.P.C." CONNECTION WITH THEIR NAMES. IT SHALL BE UNLAWFUL FOR AN INDIVIDUAL TO STYLE ONESSELF AS A LICENSED PROFESSIONAL COUNSELOR, ADVERTISE OR ENGAGE IN THE INDEPENDENT PRACTICE OF PROFESSIONAL COUNSELING OR USE ANY WORDS OR SYMBOLS INDICATING OR TENDING TO INDICATE THAT THE INDIVIDUAL IS A LICENSED PROFESSIONAL COUNSELOR WITHOUT HOLDING A LICENSE IN GOOD STANDING UNDER THIS ACT.

This bill would not allow you to practice independently as a counselor, call yourself a professional counselor or imply you are a professional counselor. If you are a private practitioner with a Master’s degree and want to continue to practice without a license,
you could be able to do so by using alternative terms such as “psychotherapist” or “life coach”, which is not regulated at this time in PA. If you advertise yourself to be a “counselor” as an independent practitioner that would be in violation of the bill.

For those who find themselves in the situation of wanting to pursue or continue their independent practice, PCA is committed to assisting you in attaining your professional license in PA and is establishing a special committee to provide that support. Our ultimate goal is to raise the professional standards of the counseling profession, to assure that counselors are treated with equity and parity with other Master level clinicians as independent practitioners, and to protect consumers in PA. That is why this bill is so critical to the profession.

**Question: What if I am an NCC? Can I still practice independently under this bill?**

The National Certified Counseling credential, although a recognized standard in the field, does not guarantee any counselor the ability to practice in any state. I encourage you to visit the NBCC website [http://www.nbcc.org/Certification](http://www.nbcc.org/Certification) for an explanation of the difference between the two. If one were to hold oneself out as an NCC, it would constitute the “USE ANY WORDS OR SYMBOLS INDICATING OR TENDING TO INDICATE THAT THE INDIVIDUAL IS A LICENSED PROFESSIONAL COUNSELOR” to a consumer who does not understand the differences. I assure you this is not a unique situation to PA. Many states have title protection acts.

With all of this discussion, please also note that we as your professional organization are committed to helping all members be successful and prosperous, and will assist in any way with making sure you can practice independently and within the law if this bill should pass.

We hope to have continue open dialogue with all of you as this bill moves forward to help with understanding what it means for you and all of us. This is an amazing step to elevating the professional standing of professional counselors and we are excited for this opportunity to move this forward. We will keep you posted and share ways you can advocate as we navigate the process.

As always, we are here for you.

*Linda*

drlindathompson@gmail.com
As I sit down to write this piece for our newsletter, I can’t help but reflect on the great things PCA has accomplished over the course of the last year. Most importantly, the work PCA has done for its membership and the future of professional counseling in Pennsylvania. If you have not yet had the opportunity to read the president’s address to Senate Bill 530, I would encourage you to check out this amazing piece in her message in this newsletter. With the hard work of Nellie Scanlon and the members of our government relations committee, and with the guidance of our lobbyist, Janelle Lynch, it is without a doubt that PCA will have a strong impact on strengthening the future of professional counseling in Pennsylvania. Once passed, SB530 will directly impact all counselors practicing in Pennsylvania and help move our professional identify in a very positive direction.

I want to recognize our conference co-chairs and all volunteers who worked to make the 49th Annual PCA Conference this year such a great event. Without the hard work and dedication of our conference committee, this conference would not be possible. Let this be my first pitch to anyone interested in becoming involved in our annual conference to please reach out and volunteer to help plan our Golden Anniversary in the Golden Triangle! Our 50th Annual PCA Conference next year will be held November 9-11, 2018 at the Sheraton Pittsburgh at Station Square.

In the spirit of annual conferences, I would like to thank Drs. Lisa Maloney and Judy Bookhamer of the Pennsylvania School Counselors Association for welcoming me to their 62nd Annual Conference this past December at the Hershey Lodge in the sweetest place on earth. Also, I would like to congratulate Michael Perrott on his election as PSCA’s next president. PSCA is doing amazing advocacy work on behalf of all school counselors in Pennsylvania, and I very much look forward to continuing to do excellent work together in the future.

I am also very excited about another excellent relationship we have strengthened with the Chi Sigma Iota (CSI) Pennsylvania Chapters. CSI is the Counseling Academic & Professional Honor Society International. Again this year, CSI will also be hosting our spring PACES meeting which will take place during the CSI Statewide Conference at West Chester University on April 21, 2018.

On behalf of the editorial board of the Journal of the Pennsylvania Counseling Association (JPCA), we would like to congratulate and welcome Dr. Charles Jacob, our next editor. The JPCA is a professional, refereed journal dedicated to the study and development of the counseling profession. The JPCA biannually publishes scholarly articles based on existing literature that address the interest, theory, research, and innovative programs and practices of professional counselors. Dr. Jacob will be taking over as editor of the journal on January 1, 2018.

Counseling is a professional relationship that empowers diverse individuals, families, and groups to accomplish mental health, wellness, education, and career goals. “American Counseling Association

Sincerely,

Joe

behun@marywood.edu
Greetings PCA members! I am writing this message from the Las Vegas airport, where my wife and I are heading out to celebrate our ten-year anniversary. It has been an exhausting year of changes and travels, and I am looking forward to some much-needed time off. Apologies to Minna Davis for the delay in getting this message together, but... you know... Vegas!

As exhausted as I am right now, nothing compares to the genuine effort I’ve seen from the board these last few months. Our president Linda Thompson has been inspirational in her efforts regarding SB530, and PCA’s entire membership should be building some sort of statue in her honor. The impact that this effort will have on counselors in PA is nothing short of tremendous. We needed a win badly, and Linda orchestrated this all beautifully. The profession of counseling is experiencing a renaissance in our state, and – after a recent lunch meeting with president-elect Joe Behun – I am incredibly excited to see where all of this momentum will take us.

Speaking of “wins,” the consensus seems to be that our 49th annual conference was a hit! Not only did Maiken Scott do a fantastic job as our keynote, but it looks as if we shattered a few records regarding attendance and revenue. Next year marks PCA’s semi-centennial (or “golden jubilee” if you’re looking for a fancy way to describe 50 years). We will be in Pittsburgh – my hometown – for this momentous occasion, so feel free to get in touch if you want to know the best places to eat, drink, or explore.

Thanks to everyone for all of your hard work and support in 2017! I look forward to the coming year, and I wish you all a restful and relaxing holiday.

Charles
jacobch@upenn.edu
The holiday season is upon us once again! My hope is that each of you has the opportunity to relax, renew, and reconnect with loved ones. Below are a few announcements and professional development opportunities.

**PACES Leadership for 2018-2019**

The votes are in and we extend a huge congratulations to Eric Owens (West Chester University) and Mindy Heher (Capella University), who will comprise the PACES leadership team beginning July 1, 2018! Eric will become our next President and Mindy will become the next Secretary/Treasurer. Both will do an outstanding job!

**PCA Conference**

**PACES Gatekeeping Panel**

PACES hosted a 2-hour panel discussion on the topics of pre and post gatekeeping at the PCA Conference in Hershey, PA on Saturday, November 4th. We are grateful to the following counselor educators who provided excellent information on this challenging topic:

Jennifer Barna, Marywood University  
Richard Joseph Behun, Marywood University  
Scott Horowitz, Drexel University  
Derek Parker, Liberty University  
Eleonora Bartoli, Arcadia University  
Mindy Heher, Capella University  
Ruth Palmer, Eastern University  
Stanley Hoover, Messiah College  
Tracy Stinchfield, Immaculata University  
Kristy Brumfield, Immaculata University  
Suzanne Mayer, Neumann University  
Ed Wahesh, Villanova University

If you have any questions or would like more information about gatekeeping issues within PA counselor preparation programs, please contact Jen Barna jbar-na@marywood.edu.

**Division Meeting**

A division meeting was held on November 5th at 8:00 a.m. Topics discussed included announcement of professional development opportunities and a call for leadership nominations. Reviving the PACES Program Directory possibly in electronic format was discussed. Volunteers are needed to assist with this project – email Jen Barna jbar-na@marywood.edu if interested.

New business included an update on Senate Bill 530, a practice act that includes professional counselors. Professional counselors ability to diagnosis has been met with some resistance from PPA. In an effort to educate and increase understanding, PCA leadership has worked hard to provide documentation to substantiate that professional counselors have the training and the competency to diagnosis and treat clients.

**More on the Practice Act:**

This Act licenses clinical social workers, social workers, marriage and family therapists and professional counselors and creates a licensing board to regulate the professions.

The primary revisions proposed to the Act are:

- To amend the definition of the “practice of professional counseling” to include the term “diagnosis.”
- To require anyone practicing as a professional counselor independently, that is in a private practice not affiliated with any other practice, health care facility, government agency or government regulated social service agency, to be licensed.

PCA President provides additional details about the status of this bill and its implications for counselors in her message in this
newsletter. It is important that counselor educators and supervisors are familiar with SB530 to educate their students and supervisees:
https://associationdatabase.com/aws/PACA/asset_manager/get_file/174614?ver=0

CSI Spring Conference – Save the Date!
Saturday, April 21, 2018
West Chester University
Speaker: Dr. Skip Niles
Call for proposals: October 2017
Contact: csi.pa.conference@gmail.com

Please encourage your students to attend and share this information widely with students and colleagues alike. This is a great opportunity to get students involved with presenting at conferences. Please consider integrating the writing of proposals into your courses as well as submitting your own proposals for presentation.

GPACA (Greater Philadelphia Area Counseling Association) Symposium

Trauma: A Paradigm Shift
When: Saturday, February 17, 2018 9:00 AM to 4:30 PM
Where: Philadelphia University 4201 Henry Avenue, Downs Hall Philadelphia, PA 19144

Topics
Experiential Based Presentations
Cultural Aspects of Trauma & Treatment Counseling & Self-care
Treatment Modalities

Cost for Event:
1. $60 non-members (includes membership)
2. $50 members
3. $30 student non-members
4. $25 student members

Register for the Symposium through PCA, www.pacounseling.org (CE Eligible)

PA Professional School Counselor Educator Consortium

PAPSCEC will meet with Dr. Judy Bookhamer, Executive Director of PSCA on Friday, January 12th from 10:00-3:00 p.m. at the Milton Hershey School, Hershey, PA.

Below is the tentative agenda:

Agenda
• Criteria for adding certification (if someone has an elementary or secondary certification, what is needed to add the other level)
• 430 form
• Reach Higher/ESSA changes impacting our curricula
• Proposal involving PDE to create an endorsement for teachers/education specialists for social and emotional learning.
• Status of PDE’s student interpersonal standards
• Status of PDE’s career education and work standards
• PDE Program Review – Can CACREP review suffice?

School counselor educators who are interested in this event, please contact Karen Dickenson ASAP so that you can be included in the headcount: KDickinson@wcupa.edu

Best wishes for a safe and fun holiday season!

Jen
jbarna@marywood.edu
Trauma: A Paradigm Shift
Saturday, February 17, 2018
9:00 am - 4:00 pm
Jefferson University, East Falls Campus, Downs Hall
4201 Henry Avenue, Philadelphia, PA 19144
5 NBCC-approved contact hours are included for this event.

Registration Fees include lunch!
$50 GPACA Members; $60 Non-Members (includes membership)
$25 GPACA Student Members; $30 Non-Members (includes membership)
Register Online Now at pacounseling.org
Free Parking—Registrants will receive passes via e-mail.
Program Information questions may be referred to:
gpacaweb@gmail.com
Registration questions may be referred to:
info@pacounseling.org

The Pennsylvania Counseling Association has been approved by NBCC as an Approved Continuing Education Provider ACEP No. 2039. Programs that do not qualify for NBCC credit are clearly identified. The Pennsylvania Counseling Association has been approved by NBCC as an Approved Continuing Education Provider ACEP No. 2039. Programs that do not qualify for NBCC credit are clearly identified.
From the desk of PCCA:

Briana Steele, MA, LPC, NCC
President-elect

Seeking new members!

The Pennsylvania College Counseling Association has a history of bringing together counseling professionals serving in college counseling centers, as well as those interested in learning more about and working with this population. As college students, individuals are likely to face a variety of developmental concerns, numerous stressors, and many opportunities for skill-building in communication, decision-making, and coping. It is for this reason that we feel it is important to revive this organization, as the professionals working within this realm need to have adequate and appropriate resources for consultation and support.

It is our current goal to build membership in order to enhance this community of support. As mentioned above, current employment in a college counseling center is not required, only an interest in serving this group. Please consider joining as a member for future training opportunities, a network of like-minded professionals, and access to specialized resources. We are looking for new members to contribute to an active, vital organization and to get involved in leadership.

For more information regarding PCCA, please email . To join PCCA, please register through the PCA membership website.

Briana
bsteele@clarion.edu

From the desk of PASGW:

Matthew L. Nice, MS, LPC, NCC

Thinking about joining the Pennsylvania Association for Specialists in Group Work?

PASGW is one of the oldest divisions in PCA. Beginning in 1982 under President Dan Weldon, the division has continued to have a presence in the Pennsylvania Counseling Association ever since. Many professional counselors counsel in a group setting, bringing people together and helping. Group work is present in all forms of counseling orientations and specialties. This past August, PASGW entered a revitalization process, and is continuing to grow. We would be happy to have you join our organization and become involved in this continuing revitalization process! To join, please go through the PCA website, or send an email to matthewnice@gmail.com.

This spring, PASGW is happy to announce a new bi-annual newsletter. The newsletter is a combined effort of members of the division, and will include relevant articles, stories, and resources for group counseling. If you would like to contribute to this newsletter, please email send an email to matthewnice@gmail.com. The newsletter is set to release in early February.

This May, PASGW is partnering with the Greater Pittsburgh Counseling Association (GPCA) to host a group counseling workshop in the Greater Pittsburgh Area. A specific time and date have not been finalized yet.
From the desk of the Awards Committee:

Ryan Bowers, Chair

The Pennsylvania Counseling Association strives to recognize counseling professionals who go above and beyond for the counseling profession, and for those whom forge the path for new counselors. The Award Nominations are meant to honor the hard work, commitment, and dedication of Pennsylvania counselors, counselor educators, counseling students, and counseling programs. Submission from counselors, counselor educators, and counseling students were received in a record number of submissions. Volunteers from PCA were recruited to act as reviewers for the awards, and the Awards Committee thanks those volunteers who took the time out of their busy schedules to rate the submissions.

The winners of the 2017 Pennsylvania Counseling Association Awards include:

**PCA Outstanding Practitioner Award:** This Award is given to an outstanding professional counselor for service to the profession, and is awarded to Elizabeth Byrne.

**PCA Outstanding Administrator Award:** This Award is given to an outstanding institutional administrator who has demonstrated support of the professional counseling profession, and is awarded to Carol Lyman.

**PCA Outstanding Graduate Student Award:** This Award is given to an individual who is currently a graduate student in a professional counseling program, within the State of Pennsylvania, and who shows excellent potential and professionalism, and is awarded to Amanda Grippo of Maywood University.

**PCA Outstanding Counselor Education Program Award:** This Award is given to an outstanding professional counseling program in the State of Pennsylvania, and is awarded to Immaculata University.

**David W. Hall Advocacy Award:** This Award is given to a group or individual who has promoted the profession of counseling through advocacy, for which many professional counselors in the Commonwealth of Pennsylvania are and will be forever indebted, and is awarded to The Ad Hoc Legislative Committee, consisting of: Nellie Scanlon, Kurt Kraus, Charles Jacob, Linda Thompson, Travis Schermer, Kristen Hawk, Lauren Ostrowski, Paul Datti, and Derek Parker.

**PCA Lifetime Achievement Award:** The PCA Lifetime Achievement Award is given to a PCA member who is a State of Pennsylvania resident and who has demonstrated outstanding dedication, service, and/or achievement in professional counseling, awarded to Dr. William Casile, of Duquesne University.

Please consider nominating a colleague, program, or graduate student for an award for 2018. The awards nominations will for 2018 will open early next year. The winners will be announced at the 2018 annual PCA conference in Pittsburgh.

Happy New Year,

Ryan

rbowers1@immaculata.edu
BREAKING NEWS: SB 530 PASSED IN THE SENATE—10/2/2017

SB 530 was voted on final passage in the PA State Senate on 10/2/17, with a vote of 46-3. The bill will now be sent to the State House.

Members of the Government Relations Committee have worked with members of the Executive Committee and the representative from the Lobbying Firm Wooten & Malady, Janelle Lynch, to advocate for language amendments in the current state law to more accurately reflect what constitutes the practice scope of LPCs based on the ACA’s 20/20: Vision for the Future of Counseling project definitions and the PA State Board of Social Workers, Marriage and Family Therapist and Professional Counselors regulations and laws.

Our amended language includes the term “diagnosis” “and professional counselor assessment” to the definition of “licensed professional counselor” as well as regulating “independent practice of professional counseling” to those who are licensed. This amended language has been included in Senate Bill 530 and passed in the Senate and will now go to the House.

If you have questions about how to get licensed in PA please visit https://www.pacode.com/secure/data/049/chapter49/s49.13.html to learn more information about the education, experience, and exam criteria that are required.

Strengthening our Title Protection and Practice Act will enable us to continue to provide quality care and treatment to our clients.

TAKE ACTION! Watch for email blasts asking for your support of SB 530 in the PA House. Help us help you!

ADVOCACY DAY 2018: HARRISBURG

We are hard at work to plan and implement the first LPC Advocacy Day in Harrisburg 2018! The tentative date will be a day in the first week of April 2018. This is a great way to show those in Harrisburg who LPCs are and that we are committed to being advocates for our profession and for our clients.

Please watch for an email blast after the first of the year with more details in ways to get involved and be a part of this historic event. GO LPCs!!

DAVID W. HALL ADVOCACY AWARD 2017

Government Relations Committee members, Nellie Scanlon, Kurt Kraus, Kristen Hawk, Travis Schermer, and Lauren Ostrowski won the David W. Hall Advocacy Award 2017 as members of the PCA Ad Hoc Legislative Committee.

In November 2016, PCA created The Ad Hoc Legislative Committee headed up by the Government Relations Committee and the Executive Committee to work with a recently hired lobbyist, Janelle Lynch of the lobbying firm Wooten & Malady, to amend language in the PA Title Act SB 619 to secure a scope of practice that includes diagnosis, treatment planning and stating that only LPCs can practice independently. This is in alignment with what LCSWs and MFTs are currently advocating for as well. Through diligent advocating on behalf of LPCs, the amended language was added to SB 530 along with LCSWs and MFTs amended language asking for the same changes. This action will help to ensure professional counselors remain relevant and integral members of the mental health providers in the state of Pennsylvania.

CONGRATULATIONS!!

If you are interested in becoming an active member of the Government Relations Committee, please email us.

May 2018 be filled with kindness, gratitude, and wellness.

Sincerely,

Nellie & Kristen

PCAGovernmentRelations@gmail.com
April 26-29, 2018
Pre-conference Learning Institutes:
April 25-26

Georgia World
Congress Center
Atlanta, GA
Looking for a Counseling Job? PCA CAN HELP!

THE PCA CAREER CENTER IS NOW EVEN EASIER TO USE!

The Career Center has moved to the public section of the PCA website!
At the Career Center, you’ll find jobs that are specific to counseling professionals. These are targeted opportunities that can’t be found on larger job board websites.

Why should you visit PCA’s Career Center?
• Find positions targeted for counselors
• Post your resume anonymously
• Create personalized job alerts
• Save searches, store jobs, keep notes, communicate with employers through an internal messaging system, and more!

To Access the Career Center:
Go to http://www.pacounseling.org/
• Click on the Career Center link.
• Upon entering the site, you’ll be prompted to create a free account.
• Customer Service is available M-F from 7:30 a.m. to 7:00 p.m. EST.
  1-860-437-5700
  support@jobtarget.com

Want to Post a Job?
Check out the Employers Section for more information on advertising counseling positions.

The Pennsylvania Counseling Association is an organization of professional counselors who value a collegial community, continuous learning, service to others, visionary leadership, and a commitment to professional ethics and standards of practice.
Advertise with us and get your message out to PCA members!

PCA Inc is distributed electronically 4 times annually to approximately 500 active PCA members. It is a great way to reach your target audience!

Please submit your AD as a JPEG, PDF or Word document (Word if it is text only). Please make sure it is print quality resolution or 300 dpi. Checks can be made out to the Pennsylvania Counseling Association and mailed to PO Box 8222, Philadelphia, PA 19101-8222. Members generally receive PCA Inc on the first of the month - October, January, April and July. Submission deadlines fall one month prior.

Submit your ad to:
PCA Newsletter Editor
4pcanews@gmail.com

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2017-2018 PCA Leadership

Officers

PRESIDENT: Linda Thompson  ♦  PRESIDENT-ELECT: Richard Joseph Behun

PAST-PRESIDENT: Charles Jacob  ♦  Treasurer: Derek Parker  ♦  Secretary: Kristen Hawk

### PCA Divisions

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<td>Pennsylvania Association of Counselor Education &amp; Supervision</td>
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<td>Pennsylvania Association of Specialists In Group Work</td>
<td>Mathew Nice</td>
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<td>PCCA</td>
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### PCA Committees

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<td>Past Presidents</td>
<td>Charles Jacob</td>
</tr>
<tr>
<td>Professional Development</td>
<td>Ashley Deurlein</td>
</tr>
<tr>
<td>Social Media</td>
<td>Dara Schwartz &amp; Kathryn Nuff</td>
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