

PCB NEWSLETTER

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PCB EXECUTIVE DIRECTOR MARKS 30 YEARS

By Alissa Bradley, Director of Certification

2015 marks the 30th year of service to PCB by its Executive Director, Mary Jo Mather. I have had the distinct honor to work with her in different capacities over the last nine years. However, with such a large milestone, I couldn't help but think about her experiences over those 30 years. It seemed to me that she had a wealth of information that could not only be helpful to me, but perhaps others. When I first approached her with this idea, she humbly declined – in typical Mary Jo fashion. I believe this humbleness has made her not only successful and a leader in the field, but also a strong example to other managers, Executive Directors, and future leaders. I promised her the interview would be short and we would be serious, and maybe have a little fun too.

PCB staff and Board of Directors celebrated Mary Jo in September at PCB's of her dedication and service. This interview only shows a small glimpse into the smart, strong woman that has served PCB so well over the last 30 years.



Mather, (pictured center-right, with PCB staff members (from left to right) Alissa Bradley, Terri Wray and Deborah Haas.

AB: What do you remember from your first few days on the job?

MJM: The Certification Board had a contract with AAOP, which was a provider association that I was hired by. My very first telephone call was someone calling about their certification and I remember I had to put them on hold and ask the Executive Director what they meant by “certification” because they failed to inform me during the interview that I would be managing the Certification Board contract. So I had no idea what certification meant, what it entailed. I knew nothing about it. I was thrown really far into the deep end and had to work my way through what certification meant.

AB: Did you immediately start to work on certification? Did you have to transform it?

MJM: What took most of my time was the certification because of the phone calls. I started going through files of individuals. I found a ton of people who had lapsed and it needed a lot of attention. I was really interested in it once I had figured it all out. It ended up being a big part of what I was doing in that position. *Continued on page 2*

PCB EXECUTIVE DIRECTOR MARKS 30 YEARS CONTINUED

AB: What is your greatest accomplishment?

MJM: I have two; one very specific and one very broad. The very broad one is how certification is still alive and well in Pennsylvania and that we have not had too many struggles with competition for credentialing. Some states have multiple certification boards and we have never had that. PCB has always had a great reputation not only in Pennsylvania, but nationally. I am really proud of the fact that credentialing is still something that is very much sought after by professionals. I am proud of the fact that a lot of addiction professionals have maintained their certification over the years so clearly they have seen value in it. A specific accomplishment that I am really proud of is that when I started 30 years ago I felt like I was the only one in Pennsylvania doing what I was doing. I felt the need to reach out to other professionals who did what I did so that I could learn from them and get new ideas. So I started reaching out to the Administrators of counselor certification boards in other states. We started talking and sharing information. Then, we formally organized and formed our own little association of executive directors of addiction credentialing boards. We began meeting regularly and I had the opportunity to meet with directors from certification boards all over the country through IC&RC. As a result of that, Administrators became delegates of IC&RC, Officers, and hold IC&RC leadership positions to this day.

AB: In any organization it is hard to find someone who has served for a few years, let alone 30 years. We talk a lot about workforce development in general at PCB. The next few questions are really about how the workforce for you has been over the years. What has kept you in this field and with PCB?

MJM: The biggest reason that has kept me here is that I am a very loyal person. When I start on something I like to see it through. There have been enough challenges and great things about the addiction field that I have seen change and evolve over the years that it always kept my interest and there was always something new everyday. Certainly within the last nine to ten years when PCB took over the day-to-day administration of the IC&RC, that was the culmination of my position. Running IC&RC and all of the challenges we faced taking them over has really made these years more special because I was still able to continue to direct PCB but also had the challenge of running our international organization. It's one of those things where I would have stayed with PCB anyway, but it enhanced my position like I never thought it would be enhanced in this capacity. I love my staff and we have added staff over the years so that has been a wonderful addition to what we do here. It has kept it very fresh. *Continued on page 3*

CONGRATULATIONS FATHER WILLIAM HULTBERG!

Father William Hultberg, CAADC since 1983, received the prestigious Father Joseph C. Martin Award for Professional Excellence on August 2 at the National Conference on Addiction Disorders (NCAD) held in St. Louis. Father Bill has been with Caron Treatment Centers since 1984.

"I had the privilege of being at the NCAD Conference and seeing Father Bill receive this well-deserved award," stated Mary Jo Mather. On behalf of PCB, we congratulate Father Bill on this wonderful recognition of his many years in the field and for the spiritual foundation he has provided to so many in need.

WANT TO KNOW MORE ABOUT THE CERTIFICATION PROCESS?

PCB will present a free workshop on the certification process at your facility/agency for your staff upon request. This 1 ½ hour workshop will focus on the requirements for all levels of certification, recertification, and the written exams. 1.5 free PCB education hours will be given to each participant for use toward initial certification or recertification.

You will hear first-hand of any changes to the process, new credentials offered, and have an opportunity to ask questions.

To arrange for a free workshop at your facility/agency for 10 or more individuals please email us at info@pacertboard.org.

PCB EXECUTIVE DIRECTOR MARKS 30 YEARS CONTINUED

AB: Speaking of staff. You have staff that has a lot of longevity such as 25 years, a few staff working on four years, one at almost ten years and a brand new staff person as well. How do you continue to engage and motivate them when they have been around so long?

MJM: I have high expectations of all my staff, old and new. I give staff a tremendous amount of responsibility. I never think of myself or my position any differently than any other person or position. We are all in this work together. Allowing staff to do what they are good at, what they are skilled in doing provides that engagement and motivation. PCB has taken on managing other organizations over the years, which have infused lots of new and different types of work. There is never time to become bored because you're really not doing the same thing day after day. We have also worked hard to create an environment here where individuals can make a lot of their own decisions. I'm not a micro-manager, I never have been – I like to see people prosper in their jobs by giving them a lot of authority and ability to make changes, make their own decisions and be their own boss. I think when you have that kind of environment people realize – even younger people who haven't been in the workforce that long – how truly special it is to be in that kind of position so they choose to stay.

AB: Any advice for Executive Directors, managers, or Clinical Directors related to managing staff or general principles?

MJM: I am asked quite often from other Executive Directors how it is that I hire the types of people that I do. What I usually tell them is that it really comes down to the personality of the person you are hiring. That is where I put a lot of my focus when I am interviewing or considering hiring someone. We can train them to do the job, but you can't train them to have that certain special personality, that work ethic I always look for. You have to have the right fit. A new staff person is coming into a culture where some of us have been around 25 or 30 years so they have to have the right type of personality to fit. They have to have a sense of humor, a sense of wanting to come into a culture – come into a family – and really embrace that. I think you can tease that out during an interview process by talking with them about the type of person they are. Talking about a lot of what makes them tick rather than where they've worked, what they've done – I can read that in a resume. I like to interview people and really just chat. Chat about life, about their interests, about pets, and different things like that. I think that really gives you a picture of the whole person rather than just the side of that person who is an employee.

AB: Have you had or have any mentors or influences? Can you talk about them?

MJM: I have had many mentors. Those individuals probably didn't even know that they were mentors to me, but I looked to them for advice. Probably the single biggest mentor for me was a former Board Member of PCB – Maggie Marcopol - who was our first female President of PCB, she was our first Prevention Specialist to be President of our Board and she also chaired our Ethics Committee for many years. I worked really closely with her and she was a strong woman, and she had an incredible sense of humor. She loved what she did and it showed every single day. She was no nonsense and I could pick up the phone and talk to her about anything.

AB: What do you see as the future for PCB and the field?

MJM: For PCB, I think we are on a really a good course. I think for me we just need to steady our course and keep doing what we have been doing. I want to see us continue to grow and prosper as we have every year. For the field, there certainly are and there have always been challenges. We need to continue to support our addiction professionals, be there for them, have the best credentials available to them, not make the process so burdensome that professionals will not see certification as something that they should aspire to, and be a sounding board and a voice for the addiction professionals.

It is here that I couldn't help but ask a few non-work-related questions – as Mary Jo stated, a sense of humor is a requirement at PCB.

AB: What profession other than your own would you like to attempt?

MJM: If it wasn't a professional-type position, I would do something with animals. I see volunteering for an animal rescue as something that is really important to me today. Now that my kids are now grown giving back is something that I intend to do over the next five to ten years. *Continued on page 7*

PCB 17th Annual Conference

Year after year the best known addiction conference in Pennsylvania.

Keynote Speaker: Kevin A. Sabet, Ph.D

Author, consultant, advisor to three U.S. presidential administrations, and assistant professor, Kevin A. Sabet, Ph.D., has studied, researched, written about, and implemented drug policy for almost 20 years. He is the only drug policy staffer to serve as a political appointee in a Democrat and Republican administration. His areas of specialization include evidence-based drug prevention, treatment, and law enforcement (both domestic and international), as well as the impacts of drug legalization and "medical" marijuana. He is also a regular columnist and blogger at Huffington-Post. His first book, *Reefer Sanity: Seven Great Myths About Marijuana* has been featured on the front page of the New York Times and in virtually every major media publication and news channel on the subject of drug policy.

April 18-19, 2016

SAVE THE DATE!

Harrisburg, PA

Popular evening reception - Peer networking

First-rate and diverse trainings - Wide array of exhibits - Give-a-ways

Awards luncheon - Ten hours of PCB approved education - And MORE!

For more information on exhibiting, advertising or sponsorship, contact PCB at 717.540.4455 or visit www.pacerboard.org.

Conference invitations will be mailed in January 2016.

PCB BOARD OF DIRECTORS UPDATE

The PCB Board of Directors says good-bye to long time board member John Massella who is leaving the board after 18 years. Currently, John is Assistant Professor and Clinician at California University of Pennsylvania.

In his 18 years of service and dedication to PCB, John has served as Treasurer of the board since 2012, has provided trainings for PCB's spring and fall trainings as well as the Annual Conference to hundreds of professionals, has been a Subject Matter Expert in various credentials, and has been an item writer for our exams.

To say that John was an active board member would be an understatement. His dedication to the certification process will have a lasting impact on all who have worked side by side with John over the years. We cannot begin to express our thanks and gratitude to John for his time, talent, dedication and commitment to PCB. From everyone at PCB, know that you will be missed John!

Taking John's place as Treasurer of the PCB Board of Directors is Sandi Grottola, CADC. Sandi has been on the Board of Directors since 2008 and currently serves on the PCB Ethics Committee. Sandi is a Care Manager, Health Education and Lifestyle Management, Capital Blue Cross in Harrisburg.



John Massella & Sandi Grottola



PCB Board Members: (top row) Tom Baier, Theresa Murphy, Paul Toth, Dennis Deal, Sandi Grottola, Rich Foster, Arlene Prentice, John Massella (second row) Jared Young, Lori Simons, Stephanie Murtaugh, Pat Lutz and Marilyn Stein.

BECOME A PCB TRAINER

By Deborah Haas, Director of Education & Training

I am always looking for interesting and informative content for the PCB sponsored regional trainings. The trainings PCB is interested in providing are those that are tailored to intermediate to advanced professionals. To those who have asked what we are looking for in terms of training content, I suggest that training submissions are a reflection of your expertise and passion. Develop the training you would most like to attend yourself. Consider developing a training that is missing or underrepresented from current offerings, or one that reviews and extrapolates on content by looking at it through a different lens.

There are multiple advantages to training for PCB. PCB trainers who are regularly part of our team are in high demand from other agencies/organizations providing training. I regularly recommend our trainers to both PA organizations and to national behavioral health organizations focused on addiction. If you are interested in submitting a training for consideration, you can find the trainer application on our [website](#) or [email me](#) directly.

AD RATES

The rates to advertise in the PCB Newsletter are:

\$600/year (2 issues) full page ad, or \$450 per issue
\$400/year (2 issues) half page ad, or \$250 per issue

Ads must be submitted in electronic format only (PDF, JPG, TIFF, PNG are all acceptable), colored ads preferred.

PCB's online Newsletter is sent to over 3,000 recipients twice a year!

For more information, email info@pacertboard.org.

THE CERTIFICATION PROCESS: TIPS, TRICKS, AND SOME THINGS YOU NEVER REALIZED YOU NEEDED TO KNOW

By Alissa Bradley, Director of Certification

PCB fields questions from hundreds of professionals every week. Questions range from “do you really need official transcripts” (yes) to “what is your fax number” (717.540.4458) – and everything in between. Every day, PCB staff strives to make the process of initial certification and recertification as easy and streamlined as possible. However, there are some things that we cannot change, or are just easily overlooked. Also, we get it. The process can seem overwhelming and stressful. We are here to help you through the process and answer any questions you may have.

Here are a few things to remember for initial certification and recertification.

INITIAL CERTIFICATION: You are ready to apply for a credential. Here are a few things to remember:

- Job descriptions are required for all applications EXCEPT the CRS. Your employer provides this document. You may obtain your job description from your supervisor, or your human resources department. Make sure it is signed and dated by you and your supervisor when it is submitted to PCB.
- You don't have to get it right on the first try. PCB will review your application and if anything is missing we will email you and let you know. You have one year to submit any missing information. After that one year, you will have to reapply.
- Supervisors do not need to be pre-approved by PCB or hold a certain certification, license, or degree. We recognize that supervision can be difficult to obtain and we want the person who is actually providing your supervision and familiar with your work to sign off on the application and your hours.
- Don't forget to request your transcript(s) about three weeks prior to applying. It takes some colleges/universities a couple of weeks to process transcript requests. It will speed up the process if your transcript arrives prior to your application. Don't worry, we keep them on file and pair them up with your application. *Pro-tip:* check with the college/university to see if they have a system where they can email the transcript to PCB. We will accept those as official transcripts as well!
- We do not certify plumbers, cosmologists, or any other professions other than behavioral health professionals.

RECERTIFICATION: It's time to renew – time flies when you are having fun, right?!

- We will remind you via email when your certification(s) are going to expire – usually about three months prior to its expiration. However, it is ultimately your responsibility to know your expiration date and recertify on time.
- Auditing, Part 1: Every certified professional could be randomly selected for an audit. If you recertify between January and June, you will be notified in July if you are selected for audit. If you recertify between July and December, you will be notified in January if you are selected for audit. We notify certified professionals via email and regular mail. We also send out reminders.
- Auditing, Part 2: You still need to complete the recertification application, but please do not send copies of your certificates of attendance. We only require that you fill out and sign the Education and Training Form to document education at the time of recertification. If you send us the certificates of attendance, they will not be reviewed. If you are selected for an audit and had previously sent in your certificates of attendance, you still need to resubmit them at the time they are requested.
- Auditing, Part 3: You can email, mail, or fax your certificates of attendance to PCB if you are randomly selected. No matter which way you choose, it is suggested that you ask for a confirmation of receipt. PCB will confirm receipt via email only. However, then you know we have received the documentation. Fax machines (and sometimes USPS) can be unreliable.
- *Pro-tip:* you can make an account on the PCB website – this allows you to recertify online and print out a copy of your certificate at any time.

When in doubt, email us at info@pacertboard.org. All staff members can help you navigate the process and answer any questions.

PCB EXECUTIVE DIRECTOR MARKS 30 YEARS CONTINUED

I think it's important to note here that the entire time we were talking, there was a purring cat on the table where Mary Jo and I are sitting talking. To say Mary Jo loves animals is an understatement. PCB has turned into its own animal rescue as we took in two stray kittens about four years ago. It has made our lives better each and every day, provided entertainment, and stress relief.

AB: What profession would you not like to do?

MJM: Just about everything else. It's really hard to think about not being in this field.

AB: What's your favorite word?

MJM: Wow. I think my favorite word is children. Because of what my children mean to me, and have always meant to me. Now that I am going to have a grandchild, the word children is going to take on a whole new definition that I know I am going to embrace. What they mean to me personally and what they mean to the world makes children my favorite word.

AB: What's your least favorite word?

MJM: As a professional: competition.

AB: What about personally?

MJM: Laziness.

AB: If heaven exists what would you like to hear God say when you arrive at the pearly gates?

MJM: I do think heaven exists. What I would like to hear God say is that you worked your ass off and you did some good.

We could have ended there. But I had to give her one chance to add anything to this interview she wanted. In true Mary Jo fashion – she credited others for their contributions over the past 30 years.

AB: Is there anything else that you would like to add?

MJM: 30 years would not have been possible without the hard work and dedication of my Board of Directors both current and past. They have made my job easy and fun. I would also echo that with all of the staff. Every person who has served on my staff over the years – I wouldn't change a thing. They have brought so much to this organization, and contributed in so many ways to the success that I have had over the 30 years.

Please join the PCB Board of Directors and staff in congratulating Mary Jo for 30 years of service. It's more than well deserved and well earned.

ACCESSING CONTINUING EDUCATION FOR RECERTIFICATION

By Deborah Haas, Director of Education & Training

There are many options when it comes to continuing education for your recertification. Most of you know there is a way to check if a training is PCB approved by visiting the PCB website. For those of you who are new to the approved education area on our website, here are steps on how to best search the approved trainings:

Step 1: Go to the PCB [website](#)

Step 2: Click on the Education tab (top)

Step 3: Click on the Approved Education link (left)

At the next page, you can review both live regional trainings PCB has approved as well as distance learning trainings by toggling between the **Approved Education by Region** and **Approved Education Home Study** links at the top of the page. These trainings are updated frequently so visit this area of the website often. PCB sponsored trainings are also listed on the Education page and are updated regularly.

SPECIAL THANKS

PCB extends a huge thank you to the following facilities/organizations for providing space for various PCB functions:

**Caron Treatment Centers
Eagleview Hospital
Gateway Rehabilitation Center
Mercy Behavioral Health**

Everyone involved in the certification process appreciates the generosity of these facilities and their continued support of our efforts and initiatives.

CODE OF ETHICAL CONDUCT VIOLATIONS

The following suspensions are due to failure to comply with the audited recertification process:

CASE, JEFFREY CCDPD 6052

Suspension effective 9/20/2015 for violation of Rule 5.3 under Professional Standards

COTES, LINDA CCDP 6372

Suspension effective 9/20/2015 for violation of Rule 5.3 under Professional Standards

COTES-MARLIN, MARGARITA CCDP 6357

Suspension effective 9/20/2015 for violation of Rule 5.3 under Professional Standards

JOHNSON, ALLEN CRS 8500

Suspension effective 9/4/2015 for violation of Rule 5.3 under Professional Standards

KENNEY, LEVIS WAYNE CAADC 7860

Suspension effective 9/4/2015 for violation of Rule 5.3 under Professional Standards

MANCUSO, MICHAEL CRS 8156

Suspension effective 3/16/2015 for violation of Rule 5.3 under Professional Standards

REED, SUSANNE CADC 7774

Suspension effective 9/20/2015 for violation of Rule 5.3 under Professional Standards

SHAFER, MARTY CCDP 5579

Suspension effective 3/16/2015 for violation of Rule 5.3 under Professional Standards

THOMPSON, JERI CRS 8454

Suspension effective 9/20/2015 for violation of Rule 5.3 under Professional Standards

TURNER, JEROME CADC 4415

Suspension effective 9/20/2015 for violation of Rule 5.3 under Professional Standards

VOLTZ, GLORIA CRS 8268

Suspension effective 3/16/2015 for violation of Rule 5.3 under Professional Standards

WALKER, WANIK CRS 8490

Suspension effective 9/20/2015 for violation of Rule 5.3 under Professional Standards

JOB POSTINGS AVAILABLE ON PCB'S WEBSITE

If you are an employer looking to fill a job opening or a certified professional searching for a new opportunity, PCB will list your employment opportunity on our website free of charge.

To have your job opening posted on our website, e-mail the announcement to info@pacertboard.org

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