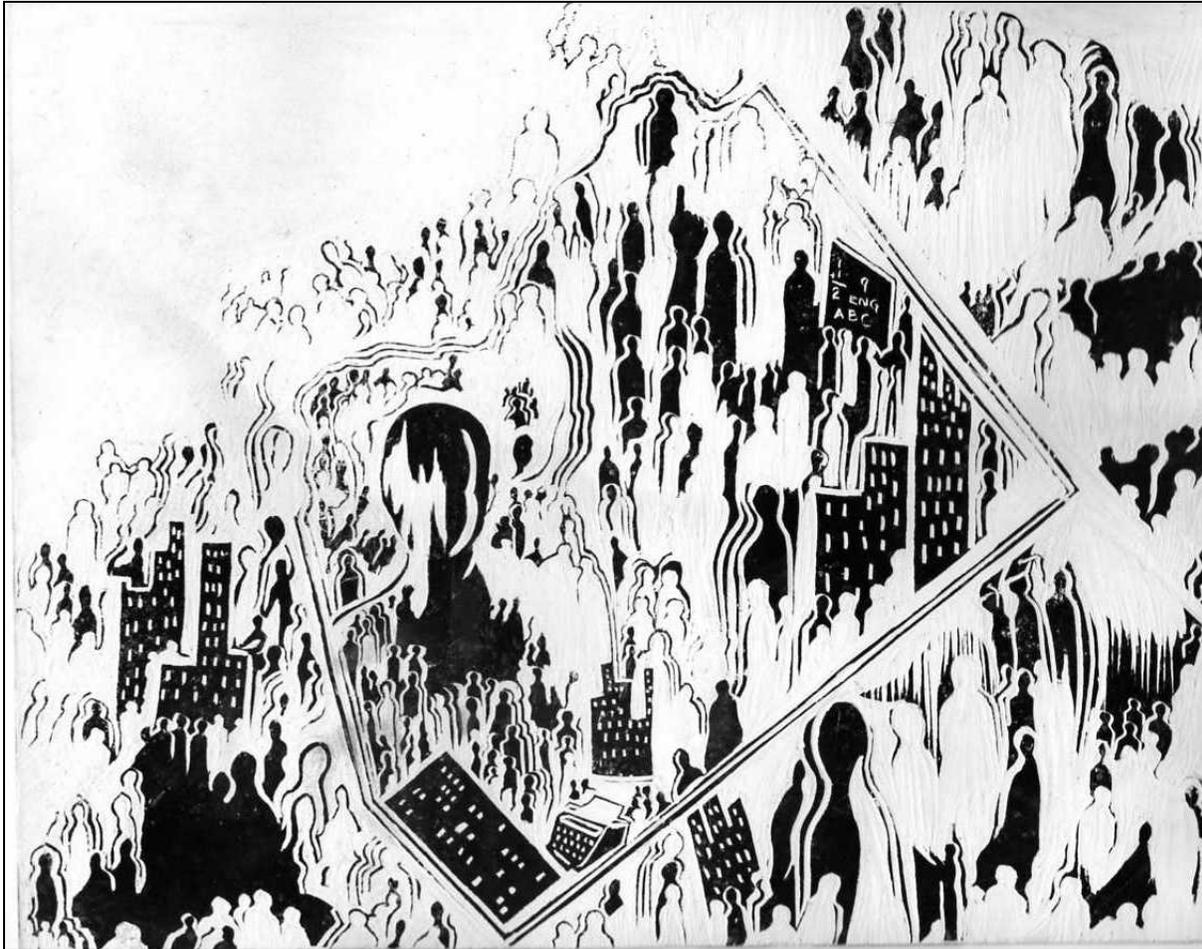


Arizona Counseling Association (AzCA) 1980-1989 Scrapbook

Our Profession – People



ARIZONA GOVERNORS



Bruce Babbitt
1978-1987



Evan Mecham
1987-1988



Rose P. Mofford
1988-1991

1980-81



Dr. John Bloom, Northern Arizona University – AzPGA President
John Carrillo, Treasurer
Mary Travis, Secretary

Rory B. Madden, Flagstaff – AzMHCA President
Bob Swoboda, Globe HS, AzSCA President
Joyce McKay, Tucson – AzACES President
Max Allen, AzECA President
Randy Eubank, AzHEAD President

Arizona Counseling Journal

Timothy Thomason, Northern Arizona University – Editor, Volume 7

Annual convention was held at Little America in Flagstaff. Leo Buscaglia of the University of Southern California spoke on “The Loving Family: The Ultimate Experience”. Al Slawson and John Ryan were Awards Luncheon speakers.

The convention program recognized the following Outstanding Contributions to AzPGA, the Western Region Branch Assembly (WRBA), and/or the American Personnel and Guidance Association.

Fred Sughrue, WRBA Chair, 1968-69
 Doug Gross, WRBA Chair, 1975-77, APGA Board of Directors 1977-80
 Joan Schipper, 1979 APGA Convention Services Coordinator
 Joe Liggit, APGA Senator from New Mexico, 1968-69 (NAU professor)
 Al Slawson, WRBA Chair 1977-79, AHEAD President 1980-81, Board of Directors 1974-77
 Dave Melian, Counselor, Greenway Middle School, Paradise Valley District, ASCA Professional Recognition Award, 1978-79
 Jerry Jerome, Father of Guidance and Counseling in Arizona, U. S. Office of Education
 Jeff Davis, Professor, ASU, retired, Lake Havasu
 Frank Noble, Professor at ASU, President of SP ATE while at George Peabody College, 1965-66
 C. Gilbert Wrenn, Professor Emeritus, ASU, President of NVGA 1946-47 and ACPA 1947-49, living in Pinewood, AZ
 Bob Rencken, first member of AMHCA west of the Mississippi, Editorial Board of the Personnel and Guidance Journal
 Mae Smith, POCA Senator and Editor of the POCA Journal, University of Arizona
 Sharon Robinson, ACES Editorial Board, Arizona State University

And if I were adding to this list in 2007...

Judy Bowers, 2004-2005 ASCA President, co-author of "The ASCA National Model" and recipient of the ASCA 2007 Lifetime Achievement Award – Tucson Unified School District
 David Shuff, WRBA Chair – Mesa School District
 Michael Hutchins, ACA Governing Council (2003-2006), Kitty Cole Human Rights Award Recipient, Tucson GLBT Commission (2004-2008) and much, much more – Private Practice, Tucson
 John Bloom, ACA Governing Council, ASCA Board, and Member and Chair, NBCC Board of Directors
 (apologies to anyone I might of omitted)



John Ryan, AMHCA Western Region Coordinator (left), presented AzMHCA charter to (l to r) John Bloom, Rory Madden, Dave Dran, Bob Rencken and Bethany Cummings. With 80 members, AzMHCA was the second largest division of AzPGA.

Joan Schipper of Camelback HS was Outstanding Member. Joyce McKay's Pima County Career Guidance Program was the Outstanding Program.

Membership recruitment efforts were given a boost when the AzPGA Delegate Assembly voted to provide professional liability insurance for all members. The \$1 million policy, provided through an agreement with the California PGA, cost AzPGA \$3.50 per member. Actual membership doubled from 230 to 460 in less than three months!

Al Slawson served as national president of AHEAD. Bob Rencken, John Bloom, and Rory Madden attended the initial behavioral health meetings held to explore the possibility of establishing a licensure process of mental health counselors in Arizona. AzPGA became incorporated and a Legal Defense Fund was established. John Bloom served on the Governing Council of the American Association for Counseling and Development.

At the 1981 APGA Convention Dr. Doug Gross of ASU was the recipient of the APGA Distinguished Professional Service Award in recognition of his outstanding contributions to APGA, ACES, AHEAD, WRBA, and AzPGA. One letter of nomination said, "Doug is not motivated by the recognition he may receive from his many activities, but by a genuine desire to do a top notch job that will benefit others. His work is thorough, conscientious and dedicated to furthering APGA's goal of more effectively representing the members of the counseling professional in this country and around the world."

Forty-one members of AzPGA had a delightful time at the California PGA/Western Region convention in San Diego in February. AzPGA members who presented content programs included Betty Newlon & Miguel Arciniega (Chicano Children and Career Education), Bill Hillman, Merry Evenson & Bill Young (The Family Enrichment Weekend), Matt Welch (ASPIRE), Lynn O'Hern (Step Families), Gloria Malone (Bereavement Counseling with Children), Mary Waits (A Developmental Guidance Program for High School), Gary McKay (Teacher Stress and the Lack of Effective Classroom Management Skills), Sharon Robinson and Marilyn Haring (Perceptions of Worker Effectiveness), Larry Welch (Counselor's Role in Assisting the Classroom Teacher in Effective Classroom Atmosphere), Richard Brown (Diagnosing Interpersonal Needs), and John Bloom (Enhancing Creativity Through Choosing).

1981-82



Dr. Gary McKay, Consultant (Tucson) - AzPGA President

Rory Madden, Flagstaff – AzMHCA President

Fred Rogers, Tucson – AzSCA President

Joyce McKay, Tucson – AzACES President

Arizona Counseling Journal

Sharon Robinson and Doug Gross of Arizona State University – Co-Editors, Volume 8A

C. Ball, John Bloom, C. Davis, J. Gray, Rich Gray, Dale Hudson, Phil Lauver, Ellie

Moore, Betty Newlon and Joan Schipper – Editorial Board



Tim Thomason's issue of the AzPGA Journal was recognized by APGA for excellence.

California PGA provided membership processing services to AzPGA which significantly improved efficiency in sending out membership renewal forms. CPGA Executive Director Dick Hoover was the recipient of the Non-Member (Friend of AzPGA) Award.

Paul Danielson, past president of AzPGA and Az Psychological Association, was recognized for outstanding service. He had also received the University of Arizona Faculty Award.

AzMHCA held its first professional conference in Tempe. Paul Danielson of the University of Arizona was given life membership in AzPGA. Jene Vredevoogd's Adventure Discovery Program in Flagstaff was named Outstanding Program. The annual conference was held at the Hyatt Regency in Phoenix where

Gilbert Wrenn spoke on “The Future of Counseling”. Helen Washburn of Idaho and president of APGA attended.

The Western Region Branch Assembly (WRBA) held its fall meeting in Scottsdale. APGA leaders, including APGA President Dr. Tom Sweeney, were in attendance. Joan Schipper was on-site chair.

President McKay’s goals included establishing an active Government Relations Task Force, making the public aware of AzPGA and it’s member services, increasing involvement in the responsibilities of AzGA, increasing AzPGA members (it had already increased to 542) and increasing the number of Arizona members of APGA.

The Arizona Mental Health Counselors Association (AzMHCA) was invited to participate in a Behavioral Health Credentialing Task Force. The task force, funded by a manpower grant from the National Institute for Mental Health, was formed by Dr. Lou Kirk, head of the Arizona Division of Behavioral Health Services. AzMHCA was represented at the August 20th meeting in Phoenix by John Bloom, past president of AzPGA and a charter member of AzMHCA. Bloom reported that the task force was considering certification in three areas and at several levels.

<u>Behavioral Health – Entry Level</u> (required prior to specialization in substance abuse or mental health) The provider must possess a core set of competencies necessary to provide basic services under close supervision.	
<u>Substance Abuse – Certified Counselor Level</u> Provider must possess a level of competence necessary to provide alcohol or drug abuse services with moderate supervision.	<u>Mental Health – Certified Counselor</u> Provider must possess a level of competence necessary to provide mental health services with moderate supervision.
<u>Substance Abuse – Advanced Certified Counselor Level</u> Provider must possess a level of competence necessary to provide alcohol or drug abuse services without supervision	<u>Mental Health – Advanced Certified Counselor Level</u> Provider must possess a level of competence necessary to provide mental health services without supervision
<u>Behavioral Health – Advanced Certified Level</u> Provider must possess a level of competence necessary to provide alcohol, drug abuse or mental health services without supervision.	

At this point the task force suggested that the certification provided for in these standards be mandatory for mental health, drug abuse, and alcohol counselors who participate in public programs and who provide purchased services approved by the Division of Behavioral Health Services. However, the question of whether or not certification should be required by law of all Arizona mental health, drug abuse, and alcohol counselors was yet to be resolved by the task force as it was unlikely that the Arizona legislature would pass such a measure without a major lobbying effort.

Bob Rencken, Southwest Region Coordinator for AMHCA and AzPGA President-Elect served on a subcommittee of the task force which was to establish standards of competency for each level and type of certification based on a statewide functional job analysis of behavioral health service providers. In addition, the proposed standards called for a combination of experience, education and training. 250 points were required at each level of competence with 150 points being given for having the minimum experience and 100 points each being given for having the minimum education and/or training.

	<u>Entry Level</u>	<u>Certified Counselor</u>	<u>Advanced Certified</u>
<u>Experience</u>	Two years full-time	Four years full-time	Six years full-time
<u>Training</u>	300 classroom hours	600 classroom hours	800 classroom hours
<u>Education</u>	Associate of Arts	Bachelors Degree	Masters Degree

1982-83



Kay Stritzel (later to become Kay Stritzel Rencken) and Bob Rencken

Robert Rencken, Mental Health Counselor (Tucson) – AzCA President
(Bob was the first member of national AMHCA west of the Mississippi!)

Richard Gray of Pinetop – AzMHCA President
Fred Rogers, Tucson, AzSCA President

Arizona Counseling Journal

Sharon Robinson and Doug Gross of Arizona State University - Co-Editors, Volume 8B
C. Ball, John Bloom, C. Davis, J. Gray, Rich Gray, Dale Hudson, Richard Kinnier, Phil
Lauver and Elsie Moore – Editorial Board

Bob Rencken was determined to have Leo Buscaglia return to Arizona. Leo spoke on “Love is the International Language” and drew 1100 people to the Holidome in Tucson – the largest crowd ever to attend a state counseling conference!

At the AzPGA Delegate Assembly meeting in August, a motion to change the name of the association to the **Arizona Counselors Association** passed unanimously. Rencken, Bloom and others felt that the counseling profession had become so much more than just “personnel and guidance” with the emergence of the mental health counseling specialty and that it was time to find a more all-encompassing title for the association. The vote of the membership on this issue in the fall was 177 to 12. President Rencken indicated that Arizona’s strong endorsement of the name change would prompt him to speak in favor of a similar change at the national level. Arizona was the fifth state branch to change names following Virginia, Texas, New York and Washington. By 1983, APGA voted to become the American Association for Counseling and Development, spurred by a ‘grass roots’ movement in states like those previously mentioned.

President Rencken said, “Although I certainly have my fantasies for a great convention and increased membership for AzCA, two perennial goals for any president, my biggest wish is to

reinforce the integrity of the counseling profession in Arizona. We need to have pride in our profession. I'm tired of people saying that they're "just a counselor" and I'm distressed at the number of people who feel that they have to be a "social worker" or "psychologist" or "administrator" in order to be recognized. "COUNSELORS ARE GREAT! If you don't know that, check around the community. If you do know that, shout it out!"

AzCA membership reached 745. AzCA contracted with Dick Hoover, Executive Director of the California ACD, to process our membership applications.

John Bloom of Northern Arizona University was named Outstanding Member and the Child Sexual Abuse Treatment Program (R. Unger and C. Preciado) was named Outstanding Program.

1983-84



Jim Cox, Counselor in Private Practice, Flagstaff and member of the AACD Ethics Committee – AzCA President

Sharon Robinson, ASU – AzMHCA President
Sue Delap, Tucson – AzSCA President

Arizona Counseling Journal

Meg Umans – Editor, Volume 9

C. Ball, J. Bignall, John Bloom, Jim Cox, Phil Lauver, Gary Lovejoy, Rory Madden, Elsie Moore, Betty Newlon, Valerie Stein – Editorial Board

Robert Rencken – Executive Director

When Bob took over as AzCA's first executive director his responsibilities included taking minutes at meetings and watching over the association's treasury, thus eliminating the need for a secretary and a treasurer. He also served as manager of the annual conference which brought some stability and long-range planning to that important event. His office secretary, Sarah Welchert, was a fulltime employee of Bob's practice so someone was always available to answer telephone calls about the association and its activities. In return, in addition to whatever small salary Bob received for his services, his travel expenses to the national convention and regional confabs were paid.

Conference – Holidome at Metrocenter in Phoenix. Speaker: Miriam Polster of the Gestalt Training Center in San Diego

Outstanding Member: Bob Swoboda, Counselor, Globe High School
Outstanding Program: Society of Women Scholars (Dale Hudson and Jan Belnap of the Mesa Public Schools)

The Behavioral Health Credentialing Task Force hired Phoenix attorney Bruce Barton as lobbyist. Efforts were underway at the fall conference to educate AzCA members and our legislators as to the importance of the credentialing bill. Plans were also underway to

hold informal receptions in each of the 30 legislative districts during November and December.

Joanne Gersten and John Bloom met in August with two groups who were vitally interested in the credentialing bill. One group, referred to as “The Association”, represented some alcoholism counselors, drug abuse counselors and mental health counselors and administrators of various community mental health centers across the state. They were concerned that the certification bill not be over restrictive or overly costly (Some people felt that credentialed professionals would demand higher salaries than their non-credentialed counterparts.) “The Association has decided to oppose the bill unless the task force exempts people working in government funded and/or licensed programs...something the task force was not willing to do at that time.

Drs. Gersten and Bloom also met with the board of the State Psychological Association. Individual board members expressed a variety of concerns including the fact that the bill would ‘legitimize’ subdoctoral level psychologists (referring to the school psychologist portion of the bill) and define biofeedback as a profession (rather than a technique). Several of the suggestions received from the board were incorporated into the bill and the task force was hopeful that it would continue to receive support and cooperation from Arizona psychologists.

John Bloom was chair of the Western Region Branch Assembly of AACD (1983-1985). AzCA struggles with the liability insurance program made available through California ACD. The program made \$1 million in liability insurance protection available to all members of AzCA for \$3 per person. Membership in AzCA increased significantly because of the availability of the insurance which was particularly attractive to the state’s mental health counselors, but the legitimacy of the coverage was questioned.

1984-85

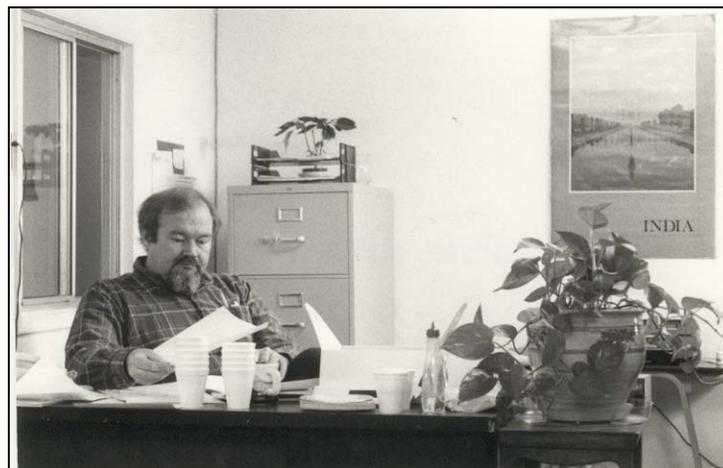


Bob Rencken, Mae Smith, Neal Diltz and John Bloom
(Taken outside of Bob's and AzCA's offices at the Family Development Center,
1160 N. Craycroft in Tucson)

Neal Diltz, Central Arizona College – AzCA President

David Dran, Flagstaff – AzMHCA President
John Bloom and Doug Gross – AzACES President

Bob Rencken, Executive Director



Bob Rencken at AzCA Headquarters (at Bob's office in Tucson)
Bob received the AzCA Outstanding Member Award

Arizona Counseling Journal

Meg Umans - Field Editor, Volume 10

S. Mae Smith, Production Editor

John Bloom, S. Hendrickson, Richard Kinnier, Phil Lauver, Gary Lovejoy, Jettie McWilliams, Elsie Moore, Betty Newlon, Mae Smith and Valerie Stein – Editorial Board

Conference at Palo Verde Holidome in Tucson – Speaker Sam Keen



Rory Madden learns that he has just won the election for AMHCA President-Elect over his friend, Bob Rencken.

1985-86



Dr. S. Mae Smith, University of Arizona – AzCA President
Mae also served as editor of the Public Offender Journal and was active in the Adult Development and Aging Association.

Patricia Kerstner, AzMHCA President
John Bloom, AzSCA President
Jettie McWilliams, AzACES President

Arizona Counseling Journal, Volume 11

Jettie McWilliams, Field Editor
S. Mae Smith, Production Editor
John Bloom, Doug Gross, T. Moore, Mae Smith., I Tucker,
John Zukowski-Faust – Editorial Board

Robert Rencken, Executive Director

Conference was held at the Riverside Hotel in Laughlin, Nevada. This was a joint conference with the Nevada state branch (when Laughlin was barely more than a wide spot in the road and Don Laughlin hadn't yet built his bridge across the Colorado River)
Speaker: Dr. Leo Sprinkle of the University of Wyoming. "Holographic Model of Counseling"

Rory Madden became AMHCA President. Ann Price compiled procedures for processing ethical complaints.

For the 3rd year, the Behavioral Health Task Force introduced a counselor credentialing bill.



Mae Smith (AzCA), Lorenzo Driggs, Naomi Howard, Barb Holzman (Clinical Social Worker), Darcy Plank (AZ Board of Certified Alcoholism Counselors) plan legislative strategies (Fall 1983).

1986-87

Rosemary Tindall-Gibson, Counselor from Tucson – AzCA President

Gary Glenn, Flagstaff – AzMHCA President
John Bloom, Flagstaff, AzSCA President
Sharon Robinson, AzACES President

Robert Rencken – Executive Director

Arizona Counseling Journal, Volume 12

Richard Kinnier, ASU – Editor

Miguel Arciniega, John Bloom, A. Brown, Doug Gross, Betty Newlon,
Frank Noble, Les Snyder – Editorial Board

Conference – Hotel Park Tucson, Speaker, Dr. Albert Ellis

Four Arizonans (Gross, Bloom, Madden and Rencken) served on the AACD Governing Council. The southern chapter of AzCA sponsored a Sid Simon workshop.



Jack Casey (NAU Doctoral Student), John Bloom and Bob Rencken campaign with the new technology of the day – making PrintShop banners with their Apple IIe's! This was the dawn of the age of the personal computer. (Bloom lost the election.)

AzSCA activity had been almost non-existent for several years at this point, so John Bloom contacted national ASCA and learned that the next national Leadership Development Conference was going to be held in Boston. He then talked to a relative old-timer, Jan Kragh, a counselor at his daughter's high school in Flagstaff, and a relative newcomer, Sherry Coleman, a counselor at Globe High School and convinced them to attend the ASCA LDC and then return to Arizona ready to revitalize AzSCA, which they did. John assumed the role of AzSCA past president and chief mentor. Jan became president and Sherry, president elect.

Two other events helped make AzSCA a huge success in years to come. One was the wonderful relationship that developed between the Lynn Brandon and the Georgia School Counselors Association and David Shuff and the Arizona SCA. Lynn was a featured speaker at several AzSCA conferences and David made several trips to Georgia conferences to learn more about association leadership.

The other event was the evolution of the Comprehensive Competence-Based Guidance (CCBG) model, thanks in great part to the efforts of Don Lawhead of Tucson. Summer CCBG training sessions at various resort locations throughout the state became much anticipated and a great source of knowledge, skills, camaraderie and fun.

1987-88



Dr. Sharon Robinson (later Kurpius) of ASU – AzCA President
(pictured here standing - with Mae Smith,
John Bloom, and Sarah Welchert, AzCA Office Secretary.

John Zukowski-Faust of Flagstaff – AzMHCA President
Sherry Coleman of Globe – AzSCA President
S. Mae Smith – AzACES President

The Arizona Counseling Journal, Volume 13

Richard Kinnier, Editor. Miguel Arciniega, John Bloom, A. Brown, Doug Gross, Betty
Newlon Frank Nobel and Les Snyder – Editorial Board

Robert Rencken: Executive Director

Conference at Dobson Ranch Inn in Mesa with Dr. Barry Weinhold of Colorado speaking
on “Transpersonal Approaches to Counseling”.

Chi Sigma Iota Counseling Honorary was chartered at NAU, June 2, 1988. Governor
Mofford signed HB 2211, the Behavioral Health Professionals Act, establishing the a
certification process for Arizona counselors, social workers and alcoholism counselors.
Marvalene Styles Hughes of ASU was president of the American College Personnel
Association.



Carol Vroman is pictured here with Ted Remley, Executive Director of AACD. Carol moved to Arizona from Michigan where she earned a degree in rehabilitation counseling from Wayne State University. In retrospect, she appeared to be on a mission – that of achieving counselor licensure, something she had read about in a brief article in the Phoenix newspaper. Carol worked tirelessly to achieve that goal and became Arizona Certified Counselor #0001 and also became the first chair of the Counseling Credentialing Committee of the newly formed Arizona Board of Behavioral Health Examiners as well as a member of the BHE Board itself.

Because of Carol's educational background and work history, she saw to it that the Arizona legislation had an element of uniqueness that enabled graduates of EITHER a CACREP program (Council for the Accreditation of Counseling and Related Educational Programs) or a CORE program (Commission on Rehabilitation Education) to be eligible for a credential.

The Arizona Board of Behavioral Health Examiners was established by law in 1989 to certify professionals in the fields of Social Work, Professional Counseling, Marriage and Family Therapy, and Substance Abuse Counseling. The first certificates were issued in November of 1990 and in 2000 there were over 5800 professionals certified.

Fife Symington
Governor

Office of the Governor of the State of Arizona

To all to whom these Presents shall come Greeting:

*I, Fife Symington, Governor of the State of Arizona in the name of
and by the authority of said State, do Commission and Authorize*

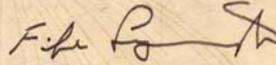
John W. Bloom

as a member of the

Counseling Credentialing Committee

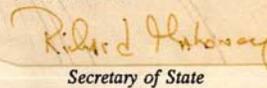
*and to discharge, according to law, the duties of said office, and
to hold and enjoy the same, together with the powers, privileges and
emoluments thereunto appertaining, until the legal termination thereof.*

*IN WITNESS WHEREOF I have hereunto set my
hand and caused to be affixed the Great Seal of
Arizona done at the City of Phoenix Capitol, this
fifteenth day of April in the year of our Lord, One
Thousand Nine Hundred and Ninety One.*



GOVERNOR

Attest:


Secretary of State

1988-89



Dr. Patricia Kerstner, Arizona State University – AzCA President

Andrea Graber, NAU – AzMHCA President

Jan Kragh, Coconino High School, AzSCA President

Robert Rencken – Executive Director

Arizona Counseling Journal

John Bloom, NAU – Editor

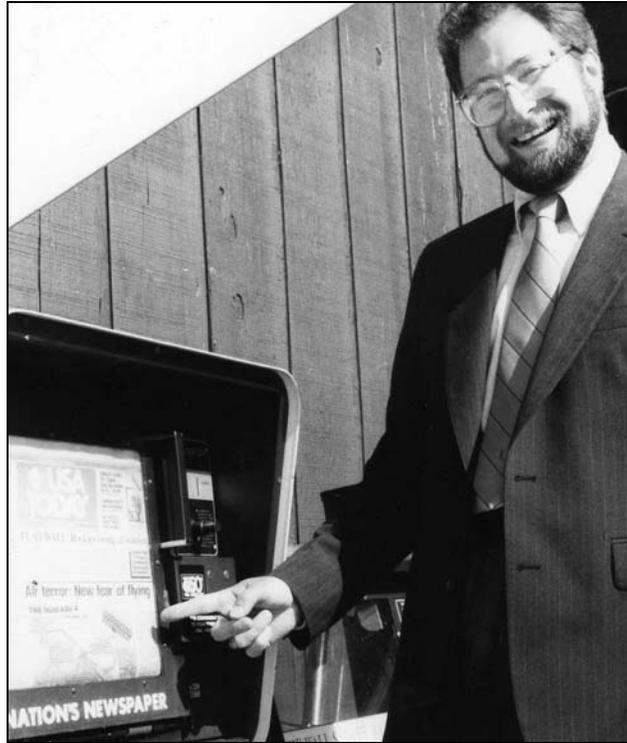
Colleen DiBiase, S. Emerson, L. Gray, David Lemire, D. McDonald, Eugene Moan,
Arthur Sanchez – Editorial Board. Editorial Assistant: Persis Fuller

Carol Vroman and John Bloom were appointed to the board of the Board of Behavioral Health Examiners. Bob Rencken received the Kitty Cole Human Rights Award. Dues were \$40. Doug Gross served as president of AHEAD.

Conference – Poco Diablo in Sedona

Layne Longfellow of Lecture Theatre, Inc. in Prescott keynoted. “Theme: “Leadership and the Abuse of Power”. Pauline Lyttle spoke on “Why Jenny Can’t Lead.”

1989-90



Rory Madden reads about “Air Terror: New Fear of Flying” while waiting for a flight at Flagstaff “International” Airport. This was after the sabotage of Pan Am 103.

Dr. Rory Madden, Private Practice (Flagstaff) – AzCA President

William Brautigam, Tucson - Newsletter Editor

Donna Daniel, NAU – AzMHCA President

David Shuff, Mesa – AzSCA President

Robert Rencken, Tucson – Executive Director

Arizona Counseling Journal, Volume 15

Timothy Thomason, Flagstaff – Editor

Colleen DiBiase, S. Emerson, D. Lemire, D. McDonald,

Eugene Moan, J. Organist – Editorial Board.

Editorial Assistant: Persis Fuller

Pauline Staples, Counselor – Outstanding Member



Pauline Staples

William Brautigam – Outstanding New Member
Sahuaro Vista Ranch – Outstanding Program

Conference: Westward Look, Tucson

Frank Burtnett, National Association of College Admission Counselors (NACAC) spoke on “Counselor: Quest for Quality”. Also attending was Dr. Ted Remley of the American Association of State Counseling Boards (AASCB)

The first Arizona School Counselor Academy was held at Tucson National. The first conference of the new AzSCA was held. Miguel Arciniega and Casey Murphy were appointed to the governing board of the Board of Behavioral Health Examiners.