March 12, 2015  
Commission on Rehabilitation Counselor Certification  
847-944-1325  
www.crccertification.com

CRCC Launches New Video:  
**CRC Certification: It Makes a Difference**

Dear Susan,

On behalf of CRCC, I am pleased to announce the distribution of our latest video, *CRC Certification: It Makes a Difference*. This new video features eight CRCs who discuss the value and benefits of certification and the impact it has made in their careers. This video follows the release of *The Art of Rehabilitation Counseling*, which has had over 10,000 views on the [CRCC YouTube channel](https://www.youtube.com/watch?v=-GUGPidHsG4).

As you know, CRCC is very committed to increasing awareness of rehabilitation counseling and the CRC certification among business thought leaders, educators, employers, government agencies, politicians, and students interested in pursuing a career in rehabilitation counseling. The new certification video, along with the various digital marketing pieces available in the CRCC Media Center, are powerful tools CRCC is making available to the rehabilitation counseling community to further this end.

CRCC is particularly grateful to several Chicago-area CRCs who gave freely of their time and energies to deliver a powerful message about CRC certification and the value it brings to their professional identities. They are:

- Joseph Belmonte, Founder and President, Vocamotive, Inc.
- Michael Duggan, Counselor for Students with Disabilities, Professor, College of DuPage
- Melissa Hammer, Transition Specialist, Riverside Brookfield High School
- Kristi Dalby-Jones, Director, Client Solutions, Cigna
- Michelle Marmé, Instructor, Northeastern Illinois University
- Camille Mayhall Gehrenbeck, Independent Business Owner/Service Provider
- Charles Rogers, Community Employment Coordinator, Edward Hines Jr. VA Hospital
- Kelsey Thompson, Vocational Rehabilitation Specialist, Edward Hines Jr. VA Hospital

As Director of Marketing and Strategic Alliances, my hope is that you will share this powerful video with as many individuals and organizations as possible including colleagues, employer or referral sources, students, and others connected to the rehabilitation counseling profession. You may also wish to share it with your clients and their families. The attached link will take you directly to the new video: [https://www.youtube.com/watch?v=z3_MX8HL0Ok](https://www.youtube.com/watch?v=z3_MX8HL0Ok). An open caption version is also available at [https://www.youtube.com/watch?v=-GUGPidHsG4](https://www.youtube.com/watch?v=-GUGPidHsG4).

For your convenience, we are also including a link that will take you directly to the [CRCC Media Center](https://www.crccertification.com) and the various tools available in the Digital Marketing Toolkit including the national advertisement, View Book, and *The Art of Rehabilitation Counseling* video.
CRCC is proud to support the rehabilitation counseling community. The more each of us can promote our profession and the CRC certification, the better for those individuals with disabilities who benefit from quality rehabilitation counseling services.

Thank you for your help in promoting the CRC Certification: It Makes a Difference video.

Sincerely,

Scott Dunnell
Director of Marketing and Strategic Alliances