

**Social Workers, Counselors and
Other Helping Professions –
Starting Your Own Business
or Private Practice:**

***What You Need to Know
Including Ethical Perspectives***

FEATURING:

- Learn the essential elements of planning and establishing your own business – including TeleHealth tips!
- An **attorney** to address practical concerns and questions!

FEEDBACK FROM PREVIOUS ATTENDEES:

“SO much great information. In this one workshop you all provided more information than I’ve been able to gather in 2 or 3 years!”

“ This has been an absolutely amazing training. So much valuable information and tools to take away”

“This has been the best CEU workshop I have attended. I will be coming and recommending CEU Creations’ events!”

**Friday,
November 6, 2020**

8:45 am – 9:00 am: Registration &
Virtual Networking

9:00 am – 3:00 pm: Presentations
See back page for detailed agenda

Cost: \$59.99

Virtual Livestream Training*

*Space is limited.
Please register online at
www.ceucreationsinc.com*

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Creative. Educational. Unique.
Proudly presents:

**Live Stream Series
(Online Synchronous Training)**

5 Credit Hours Approved For:

- Social Workers (ASWB ACE – 3 Ethics and 2 General CE Credits)
- Case Managers (CCMC – 5 Contact Hours)
- Nurses (CA Board of Registered Nursing – 5 Contact Hours)
- Counselors (NBCC – 5 Clock Hours)

Attendance or applied credit certificate available for other credentials.

Presenters:

Valerie Barton, JD

Attorney/Partner with Trusted Counsel (Ashley) LLC

Autumn Collier, LCSW,

Collier Counseling, LLC – Private Practice Owner

**Shannon M. Eller, LPC, LMFT, RPT-S, CPCS,
AAMFT-Approved Supervisor, ICAADC, ICCS**

Brighter Tomorrows Consulting

Anne McSweeney, LCSW

CEU Creations – Founder and President

Expert Panelists

**This Event is Generously
Sponsored By:**



Social Workers, Counselors and Other Helping Professions – **Starting Your Own Business or Private Practice:** *What You Need to Know Including Ethical Perspectives*

As helping professionals, we wear many hats in the provision of quality services and care to our clients and communities. Have you ever wondered what wearing a “business owner” hat would feel like? Have you ever thought: “If I had my own practice, I would....” or “I wish I could apply a unique and create approach to solve this problem.” In this thought-provoking presentation, participants will evaluate their own readiness (as a professional counselor, social worker, mental health provider, or allied helping professional) to establish your own business or private practice. We will discuss the development of a business strategy/model, instructions on registering your business with the appropriate governmental agencies and discuss options for marketing/advertising. In addition, a panel of experts will discuss relevant ethical standards and consider how the standards apply to the private practices/businesses.

With the changing work environments, emerging digital workspaces, and the steady increase in the utilization of consultants/freelancers - this course is impeccably well-timed. Don't miss out on this incredible opportunity to access the information and tools necessary to evaluate your readiness to start your own business.

Agenda:

8:45 – 9:00am:	Registration and Virtual Networking
9:00 – 10:00am:	Setting up My Business Practice, Ancillary Needs and Marketing My Business – <i>Autumn Collier, LCSW, Collier Counseling LLC</i>
10:00 – 10:15pm	Break
10:15 – 12:15pm	Panel of Experts – Discussing Practical, Legal and All Aspects of Business – with Ethical Perspectives <i>Moderator – Autumn Collier, LCSW Panelists: Anne McSweeney, LCSW; others TBA</i>
12:15 - 12:45pm:	Lunch and Sponsor Spotlights
12:45 – 1:45pm:	Practical and Legal Tips – <i>Valerie Barton, JD, Trusted Counsel (Ashley) LLC</i>
1:45 - 2:00pm:	Break
2:00-3:15pm:	My Head is Swirling! Where Do I Begin with Everything? <i>Shannon M. Eller, LPC, LMFT, RPT-S, CPCS, AAMFT-Approved Supervisor, ICAADC, ICCS</i>

By attending our workshop, you will be able to:

1. Understand the essential elements of registering your business/practice.
2. Describe resources and strategies for marketing and advertising.
3. Apply relevant ethical standards to elements of starting your own business/practice.
4. Name two resources available to a helping professional seeking to start a business.
5. Evaluate your own readiness in starting a business/practice.

In order to receive credit, you must login on time, attend the entire presentation, and complete an evaluation within 30 minutes of the conclusion of the event. Attendance log and Zoom analytics will be reviewed by the CE Director. Certificates will be provided in approximately 5 business days.

Target audience: Social workers, case managers, discharge planners, nurses, counselors, and other allied professionals – beginning to intermediate content level.

SOCIAL WORKERS: CEU Creations, #1239, is approved to offer social work continuing education by the Association of Social Work Boards (ASWB) Approved Continuing Education (ACE) program. Organizations, not individual courses, are approved as ACE providers. State and provincial regulatory boards have the final authority to determine whether an individual course may be accepted for continuing education credit. CEU Creations maintains responsibility for this course. ACE provider approval period: [11/22/18-11/22/21]. Social workers completing this course receive 3 Ethics and 2 General continuing education credits.

The GA Board governing social work CE's accepts ACE Programs.

NURSES: 5 Contact Hour - CEU Creations is an approved provider of nursing CEs through the California Board of Registered Nursing. Provider number: CEP16563. All states retain their own licensing authority through their own boards. Please make sure to check with your own state board to ensure transferability of the CE credits.

Counselors:  NBCC Clock Hours: 5 CEU Creations has been approved by NBCC as an Approved Continuing Education Provider, ACEP No. 6941. Programs that do not qualify for NBCC credit are clearly identified. CEU Creations is solely responsible for all aspects of the programs.

All states retain their own licensing authority through their own boards. Please make sure to check with your own state board to ensure transferability of the CE credits.

For more information on the course, accommodations for disability, grievances, or any other concerns, please contact CEU Creations via Anne McSweeney at info@ceucorationsinc.com or 404-421-6055.

Speaker Information

Valerie Barton, JD

Valerie is a commercial lawyer, focusing on corporate matters, governance, mergers & acquisitions and intellectual property. I have wide ranging experience counseling clients from the start-up phase (including the selection of the optimal entity structure and the creation of a pragmatic workable governance model), to the formative stage of managing the business, creating employment and independent contractor arrangements, negotiating commercial transactions and joint venture arrangements, procuring angel and seed funding, through to the strategic investment rounds that support the latter stages of corporate growth. I understand the evolution in my clients' legal requirements, tolerance for risk and negotiating position that comes with each stage of growth. I work to advise, manage and balance my clients' unique needs, goals and expectations. I have spent much of my practice focused on planning and managing short and long-term exit strategies, whether implemented by mergers, acquisitions, corporate spin-outs, equity rollovers, reorganization or various combinations of the above.

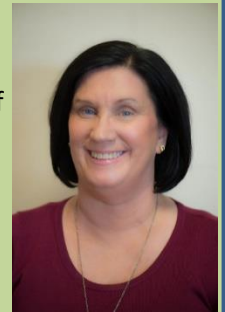


Autumn Collier, LCSW

Autumn Collier is a Licensed Clinical Social Worker and psychotherapist. She is a graduate of the University of Georgia, where she earned her Bachelor of Science degree in Psychology and her Master of Social Work degree. Throughout her career, Autumn has been focused on helping children and families. While at the Department of Family and Children Services, she held roles that included foster care planning and placement along with investigation of risk and maltreatment. Her focus on family treatment and individual care continued at Transitional Family servers where she became the Clinical Director. In January 2015, Autumn started her own business, Collier Counseling, LLC. In her practice, she focuses on psychotherapy for adults and specifically wants to help women live with and assertive and fearless spirit.

Shannon M. Eller, LPC, LMFT, RPT-S, CPCS, AAMFT-Approved Supervisor, ICAADC, ICCS

Shannon Eller is an educator, entrepreneur, and philanthropist who can be found splitting her time between her charitable organization, Incorruptible Seed Ministries, serving as CEO and Clinical Director of her counseling center, Brighter Tomorrows Consulting as well as running her education center, Brighter Tomorrows Consulting Institute, in Griffin, Georgia. She supervises, trains, and counsels across four domains: Professional Counseling, Marriage & Family Therapy, Play Therapy, and Addictions Counseling. Recognized at the state level as an expert in the field of Professional Counselor workshops, Shannon is driven to share her insights and passion for mental health care and healing through the written word.



Shannon holds a T-5 State of Georgia Teaching Certificate and dedicated eighteen years to teaching in the public school system before earning her Master of Science Degree in Community Counseling from Columbus State University, summa cum laude in 2006.

Currently in pursuit of a terminal degree (Ed.D.) in Counseling, Education and Supervision, Shannon is a Licensed Professional Counselor (LPC), Licensed Marriage and Family Therapist (LMFT) and is credentialed as a Certified Professional Clinical Supervisor (CPCS) and an AAMFT-Approved Supervisor. Shannon is also a National Certified Counselor (NCC), and holds a state certificate as a Clinical Certified Alcohol and Drug Counselor (CCAADC), CCDP-D (Co-Occurring Disorders Professional Diplomate), Registered Play Therapist Supervisor (RPT-S), and Clinical Supervisor (CCS). Shannon Eller holds provider numbers from GAMFT, NBCC, APT, GACA, ADACBGA, LPCA, and is a Continuing Education Provider.



Anne McSweeney, LCSW

Anne McSweeney is a Licensed Clinical Social Worker and owner of CEU Creations – a company that provides educational trainings to healthcare professionals. Anne has worked with the senior population for over 15 years in medical and elder care social work – working with hospice, home health, dialysis and elder law attorneys. In 2009, she founded CEU Creations (formerly called CEU Concepts) where she serves as the President and Educational Director. Presenting at both local and national conferences, her passion is providing creative and innovative educational experiences that promote learning. In 2015, Anne was appointed to the Fulton County Commission on Elderly Affairs. She is a current board member for The Aimee Copeland Foundation and The Atlanta Senior Care Network Niche. Anne is also member of the Georgia Society for Clinical Social Work. She received her undergraduate degree from Auburn University and MSW from the University of Alabama.