

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.
- 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,
March 22, 2019**

8:00 – 8:30 am: Registration & Networking

8:30 – 2:45 pm: Presentations

See back page for detailed agenda

**Shepherd Center
7th Floor Auditorium**

2020 Peachtree Road Northwest,
Atlanta, GA 30309

**\$75 Early Bird Registration; \$95 At
the Door (If space is available)
(includes lunch and 5 CE hours!)**

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



Creative. Educational. Unique.

**Continuing Education Event,
Lunch & 5 CE Hours**

5 Credit Hours Approved For:

- Social Work (ASWB – 3 Ethics and 2 Clinical/Core Hours)
- Case Managers (CCMC – 5 Contact Hours)
- RN (CA Board of Registered Nursing – 5 Contact Hours)

- LPC (NBCC – 5 Clock Hours)



Attendance or applied credit certificate available for other credentials.

Presenters:

Joe Gandolfo, LPC

Author and Private Practice Owner for 25+ years

Valerie Barton, JD

Attorney/Partner with Trusted Counsel (Ashley) LLC

Autumn Collier, LCSW,

Collier Counseling, LLC – Private Practice Owner

Jamie Lackey, LCSW

Helping Mamas, - Non-Profit Co-Founder and CEO

Lisa Kaufman, CMC, CTRS

Senior Care Options, Owner

Anne McSweeney, LCSW

CEU Creations – Founder and President

**This Event is Generously
Sponsored By:**



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Trusted Counsel
ASHLEY LLC



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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 work spaces, 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:

8:00 - 8:30am:	Registration and Networking
8:30 - 9:30am:	My Head is Swirling - Where Do I Begin? – <i>Joe Gandolfo, LPC, Private Practice for over 25 years</i>
9:30 - 10:30am:	Practical and Legal Tips – <i>Valerie Barton, JD, Trusted Counsel (Ashley) LLC</i>
10:30 - 10:45am:	Break
10:45 - 11:45am:	Setting up my Business Practice, Ancillary Needs and Marketing My Business – with Ethical Considerations - <i>Autumn Collier, LCSW, Collier Counseling, LLC</i>
11:45 - 12:30pm:	Lunch
12:30 - 2:45pm:	Panel of Experts – Discussing Practical, Legal and All Aspects of Business – with Ethical Perspectives <i>Moderator – Joe Gandolfo, LPC Panelists: Anne McSweeney, LMSW, Autumn Collier, LCSW, Jamie Lackey, LCSW, Lisa Kaufman, CMC, CTRS</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.

SOCIAL WORKERS: This organization (CEU Creations provider #1239) is approved as a provider for social work continuing education by the Association of Social Work Boards (ASWB) www.aswb.org through the Approved Continuing Education (ACE) Program. CEU Creations maintains responsibility for the program. ASWB Approval Period: 11/22/18 –11/22/21. Social workers should contact their regulatory board to determine course approval for continuing education credits. Social workers participating in this course will receive 3 Social Work ETHICS and 2 Clinical/Core continuing education hours Clock Hours. In order to receive credit, you must attend the entire presentation and complete an evaluation. Certificates will be provided on-site. Target audience: Social workers, case managers, discharge planners, nurses and other healthcare professionals –beginning to intermediate level of learning.
The GA Board governing social work CE's accepts ACE Programs.

NURSES: 5 Contact Hours -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.
LPC's: NBCC Clock Hrs: 1 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.

Cancellation Policy: Registrants must cancel through Sarah Gaunt only via email or phone at steve@ceuc creationsinc.com or 404-421-6055 (contacting other staff members/leadership does not guarantee your cancellation.) No faxes or mail cancellations will be accepted. Cancellation Fee: \$25 - Refunds will not be given for cancellations within five (5) business days prior to the workshop date