

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



- Learn the essential elements of planning and establishing your own business.

- A panel of experts discussing best practices and the application of relevant ethical standards.

Friday, December 9, 2022 | 9:00 AM – 3:00 PM ET

Live Stream Series (Online Synchronous Training)

\$64.99 Early Bird Registration

After November 25th registration is \$74.99



Please scan QR Code or register online at

www.ceucreationsinc.com

5 CREDIT HOURS APPROVED FOR:

- **Social Workers**
(ASWB ACE – 2 CE Credits and 3 Ethics Hours; New York State Education Department's State Board for Social Work – 5 Contact Hours)
- **Case Managers**
(CCMC – 5 Contact Hours)
- **Nurses**
(California Board of Registered Nursing – 5 Contact Hours)
- **Counselors**
2 Contact and 3 Ethics Hours or 5 Contact Hours*
(NBCC ACEP; New York State Education Department's State Board for Mental Health Practitioners – 5 Contact Hours)

*Some states do not award Ethics hours for Counselors; in those cases, Contact hours will be awarded.

Attendance or applied credit certificate available for other credentials. Please make sure to check with your own state board to ensure transferability of CE credit.

PRESENTERS:



Autumn Collier, LCSW
The Well Woman



Griffin Mallas
Founder of Build Your Own Practice



Winden Statham Rowe, LPC
Director of the Center KSQ



Caitlin Amick, JD

BY ATTENDING OUR WORKSHOP, YOU WILL BE ABLE TO:

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

Additional information for each sponsor can be found in the 2022 CEU Creations Georgia Supporter Directory that will be provided to each registrant.

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AGENDA

8:45 AM – 9:00 AM:	Log In and Virtual Networking
9:00 AM – 10:00 AM:	Setting up My Business Practice, Ancillary Needs & Marketing My Business; Autumn Collier, LCSW, The Well Woman
10:00 AM – 10:10 AM:	<i>Break</i>
10:10 AM – 12:20 PM:	Panel Discussion: Discussing Practical, Legal and All Aspects of Business with Ethical Perspectives Moderator: Autumn Collier, LCSW, The Well Woman Panelists: Jenny Buckley, RN, BSN, Owner, Jenny Buckley Care Matters; Anne McSweeney, LCSW, Owner/Educational Director, CEU Creations; Griffin Smith, LCSW, Psychotherapist, Consultant and Owner of Totus Intuor Counseling & Consulting
12:20 PM – 12:50 PM:	<i>Lunch Break</i>
12:50 PM – 1:50 PM:	Practical and Legal Tips; Caitlin Amick, JD
1:50 PM – 2:00 PM:	<i>Break</i>
2:00 PM – 3:00 PM:	My Head is Swirling! Where Do I Begin with Everything?; Winden Statham Rowe, LPC, and Director of The Center KSQ, and Griffin Mallas, Founder of Build Your Practice

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 creative 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 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.

Course Interaction and Technical Requirements: This live webinar is fully interactive. Attendees may ask and answer questions throughout the presentation and participate in instructor-led discussions. A computer or mobile device is required. Zoom account is *not* required. You will receive an email approximately 24 hours prior to the start of the class with a link to the webinar.

In order to receive credit, you must login on time, attend the entire presentation, and complete an online 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 healthcare professionals.

SOCIAL WORKERS: CEU Creations, #1239, is approved as an ACE provider to offer social work continuing education by the Association of Social Work Boards (ASWB) Approved Continuing Education (ACE) program. Regulatory boards are the final authority on courses accepted for continuing education credit. ACE provider approval period: [11/22/21-11/22/24]. Social workers completing this course receive 3 Ethics and 2 General Social Work continuing education credits..

CEU Creations, Inc. is recognized by the New York State Education Department's State Board for Social Work as an approved provider of continuing education for licensed social workers #SW-0616. This activity is approved for 5 contact hours.

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.

COUNSELORS: 2 General and 3 Ethics Hours or 5 Contact Hours:



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.

CEU Creations, Inc. is recognized by the New York State Education Department's State Board for Mental Health Practitioners as an approved provider of continuing education for licensed mental health counselors. #MHC-0199. This activity is approved for 5 contact hours.

Cancellation Policy: Registrants must cancel via email or phone at patty@ceucorationsinc.com or 770-880-9873 (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.

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PRESENTER BIOS



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, The Well Woman. In her practice, she focuses on psychotherapy for adults and specifically wants to help women live with an assertive and fearless spirit.



Caitlin Amick is an attorney with the Dunwoody-based law firm Mozley Finlayson & Loggins LLP. Caitlin is a litigation attorney who represents individuals and companies in business disputes. She also has experience helping start-ups through the formation stage, as well as assisting clients with the dissolution of commercial entities in Georgia. As an IAPP Certified Information Privacy Professional, Caitlin's experience also includes counseling businesses of all sizes on data privacy and cybersecurity issues. Caitlin graduated, summa cum laude, from the University of Georgia School of Law. She received her undergraduate degree from Kennesaw State University. She currently lives in Marietta with her husband, foster dogs, and seven avocado trees.



Winden Rowe is the Director of The Center for Change at Kennett Square and co-founder of Build Your Practice. At The Center KSQ Winden runs a cooperative group practice centered around the study and application of stress and trauma informed treatment with a clinical team of close to 20 people. In addition to counseling and directing The Center KSQ, Winden co-founded Build Your Practice in 2019 with Griffin Mallas. Griffin and Winden train and teach clinicians at all stages of professional development how to own and operate a private practice. Build Your Practice is VERY passionate about this endeavor as Winden and Griffin see so many quality clinicians lost in the field to burnout, low paying agency work, and a low sense of professional self due to current structures and economies in the field. She has also been a guest on a variety of media broadcasts including National Public Radio 'Morning Edition', 'Radio Times' and lectures at Jefferson University in the Community and Trauma Counseling Graduate Program. She is a member of HEAL PA, a trauma informed approach to addressing social and political change in the Commonwealth of Pennsylvania, and a community advisory board member at the University of Pennsylvania on the topic of post traumatic stress disorder (PTSD), traumatic brain injury (TBI), and suicide prevention in military service persons. She is incredibly passionate about her work and is also a prolific writer on trauma, healing, and resilience, and the beautiful experience of building a thriving business.



Griffin Mallas is an entrepreneur and founder of Build Your Practice, a consulting and education company that helps mental health therapists build a thriving private practice. He founded the company in 2019. Prior to 2019, Griffin captained the Drexel Men's Soccer Team while pursuing his graduate degree in psychology. He graduated summa cum laude from the University of the Incarnate Word in 2017 at the age of 20.