

Developing an Ethical Practice

What You Need to Know to Start Your Own Business

FEATURING:

- Learn the essential elements of planning and establishing your own business – including legal aspects, practice forms and much more!
- A panel of experts discussing best practices and the application of relevant ethical standards.

Friday, March 7, 2025
9:00 a.m. – 3:00 p.m. ET

Livestream Series
(Online Synchronous Training)

\$74.99 Early Bird Registration
After February 21st, registration is \$99.99

**FREE for Plus U Bundle
and Save Members!**



Please scan QR Code
or register online at
www.ceucreationsinc.com

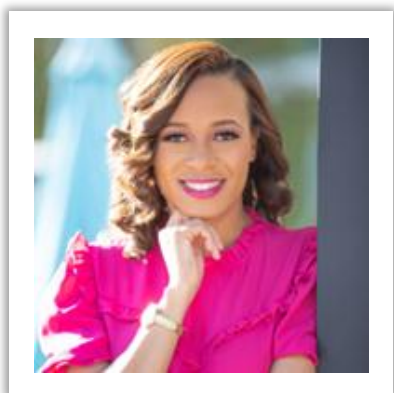
5 CREDIT HOURS APPROVED FOR:

- **Social Workers**
ASWB ACE – 3 Ethics and 2 General CE credits
New York State Education Department's State Board for Social Work – 5 contact hours
- **Counselors** - 5 contact hours including 3 Ethics*
NBCC ACEP – 5 contact hours
New York State Education Department's State Board for Mental Health Practitioners – 5 contact hours
- **Nurses**
California Board of Registered Nursing – 5 contact hours
- **Case Managers**
CCMC – 5 Contact Hours

*Some states do not require/accept ethics hours for counselors, for 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.**

PRESENTED BY:



Autumn Collier, LCSW,
Private Practice Owner,
The Well Woman



Jarrett Silver, JD
Attorney,
Silver Legal



Kelley Stevens, LMFT,
Founder,
The Private Practice Pro

Thank you to our sponsors for your generous support!

For more information on the course, accommodations for disability, grievances, or any other concerns, please contact CEU Creations at support@ceucreationsinc.com.

Developing an Ethical Practice

What You Need to Know to Start Your Own Business

AGENDA (all times are Eastern)

8:45 a.m. – 9:00 a.m.	Log In and Virtual Networking
9:00 a.m. – 10:00 a.m.	Setting up My Business Practice, Ancillary Needs and Ethical Considerations Autumn Collier, LCSW, Private Practice Owner, The Well Woman
10:00 a.m. – 10:10 a.m.	Break
10:10 a.m. – 12:10 p.m.	Panel Discussion: Discussing Practical and Different Aspects of Business Ownership with Ethical Perspectives Moderator: Autumn Collier, LCSW, Private Practice Owner, The Well Woman Panelists: Lauren Chase, Ph.D., LCMHC, NCC, BC-TMH, Anne McSweeney, LCSW, Griffin Smith, LCSW,
12:10 p.m. – 12:50 p.m.	Lunch Break
12:50 p.m. – 1:50 p.m.	Practical and Legal Tips Jarrett Silver, JD
1:50 p.m. – 2:00 p.m.	Break
2:00 p.m. – 3:00 p.m.	My Head is Swirling! Where Do I Begin with Everything? Including Practice Forms Kelley Stevens, LMFT, Founder, The Private Practice Pro

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.

By the end of the session, the participant will be able to:

1. Summarize 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.

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.

To receive credit, you must log in 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, counselors, nurses, case managers, 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: 11/22/24-11/22/27. Social workers completing this course receive 5 total credits including 3 Ethics and 2 General 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: CEP17905. 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: 5 contact hours including 3 Ethics 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.

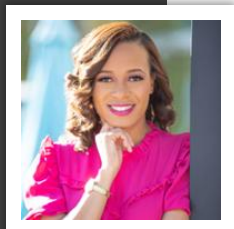
CEU Creations, Inc. is recognized by the New York State Education Department's State Board for Mental Health Practitioners as an approved provider of continuing education for licensed mental health counselors. #MHC-0199. This activity is approved for 5 contact hours.

Cancellation Policy: Registrants **must** cancel via email at support@ceucreationsinc.com (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.

Developing an Ethical Practice

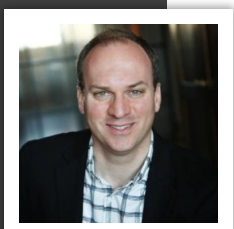
What You Need to Know to Start Your Own Business

PRESENTER BIOS



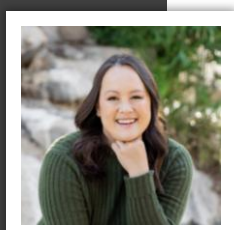
Autumn Collier, LCSW

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 Services where she became the Clinical Director. In January 2015, Autumn started her own business. In her practice, she focuses on psychotherapy for adults and specifically wants to help women live with an assertive and fearless spirit.



Jarrett Silver, JD

Jarrett Silver is an attorney of 17 years that focuses on helping entrepreneurs and inventors utilize legal protections to establish a strong base and grow from there. He regularly practices in the areas of startup law, corporate law, and intellectual property law. More info is available at <https://georgistartup.law>.



Kelley Stevens, LMFT

Kelley Stevens is a therapist, private practice coach, and the founder of The Private Practice Pro. After building her own thriving cash-pay practice, she now helps therapists launch and grow successful private practices through her courses, membership, and coaching. She has taught as an adjunct professor in master's-level therapy programs, equipping future therapists with the skills they need to navigate both the clinical and business sides of private practice. With a no-fluff, step-by-step approach, Kelley has supported thousands of therapists in filling their caseloads, marketing authentically, and creating sustainable businesses. You can find her sharing practical, actionable advice on Instagram, YouTube, and at www.theprivatepracticepro.com