

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

Friday, June 20, 2025
9:00 a.m. – 3:00 p.m. Eastern time

Livestream Series
(Online Synchronous Training)

\$74.99 Early Bird Registration
After June 6th, registration is \$99.99

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or register online at
www.ceucreationsinc.com



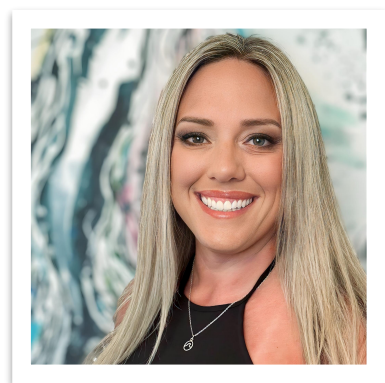
5 CREDIT HOURS APPROVED FOR:

- **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.**

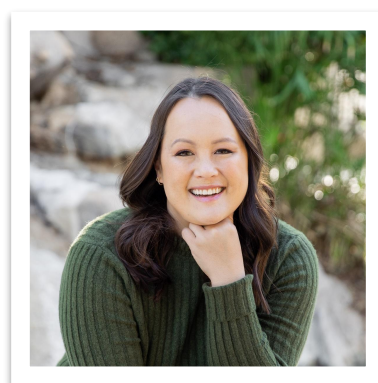
PRESENTED BY:



**Denielle Rigoglioso, LPC,
CSAC, CAADC, and Owner of
Saltwater Counseling and
Wellness, LLC**



**Christy Westerfeld, Esq.,
Owner of Westerfeld Law,
P.C. and Coach Legally, LLC**



**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.*

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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 Denielle Rigoglioso, LPC, CSAC, CAADC
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: Denielle Rigoglioso, LPC, CSAC, CAADC; Panelists: Lauren Chase, PhD, 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 Christy Westerfeld, Esq.
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 (<i>pre-recorded</i>)

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 a reminder email approximately 24 hours prior to the start of the training and a link to the webinar will be in your CEU Creations account.

To receive credit, you must log in on time, attend the entire presentation, and complete an online evaluation. Your attendance is calculated using Zoom analytics. Once your evaluation is complete, your certificate will be available in your CEU Creations account within 24 hours.

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 CE's 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@ceuc creationsinc.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.

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PRESENTER BIOS



Denielle Rigoglioso, LPC, CSAC, CAADC, and Owner of Saltwater Counseling and Wellness, LLC

Denielle Rigoglioso-Lambert is a Licensed Professional Counselor (LPC), Certified Substance Abuse Counselor (CSAC), and private practice strategist dedicated to helping therapists build thriving, sustainable businesses. As a successful practice owner herself, she understands the challenges of balancing clinical work with financial stability—and she's passionate about helping others create profitable, burnout-free practices.

With a background spanning community mental health, brick-and-mortar private practice, and telehealth, Denielle has firsthand experience with the struggles many therapists face—overworking, under-earning, and feeling stuck in an exhausting system. After launching her own private practice and experiencing the freedom and financial security it provided, she made it her mission to guide other therapists toward the same success.

Through her coaching and strategic guidance, Denielle helps clinicians transition into private practice with confidence, build businesses that align with their lifestyle goals, and achieve financial freedom—without sacrificing their well-being.



Christy Westerfeld, Esq., Owner of Westerfeld Law, P.C. and Coach Legally, LLC

Christy Westerfeld, Esq., is a 12-year attorney and legal resource for online entrepreneurs, coaches, and licensed professionals. She specializes in educating coaches, consultants, as well as business owners and entrepreneurs about how to start and effectively run a legally compliant business, and teaching licensed professionals how to maintain compliance while seeking to grow a business. Christy also works heavily in trademark law, contract law, and runs a low-cost legal information membership for those looking to have weekly access to an attorney for questions and insight as their businesses and practices grow! When she isn't working, Christy enjoys spending time with her husband, three kids, and wonderful community in Northern CA.



Kelley Stevens, LMFT and Owner of Private Practice Pro (pre-recorded)

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