President’s Letter

Greetings, MCA Members!

We had a wonderful conference on Advocacy and Social Justice: How Counselors Help our Clients, our Profession and Ourselves. My hope is that in our work and studies we will continue to incorporate advocacy into our everyday life. I appreciate the feedback from our attendees and look forward to collaborating with our President-Elect, Dr. Ajita Robinson, on our next conference to address our growing edges and continue our successes.

As we begin this new year, I am excited about the many other continuing education opportunities with MCA, including:

* MCA “Write a Rockin’ Resume” Workshop with Karol Taylor – February 2, 2019 1 – 4 p.m.
* MCA Advocacy Day in Annapolis – February 7, 2019
* MAMCD “Postpartum Depression: Effective Treatment Strategies for Helping Women During and After Pregnancy” Workshop – February 9, 2019 9 a.m. – 1 p.m.
* MALGBTIC “Interpersonal Aspects of LGBTQ Clients; Self-Acceptance” Webinar with Dr. Marion Toscano – February 16, 2019 1 – 2 p.m.
* MASERVIC “Pet Grief and Loss” Webinar – February 23, 2019
* MAMCD 2019 Conference, “Straight Talk: Mental Illness in the African-American Family” – April 13, 2019
* MCSJ Inaugural Conference – April 27, 2019. Seeking sponsors and presenters!

Check out more opportunities coming soon from MACES, MAMFC, and MCDA!

During this quarter,

* I attended the quarterly business meeting for ACA Southern Region, which focused on advocacy.
* Collaborated with divisions to assist with workshops and future events.
* Continued monthly Executive Committee meetings to streamline our full board meetings and focus on our mission and continued structure.
* Reached out to area agencies on behalf of MCA and members.
* Preparing for our annual Advocacy Day on February 7, 2019 in Annapolis.

Once again we will be co-sponsoring a social during ACA New Orleans with National Employment Counseling Association (NECA) and Johns Hopkins University. We have also added new partners Phoenix University and the American College Counseling Association (ACCA)! We are proud to have many MCA Members present on a variety of topics at ACA.

Finally, perhaps this is the year to become more involved with MCA. Please consider applying for an open board position. Most volunteer positions are no more than a few hours a month, with benefits of professional collaboration and leadership experience.

Thank you for your support and membership in MCA.

Catherine “Cathie” Eaton
LCPC-S, GCDF, NCC
President, Maryland Counseling Association
Pastoral Counselor and Psychotherapist
240-401-8686
Interpersonal Aspects of LGBTQ Clients’ Self-Acceptance

Though most can agree that internalized biases and prejudices are part of why people in general struggle with self-acceptance, for many LGBTQ clients this part is sometimes treated as the whole. Well-intentioned counselors and counselor educators, passionate about acceptance and inclusion, can forget that identity, and thus self-acceptance, is multifaceted. The intent of this presentation is to refocus on the often-overlooked interpersonal aspects to LGBTQ individuals' self-acceptance.

Learning Objectives

- Brief history of Self-Acceptance in the general psychology and counseling literature
- Historical notions of Self-Acceptance within the LGBTQ community
- Discussion on the social aspects of LGBTQ individuals’ Self-Acceptance

1 CE approved by NBCC

Join us for a webinar with

Dr. Marion E. Toscano, PhD, LCPC (MD), NCC
Saturday, February 16, 2019
From 1:00 pm to 2:00 pm

Dr. Marion E. Toscano, PhD, LCPC (MD), NCC is an Assistant Professor at Mount Mary University. She is a committed researcher, educator, and counselor who until recently, practiced counseling at an outpatient mental health clinic in Frederick, MD. Her research interests include the areas of Identity, LGBTQ, Historical Traumas, Minorities, Spirituality, Sub-cultures, Teams, and Teamwork.

Please visit www.MDCounseling.org to register.

MALGBTIC members $30  Non-members $40  Students/retirees $20

MCA is an NBCC-Approved Continuing Education Provider (ACEPTM) #2021 and may offer NBCC-approved clock hours for events that meet NBCC requirements. The ACEP solely is responsible for all aspects of the program.
Maryland Counselors for Social Justice (MCSJ)

Inaugural Conference

Date: Saturday, April 27, 2019
Time: 8:30am - 4:00pm
Location: Johns Hopkins University, Baltimore (School of Education Building, 2800 N Charles Street, Baltimore, MD 21218)

“A Gathering of Counselors, Allies, & Communities: Social Justice Advocacy in our Current Sociopolitical Climate”

Keynote Speaker:

*Dr. Vivian Lee*
Associate Professor at the Johns Hopkins University School of Education

- Education Sessions
- Poster Sessions
- Networking Opportunities
- Vendor Opportunities
- 6 CE’s

Conference Fees:
- $50-MCSJ Members
- $60-Non-MCSJ Members
- $25-Students MCSJ Members
- $35-Student Non-MCSJ Members

Online Registration begins on February 6th: [http://www.mdcounseling.org/MCSJ](http://www.mdcounseling.org/MCSJ)
During a break in a recent workshop I was presenting on private practice development and management when an attendee asked, “What is the #1 thing you would recommend to an early career clinician considering private practice, if you knew then what you know now?” I pondered the question and answered:

“Determine an underserved area in the city of your choice—typically on the edge of town. Find a suitable building and purchase it. You will need to formulate a business plan to secure financing from the Small Business Association, another lender, a wealthy family member or an investor. Condo offices today are popular and convenient—which I bought in 2000.

Design the building with a pleasant waiting area, an adequate front office, a small break room and at least six suites. Furnish the place. Hire and train a responsible front office person to handle calls, make appointments, greet patients, collect payments, reschedule, and type.

Recruit five other practitioners with complementary niches. (You want to be the only provider that specializes in kids and parents, for instance.) Strive to attract a psychiatrist or psychiatric nurse practitioner. With the proper mix of providers significant cross-referring should occur.

Depending on your locale, a fully furnished suite, in a new or remodeled building, with front office support, and potential referrals should rent for about $1500/month to $2500, in some upscale markets. If you purchased the building for, say, $375K and put $50K into improvements, you will have a 10% down payment of about $42K and a monthly mortgage of about $3K. With another $2K/month for the front office wage and an additional $1K/month for ancillary expenses, the total monthly expenses comes to about $6K. The rent from the five suites totals $7500 to $10K. This provides a net monthly profit of $1500 to $4K.

If this plan seems unrealistic, remember that if you practice for 40 years and choose to rent all that time, you will pay an average projected monthly rent of about $3K, again depending on your locale. Twelve months times $3K over 40 years equals $1.4 million. You will have spent over a million dollars in rent and accrued no equity. You will make your landlord rich and happy.

If you follow my suggestion, the mortgage will be paid off in 30 years—hopefully sooner. You will then earn about $1-3 million in rent over the last decade of your career. When you finally retire you can continue to rent the entire building for $15K-$18K per month. If and when you decide to sell the building, which you own free and clear, it will no longer be in the outskirts of the city, and if well-maintained, should be worth what you would have spent in rent—about $1.4 million. You clearly have conducted your practice as a business and you now have your pension!”

Larry F. Waldman, Ph.D., ABPP is a licensed clinical, forensic psychologist who practiced in Phoenix for 45 years. He worked with children, adolescents, parents, adults, and couples in a solution-focused manner. He also provided forensic consultations in the areas of family law, personal injury, and estate planning. He is a Mental Consultant to Social Security and teaches graduate courses for the School Psychology and Counseling Departments for Ottawa University. He is the author of “Who’s Raising Whom? A Parent’s Guide to Effective Child Discipline”; “Coping with Your Adolescent”; “How Come I Love Him but Can’t Live with Him? Making Your Marriage Work Better”; “The Graduate Course You Never Had: How to Develop, Manage, Market a Flourishing Private Practice—With and Without Managed Care”; “Too Busy Earning a Living to Make Your Fortune? Discover the Psychology of Achieving Your Life Goals”; and “Overcoming Your Negotiaphobia: Negotiating Your Way Through Life.” Dr. Waldman speaks professionally to educators, corporations, chiropractors, attorneys, and mental health associations on the topics of private practice management and development, parenting, marriage, and wellness. His contact information is: 602-418-8161; email: LarryWaldmanPhD@cox.net; Website: TopPhoenixPsychologist.com.
Discard the Percent of Billings/Receivables in the Owner/Contractor Relationship  Written by Larry F. Waldman, Ph.D., ABPP

An early career psychologist (contractor) decides to work with an experienced psychologist (owner). The owner provides a furnished office, supplies, front and back office support and (perhaps) referrals. The contractor provides compensation for these benefits with a return of a percent of billables (usually around 50%) or a percent of collections (typically 30-35%). This arrangement has been in vogue since I began my private practice nearly a half-century ago. It worked badly then and still does today.

Here’s why:

1. Someone is always unhappy. In most cases, at the beginning of the arrangement the contractor has no clients. The contractor is thus earning very little income early on and, accordingly, the owner is receiving even less. Essentially, the owner is financing the contractor’s start in practice. At this point the contractor is relative happy, as they are entering private practice with no cash outlay, and the owner is relatively unhappy as he/she is losing money.

   About a year or so later the situation changes, as the contractor becomes busy; their schedule may even be full. At this point the owner is beginning to receive an ROI (return on investment) but the contractor simultaneously begins to resent how much they are paying to practice—ignoring that the owner is entitled to an ROI for financing the contractor’s start-up. Now the owner is relatively happy and the contractor isn’t.

2. There may be times when the contractor wishes to take an extended vacation or has an accident or an illness. Obviously, when the contractor doesn’t see clients the owner receives no income for their support. How these situations are handled varies but the relationship between the parties usually becomes strained.

3. Accounting headaches. This percentage arrangement often fails to clearly manage issues like no-shows, late-cancellations, clerical errors, insurance snafu’s, refusals to pay, etc.

What to do:

1. At the very least, clauses in the contract/agreement must be added to agree to renegotiate financial terms one to two years after the onset of the arrangement and to address the issues noted in #2 and #3 above.

2. My recommendation: “Stay out of their pockets.” In the office I owned (with partners) we had nine renters/tenants—not contractors, all of whom signed a lease. Some of the renters used their office full-time, half-time or part-time. Some of them fully used the services of the front office (taking phone calls, greeting patients, collecting funds, re-scheduling, simple typing, calling clients, etc.); several of the renters used a few of those services; and two tenants chose no front office support at all. Similarly, some of the renters opted for back office support (billing and calling insurance companies) and some did not. Being the business manager of the partnership, and being fully aware of problems inherent in “splitting fees,” I determined each renter’s monthly fee solely on the basis of the amount of contracted office time and services rendered. In this manner, I “stayed out of their pockets” and maintained a harmonious, collegial relationship with all our renters. We cross-referred often, as we carefully selected tenants with complementary specialties. In fact, most of our renters/tenants remained with us for the entire 15-16 years we owned that building.

   It is time in our field we discard the tiresome, troublesome practice of fee-splitting and progress to a services-utilized model.
Sponsoring:
Career Construction Institute and Conference
Loyola Graduate Center, Columbia, Maryland
March 27 – 29, 2019

Career Construction Conference – Wednesday, March 27, 8:45 AM – 1 PM
By Thelma Daley and CCI presenters
The 2nd annual, half-day Career Construction Conference (CCC) precedes the Career Construction Institute (CCI), providing brief training on specific topics. The CCC begins with a Keynote by Dr. Thelma Daley and includes 2 breakout sessions, each with 3 different presentations. The three CCC Tracks are: Curriculum Design in Career Construction; Career Construction for Clinical Practice; and Transforming Career Advising using Career Construction.

4 CE Hours. If not attending the CCI, register for the half-day CCC for $100. If attending the CCC, the CCI is included.

Career Construction Institute – 2 PM Wednesday, March 27 – 5 PM Friday, March 29
by Mark Savickas, Suzanne Savickas, Jackie Peila-Shuster, Jamie Brant, Lee Richmond, and Evan Faidley
Spend 2.5 days learning Career Construction Counseling in depth with the experts. At the end of this institute, you will be able to use Career Construction Theory in your work as a counselor, clinician, advisor, or counselor educator. The institute includes mini-lectures, live demonstrations, and round table discussions that address practice guidelines, common misunderstandings, and opportunities for participants to conduct their own interviews with feedback from Career Construction experts. The Institute faculty are leading experts in career construction counseling and have published numerous journal articles and book chapters on Life Designing dialogues.

17 CE Hours. The cost of this 3-day institute is $250 and includes the CCC. Meals are not included in the price.

<table>
<thead>
<tr>
<th></th>
<th>Before March 22</th>
<th>March 23 and After</th>
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</thead>
<tbody>
<tr>
<td>CCC only</td>
<td>$100</td>
<td>$120</td>
</tr>
<tr>
<td>Professionals</td>
<td>$250</td>
<td>$280</td>
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<tr>
<td>Members*</td>
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<td>$255</td>
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<tr>
<td>Students*</td>
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* Member of PsyCoun Institute, Asia Pacific Career Development Association

Loyola University Maryland-Columbia Graduate Center
8890 McGaw Rd, Columbia, MD 21045
For more information and registration: http://PsyCoun.com/Career-Construction

PsyCoun has been approved by NBCC as an Approved Continuing Education Provider, ACEP No, 6813. PsyCoun is solely responsible for all aspects of the programs.
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# Play Therapy Training Schedule

**FEBRUARY, 2019**

*See below for our **FREE** Live Webinar! Certificate Fee $25.00*

<table>
<thead>
<tr>
<th>DATE</th>
<th>WORKSHOP TITLE</th>
<th>INSTRUCTOR</th>
<th>LOCATION</th>
<th>COST</th>
<th>CE HOURS</th>
</tr>
</thead>
<tbody>
<tr>
<td>February 2/8/2019 &amp; 2/9/2019 8:30AM-4:30PM EDT</td>
<td>Child–Centered Play Therapy</td>
<td>Mary Ortwein, LCSW</td>
<td>Millersville, MD</td>
<td>$298</td>
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<tr>
<td>February 2/21/2019 8:30AM-4:30PM EDT</td>
<td>Self-Regulation for Children with Aggressive Behaviors in Play Therapy</td>
<td>Batsheva Hartstein, LCSW-C, RPT</td>
<td>Lignum, VA</td>
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<tr>
<td><strong>February 2/22/2019</strong> 8:30AM-4:30PM EDT</td>
<td><strong>No Such Thing as a Bad Kid: Understanding and Responding to Kids with Emotional &amp; Behavioral Challenges Using a Positive, Trauma-Informed, Strength-Based Approach</strong></td>
<td>Charlie Applestein, MSW</td>
<td>Charles County, MD</td>
<td>$98</td>
<td>6</td>
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<td><strong>February 2/23/2019</strong> 8:30AM-4:30PM EDT</td>
<td><strong>Not Play Therapy, Not a part of Track A</strong></td>
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<tr>
<td>February 2/23/2019 &amp; 2/24/2019 8:30AM-4:30PM EDT</td>
<td>Introduction to Sandtray Play Therapy - Beginner</td>
<td>Amanda Bechtel, ATR-BC, LCPC, LCPAT</td>
<td>Landover, MD</td>
<td>$298</td>
<td>12</td>
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<td>February 2/27/19 7:00PM-9:00PM EDT</td>
<td><strong>FREE Play Therapy Training for those who need CE hours: Demystifying Play Therapy</strong></td>
<td>Sonia Hinds, APRN, PMH-BC, RPT-S</td>
<td>Live Webinar</td>
<td>$25 for certificate. Don't need Cert? Cost is $25</td>
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</tr>
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**All prices are Early Bird Quotes**
Why Should You Join MCA?

Membership is important to your professional growth and career development. It provides:

- Continuing education units at discount prices
- Early notification of MCA and all division events
- Current public policy issues and new laws of interest to professional counselors
- Grant opportunities
- Four newsletters with opportunities to publish and advertise
- Leadership training and greatly reduced registration costs to annual, regional or national conferences for board members
- Support and advocacy for professional counseling in the state of Maryland
- Electronic reminders to renew your membership
- A list of events that you have participated in

Click here to join MCA today!

Not ready to join? Choose the non-Member Contact option for a no-cost way to add your name to our email list.
To register for MCA or any of our events, please go to www.mdcounseling.org

Find us on Facebook (@mdcounseling) and Twitter (@md_counseling)

Contact the MCA President for more information about committees and open board positions.

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MARYLAND COUNSELING ASSOCIATION

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*President
*President-Elect
*Executive Director
*Treasurer
*Asst. Treasurer
*Secretary
*Asst. Secretary
*Member at Large

STANDING COMMITTEES

Advocacy
Awards
By Laws
Credentialing
Archives
Newsletter
Membership
PR/Social Media
Registrar
IT/Website
Conference Planning

MACES-Maryland Association of Counselor Education and Supervision
MASERVIC-Maryland Association for the Spiritual, Ethical and Religious Values in Counseling
MAMCD-Maryland Association for Multicultural Counselor and Development
MCDA-Maryland Career Development Association
MCSJ-Maryland Counselors for Social Justice
MAMCFC-Maryland Association for Marriage, Couples and Family Counseling
MALGBTIC-Maryland Association of Lesbian, Gay, Bisexual and Transgender Issues in Counseling

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*Pres. Past-President
*Pres-Elect Secy. Treasurer

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*Pres-Elect Secy. Treasurer

MALGBTIC
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*Pres. Past-President
*Pres-Elect Secy. Treasurer

MSCA Liaison
LCPC-M Liaison
MAMHC Liaison

**MSCA-Maryland School Counselor Association
**LCPC-M-Licensed Clinical Professional Counselors of Maryland
**MAMHC-Maryland Association of Mental Health Counselors

**These organizations are not active divisions, but we have liaisons with each.