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DATE
Friday, September 23, 2016

TIME
9:00–11:00am
(for longer socialization, you may arrive at 8:30!)

LOCATION
Unitarian Universalist Fellowship

COST
Free or 2 CEUs \$20 Chapter Members,
2 CEUs \$25 Non-Chapter Members

Meeting Location & Directions

Unitarian Universalist Fellowship
2201 Lawton Avenue
San Luis Obispo, CA

UUF is located on South Street between Higuera and Broad in San Luis Obispo. It is just east of Meadow Park. You may turn on Lawton or on Meadow to park in the lot.



Morro Rock photo by Teresa Doyle

Friday, September 23, 2016

**Introduction to Nonviolent Communication:
A Language of Life**

For our September presentation **Michelle Madgett** will provide an introduction to Nonviolent Communication (NVC), a communication process aimed at increasing understanding and connection between people and within ourselves. Created by Marshall Rosenberg in the 1970's, NVC comprises a four step process which presupposes that all behavior is an attempt (sometimes successful, sometimes tragic) to meet the universal needs we require to live a fulfilled life.

Through activities and discussion, participants will become familiar with the four elements of communication emphasized in NVC (Observation, Feelings, Needs, Requests).

Through activities and discussion, participants will gain understanding about using NVC in their work with families and children.



Participants will become familiar with the ways our choices as we respond to life can affect us on a bodily level.

Michelle's first commitment is to being a mom, though she is also a credentialed teacher and personal chef. She brings the skills of Compassionate Presence, inner-connection practices, nature awareness, play, Nonviolent Communication.

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President's Column

With the sunshine and heat of summer fully here, we had our EFT (Emotional Freedom Technique) workshop last month and it appeared to



have been very beneficial to those who attended. There was lots of good feedback. EFT is an amazing tool and one I am using more and more in my practice to help with anxiety and phobias. This is a tool that is easy to learn, and with some practice can be very effective in

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Central Coast CAMFT 2016 Board of Directors

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Susan Harney

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vacancy

Treasurer

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Secretary

Kim Richards

Membership

Jill Pesavento

Programs

Cheri Love

CEU Coordinator

Jill Pesavento

Pre-licensed Representative

Jyll Lysobey & Jamie Nolan

Communications Liaison

Eddie Palmer

Past President/Newsletter

Karen Rogers

Central Coast CAMFT 2016 Program Dates

Please note that our meetings are on the 4th Friday of the month with the exception of November, when our meeting is on the 3rd Friday.

September 23—Non-Violent Communication

November 18—Sound Healing



Nonviolent Communication: A Language of Life

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tion (NVC), and an understanding of ceremony together in unique ways. She has been studying and sharing NVC since 2003, teaches all ages with an emphasis on mutual understanding, and is currently earning Trainer Certification with the [Center for Nonviolent Communication](#).

Michelle holds a current bilingual teaching credential in California. She began mentoring kids at age 14 as a TIGR counselor at [Camp Hapitok](#) in San Luis Obispo. She's passionate about project-based learning, interpersonal neurobiology,

and attachment parenting. She has studied with [Robert Gonzales](#), [Marshall Rosenberg](#), [Bob Metz](#), [Kathleen McFerran](#), [Robert Krzysnik](#), and [Susan Skye](#), among others. She's part of a cohort that includes CNVC certified trainers from around the world. She serves as chef at several [Family HEART Camps](#), [Song Village](#), and [Dances of Universal Peace](#) events. In the fall, you can find her at [Long Dance](#), leading the Mother Lodge.

Michelle Madgett

(805) 952-3569

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Strategies to Market Your Practice: Focus on Networking

When therapists attend one of my workshops or call me for an individual private practice building consultation, I often hear comments like:

“I don’t see clients in the morning.”

“I never see insurance clients in my evening slots.”

“I only work with private pay clients.”

In the past, I would help therapists get a full practice based on their “rules,” such as the examples above. But due to changing economics, all rules are off. The meltdown of our economy has impacted our profession. And, unfortunately, the rules of how you want to run your practice right now have to change, or you won’t be able to keep a full practice.

I am not suggesting that you need to change your practice rules forever, however now is the time to have a paradigm shift to look at new possibilities. The economy will improve. But for now, changes in how you view and run your practice must be different.

There are many ways to promote your practice without spending a lot of money. In my practice-building work (individual consultations and in the online packets you can download) I tend to emphasize practice building ideas that are free or low-cost. One of the most effective and economical strategies to build and expand your practice is to focus on networking.

Here are some ways to network and get new clients.

- 1. Go to clinical workshops and network with other therapists.** I've found that by going to smaller trainings (like the ones offered by local CAMFT chapters) there are more opportunities to connect with therapists than going to the large convention-like workshops. You might even run into an old colleague or someone you went to graduate school with. Arrive at the training early and talk to the

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Strategies for Marketing Your Practice

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other participants. Stay afterwards and have informal discussions about the presentation, trade business cards and/or make a coffee date. When you get home check out the websites of the colleagues you met.

2. **Join professional associations.** Go to the meetings and better still, get on the board, it will get your name out. Most professional associations have networking lunches. As with the workshops, arrive early and stay afterwards.
3. **Always carry business cards.** You never know who might be a good referral source. It could be the other carpool mom or the friend you run into at the grocery store or the person in line for the baseball game. I've found that many people are really interested in our work and happy to take a business card. Having business cards are useless unless you actually use them.
4. **Do "coffee" once a week.** Invite another therapist, health practitioner, teacher or business person with whom you might be able to cross refer.
5. **Follow-up.** Follow-up is as important as the initial contact, so make sure it is an integral part of your marketing plan.

I know that many of us find the prospect of networking to be intimidating but if you network and market in a way that fits your values and personality you will get results. Having a steady stream of referrals will mo-

tivate you to keep working on the business side of your practice.

Fran Wickner, Ph.D., MFT has been a Licensed Marriage and Family Therapist since 1983. In addition to seeing clients in her Albany, CA office, Dr. Wickner is a practice building consultant (in-person or by phone) and offers individual consultations and workshops regularly scheduled as well as availability to speak to your consult group or professional association on all aspects of building and expanding your private practice.

You can also download practice building packets at

http://franwickner.com/?page_id=67

or download the

COMPLETE FEE-FOR-SERVICE PRACTICE BUILDING PACKET here:

http://franwickner.com/?page_id=594

and the COMPLETE MANAGED CARE PACKET at this link:

http://franwickner.com/?page_id=540

For more information:

www.franwickner.com

Recruitment for 2017

It's nearly time for our annual elections and changing of the guard for our Board! [Susan Harney](#) will be completing her service as Chapter President at the end of this year. No worries—she is staying to **play** with us!

That, my fellow Chapter members, is key to this Board. We work hard, and are diligent about serving our members. We also take time to play together, and to have an annual retreat to restore, connect and envision the year ahead for our Chapter service.

Summary of Licensing Exam Information & Preparation for the Pre-Licensed MFT & LCSW

Any opportunity we have to collaborate with others in the helping fields is a blessed reminder that there are so many of us out there, pursuing this important and challenging work and helping those in need in our local community. On June 22, your Central Coast Chapter of CAMFT teamed up with local NASW (National Association of Social Workers) chapter to host Dave Wadman, LMFT, LPCC for a special presentation on the licensure testing process, BBS exam changes, and to learn more about the AATBS (Association for Advanced Training in the Behavioral Sciences) study prep materials.

Dave provided clear, detailed, and digestible information and tips to about 30 pre-licensed therapists on their way towards pursuing their license as an LMFT, LCSW, or LPCC. This event was hosted at the beautiful Family Care Network facility in SLO. Participants were provided valuable and down to earth insight as to the exams and study process, all offered free by AATBS, which is one of several study programs available for these exams.

Feedback from some attendees was very positive and we were encouraged to consider holding this type of training annually, if not more often. With that in mind, we do indeed hope to team up again with our social worker friends and bring more valuable opportunities to our pre-licensed therapists of the Central Coast!

*Jamie Nolan, LMFT
Central Coast Chapter of CAMFT
Pre-Licensed Board Representative*

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President's Column

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helping your clients. For those who attended please let me know if you need further instruction, I'd be happy to give you additional support. I am also planning on scheduling another training for those of you who were unable to attend.

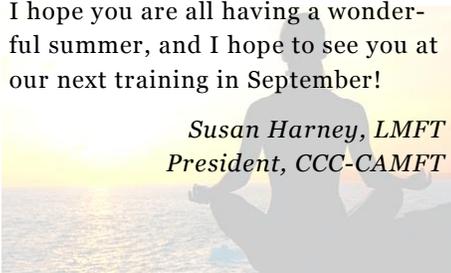
I've said it before: this is a fun and dynamic Board that really supports one another and is great experience for unlicensed and licensed clinicians. Check out the article on **Recruitment for 2017** beginning on page 3.

We welcome your service in any increment of time that you can offer, whether it's to greet folks at our meetings, assist in registration for our full-day workshop, or researching presenters for our programs!

On a final note in relationship to self-care, I'm excited to share that I will be learning Transcendental Meditation this week in San Luis Obispo. I have tried to meditate for years, only to become discouraged because I couldn't quiet my mind and would become restless with the process. TM seems to be an easy and effective way to get to the "Unified Field" once the technique is learned. The benefits of meditation are well documented and I believe are key in spiritual growth as well as emotional and physical well-being. I will let you know how I'm doing in the next newsletter!

I hope you are all having a wonderful summer, and I hope to see you at our next training in September!

*Susan Harney, LMFT
President, CCC-CAMFT*



Recruitment for 2017

(Continued from page 3)

Jill Pesavento has thrown her hat into the ring as **President** for 2017. Jill has been our **Membership Administrator**, and lately has also served as our **CEU Administrator** when one of our members had to resign her position due to an increasingly busy private practice (a good reason!). Those two positions will be vacancies needing to be filled in 2017. Membership takes about an hour per week; CEUs takes a couple of hours per month.

Kim Richards would like to continue as **Secretary**, and Jamie Nolan is joined by Jyll Lysobey to coordinate our **Prelicensed** events and meetings.

Debra Torrey would like to continue as **Treasurer**, and Cheri Love is just getting her feet wet (and making a splash!) as **Programs Administrator**.

Our silent partner Eddie Palmer continues to post for our E-Tree as **Communications Liaison**, and although we miss his energy and his baking skills at meetings, we appreciate his time behind the scenes!

We invite someone with social media savvy to increase our web presence as our **Facebook Administrator**. It won't take much time, and for someone with the interest and skillset to play with social media it will be a perfect fit. How about you?

If you would like to join our Board or to nominate someone to the Board, please email Susan Harney at president.ccccamft@gmail.com by the 5th of October.

*Karen Rogers, LMFT
Newsletter Editor*

Newsletter, E-Tree & Classified Guidelines

Articles: We welcome feature length articles, book reviews, interviews, poetry and news items. Please limit submissions to 750 words or less (75 typed lines, about 10 words/line). Your submission must have a clinical/professional relevance, but may also express opinions, ideas, expertise and/or personal history of the author. A brief bio is required at end of the article. Short features as well as letters to the editor (250 words or less) are also encouraged. Articles are published on a space-available basis.

Advertising Rates: All advertisements must be relevant to and congruent with the interests and ethics of CCC-CAMFT. Submissions must be e-mailed to the newsletter editor, preferably in Word format. Contact the newsletter editor for more details.

To submit a classified ad:

Please e-mail your information to the newsletter editor.

Classifieds must be re-submitted or confirmed for each newsletter.

The following pre-payment discounts are available for camera ready ads (jpg format):

- 25% discount (6 issues/1 year);
- 15% discount (4 issues);
- 10% discount (2 issues).

Make checks payable to CCC-CAMFT and mail to: P.O. Box 12723, San Luis Obispo, CA 93406

The publication of any article or advertisement in the newsletter is not an endorsement of the position, product or service.

Classified Costs	Member	Non-Member
Up to 10 words	\$5	\$10
Up to 50 words	\$20	\$40
Ea word over 50	\$0.25	\$0.25
Nonprofit Services: FREE advertising		
Display Ad—Camera Ready (jpg)		
1/4 page	\$25	\$45
1/2 page	\$40	\$60
Full page	\$70	\$110