

East Bay Chapter, California Association of Marriage and Family Therapists *and*

East Bay Counseling Choices, a Referral Service of East Bay CAMFT

How to Build a Successful & Satisfying Private Practice

Does the "business" of doing psychotherapy leave you feeling uneasy? Most therapists have limited experience, education and training to manage the business aspects of private practice. Yet, without some business acumen, your private practice may not be as successful, or as satisfying, as you want or need it to be. Come to this day long conference and let the experts guide you with practical information on how to start or expand your private practice.

SCHEDULE OF EVENTS

Private Practice: How to Make a Living While Making a Difference

Keynote Presentation: Casey Truffo MFT
9:00-11:45 am

Lunch Catered by Stella Nonna

11:45-12:30 pm

Jumpstart Your Website

Elayne Savage PhD MFT
12:30-1:45 pm
OR

Frame Issues: Fee Setting and Cancellation Policies

Terry Schulman PhD LCSW
12:30-1:45 pm

The Initial Hour

Alice Feller MD
2:00-3:15 pm
OR

Managed Care: How to Become a Provider and Get Insurance Referrals

Fran Wickner PhD MFT
2:00-3:15 pm

What EVERY Therapist Should Know About Insurance – Even if You Want Nothing to Do With It

Barbara C. Griswold MFT
3:30-4:45 pm

Closing Remarks

Catherine Kvikstad MFT
4:45-5:00 pm

Saturday, March 29, 2008 9:00 am - 5:00 pm
Samuel Merritt College Health Ed Center, 400 Hawthorne Ave, Oakland
Information: EastBayTherapist.org 510/848-8400

East Bay Chapter of the California Association of Marriage and Family Therapists (East Bay CAMFT) is one of 28 autonomous chapters of the California Association of Marriage and Family Therapists. East Bay CAMFT is a diverse community of mental health professionals that provides valuable benefits to its members and quality services to the residents of the East Bay. East Bay CAMFT and CAMFT welcome all mental health professionals as members. Benefits of East Bay CAMFT membership include: opportunities for professional development, free and unlimited access to hundreds of colleagues online through East Bay CAMFT's list-serve, a bimonthly newsletter, access to the "Members Only" section of the website, free listing in an online directory for prospective clients and other benefits. Visit: EastBayTherapist.org and CAMFT.org.

East Bay Counseling Choices is the referral service of the East Bay Chapter of the California Association of Marriage and Family Therapists (East Bay CAMFT). A group of East Bay CAMFT members maintain the service and volunteer their time to assist people to find the help they need. Potential clients contact East Bay Counseling Choices primarily by telephone, through yellow page advertising, through the East Bay Counseling Choices website, through agency referrals and by word of mouth. Each East Bay Counseling Choices member pays a yearly share of costs for the maintenance of the referral service. For more information, go to: CounselingChoices.org.

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**Saturday, March 29, 2008 9:00 am – 5:00 pm (registration at 8:30)**  
**Samuel Merritt College Health Education Center, 400 Hawthorne Ave, Oakland**

**FOR REGISTRATION**

Online Registration Available: [EastBayTherapist.org/member/events.html](http://EastBayTherapist.org/member/events.html)

Name: \_\_\_\_\_ EBCAMFT Member? Yes No

Address: \_\_\_\_\_

Phone: \_\_\_\_\_ Email:\* \_\_\_\_\_

License Type/No: \_\_\_\_\_ \* Workshop confirmation will be sent via e-mail only

| <b>Fees:</b>                | <b>EBCAMFT Members</b> | <b>Nonmembers</b> | <b>Students/Interns</b> |
|-----------------------------|------------------------|-------------------|-------------------------|
| If fee received by 2/29/08: | \$89                   | \$109             | \$79                    |
| If fee received by 3/15/08: | \$104                  | \$124             | \$94                    |
| At the door:                | \$119                  | \$139             | \$109                   |

**Lunch:** I have included \$12.50 for Stella Nonna box lunch (sandwich, salad, sweet, drink), I prefer:  
 \_\_\_ Grilled Chicken Breast \_\_\_ Ham & Swiss \_\_\_ Eggplant, Red Pepper & Cheese

**Break out Sessions:** Choose one for Session 1 and one for Session 2

**Session 1: 12:30 pm–1:45 pm**

- \_\_\_ Frame Issues: Fee Setting and Cancellation Policies by Terry Schulman PhD LCSW
- \_\_\_ Jumpstart Your Website by Elayne Savage PhD MFT

**Session 2: 2:00 pm–3:15 pm**

- \_\_\_ The Initial Hour by Alice Feller MD
- \_\_\_ Managed Care: How to Become a Provider and Get Insurance Referrals by Fran Wickner PhD MFT

Parking: Garages on Summit and 30th \$14 All Day

**Return to: East Bay CAMFT, 2550 Ninth Street, Suite 207A, Berkeley, CA 94710**

CEUs: 6 units (MFT, LCSW approved) Provider No. PCE417

For more information about this conference, including professional biographies for each presenter and learning objectives for each presentation, go to: [EastBayTherapist.org](http://EastBayTherapist.org)

Event Information: Catherine Kvikstad, [CKvikstad@aol.com](mailto:CKvikstad@aol.com) 510/537-1606  
 Registration Information: [Contact@EastBayTherapist.org](mailto:Contact@EastBayTherapist.org) 510/848-8400