Inside this issue:

- Self Care Tips
- Message From The President
- Upcoming Events and Elections
- Student Spotlight
- Getting More Clients & Referrals for Your Private Practice Series 3 of 4
- Legislative Updates
- Street Team
- Event Highlights

Spring 2015

Upcoming Events

<table>
<thead>
<tr>
<th>Month</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>April</td>
<td><strong>Counseling Awareness Month</strong></td>
</tr>
<tr>
<td>May</td>
<td><strong>Executive Board Elections</strong></td>
</tr>
<tr>
<td>May</td>
<td><strong>3’rd Annual NAMI Walks</strong></td>
</tr>
<tr>
<td></td>
<td>Rochester May 2’nd</td>
</tr>
<tr>
<td></td>
<td>NYC May 9’th</td>
</tr>
<tr>
<td>May 18th</td>
<td><strong>Grassroots Advocacy Intensive Workshop</strong></td>
</tr>
<tr>
<td></td>
<td>Monday May 18th, Albany, NY</td>
</tr>
</tbody>
</table>

Check your emails for news on upcoming events in your area!

Self Care Tips

As we all know self-care is essential in our profession, both for our clients and ourselves. However, it is also very difficult to follow through with as we tend to concentrate on what needs to be done instead of what we need.

Spring has sprung! After a long winter, it is time to enjoy your surroundings as the trees and flowers begin to blossom. Some Spring tips for self-care are: Keep active; take a walk, have a picnic in the park, go for a bike ride, plant a garden, and take in the beauty of Spring. It is important to remember to take time for yourself, so that you can also feel renewed. We would love to hear from you about your favorite Spring self-care activity!

Please visit our Facebook page or twitter and feel free to share your ideas!

Follow ACA NY
Counselingny.org
Since our last newsletter was published, American Counseling Association members from New York have advocated for Professional Counselors at a Family Physician's Conference in Lake Placid, held professional development events in Syracuse and Manhattan and hosted a get together to network and socialize in Orlando at the national conference in mid March. ACA-NY won the Best Innovative Practice Award in the North Atlantic Region for the Grassroots Advocacy Workshop last spring. The award is significant because it speaks to the professional commitment of each ACA member in New York who has found their way to an ACA-NY event. Bravo to us all!

As I reviewed the ACA-NY events of the past few months it occurred to me that each of us who hosted or presented came to counseling from other careers. There was a lawyer, a teacher, a financial services professional and me - a broadcast technologist. It reminded me of the richness of the counseling profession. Whether this is our first profession or our fifth, we are all bringing our unique constellation of skills and natural abilities to the table. Attending the conference in Orlando enhanced that sense of diversity. It was fascinating to meet so many people with different approaches to the shared purpose of helping people move their lives forward.

In trauma resiliency training I learned about the neuropsychological concept of “mirror neurons”. This refers to the communication that occurs that is not verbal or visible in body language. When I recall my recent interactions at professional development events with my peers, I can’t help but think that they were made immensely more meaningful not so much by what we said to each other but because we were face to face. As grateful as I am for the ease of a webinar, I would have missed out on so much if I had not left the house. Sometimes geographical and financial inconvenience can lead to good things!

ACA-NY will continue to strive to provide American Counseling Association members with enriching professional development opportunities. You will be receiving invitations to the grassroots advocacy event in Albany on May 18th and we will be celebrating Counseling Awareness month with Nami Walks in Rochester and New York City. I hope you will consider joining in!

Barbara Rauscher MS
President, ACA-NY
Grassroots Advocacy Intensive Workshop

ACA members in NY State are encouraged to join us for a special day to learn how to become agents of change and turn advocacy into action!

The American Counseling Association of New York is proud to present their annual Grassroots Advocacy Intensive Workshop

Monday, May 18, 2015

Deadline for registration is May 14, 2015!

Check in begins at 9:30 am- Event ends by 4:30 PM
Legislative Building at the State Capitol, Room 711A
State St. and Washington Ave, Albany, NY 12224

Presenters and Special Topics Include:

- Senator Joseph E Robach: Event Sponsor
- Senator John A DeFrancisco: Understanding the New York State Budget
- Debra Cody, Constituent Services Representative for Senator John A DeFrancisco: How to interact with our representatives
- Summer Reiner, PhD, LMHC, NCC Associate Professor, School Counseling Program Coordinator, the College at Brockport
  SUNY: Professional Counselor Identity: How to communicate a focused message about your unique role in the helping professions
- Libby McGinn, M.S.Ed., LMHC, Professor, The College of St. Rose, NYMCHA, Albany Chapter President: A review of NYMHCA advocacy efforts; licensure and insurance issues facing counselors
- Theodore Vlavianos, LMHC, NCC, CCMHC, IPRT Program Manager, Dept of Psychiatric Rehabilitation, The Zucker Hillside Hospital: A rehabilitative perspective on working intensively with clients with chronic mental illness and histories of violence
- Meaghan Greeley, Vera House Advocate: A personal story of survival and healing following a sexual assault. Her story focuses on her experiences of trauma, healing process, and dedication to supporting fellow survivors and educating her community on the dynamics of trauma and healing.

This event is FREE to all American Counseling Association members who live or work in New York. We also have limited seats available for graduate counseling students. Optional CEs are available for ACA Members for a fee.

Kelly Nickel, State Legislative Representative at the American Counseling Association: An overview of the current priorities of the Government Affairs team; Tips for interacting with and testifying before members of the Legislature

Registration Information:

- ACA Members: To register, please have your ACA Membership # ready and use the following link: https://www.surveymonkey.com/s/ACANYAdvocacy2015
  The deadline to register is May 14, 2105 – unfortunately extensions cannot be granted.

- Non-ACA Member Graduate Students: Contact our Graduate Student Chair, John Elliot, at elliottjp@gmail.com, who will provide you with information needed for attendance. Seating is limited to 10 non-ACA member graduate students.
  The deadline to contact John is May 14, 2105 – unfortunately extensions cannot be granted.

Seating is limited. Light refreshments and lunch will be served. 5.5 CEs pending approval. For more information, please contact Jaimie Oliver at Jolive14@pride.hofstra.edu or visit www.counselingny.org.
Welcome! ACA NY is excited to be participating in the 3rd annual NAMIWalks Rochester and NYC Metro! If you would like to participate in the walk or donate on behalf of the ACANY2015 Team go to http://namiwalks.nami.org/ACANY2015 (For Rochester) or http://namiwalks.nami.org/acanymetronyc (for NYC)

We look forward to a great season!!!!

**Rochester Location:** Village Gate, 274 North Goodman Street,

Rochester, NY 14607

**Date:** Saturday, May 2, 2015

**Time:** 9:00 a.m. registration

**For more information about this event, please contact:**
Team Captain- Sherry Crumity, Western Chair ACA-NY
Team Captain Email –scrumity63@gmail.com

**NYC Location:** South Street Seaport Promenade

NYC Metro

**Date:** Saturday, May 9, 2015

**Time:** 8:00 a.m. registration

**For more information about this event, please contact:**
Team Captain- Heather Robertson, Past President ACA-NY (for NYC)
Team Captain Email- robertsh@stjohns.edu
Getting More Clients & Referrals For Your Private Practice

This is the third article of a 4-part series by Deb Legge about getting more clients and building a solid referral base for your private practice

Make The Most Of Your Referral Sources

The "Referral Strategy" is the third REQUIRED marketing strategy that I teach my coaching clients. One way to help you get booked solid, is to educate your referrers and make the most of those relationships. It is worth your effort to create organized process that can help you receive referrals from others. An organized referral strategy has four phases:

1. Pre-Referral Work
2. Seize the Day Referral Work
3. Post-Referral Work
4. Ongoing Referral Work

Pre-Referral Work is all about analyzing past referrals (where they came from, who made the referral, why the referral was made, when the referral was made). Determine who might be good potential referrers and how you will efficiently act on and keep track of their referrals. Have a good understanding of what your referrers need and why they might choose you.

Seize the Day Referral Work is about asking for referrals when the time is right. Get a good feel for when the timing might be right to ask referrers for the business. Referrers should know the best way to reach you and the information you need to follow through on the referral. Make it easy and convenient for people to do business with you.

Post-Referral Work involves following up with the referrals you are getting. This sounds like a no-brainer, but you can't believe how many referral opportunities go cold because you're busy, or you are unsure. Follow up with those referrals promptly and professionally. Your response is often considered a reflection on the referrer and if you drop the ball you might disappoint both the client and the referrer. Not good.

Ongoing Referral Work is about follow-through. It's about you doing your best work; and it's about you following up with thanks to the referrer (when possible and appropriate). Think of your referral relationships as partnerships that you must nurture. The best way to get referrals is to give referrals. Don't be afraid to identify colleagues you can share referrals with whenever possible. You may find people who serve your target market in complementary ways -- teachers, clergy, physicians, etc. Just make sure to do your best work and be generous with reciprocal referrals. These can be relationships that last a career and friendships that last a lifetime!

Remember that people will only do business with you to the extent you have developed trust with them. Your referrers are your "customers" -- they have access to and influence over your ideal clients. If they really believe in you, they can help jettison you marketing efforts.

Next... Be Creative With Writing, Speaking & Web Strategies
Deb Legge, PhD CRC LMHC; Private Practice Mentor DrLegge@InfluentialTherapist.com

Private Practice can be an exciting and rewarding option for counselors. Getting the information and support you need, regarding the "Business of Private Practice", can help you to build a successful and sustainable business. Visit http://www.influentialTherapist.com for more helpful information on starting and growing a private practice.
Legislative Updates

A7608/S4977

Sponsors: Assemb. Dendekker/ Sen. Robach

Reason for Bill: Bill is meant to clarify the scopes of practice of Mental Health Practitioners in regard to the authority to diagnose.

A790/S1846


Reason for Bill: Bill is meant to amend the insurance law and public health law, in relation to requiring health care insurers to offer coverage for health care provided by out-of-network providers

A9678

Sponsors: Assemb. Brook-Krasny

Reason for Bill: Bill is meant to amend the social services law to make services provided by licensed mental health counselors eligible for coverage under the Medicaid program.

A8494/S6207


Reason for Bill: Bill is meant to amend the insurance law and public health law, in relation to requiring health care insurers to offer coverage for health care provided by out-of-network providers

A3910

Sponsors: Assemb. Pretlow

Reason for Bill: Bill permits LCSW’s, LCAT’s, LMFT’s, LMHC’s, and LP’s to form a single corporation as a means to promoting inter-professional practice and improve mental health care for patients, families and communities.
The Advocacy and Legislative updates have been obtained via the NAMI and NYMHCA websites:

NAMI provides regular policy reports, which detail ongoing legislative efforts in Mental Health. The most recent policy report entitled “State Mental Health Legislation 2014: Trends, Themes and Effective Practices December 2014” provides a comprehensive review of legislation enacted by state legislatures in 2014, and a summary of trends, themes and effective practices in mental health legislation that continue to be vital this year.

Additionally, NYMCHA regularly provides an up to date compilation of legislative and insurance issues that impact the counseling profession. Please review the following bills obtained from NYMHCA’s website that were either reintroduced or first introduced in 2015:

NYMCHA Highlights Additional Professional Issues to Include:

- Lack of Medicare Provider Status
- Lack of Civil Service titles for Mental Health practitioners
- Privileged Communication
- Licensed Practitioners of the Healing Arts (LPHA's)-Mental Health Practitioners are not included on the list of LPHA’s.
- Exclusion from NYS Early Intervention Programs
- Exclusion from NYS Safe Act
- Lack of Mental Health Practitioners Hired by the NYS Prison System
- Hiring of LMHC's by the Veterans Administration

For a detailed description of the above listed professional issues, please visit:

http://nymhcaadvocacycenter.homestead.com

For more updates and information on how to advocate for the counseling profession please visit the ACA website at http://www.counseling.org/government-affairs/current-issues
Time can be hard to come by when you are in a Graduate or Doctoral program. ACA-NY understands this and is looking to offer leadership positions to interested students who want to stand out on their resume and get leadership experience, yet aren't completely ready to dive in to time consuming positions.

ACA-NY has created their Street Team to meet this need. Students can become a representative of their school and of the American Counseling Association of New York. These positions will serve as a low time commitment voice between ACA-NY and the street team member's academic program. It is meant to be fun, informative, and leadership oriented while remaining flexible and understanding to the rigors of academic coursework.

If this sounds interesting to you I urge you to review our flyer, consider such a position, ask questions, and reach out!

**Want to get involved but don’t have a lot of time?**

**Want to develop your leadership skills and build your resume?**

**Wondering what ACA-NY is all about?**

We are seeking out current students in the counseling profession to represent ACA-NY in their academic and professional settings.

**Wondering What You Might Do?**

- Get the word out about ACA-NY at your school.
- Become a representative voice for your school so ACA-NY knows what students are asking for or need.
- Inform students about advocacy issues at the state level and promote involvement.
- Encouraging fellow students to attend the many free events ACA-NY hosts yearly in different regions of NY.
- Make your resume/cover letter stand out by demonstrating commitment in the profession!

If this interests you please contact: John Elliott, ACA-NY Graduate Chair

Elliotjp@gmail.com
ACA-NY Attends
THE NEW YORK ACADEMY OF FAMILY
PHYSICIANS WINTER WEEKEND
Lake Placid, NY January 22-25

Representing You!

Summer Reiner, former ACA-NY President, and Johnathan Elliott, Graduate Chair, recently traveled to the NYSAFP Winter Weekend in Lake Placid to advocate for the counseling profession and educate physicians on the many services that counselor provide!

Summer and John were able to discuss counseling in NYS and how physicians can benefit from networking with counselors in their practice. Additionally, several physicians were provided with contact information of ACA-NY counselors from across the state so that they could utilize these services. Many physicians were curious and receptive to what ACA-NY and Counselors from across the state have to offer. Several discussed hoping to bring counselors into their practice as integrative care grows. Physicians were also provided with a wealth of information, brochures, and pamphlets explaining the qualifications and specializations of the counseling profession.
ACA NY at the ACA Annual Conference

ACA-NY members were happy to escape from the cold and snow to sunshine and palm trees from the ACA conference this March.

ACA-NY members gathered to network and enjoy a Florida evening! We were excited to have a visit by CEO Richard Yep and discussed our plans for the future of ACA-NY!

An inspiring keynote presentation and a wide variety of breakout sessions were the perfect addition to the wonderful weather!
Syracuse Event Highlights

On Friday, February 27, ACA New York in collaboration with Syracuse University presented a workshop titled: *The Power of Metaphor: Creatively Using Metaphor to Facilitate the Navigation of Transitions*. The speakers, Jason Duffy, an Assistant Professor in Syracuse University’s Counseling and Human Services Department; and Steve Kassirer, a doctoral student in the Counseling and Counselor Education Program at Syracuse University, presented on the rationale for using metaphor in counseling, supervision and counselor education; how metaphors have been used in these contexts; and provided various metaphor-based activities they developed to attendees to use if they desire in their own unique work contexts. Over 25 ACA New York Members from around the region attended and engaged in the interactive workshop.

Executive Board Elections Open until May 1st

We are excited to present our membership with an exceptionally qualified ballot of candidates for our 2015-2016 Executive Board. All ACA-NY members have been emailed a link (from heathercsrobertson@gmail.com) to vote in our upcoming elections. Please look for this email in your in-box and take a moment to cast your vote before May 1. We are very grateful to all of the members who have stepped up to run. Being a member of the Executive Board is a large commitment; all of our board members *volunteer* their time for our events, planning, conference calls, and association activity.

Some members have questioned as to why the ballot presents both a candidate and a write-in field. The purpose of the write in field is two-fold: 1) it provides our voting members with an option to enter an alternative candidate, and 2) it allows the current board to receive names of individuals who may be interested in positions, should we develop a future vacancy on the board. For additional questions about the voting or the ballot process, please contact Heather Robertson at heathercsrobertson@gmail.com or robertsh@stjohns.edu. Thanks for voting!

Do you know a successful student?

**Do you know a student who excels both professionally and in the classroom?**

ACA-NY would like to recognize these students! Please email your nominations to the communications team at acacounselingny@gmail.com including the student’s name, email, and a brief description why you think they deserve recognition.
Student Spotlight:  
Sisi Chen  
University of Rochester, Warner School of Education

After graduating from SUNY Buffalo with my Bachelors degree in psychology, I set out on a quest to find my place in a field that would allow me to help people. I decided to take a career counseling course at the Warner School of Education, while working at the University of Rochester medical center. This course inspired me in a way that I had not felt in a long time; I was hooked on counseling. I graduated in May 2014 with my Masters of Science in School Counseling with a concentration in Diversity. Finding a balance between work, grad school, and my personal life was a challenge, but I was able to learn a lot about myself in the process.

I decided to stay at the Warner School of Education, to work towards my certificate of advanced study in Mental Health Counseling. Besides being a student in the Mental Health bridge program, I am a brand new, full time school counselor in Rochester, NY. This bridge program will teach me important skills and information to work with a deeper understanding of my students and future clients. I know that I am in the right career field because I feel energized when I am interacting with my students and coworkers. I also feel incredibly fulfilled at the end of each day knowing that I was able to provide students with a safe space to express themselves, and explore their strengths and interests.

Outside of work and school, I am the co-president of the Upsilon Rho Iota chapter of Chi Sigma Iota (CSI) National Counseling Honor Society. I wanted to focus a lot of our efforts on community outreach so that my fellow counseling students and I would be able to gain perspective for the multiple roles that counselors can play within the community. Through volunteering at a soup kitchen, and helping local schools through fundraising events, we were able to see what greater systems challenges and resources exist for people in the Rochester community. For some of us, this was the first time working with people who are hungry and/or homeless, and children with different learning and developmental abilities. We were also able to join forces and network with people from different professions to work towards common goals. In a sense, I think that community outreach is one of the most meaningful forms of professional development. I feel incredibly thankful for the efforts put forth by my colleagues and active members of the Rochester community.

Now that my thesis is done, I have more time for self-care and fun; being able to delve back into painting, seeing live music, and attending expressive arts workshops, is spiritually awakening. I am also having fun being captain of my coed indoor soccer team, and assistant coach for the track team at my counseling site. As for future career goals, I hope to open a holistic private practice one day. I believe that it is important to support all aspects of clients’ health and emotional well-being. Practicing my counseling skills in school and community settings will help me identify my research interests for when I go back to school for my doctorate in counselor education. I am finding that it is hard to leave academia when I enjoy what I am doing and learning so much!