



# THE COUNSELOR

## President's Message

### Happy 2016 Oregon Counseling Association Members!

Like almost everyone's obligatory New Year's resolutions to eat healthier and exercise more, ORCA is also making resolutions to be a healthier and more active association. Last year we sent you all a survey on how we can do just that. The results are in and we as ORCA leaders have our association resolutions! I want to thank you so much for your time and thoughtful feedback. Here is what we heard:

- You asked for more internet-based training opportunities.
- You asked for the ORCA website to prominently feature updates on events, announcements, legislation related to counselors, employment, and networking opportunities.
- You gave us specific human rights issues you would like us to address.
- You asked for relevant and cutting edge topics at next year's conference.

The good news is that we have already started our resolutions. Our Professional Development and Education and Networking Committees are actively exploring new training and arranging events across the state and on the web!

Our Technology and Communications Committees are actively updating our website and our Conference Committee is planning an amazing conference for 2016 in Portland with Scott Miller as our Key note speaker! You can register for that event now [here](#).

If you would not mind, I would like each of you to consider another New Year's resolution. That resolution would be to become more involved in ORCA. We are actively seeking new committee members and the elections for the positions of President Elect and Treasurer are right around the corner. However, you do not need to join a committee or run for an elected position to be involved. You can be involved simply by:

- Telling your colleagues and friends about the work ORCA does.
- Share this newsletter with your colleagues and friends.
- Encourage your professional colleagues who are not members to join. They can do so [here](#).
- Like us on Facebook and invite your friends to like us as well. You can do that [here](#).

Thank you all for being members and Happy New Year!

Sincerely,

Ryan Melton, LPC, Ph.D  
President, Oregon Counseling Association

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# Internet Marketing Bootcamp: Proven Strategies to Generate Consistent Referrals to Your Practice

By Lynne Coon, LPC, Professional Development & Education Chair

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## Membership Info

ORCA membership  
information may be obtained  
online at:  
[www.or-counseling.org](http://www.or-counseling.org)

## Advertising Policy

ORCA reserves the right to edit all copy and refuse ads that are not consonant with the principles of Title VII of the Civil Rights Act of 1964 (EEO). Publication of an advertisement in The Counselor is not an endorsement of the advertiser or of the products or services advertised.

## Anti-Discrimination Statement

The Oregon Counseling Association will not knowingly engage in activities that discriminate on the basis of race, gender, color, religion, national origin, sexual orientation, disability, or age.

The **ORCA Professional Development and Education Committee** is excited to bring a national expert to Portland to teach us about the latest trends in internet marketing at our Spring Workshop on April 9, 2015.

Our speaker, Joe Bavonese, PhD, is a licensed psychologist in Michigan. He is also the co-founder and co-director of Uncommon Practices ([www.uncommonpractices.com](http://www.uncommonpractices.com)), whose focus is to help private practitioners develop their ideal practice utilizing the latest business and marketing strategies. Joe specializes in internet marketing. He's presented on this topic at numerous national conferences including the American Psychological Association and the Psychotherapy Networker Symposium.

This practical workshop will cover specific methods Joe has been using to generate 70 or more internet-based referrals every month since 2008 for his group psychotherapy practice, The Relationship Institute. Joe will provide the latest information on effective search engine optimization (SEO), social media advertising, pay per click advertising, mobile device searches, and popular therapist directories.

**SAVE**  
*the*  
**DATE**

*You're Invited*  
**Oregon Mental Health Practitioners Conference**

**PORTLAND, OR**

NOVEMBER 2016

S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

*Register early for discount*

**ORCA2016**  
Oregon Counseling Association

## Internet Marketing Bootcamp (Continued)

### You will learn, among other things, how to:

- Convert your website visitors into clients by applying the latest marketing research to the content and structure of your website
- Generate consistent local search referrals by structuring your website in a way that is attractive to the major search engines, Google and Bing
- Rise to the top of searches by creating a paid advertising campaign for your practice on Google or Facebook and get the most clicks for your budget
- Assess the value of different social media in generating referrals to your practice
- Make sure your site will capture smartphone users and make it easy for them to contact you. Smartphones now account for 50% of most searches for psychotherapy.

### Workshop specifics:

The workshop will be held on **Saturday, April 9<sup>th</sup> 2015**, at **Lewis & Clark College** on the graduate campus: 0615 SW Palatine Hill Rd., Portland, OR. **Registration begins at 8am** and the workshop is from **8:30am to 4:30pm**. You can attend in person or online. Register now on our website home page [or-counseling.org](http://or-counseling.org).

~ Lynne Coon, LPC, is ORCA's Professional Development & Education Committee Chair

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## An Interpersonal Neurobiology Lens on Therapy: Charting the Course of Integration and Change

**Friday, April 15, 2016, 9 a.m. - 4 p.m.**

**Instructor:** Debra Pearce-McCall, Ph.D.



This workshop will describe the core interpersonal neurobiology principles of health and integration, and apply them to psychotherapy.

The framework of interpersonal neurobiology (IPNB) is like systems theory 3.0, providing a scientifically sound and interconnected view of the health of our minds, relationships, and neural networks.

This workshop format is "IPNB in action"—we will learn about and play with an IPNB lens through information and exploration, considering basic concepts and principles of IPNB, and some of the most popular current therapy models.

Participants both familiar with and new to IPNB will have an opportunity to reflect on therapeutic approaches and experiences, and see how the lens of IPNB can illuminate and enhance ways of being with clients, as well as a tool for changing minds and brains.

**Cost:** \$125 by 3/24, \$150 after, includes 6 CEUs or PDUs, \$50 students. Lewis & Clark Alumni save 20%

## EcoWellness Counseling: Practical Strategies and Ethics for Integrating the Natural World into Therapy

**Friday, April 29, 2016, 9 a.m. - 4:30 p.m.**

**Instructor:** Ryan F. Reese, Ph.D.



The goal of this workshop is to provide attendees with the tools to skillfully and ethically integrate Ecowellness counseling into their current practice. This approach advocates for incorporating the natural world into both traditional and non-traditional counseling settings.

This workshop will be interactive and experiential, providing attendees with practical and effective strategies for integrating nature into counseling with persons of all ages and backgrounds. Workshop emphasis areas include clinician/nature worldview and self-awareness, the ethical parameters of working with clients in outdoors settings, theoretical integration and intervention, and EcoWellness cross-cultural applications.

Participants will gain exposure to assessment and intervention strategies and will have opportunity to discuss and adapt such interventions for use in their own practice.

**Cost:** \$125 by 4/7, \$150 after, includes 6.5 CEUs or PDUs. \$50 students. Lewis & Clark Alumni save 20%



Lewis & Clark Graduate School of Education and Counseling | [More at go.lclark.edu/graduate/counselors/workshops](http://More at go.lclark.edu/graduate/counselors/workshops)



### Please Support our lobbying efforts through COPACT: *Coalition of Oregon Professional Associations for Counseling and Therapy*

COPACT is ORCA's and OAMFT's legislative advocacy organization working on behalf of LPCs and LMFTs in Oregon. The funds we raise go directly to paying our lobbyist, Elizabeth Remley, to pursue the passage of legislation that supports and protects our professions. To learn more about what COPACT is doing for LPCs and LMFTs, visit [www.copactoregon.com](http://www.copactoregon.com).

You can donate directly to COPACT via PayPal at [www.copactoregon.com/donate](http://www.copactoregon.com/donate). All donations are tax deductible as business expenses. In addition to direct donations, a large percentage of ORCA membership dues go to our lobbying efforts. Please keep your ORCA membership current, and encourage your colleagues to become members as well! Thank you for your support.

## CAREER CORNER:

### From Pink Slip to Red Slip: Improving Performance During Job Interviews Part II

By Andrea King, MS, NCC, MCC, LPC Intern

In [Part One](#), I gave three pointers on improving job interview performance. Below are three additional tips focusing specifically on confidence-building. Are you ready to rock your upcoming interviews? There's even an undercover strategy for getting beyond that "pink slip" of rejection. Let's get started.

#### Change Your Story

It may be obvious, but the more confident you are before and during a job interview, the more likely you are to obtain a second interview or job offer. Remember that confidence is a feeling brought on by positive thinking. One way to change feelings from negative to positive is to shift our thoughts and beliefs. Taking action isn't going to help us gain more confidence if we don't change the story about whom we are. To gain confidence, here are a few steps to change your story:

1. Write out where in your life you would like to have more confidence.
2. Notice and write out the story you have about who you think you are and why you think you're not confident in certain areas.
3. Do some soul searching in regards to your life. Where and when have you felt confident? Think of specific examples of you being confident, even if for only a moment.
4. What did you think about yourself when you felt confident in that area? Or what do you think someone who is confident thinks about themselves?
5. When you act confident (e.g. fake it 'til you make it), how does it feel?
6. Use these thoughts to create a new story.
7. Start repeating your positive new story to yourself daily.



### Upcoming workshops for counselors and therapists

#### Friday, February 26 • 12 CEUs

Listening to the Body: Yoga Calm for Therapists

#### Saturday, February 27 • 6 CEUs

19th Annual Columbia River Eating Disorder Network Conference

#### Wednesdays & Thursdays, March 2-3 & 9-10 • 30 CEUs

Clinical Supervision

#### Saturday-Sunday, March 5-6, April 9-10 30 CEUs

Gambling Counselor Pre-Certification II

#### Friday, April 1, June 17, October 14, April 14, June 17 • 15 CEUs

How Play Becomes Real: The Art of Gestalt Play Therapy Series

#### Friday, April 15 • 6 CEUs

An Interpersonal Neurobiology Lens on Therapy: Charting the Course of Integration and Change

#### Friday, April 22 • 7 CEUs

Introduction to Dialectical Behavior Therapy

#### Friday, April 29 • 6.5 CEUs

EcoWellness Counseling: Practical Strategies and Ethics for Integrating the Natural World into Therapy

#### Saturday, May 14 • 6 CEUs

Mindfulness, Trauma and the Sense of Self: Using Mindful Awareness to Improve Clarity, Stability and Flexibility

More at [go.lclark.edu/graduate/counselors/workshops](http://go.lclark.edu/graduate/counselors/workshops)

Lewis & Clark  
Graduate School of  
Education and Counseling



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## From Pink Slip to Red Slip: Part II (Continued)

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The main reason we don't feel confident is because we are holding and telling ourselves a contrary story in our minds, which hinders us from seeing any other possible evidence. Taking action will be pointless if we haven't changed the story of who we are. If we want to feel more confidence in our lives, then we have to start thinking and believing confidently.

### Ask for a Pep Talk from Loved Ones

If changing your story somehow isn't enough, before your next interview, ask your friends and/or family to tell you how wonderful you are. Don't be concerned if it takes a little time for them to come up with good things to say. It's not that they are making stuff up; they just need time to give you specific concrete examples of your wonderfulness. It always feels good and it will help in killing that little negative voice. Let the compliments flow in. Accept what they say as the complete truth and nothing less. Then treat yourself to a yummy dessert or buy flowers for your home office.

### Consider an Under Layer Makeover

During an interview, you not only need to dress to impress the interviewer, but yourself as well! I urge you to consider an under layer makeover! Forget that pink slip you received from your last employer because it is time to focus on shopping for and wearing a red slip. Perhaps red is not a color that makes you feel particularly special? No problem, choose whatever color works for you.

If wearing a slip is not your thing, wear whatever under garment boosts your self-assurance. And this tip is not aimed only at women! For men living in Portland or Seattle, consider checking out [underU4men](http://underU4men). Just as women treat themselves to lingerie from time to time, men might do the same. What you wear underneath your professional outfit is not what gives you confidence, it is the increased self-esteem created by feeling good about yourself (and having a secret) that gives an air of confidence.

Who says preparing and going to an interview is no fun?

### Andrea King, MS, NCC, MCC, LPC Intern | Careerful Counseling Services

*Andrea assists clients in successfully achieving rewarding employment. She works with a diverse array of adults from all industries, backgrounds and stages, both employed and unemployed or somewhere in between. [www.careerful.com](http://www.careerful.com)*

## ORCA Call for Volunteers!

Are you interested in meeting other counselors and expanding your professional network? Are you looking for a way to give back to your community? ORCA is an all-volunteer organization and we need you. If you're interested in sharing your talents, visit our website to learn more about the opportunities available:

<http://or-counseling.org/volunteering/>



## Oregon Counseling Association

*"Serving counselors across disciplines since 1947"*

[www.or-counseling.org](http://www.or-counseling.org)

Dear Oregon Counseling Association Members,

It is with great pleasure that the Oregon Counseling Association (ORCA) announces that we are currently seeking nominations for the roles of President Elect and Treasurer. The President Elect will serve a 3-year term: one year each as President Elect, President, and Past President. The Treasurer will serve a 2-year term. **Both terms begin July 2016.**

We invite you to nominate yourself or someone else for these important leadership positions. ORCA is led by a dedicated group of volunteer officers including appointed and elected Executive Council positions. The Executive Council serves as the legislative body of the Association and carries out the powers and functions outlined in ORCA's official Bylaws and Policies and Procedures.

The following nomination form is for the positions of **President-Elect and Treasurer** only (see position duties below). A nominee must have been a member of ORCA for a least one year prior to nomination and is expected to continue his/her membership in ORCA as well as to be a member of the American Counseling Association while serving as an officer of ORCA.

If you are interested in nominating yourself or someone else for one of these positions, please complete the attached nomination Form and submit it along with a Statement of Interest and a Curriculum Vitae/Resume to **Marney Hoffman via email** at [pastpresident@or-counseling.org](mailto:pastpresident@or-counseling.org) by **Friday, March 4, 2016.**

Candidates' qualifications will be reviewed by the Nominations Committee for eligibility and, upon acceptance, their names will be placed on the public ballot that will be made available to all ORCA members in good standing. **The election for the two positions will take place in March of 2016.**

If you have any questions or would like any additional information about either of these positions, please feel free to contact me at the email above.

Thank you for all your continued support of ORCA!

Warmly,

Marney Hoffman, PhD, LPC, LMHC

Past President, Oregon Counseling Association

## 2016 ORCA Elections Timeline

### February

- Announcement for nominations:  
Wednesday,  
2/3/2016
- Deadline for nomination submissions:  
Friday, 3/4/2016

### March

- Nominees invited to attend our 3/5/2016 board meeting.
- Elections open on 3/18/16 and close on 4/3/16.
- Announce results to members Tue. 4/8/2016.
- Summary announcement with bios in spring newsletter.

### May 21st

- Newly elected members attend the Board Retreat @ Lewis & Clark on May 21, 2016.

### July 30<sup>th</sup>

- Newly elected members attend the July Board Meeting on July 30, 2016 and are sworn into their new positions.

## ORCA Board Member Position Summaries

*Below are general summaries of the President Elect (President & Past-President) and Treasurer positions on the ORCA Board. These are not complete job descriptions, but are meant to provide an overview of the responsibilities of each position. Note that all board members are required to attend all board meetings throughout the year.*

**PRESIDENT:** The scope of this elected office includes primary responsibility for providing overall leadership to ORCA including upholding the rules and regulations of the Association; providing leadership in establishing goals, objectives and direction of ORCA; and presiding over all Governing Board and Executive Council meetings. The President is expected to review and understand the organization's articles of incorporation, by-laws, policies and procedures, financial situation, and strategic plan. The President represents ORCA at external meetings and events, including business meetings of the American Counseling Association. The President, subject to approval by the Executive Council, appoints all committees and committee chairs. The President does not vote in Governing Board decisions, except to break a tie. The term of office is for one year beginning July 1 and ending the following June 30. This board position is designated as the chief elected "Officer," of the Association, and must maintain current membership in ORCA and ACA.

**PRESIDENT-ELECT:** This elected office serves for one year as the President-Elect assisting the President and preparing for assumption of presidential duties after the elect year. The President-Elect shall perform the duties of the President in the absence or incapacity of the President, and shall serve as President during the remainder of the term should the office of President become vacant. The President-Elect presides over the Awards Committee and solicits nominations, selects award winners, and coordinates the awards ceremony at the Fall Conference. President-Elect may serve on various board committees and task forces as appropriate, and/or may fill short-term gaps in association roles as-needed. The President-Elect also serves on the Executive Council. The President-Elect is a voting member of the Governing Board. This board position is designated as an "Officer," and must maintain current membership in ORCA and ACA.

**PAST-PRESIDENT:** The scope of this elected office includes providing mentoring and guidance to the Association, on the assumption of accumulated knowledge, experience, and expertise in leadership matters. The Past-President chairs the Nominations Committee and is responsible for soliciting nominations for elected board positions and coordinating an election. Past-President may serve on various board committees and task forces as appropriate, and/or may fill short-term gaps in association roles as-needed. The Past-President also serves on the Executive Council. The Past-President is a voting member of the Governing Board. This board position is designated as an "Officer," and must maintain current membership in ORCA and ACA.

**TREASURER** The scope of this elected office includes the primary responsibility of overseeing the management and reporting of the Association's finances. The Treasurer presides over the Finance Committee (which includes, at a minimum, the Executive Council) whose responsibilities include, but are not limited to:

- **Bank account maintenance** - Monitors checking, savings, and investment accounts. Oversees relationships with banks and financial institutions.
- **Financial transaction management** - Establishes and uses recognized basic accounting and bookkeeping procedures to accurately track all income and expenses of the Association. Pays outstanding bills or debts owed on a timely basis. Develops systems for keeping cash flow manageable.
- **Budgets** - Develops, in consultation with President-Elect, an annual budget and presents budget to Governing Board for approval. Compares actual income and expenses incurred against the budget.
- **Financial policies** - Oversees the organization's financial policies and makes recommendations to improve processes and policies.
- **Reports** - Provides reports to the Governing Board in advance of each board meeting to include a profit/loss statement, account balances, and budget update. Reports may also include key financial events, trends, concerns, and assessment of fiscal health.
- **Taxes** -- In consultation with the President, prepares and files state and federal income tax reports.
- **Audit** -- coordinates an annual internal audit, and, every four years, an external fiscal audit.

The Treasurer also serves on the Executive Council. The Treasurer's term of office is for two years with an election being held on even-numbered years, alternating from the Secretary who is elected on odd-numbered years. The Treasurer is a voting member of the Governing Board. This board position is designated as an "Officer," and must maintain current membership in ORCA and ACA.



**Oregon Counseling Association**

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**Oregon Counseling Association Nomination Form**

**\*\*Please submit this form along with a Statement of Interest and Resume/Vita\*\***

I am interested in nominating the person or myself below for President-Elect:

I am interested in nominating the person or myself below for Treasurer:

Name of Nominee	
Nominee's E-mail Address	
Nominee's Phone Number	
Nominated By	
Nominators e-mail address	
Nominators Phone Number	
Reason for Nomination	

Name of Nominee	
Nominee's E-mail Address	
Nominee's Phone Number	
Nominated By	
Nominators e-mail address	
Nominators Phone Number	
Reason for Nomination	

## COPACT President's Update

My name is Chad Ernest, and I am the current President of your Coalition of Oregon Professional Associations for Counseling and Therapy, whose parent organizations are ORCA and OAMFT. I am going to use this forum to update ORCA and OAMFT members about what is happening with COPACT on a quarterly basis. I am excited about the next legislative cycle with what we hope to accomplish through legislation and the changes that we are implementing in COPACT to help increase visibility, more involvement, and drive membership in ORCA and OAMFT.

We are looking forward to the challenges that lie ahead and COPACT is striving to reach as many members and nonmembers as we can to get the word out. This brings us to the exciting work that COPACT is doing. Currently we are working on coming up with a thoughtful and cohesive branding campaign for the purposes of marketing ourselves to the wider counseling community. I am pleased to announce COPACT's new mission statement "*COPACT: Advancing access to quality mental health care for all Oregonians*". As we continue we will be creating informational videos, cards and pamphlets that can be used for future trainings and networking events.

This year the Oregon Legislative session will be short. The Oregon Legislation will be visiting bills that have already been introduced in the past and little to no new legislation will be looked at. However, we will still be looking at anything that makes changes or impacts our ability to provide effective counseling and therapy to our clients, or impedes access. As always, if there is anything that any of you as counselors and therapists feels that we need to look at or address, feel free to contact me at [president@copactoregon.com](mailto:president@copactoregon.com). Please check us out at our website at <http://www.copactoregon.com/> to continue to see what we are up to. And as always, get involved by donating your time, or your financial contribution.

### Join the ORCA Membership Committee!

Are you tech-savvy and want to get involved with your counseling community? Volunteer to join the ORCA Membership Committee! We manage the online member registration and payment information. Typical tasks include helping members with their logins or profile, reconciling discrepancies, and running reports to provide data to the ORCA Board.

We also call and email new members to welcome them to ORCA and encourage past members to renew. Our team does most of our work behind the scenes and remotely, sometimes in real time and also in phases as projects are shared.

Interested in volunteering with ORCA but have a different skill set?

Check out our website to find the right committee for you!

<http://or-counseling.org/volunteering/>

## OCDA Professional Development Institute 2016: Inform and Inspire in a Time of Change

**March 4, 2016**

McMenamins Kennedy School  
5736 Northeast 33rd Avenue, Portland, OR 97211

Join us for an event that connects the deeply personal to the larger economic systems of the state. What are emerging trends and how are they affecting our clients as they navigate job search and career transitions. How can we as practitioners inform and inspire clients in a time of change.

### Schedule of Events

- 8:00 am Registration & Check-in, Continental Breakfast
- 9:00 am Welcome and Introductions
- 9:15 am **Shalee Hodgson: Work in Oregon: Trends and Initiatives**
- 10:15 am Break
- 10:30 am **Rob Seemann: Adventures in Job Search Workshops: Lessons from the Classroom**
  
- 11:30 pm Luncheon & Awards Presentation
- 12:30 pm Networking Dessert
- 1:00 pm **Dr. Winston McCullough: Navigating Career Transitions: Positive Psychology Approaches to Thriving in Times of Change**
- 4:00 pm Adjourn

Register at [ocda.info](http://ocda.info)



## HELP WANTED!

OPEN POSITIONS FOR  
ORCA MEMBERS

### Graduate Student Committee

**Chair(s):** Maintains contact with graduate programs in Oregon, recruits and trains graduate students to be representatives for ORCA, and coordinates and hosts events at schools.

### Membership Committee Chair:

Encourages ORCA membership, participates in recruitment, maintains membership database, and corresponds with members' inquiries.

### Technology Committee

**Co-Chair:** Provides support for digital and electronic needs of ORCA, including tech support and creation of new technology. This position is mostly behind the scenes.

**Newsletter Editor/Staff:** Looking for members who have experience with journalism and publications to write articles, format, and design THIS quarterly newsletter, as part of the **Communications Committee**.

**Committee Members:** We are always looking for excited members that want to be more involved with ORCA! Check us out and find what fits best for YOU!

Visit our website to learn more about the committees and their roles!

<http://or-counseling.org/home/board/board-member-positions/>

# Oregon Mental Health Practitioners Conference

## Contact Information

**CANDICE ELLIOT**  
(541) 550-0250  
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**BRENDA HANSON**  
(541) 270-0434  
[conference@or-counseling.org](mailto:conference@or-counseling.org)

Don't see a sponsorship that fits your needs?  
Please contact us.

## Registration

Please register at:  
[www.or-counseling.org/2016-conference](http://www.or-counseling.org/2016-conference)

## IMPORTANT DATES

**SEPTEMBER 1, 2016**  
Exhibit cancellations on and before this date forfeit 50% of fee. Cancellations after this date forfeit entire fee.

**OCTOBER 1, 2016**  
Last day to submit 40 word product descriptions for inclusion in Conference Program Guide. Descriptions received after this date will be included in the Program Guide Addendum.

## EXPO DATES

November 4th, 2016: 8:00 am - 4:30 pm  
November 5th, 2016: 8:00 am - 4:30 pm

## LOCATION

Crowne Plaza Downtown  
1441 NE 2nd Ave, Portland, OR 97232



**CROWNE PLAZA**  
PORTLAND DOWNTOWN  
CONVENTION CENTER



## CALL FOR PRESENTATIONS!

Please submit your proposals online by **April 30, 2016** if you would to present at the Oregon Mental Health Practitioners Conference, presented by ORCA, in November 2016!

We are also accepting applications for Exhibitors and Sponsors!

Please visit us online to submit proposals, become an exhibitor or sponsor, and to register with great early fees! See you in November!

<http://or-counseling.org/2016-conference/>



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If you are interested in becoming a working member on the board, please contact Ryan Melton, President, for more information!