

CAREER CONNECTION

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2011-12 LCDA EXECUTIVE OFFICERS

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Michelle Waguespack

Secretary
Ashley Allen

Treasurer
Ellen Miller

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Gwanette Johnson
Michelle Waguespack

FALL 2011

WWW.LACAREERDEVELOPMENT.ORG

President's Corner

Angela Murray, LPC, NCC
LCDA President 2011-2012

Hello friends and colleagues!

I'm excited and honored to be the president of LCDA this year. I have some ideas that I'd like to share with you about the year ahead, but let me begin by telling you little bit about myself. I'm a native of Louisiana and earned a masters degree in community counseling from Louisiana State University. I'm also a Licensed Professional Counselor with interests in career and school counseling. Since joining LCDA in 2007, I have

served as secretary, president-elect and now president.

As president of LCDA, I have two main goals. First, I aim to build relationships within our division. We currently have 65 members in our division from across the state and I can honestly say that I do not know half. I'd like to change that. To this end, I recently created a Linked In group page for LCDA members. I believe that you will find this to be an easy and

effective way for us to collaborate, consult and network with one another. The site is free, and more importantly a great opportunity for LCDA members to dialogue with one another no matter what region of the state in which we work. If you haven't already done so, I hope you will join me in becoming part of this growing group at www.linkedin.com.

My second goal is to strengthen our professional image within the counseling community. I am in the process of revamping our website, www.lacareerdevelopment.org to keep us all up-to-date with information regarding CEU opportunities, career planning resources, LCDA newsletters and information about our annual conference. I hope you will find it be a useful tool in facilitating your professional development and feel comfortable sharing any suggestions you may have.

Again, I'm both excited about what the year will bring and slightly nervous about following in the footsteps of amazing people who have held this position before me. It is my hope that I will skillfully represent our division and serve you well. If you have any questions, news, or ideas you like to share, please contact me at amurray@lsu.edu or 225-578-9159.

Here's to a great year ahead!





**2011 LCA
Conference
Baton Rouge
Hilton Capital
Center
September 18-20**

2011 LCA Conference

The LCA Conference in Baton Rouge is just around the corner. If you have not registered, you can do so online at <http://www.lacounseling.org/>. When you register, be sure to **check the box indicating that your primary division is LCDA**. By doing so, a portion of your registration fee will be given to LCDA to help fund our cost throughout the year.

**2012 LCDA Spring
Conference Preview**

The 2012 LCDA Spring Conference will be held in Baton Rouge, LA at Mockler Beverage on Friday, March 9. The theme is "Career Development: Exploring, Enriching, and Empowering." Please consider sharing your expertise and submitting a proposal to present. If you have any suggestions on topics or presenters, please email Michelle Waguespack at michelle@careerplanningservices2.com.

Save the date!!



Announcements

**2012 NCDA
Conference**

**LCDA Board Honored
to Present at NCDA
Conference**

Five members of the 2010-2011 LCDA Executive Board were invited to present a half-day intensive Professional Development Institute workshop at the National Career Development Association Conference in San Antonio in June. We selected the topic "Tools of the Trade: New, Tried and True, and Just for You," grouped according to Donald Super's career developmental stages and began our research 6 months in advance. Imagine our surprise when we discovered, just 3 weeks before the conference, that our registrants were truly an international audience with 2 attendees from Australia, 2 from Japan, 2 from Alaska and the rest from across the remaining states, and among them mostly seasoned professionals including many directors of career services! We were delighted that our research, coordination of our sections of the presentation, and "dressed rehearsals" paid off, as we received exceptional evaluations and countless positive comments as we bumped into our participants throughout the rest of the conference.

Of course, since we wanted our audience to enjoy a little flavor of Louisiana, our door prizes included not only relevant career resources, but also a *River Road Cookbook* and several other Mardi Gras themed giveaways to help our participants take a little Louisiana culture home with them.

What we took away from this experience was the fun of meeting and exchanging ideas with new acquaintances in our field, but also an amazing sense of satisfaction based on sharing our research and expertise with so many from across the globe. We encourage you, our LCDA members, to take the opportunity to contribute to our profession from your area of expertise. Through LCA, LCDA, ACA and NCDA conference presentations, LCDA newsletter articles, or contributing your ideas to the LCDA leadership to enhance our organization, you will be adding to our body of knowledge and helping your colleagues grow as professionals in the exciting field of career development.

Colleague Connection

Thinking About Starting a Private Practice?

There are many reasons that people consider starting a private practice. Perhaps it's their desire to take their professional life to another level, or maybe they've worked in an agency for a number of years and are tired of the organizational stressors. Or possibly they would just like the chance to be their own boss, work their own hours, and build a business that they're in control of. Whatever the motivation, if you're like most, you're probably unsure about how to get started. Here are 10 steps to help you turn your dream of owning a private practice into a reality.

1. Assess yourself for entrepreneurial readiness. Are you self-motivated and able to work independently? Do you have the discipline and time to devote to marketing your private practice? Can you allow at least two years for the business to establish itself? Do you have a vision for your private practice that is larger than something you would do to just pay the bills?
2. Research your market. Determine what clients are looking for and why they would choose your services. What is your niche? What is your brand?
3. Create a plan for your practice. Include in your plan the date you plan to open, the amount of income you hope to generate and your estimated total expenses for the first year. Typical expenses include office space rental, phone line, insurance, business cards, advertising, website development, etc.)
4. Get malpractice insurance coverage. Additionally, you may need premises liability insurance for your office space.
5. Rent an office. Sometimes it's hard to decide if you should get an office first, or wait until you build-up your client base; however most agree that it's best to have an office ready and waiting for when you get your first clients. To save on expenses, consider subletting from someone or sharing a single office with another counselor. Find an office space as soon as possible because that's the address you'll need for your bank account, business cards, website, etc.
6. Open a business bank account. A business bank account makes record-keeping easier.
7. Establish a business email account.
8. Determine your fees. Research the "going rate" for your area. You don't want to undersell your services, nor do you want to price yourself out of the market. Also, consider the methods of payment you will accept. Most people today pay with bank cards (debit or credit) so you'll need a method of accepting bank cards. Economical methods include establishing a Pay-Pal account or getting a credit card slider that can be used with your cell-phone.
9. Create a website. This may seem like a large initial expense, but it's essential because it's how most people today search for services.
10. Market, market, market, and market some more! Consider writing a blog or column, conduct free workshops or seminars, offer to speak at professional association functions, offer free downloads from your website, network with colleagues to let them know about your services, advertise in the yellow pages, write an article for a local newspaper, join networking groups and become a member of your local chamber of commerce. Lastly, but certainly not least, use social media-- create Facebook and LinkedIn profiles for your business, and update them regularly. (As a special note to introverts, while the marketing process can seem daunting, give yourself permission to market from your comfort zone and in a way that fits your style. A particularly helpful book is "Self Promotion for Introverts" by Nancy Ancowitz.) The bottom line is that to build and sustain a thriving private practice you'll need to consistently promote your services in a variety of ways.

Submitted by:

Ellen Miller, M.Ed., LPC, NCC, MCC

Call for Officer Nominations

At this time, we are accepting nominations for the positions below for the 2012-2013 Executive Board, which will begin July 1, 2012. All officers must be members of LCDA. Please consider nominating yourself or an interested colleague. If you would like to make a nomination, please contact me at jgallag@lsu.edu, providing the name, office desired, and resume of the nominee. All qualified nominees will appear on the LCDA election ballot in September. **Nomination deadline: September 15, 2011.**

President-Elect. The President-Elect shall (1) succeed to the Office of President at the end of the term of the incumbent President, (2) appoint standing committee chairpersons at the beginning of the term, (3) serve as President in the absence of the President, (4) attend committee meetings at his/her discretion, (5) serve as Professional Development and Program chairperson, and (6) serve as a member of the Executive Council.

Term of Office: One year, followed by one year as President, and another as Past-President

Secretary. The Secretary shall (1) keep all records of the Association, (2) record and disperse the minutes of all LCDA business meetings of the Association and the Executive Council, (3) handle all correspondence of the Association, (4) maintain up-t-date membership records, (5) serve as membership chairperson in recruiting new members, and (6) serve as a member of the Executive Council.

Term of Office: 2 years

Treasurer. The Treasurer shall (1) receive all monies belonging to the Association, (2) keep an account of all receipts and expenditures, (3) disburse Association funds subject to approval of the President, (4) compile a mid-year and annual financial report prior to publication of the newsletter, (5) Prepare and provide an annual budget to LCA, and (6) serve as a member of the Executive Council.

Term of Office: Two years

Members-at-Large. The two Members-at-Large shall (1) serve as members of the Professional Development and Program committee, (2) serve as members of the Executive Council, and (3) perform other duties as needed by the Council.

In addition, we are seeking a **Newsletter Editor**. Our electronic newsletter is published twice annually and is distributed to all LCDA members and posted to the LCDA web site, as well. If you have an interest in writing, an eye for detail, and a moderate level of creativity and computer skills, please consider volunteering your talents while you enhance your resume! If interested, please contact Angela Murray, amurray@lsu.edu.





The Louisiana Career Development Association (LCDA) is the state division of the National Career Development Association. LCDA strives to support and enhance the practice of career counseling, to promote ethical and responsible professional practice, to promote communication in exchange among K-12, college and private settings, to encourage cooperation with other organizations related to career development, and to provide leadership and advocacy for the profession of career counseling.

www.lacareerdevelopment.org

Please share your favorite "Tools of the Trade". Submit to Gwanette Johnson, gjohnso3@lsu.edu

Tools of the Trade



Engineeryourlife.org

Videos and career exploration for aspiring female engineers.

Work on Purpose by Lara Galinsky with Kelly Nuxoll

This book is a collection of short stories about five change makers who dig deep and find their way to a meaningful career.