

MAY 2021

CAPA COMMENTARY

The Newsletter of the Capital Area Psychological Association



WHAT'S IN THIS ISSUE

Letter from the President

May Monthly Meeting

CAPA Ethics Workshop

CAPA Meeting Minutes

Classifieds

PRESIDENT'S COLUMN

John Godfrey, PhD

Dear Colleagues:

Compared to January, February and March, April 2021 has been relatively benign. We are rapidly approaching the last offering of professional development before we leave off for the summer. Our annual three-hour Ethics Workshop featuring Dr. Pauline Wallin, PhD, on "Marketing your Practice – An Ethical Duty that Benefits You and the Public" will be provided on May 14 from 2-5 p.m. via Zoom. Then CAPA suspends meeting until September 11th. Of course we are having our noon meeting as well. So sign in and register here:

https://www.austinpsychologists.net/events/event_list.asp

When we gather together again in September, the Executive Committee will call for nominations for President-Elect for 2022 and the other offices. This President Elect serves with the Executive Committee of CAPA, meeting monthly with the Executive Committee to be brought up to speed on the job. They will shadow the incoming president for 2022,



Dr. Dan Roberts. It is an opportunity to directly contribute your ideas and leadership to CAPA. Plus, you will get to work closely with an extraordinary team of psychologists who are willing to make CAPA the valuable organization it is.

After many years of effective and productive work with Ms. Sherry Reisman, who managed/facilitated CAPA's various administrative components, we have transitioned to the services of Ms. Amber Nicholson. Ms. Nicholson has, under Ms. Reisman's supervision, long been the wizard behind the scenes responsible for how CAPA appears to the membership and managing the administrative essential to our local area society (LAS). So in a way this is a change that is not a change. Each month, you have Ms. Nicholson to thank when you see the beautiful and well-organized appearance of our newsletter. The newsletter is the product of Ms. Nicholson's talents and expertise. Among her many contributions, she manages and coordinates perhaps less obvious features such as website management, facilitating ballots and voting, financial reporting, and updating our membership and Doctor Finder listings.

We thank Ms. Reisman for her services to CAPA and wish her the best in her future endeavors. We welcome placing ourselves fully in the hands of Ms. Nicholson. This will mean changes in CAPA's telephone number as well as mailing and email addresses. These will be announced in the CAPA Commentary in the near future. So pay attention and keep your contact numbers updated.

I recently contacted the AT&T Hotel and Conference Center to see when they could offer us the opportunity to return to face to face meetings. They are still sorting out how they want to approach opening again and how they want to do their meal service. But we are on their list for the future, and I or the next president will keep you informed.

Finally, the Texas legislature keeps steadily approaching the end of this round of law making. If you are not up to speed on actions pertinent to psychologists of Texas go here and get knowledgeable <https://www.texaspsyc.org/page/Advocacy>. If you are not a member of TPA, please call me and help me understand what factors keep you from participating in the sole organization that advocates for the doctoral standard and psychology as a whole in Texas.

So that's it for this month. See you at the workshops and then in the Fall.

Dr. John Godfrey
2021 CAPA President

MAY MONTHLY MEETING

TEXAS PSYCHOLOGICAL ADVOCACY 2021: THE 87TH LEGISLATIVE SESSION AND ASSOCIATION UPDATES

PRESENTER(S):

**FRANCES DOUGLAS, PSYD,
PRESIDENT, TEXAS PSYCHOLOGICAL ASSOCIATION
PAST PRESIDENT, CAPITAL AREA PSYCHOLOGICAL ASSOCIATION**

**MAY 14, 2021
12:00 PM - 1:30 PM**

**1.5 HOURS PROFESSIONAL DEVELOPMENT AVAILABLE
MEETING WILL BE HELD USING ZOOM PLATFORM**

TRAINING OBJECTIVES:

- Participants will understand the mission of the Texas Psychological Association
- Participants will understand how TPA's advocacy advances the mission of TPA and is consistent with TPA's Strategic plan
- Participants will have access to information regarding the bills that TPA advocated for and against during the 87th session
- Participants will be able to understand the decision-making process determining TPA's advocacy.
- Participants will be aware of TPA's initiatives to increase member engagement and to maintain TPA's viability in the advancing field of psychology.



ABOUT THE SPEAKER

Frances Douglas, Psy.D.

Dr. Frances Douglas is the former Chief Psychologist for the Texas Department of Public Safety (DPS), retiring from this position in 2015 after 17 years. Dr. Douglas concentrated in family systems theory and therapy in graduate school and her professional activities have been primarily in community, government, and non-profit agencies. She currently provides employer mandated evaluations for public safety organizations. Dr. Douglas is a member of Division 18, Psychologists in Public Service, of the American Psychological Association.

Dr. Douglas was elected to the Texas Psychological Association (TPA) Board of Trustees in 2018 and is the current TPA President. Dr. Douglas chairs the TPA Executive and Legislative Committees and serves on Finance; Governance and Staff; and Elections Committees. She is past interim chair of TPA Social Justice Division and a former president of Capital Area Psychological Association.



CAPITAL AREA PSYCHOLOGICAL ASSOCIATION

Marketing Your Practice- An Ethical Duty That Benefits You AND The Public

May 14, 2021

2:00 PM - 5:00 PM

3 Hours of Ethics Continuing Education Offered

"Marketing Your Practice- An Ethical Duty That Benefits You AND The Public"

Presented by: Pauline Wallin, PhD
Private Practice in central Pennsylvania

Co-founder, The Practice Institute, LLC
Conference will be conducted virtually, via ZOOM platform

Marketing your practice is not only an important business strategy, it also benefits the public. If you don't market yourself, people may not be aware of your services, and may turn to uncredentialed self-titled "therapists" who are not bound by any code of ethics, and whose products and services are often not just ineffective, but potentially harmful.

For this reason, we psychologists have an *ethical duty* to increase our visibility in our communities, and to educate the public in how science-based psychology can help improve people's lives.

This workshop will address ethical ways to market your practice to people who can benefit from your services. Strategies include differentiating yourself from the competition, educating the public via writing, speaking, and news media, and building a strong online presence through your website and social media engagement. The presenter will also address ethical do's and don'ts related to marketing, advertising, and social media.

LEARNING OBJECTIVES:

- Explain how marketing your services helps benefit the public
- Describe new opportunities and new competition in online delivery of mental health services
- List 3 ways in which to differentiate yourself from the competition
- List 7 ways to market your practice online in an ethical manner

ABOUT THE SPEAKER:

Pauline Wallin, PhD is a technology enthusiast and psychologist in private practice in Camp Hill, Pennsylvania. As co-founder of The Practice Institute LLC, she guides mental health professionals in building and maintaining ethical practices.

She is past president of two APA Divisions: Division 42, Independent Practice, and Division 46, Media Technology & Psychology. She has also chaired or served on numerous committees within APA and the Pennsylvania Psychological Association, and has written articles and book chapters on ethics and practice development. She is the recipient of several achievement awards from Division 42, Division 46 and the Pennsylvania Psychological Association.



In addition to writing and teaching about the business of practice, Pauline has written a self-help book (*Taming Your Inner Brat: A Guide for Transforming Self-defeating Behavior*), was a magazine columnist for several years, and has frequently appeared in or been quoted in the media, including CBS news, the Associated Press, *New York Times*, *Wall Street Journal*, *Washington Post*, *USA Today*, *Redbook*, *Ladies Home Journal*, *Huffpost*, *Buzzfeed News* and others.

Since 1997 Pauline has taught workshops on using the internet for research and for ethical marketing. She has conducted practice development workshops and webinars in the US and Canada, and is a frequent invited speaker for professional conferences.

About the Practice Institute (TPI)

TPI was founded in 2011 by four internationally recognized psychologists, each with 30+ years of diverse experience, to help our colleagues understand and apply basic business knowledge and skills to their practices.

Collectively we have expertise in practice development, supervision, niche development, technology, marketing, ethics, practice administration and responsible entrepreneurship.

We provide ethical business guidance to mental health clinicians via group and individual consultations, focused business advice, coaching, practice management training, and CE programs on both clinical and business topics.

Website: ThePracticeInstitute.com

REGISTRATION:

2021 CAPA Members:	\$99
Non-Members:	\$120
Students:	\$30

Register today at www.austinpsychologists.net



EXECUTIVE COMMITTEE MEETING MINUTES APRIL 9, 2021

The CAPA Executive Committee met on Friday, April 9, 2021 with the following members present:

John Godfrey, PhD, Dan Roberts, PhD, Elisabeth Middleton, PhD, Leena Batra, PhD, David Hill, PsyD, and Stephen Kolar, PhD.

Dr. Godfrey opened the meeting. The board discussed some organizational tasks, including needing to vote for a new registered agent for CAPA. Dr. Godfrey will get the new contract from Amber Nicholson today and Dr. Heckler will get her on the CAPA accounts. Dr. Godfrey will change the address and phone number of CAPA to Ms. Nicholson's.

Dr. Hill has set up zoom links for today's meetings. He will send board members instructions on how to create zoom links and distribute them to members prior to meetings. Dr. Middleton noted that today's meeting will count as an hour of general CEU but will not count towards the human trafficking. It was intended to cover this requirement but is not able to do so.

Dr. Godfrey noted that the board should consider board member elections in the fall. All present members agreed to return to the board next year. The board will announce to members that elections will be coming up in the fall. Members are welcome to run for any office and there will be a vacant president-elect position.

Dr. Batra has secured a speaker for the May CAPA Ethics Workshop. Adverts to local area societies (LAS) in Texas have been sent to Bexar, Brazos, Dallas, Houston, and other societies. Ms. Nicholson will continue to reach out to other LASs in Texas. Dr. Roberts suggested reaching out to training directors at colleges and universities so graduate students would be aware of the workshop. Dr. Batra recommended doing in-person meetings and workshops in 2022 when it is safe while also live-streaming them. The board discussed the pros and cons of recording member meetings and workshops. Dr. Godfrey will discuss with Amber how to disseminate and work with virtual feedback forms for CAPA meetings and workshops. Dr. Godfrey has contacted the AT&T Conference Center about resuming in-person meetings when it is safe to do so. The center is not yet open, but CAPA is on their list regarding wanting to return in the future. It is unclear what they will do with their buffet lunch.

The board discussed challenges with the current CAPA website and the possibility of creating a new website. The board discussed TPA membership and Dr. Hill suggested reaching out to CAPA members and asking why they are not members of TPA. The board touched on the October Diversity Workshop and Dr. Batra recommended discussing further over email. Dr. Godfrey noted that there will be a board meeting on May 14, 2021 at 11AM but no general meeting.

The CAPA Ethics Workshop will be held on May 14, 2021, from 2-5PM viz Zoom. Pauline Wallin, PhD, will present this workshop titled, "Marketing Your Practice – An Ethical Duty That Benefits You AND the Public."

GENERAL MEETING MINUTES

APRIL 9, 2021

Dr. Godfrey called the meeting to order via Zoom call and welcomed members. Told members that the board has looked into resuming activities at the AT&T Conference Center but they are not open yet. Dr. Godfrey told members we might resume in-person meetings in 2022 and will continue with online meetings until then. He reminded members that board elections will occur in the fall and that the board is seeking candidates for president-elect.

Dr. Middleton recommended members to talk with their colleagues and encourage them to join both CAPA and TPA.

Dr. Middleton informed members that today's presentation would not be able to be counted towards the human trafficking requirement for licensure. It will count toward regular CEU hours. Dr. Middleton introduced Kara Harrington, BA, a human trafficking specialist with the Texas Association Against Sexual Assault (TAASA). Ms. Harrington provides training and technical assistance to sexual assault programs across the state regarding best practices and trauma-informed service provisions for human trafficking survivors. She previously provided similar services for the Human Trafficking and Transnational/Organized Crime Section at the Office of the Attorney General of Texas. Her presentation was titled, "Human Trafficking: Insights for Mental Health Professionals."

Ms. Harrington defined human trafficking as the business of stealing freedom for profit, using forced labor or forced sex for profit. Human trafficking affects all ages, genders, races, and communities. Of the 40 million survivors of human trafficking, twenty five percent are children. Human trafficking is not the same as human smuggling. Human smuggling involves a crime against a border, where the participants are partially responsible. Human trafficking is a crime against a person, where the survivor is not responsible, and the action does not require movement. Some trafficking can occur in an individual's own home or place of residence.

The causes of human trafficking are rooted partly in situational circumstances. Poverty, war, natural disasters, and similar hardships leave people searching for a better life. The lives of women and children are devalued and the demand for cheap labor and sex are high. Human trafficking is a high profit and low risk enterprise. It typically does not involve physical restraints, but uses psychological chains or coercion to achieve its needs.

Ms. Harrington identified the differences between the four types of human trafficking. Adult sex trafficking involves trafficking of adults through force, fraud, or coercion for sex and often uses locations like strip clubs, brothels, and massage parlors. Adult labor trafficking involves force, fraud, or coercion and is often found in agriculture, food service, manufacturing, domestic servitude, and hospitality. Child sex trafficking involves using individuals under the age of 18 for sex by any means. It does not require force, fraud, or coercion. Child labor trafficking is similar to that in adults in that it requires force, fraud, or coercion and is found in similar industries.

Survivors of trafficking are often either underserved or minority persons. For example, the African American community is disproportionately affected by trafficking. Foreign born individuals and those with histories of domestic violence, sexual assault, or drug addiction may also be more susceptible to being trafficked. Homeless individuals and members of the LGBTQ community are also more vulnerable to being used. Forcing individuals can involve physical assault, sexual assault, or the use of drugs. Fraud is often seen in promises of marriage or employment that will never be fulfilled. The trafficker may be a "boyfriend" or "girlfriend" to the survivor while using them. Fraud can also occur due to behavior such as withholding wages. Coercion may involve threats, emotional abuse, and brain washing. Confiscation of documents, threats to be deported, and threats to tell one's family what they are doing are often used to keep survivors compliant. Traffickers often exploit survivors of trauma or those who have an unstable homelife or a lack of legal status.

Ms. Harrington talked next about what characteristics are found in human traffickers. She noted that anyone can be a trafficker: a family member, friend, partner, peer, neighbor, coworker, employer, gang member, or online acquaintance are just some examples. It is often a crime of opportunity and strategy. The promise of romance, love, and money often entices those who are trafficked. Many individuals experience trauma bonding, where they gain loyalty and compassion towards their abuser. This occurs as the abuse, isolation, and inability to leave take a toll and then a small kindness by the trafficker can make the survivor feel connected to the them. Trauma bonding can last for years, especially with child survivors. Survivors often bond with other survivors who are being trafficked, making it harder to leave.

There are many forms and signs that might indicate someone is being trafficked. It is vital to look for multiple indicators as one alone is not enough to identify. It is highly unlikely that a survivor will self-identify as there are many barriers to their disclosure. General indicators of trafficking include when an individual is inconsistent about his or her living situation or has little knowledge about the city or state they live in. If someone is always with the individual and the individual is not allowed to speak for themselves. Those who have little to no access to money, are not free to come and go, and are disconnected from family and friends may be individuals who are trafficked. They are often denied food, water, and sleep and may live in the same place that they work. Visible indicators include little to no eye contact, appearing disoriented or confused, and having unexplainable injuries. Sex trafficking indicators may include branding or tattooing, having keys to multiple hotels, or a hypersensitivity to touch. Sex traffickers and victims may speak certain lingo: the life, hustler, and wifey.

Ms. Harrington discussed two identification tools that can be used to help identify survivors. The Commercial Sexual Exploitation Identification Tool (CSE-IT) is an online tool that can be used by professionals with children and older youth. The Out of the Shadows Tool is used for adults and can screen for both sex and labor trafficking.

Mental health providers can play a critical role in fighting human trafficking due to their frequent contact with vulnerable populations. These may include homeless, LGBTQ, youth, and addiction/recovery clients. Providers can assist in identification, diagnosis and treatment, and support to caregivers for those who are trafficked. Recovery for survivors is a long-term process. A variety of treatments may help these clients, such as trauma-focused CBT, Somatic Experiencing, and Motivation Interviewing. Austin has many organizations that can help survivors, including Lifeworks, SAFE, the Central Texas Coalition Against Human Trafficking, the Center for Child Protection, Refugee Services of Texas, Lone Star Legal Aid, Magdalene House, and Red Oak Hope.

Ms. Harrington addressed questions from the audience. The meeting was adjourned.

CAPA CLASSIFIEDS



Office Space & Opportunities

Cozy Office in Pflugerville

10' x 10' office space available in a quiet office park on AW Grimes Blvd. on the border of Pflugerville and Round Rock. Willing to rent full or part time. Full time rent is \$500/month; part-time would be pro-rated based on need. Rent includes electricity, wifi, on-suite kitchen and restroom, and cleaning services. Picture with the couch is the office space available, but it will be unfurnished. You would share the suite with me and one other therapist. We see adults or older teens to keep it a quiet space. I can give you referrals! We look forward to having you join us. Feel free to contact me at (512) 423-0808 or dreynolds@drpsych.net

Looking for Psychotherapy Office to Rent or Sublease

Like many of you, I have been doing all of my therapy sessions by phone since March of last year. In October, due to COVID, I gave up my north/central office, where I had rented for 20 years. I have just started thinking about looking for a new space closer to where I live.

My ideal space would be an unfurnished office with lots of windows, surrounded by trees in the Westlake/Bee Caves Rd./360 area. At this stage in my career, I am more interested in finding the atmosphere I am looking for, than in finding an office quickly. I would prefer a space with a shared waiting room with other independent professionals, but would consider an office with its own street entrance.

If you have an opening within your group or know of such a space, I would appreciate your contacting me.

Contact Name: Nancy Willbern, PhD Contact information: nwillbern@gmail.com

Two Offices Available in Psychotherapy Office Building

Any helping professional or individual needing a quiet work environment is welcome! The office is conveniently located near downtown Round Rock. It is a very quiet and respectful working environment housing 3 other therapists. Full time and part-time office space available with flexible terms. Pictured are the outside of the building, waiting area, the two spaces available, and floor plan of the building. Available spaces can be furnished or unfurnished depending on your needs. The building has a shared furnished waiting area, a group room, 2 bathrooms, and a kitchen. It is a renovated house converted to an office building. Wifi, security, utilities, and cleaning services are included. We adhere to strict COVID safety standards and masks are required in all common areas.

Office #1: 159 SF, Lease amount varies depending on the length of the lease. Lease options include 6 mos and 9 mos with possible extensions for longer-term if desired (\$605-\$655)

Office #5: 154 SF, Lease amount varies depending on the length of the lease. Lease options include 6 mos and 9 mos with possible extensions for longer-term if desired (\$600-\$650)

I am also willing to consider office share, part-time rental agreements, as well as, address presence with access to mailbox and office supplies. Reach out to request a showing or to ask any other questions!

Candice Fraser

candice@candicefraserlpc.com

(512) 572-1352

Office Space for Rent in Central Location-- Koenig Lane

We have 2 offices available in a cute commercial office located in 2006 Koenig Ln a great corridor for therapists in 2222 and Burnet Rd.

The space has a cozy waiting room (see image), private bedroom, and back office fridge and microwave. Rent covers all utilities, wireless internet, weekly cleaning services, supplies and free parking. The space is currently occupied by two other therapists.

One of the office spaces will be vacated soon and is available for a full time lease. It is fairly sizeable (approx. 14' x 13') and has great natural light (See image.) It leases for \$700 per month. The other office space is being sublet by an LPC who works part time (yellow therapist chair). This office is furnished and fully available Mondays and Tuesdays after 4:00 PM the rest of the week for \$375 per month. (See image).

Contact Rosy Fuentes, LPC at 512-740-2343

2 Northwest Austin Office Spaces Available

2 offices available for lease in a beautifully decorated suite on Spicewood Springs Road, conveniently located between Mopac and 360.

Reduced rent pricing for the first 3 months of the lease! Fully-furnished offices includes a seating area for therapy and a work station with desk/storage (one office features a nice-sized balcony). Suite includes a reception area, a kitchenette, restroom, and fully furnished conference room to be shared by 3 practitioners. Free, ample parking is available in a tree-filled complex. Rent includes internet, business phone service with voicemail, copy/prINTER/fax access, coffee/tea/hot & cold water dispenser, cleaning services, your name on the suite door, and mail. The suite is best suited for therapists, although it is lovely for anyone needing a calm quiet spot to work. Perfect place to conduct telehealth sessions, with reliable internet service, and is the ideal location for when we start seeing our clients in person again. Pictures available upon request. For more information, please contact Michelle Natinsky, PhD at michelle@drnatinsky dot com or 512-596-5566.

Job Opportunity: Clinical Psychologist

Seeking licensed clinical psychologists to work part-time providing evaluative services to children in the foster care system. Providers would conduct psychological/developmental testing on children in foster care. Experience administering the CANS is a plus, as would be COVID vaccination. Compass Psychological serves the greater north Texas area within a radius of approximately 100 miles from Dallas. Evaluations are conducted on site in the homes of caregivers, psychiatric hospitals, daycare facilities, emergency shelters, CPS offices and residential treatment centers. We work with CPS and over 25 foster agencies. Our services require that psychologists be providers with Medicaid providers and Superior Foster Care.



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Submissions of informational or educational articles and comments are welcome for consideration for publication and are strongly encouraged. Recommended length of submitted materials is 500 words.

Accepted articles exceeding these limits may be published in successive issues.

Deadline for submissions is the third Friday of each month preceding month of publication. Submit to David Hill, PsyD by email at david@discovery-psych.com

CAPA Membership: For information about joining CAPA as a full, associate, affiliate, or student member, call 451-4983 or email admin@austinpsychologists.net

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Web Classified :

Office Space: Free, All others \$30 for 3 months