

MSCSW News

The Local Voice for Clinical Social Workers

From the Heart of an Abandoned Daughter: *My Personal Journey Through Family Violence and Beyond.* **Page 2**
 - By Helen C. Gennari, MSCSW Member



Letter From the Outgoing President:

Mike George, MSW, LCSW

I have stepped down as president of the MSCSW board of directors as of January 31, 2015, having served in that role for almost 6 years. Our organization is fortunate to have Shelly Justison willing to take over as the next president. I have worked with Shelly on the board for several years now, and her energy will help lead the MSCSW into a future of growth and stability. In order for Shelly and our executive director/board members to be successful, the involvement of our members is crucial.

When I became a member of the organization, I was encouraged by members of the board to join them and consider the role of president. My initial thought was to remain a member and let others lead the organization, but the board members reminded me how important it would be for the MSCSW to have new individuals and ideas take an active role in leading the organization into the future.

Looking back on the decision to become a board member and serve as the organization's president I now clearly see that I gained so much, both personally and professionally, while serving in a leadership role. I am asking each of our members to do at least one thing for the organization beyond the minimum requirements of being a member. Serve on the board, volunteer for a committee, write an article for the newsletter, actively recruit new members, host a continuing education event, etc. There are so many ways each of you can be involved, and it is critical for the future of the MSCSW!

Most of the current board members and individuals in leadership positions have served our organization for many years, and they need others to help. Whether you are a student, new clinician, or seasoned professional, I truly believe each of you has so much to offer. The best part of stepping up is what YOU will gain from doing so. Thank you to the organization and all of the members for helping me become a better person and professional!

Inside this Edition

- Page 2 Featured Publication
Domestic Violence
Saint Martha's Hall
- Page 3 Marketing your Practice
- Page 4 CSWA Summit
Upcoming CE Events
- Page 5 New MSCSW President
Member Announcement
New Members
- Page 6 Join MSCSW Today



"There are so many ways each of you can be involved, and it is critical for the future of the MSCSW!"

MSCSW Featured Publication

From The Heart of An Abandoned Daughter: My Personal Journey Through Family Violence and Beyond

By Helen C. Gennari, MSW, LCSW, ACSW
MSCSW Member

Domestic / Family violence is a crime that impacts millions of children in this country annually. It breaks their hearts, distorts their view of themselves and the world, diminishes their health, leaves them emotionally traumatized and often feeling emotionally abandoned. I was one of those children. I grew up terrorized by a father who brutalized my mother, and spent most of my younger adult life dealing with the damaging effects of this experience. Now in my 74th year, even as I continue to deal with some of those issues, I have completed seven years of work on my book, writing about my personal journey through family violence and beyond, with the hope that it will inform and inspire, especially those adults who still struggle with the effects of growing up terrified. – Helen C Gennari

About the Book

From the Heart of An Abandoned Daughter is about the trauma of family violence. It highlights the inner struggle of the author's childhood attempt to cope with a terrorizing father and a mother so focused on survival that she had to block her own feelings, and consequently, disconnect from her children, leaving them to feel emotionally abandoned rather than protected.

When children grow up in a violent home, the experience distorts their perception of themselves and of the world. Emotionally abandoned, they are left with emotional scars developed and carried with them into adulthood. These include: poor sense of self, perfectionism, minimizing one's needs, inability to set boundaries, avoidance of conflict, a need to control, and a heightened sense of responsibility—along with an abundance of anger, often buried.



“Domestic violence impacts millions of children... I was one of those children.”

Without passing judgment on her parents, Helen tells the story of what happened, how she coped and, in the process, created strategies for survival that became crippling patterns of thinking and behaving in her adult life. She explains these patterns and offers resources for personal change. This book can help women who grew up with family violence to understand its effects on their adult lives, to find hope for healing, and, to feel empowered to re-write their own life narrative.



“Saint Martha’s Hall Provides shelter and care for abused women and their children. Our mission is to help abused women and children break the cycle of violence in their lives. Saint Martha’s Hall is guided by the social justice teachings of Jesus Christ.”

Saint Martha’s Hall

The MSCSW was honored to host Michelle Schiller-Baker, Executive Director of Martha’s Hall, during January’s Continuing Education Event “Nature and Dynamics of Intimate Partner Violence.” Michelle provided members with a broad view of domestic violence in terms of its historic significance, the institutional nature of domestic violence and impacts that an abuse relationship can have on victims. For more information on the presentation, contacts and available resources please go to the MSCSW website and click on the Archive Page.

www.MSCSW.com

Website: Saintmarthas.org

My Perspective on Marketing

by Linda Pevnick, MSW, BCD, LCSW
MSCSW Board Member & Membership Chair

I know therapists who have had a relatively easy time setting up private practice and securing referrals on an ongoing basis. That has never been my experience. In my now 30 years of private practice, I have had to learn how to market my practice in order to keep referrals coming.

At first, I hated marketing. I just wanted to work in my office and see patients. I didn't want to have to talk to people about the possibility of referring to me. I knew a very talented therapist who said that he didn't think a good therapist should have to do any marketing in private practice, just focus on doing good work and the referrals would come. That always reminded me of the single person who is looking for love by staying home and waiting for the doorbell to ring, instead of going out to meet people. The therapist who said that ended up closing up shop for lack of clients and took a job instead. His experience just reinforced what I had discovered for myself, that from time to time, I needed to keep on figuring out ways to continue generating referrals.

I did spend nine years prior to private practice working for agencies. Part of my job in each of the two agencies I worked at was doing marketing, mostly by representing the agency on some community boards and doing educational talks to both community and professional groups. I was successful at helping to build those agencies. The funny thing was when I was talking on behalf of the agency I worked for, I wasn't bashful about saying what good work we did. When it came to talking about myself, I found myself much more reserved.

I have learned that even though I enjoy working with a broad range of problems, it is useful to talk about my specialties and my belief that I can help people when talking about my practice. I was concerned that this would limit what kind of referrals I received. But, I found that quite to the contrary, I got people asking me if I also helped with other types of issues as well. Saying you specialize seems to be a way that you build credibility when talking about your practice.

Little by little, I have embraced my entrepreneurial side by honing and even enjoying the skills of marketing. Mostly, I rely on courting good referral sources. What I have found is that building relationships with people who might



“There are lots of places to meet potential referral sources... boards, religious groups, colleagues, events...”

be in a position to refer clients to me, is the key for me to marketing my private practice.

For instance, I watch for people that I meet socially who might be good referral sources. One of my best referral sources now is a physician I was introduced to at a family wedding. After some chitchat, I told him I was a therapist. I asked him if he had a good therapist he referred to. He said send me some information. I sent the information and followed up with a phone call. I asked him if I could bring lunch for the office some time.

We set up a date. I had to take a deep breath to overcome my still lingering shyness. I took lunch over for the whole staff. I spent over \$50 but under \$100 for lunch; I can't remember now. The physician spent well over an hour chatting with me over lunch at his office. Subsequently, he has sent me a string of referrals. I am sure to thank him for each one. I keep in touch with him about my work with each of his patients.

There are lots of places to meet potential referral sources. Giving free talks at community groups has been a useful way for me to connect with people. Joining organizations, sitting on boards, religious groups, connecting with colleagues, professional and business networking events have all been ways that I have used to meet more people.

Marketing still doesn't come naturally to me, but I keep working at it. I am pleased to look back at the 30 years that I have earned my livelihood in my chosen way and how I have grown both in my clinical abilities and in my comfort with marketing.

Reflections on the CSWA Summit

By Jesse Berg, MSW, LMSW
MSCSW Director

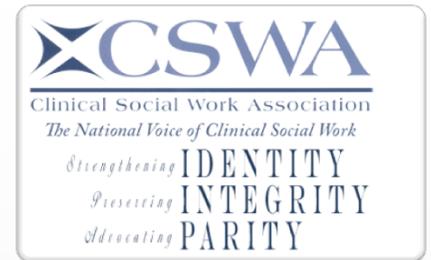
I attended the Annual Committee for Social Workers Association Summit on October 11th of last year to represent the MSCSW and its membership. This full day summit was well attended with representation from 12 State and Regional Social Work Societies. It was energizing and empowering to be in the presence of other societies and the experience gave myself and the MSCSW board a lot to think about in terms of our organization's growth. In the following paragraphs I will share some of my thoughts from the summit, if you are interested in a more comprehensive overview of the meeting please download the November Board Meeting Minutes from our website.

During the CSWA presentation, Susana Ward (President) provided us with some of the new initiatives that the CSWA is working on. The CSWA has recently begun to enroll more state societies to become CSWA affiliates as of late by outreaching and offering additional benefits of affiliate members. Susana stressed that all states should be represented in the CSWA; our profession depends on the advocacy and voice that the CSWA offers on a national level. Laura Groshong emphasized the many accomplishments in the past year including the Medicare Position Paper, Online MSW Education Paper, PQRS presentations, development of a public service announcement for LCSWs and even an NPR interview. The CSWA board has plans to build on these accomplishments in the coming year by recruiting more affiliated societies, individual members and continued advocacy.

Following the CSWA presentation of national issues, each state affiliate presented on their respective organizations. The biggest take-away that I got from the summit occurred during this part. It struck me that our organization needs to do a better job involving newly graduated MSWs and LMSWs in order to keep the organization growing. In the coming months, the board will be working to increase out ties to universities and community organizations. We will be looking towards the development of mentorship opportunities and innovating in other ways to support new and developing LCSWs in private practice or organizations. I ask that you help us in this effort. Do you know of a newly graduated MSW, LMSW or LCSW? Are you or someone you know connected to universities or organizations that serve newly graduated MSWs? Please take a moment to reflect on your contacts and experience as we continue to recruit newer social workers to our organization. I look forward to working with you in expanding out organization's numbers and reach!

MSCSW Upcoming Continuing Education

February 15	<i>LCSW Licensing Issues</i>	Tom Reichard
March 14	<i>Motivational Interviewing</i>	Jesse Berg, LMSW
April 11	<i>Working with the Energy of Your Clients and Patients</i>	Nicki McClusky, LCSW, LPC
May 9	<i>Ethics</i>	TBD



CSWA Affiliated Societies

Affiliated State Societies

Alabama (not present)
Arizona
California (not present)
Georgia (not present)
Greater Washington
Idaho (not present)
Kentucky
Minnesota (not present)
Missouri
New York
North Carolina
Pennsylvania
South Carolina
Texas
Virginia
Washington State

Join the CSWA

As a CSWA member, you will have the benefit of being part of the national voice for social workers. CSWA members have access to the new HIPAA forms and other vital resources to help LCSWs work with the ever changing political and regulatory environment. CSWA members are also a part of the national CSWA list serve and receive up to date information about advocacy, policy changes and upcoming issues related to the profession. Currently, the CSWA has around 500 individual members, but this number is growing and they are asking all state societies to encourage members to join the CSWA to strengthen our national voice and better serve LCSWs. Join the MSCSW and you will receive a discount on both you CSWA and MSCSW membership fee!

MSCSW Membership

New MSCSW President: Shelly Justison

I would like to take this opportunity to introduce myself to my fellow MSCSW members. My name is Shelly Justison and I have been given the honor to serve as MSCSW board president. I have been on the board since December of 2012 serving as the Education Chair. My professional background is in geriatrics and mental health.

As Board President it is my goal to continue to promote MSCSW's mission to be a local voice for social workers and provide opportunities for collaboration, advocacy, and education. It is important for MSCSW to continue to ensure quality, low cost educational events and a legislative voice. We need to provide increased networking opportunities for members and develop stronger connections and collaborations with the larger St. Louis social work community.

It is also my hope to engage members and promote increased interest in participating in the growth and continued success of MSCSW. I invite you to outreach me to discuss any ideas or concerns you may have. And for those who wish to be more involved in the Society, please outreach myself or another board member as we have many great opportunities for members to be more active as well as gain leadership

New Members

Laura Ranalletta, MSW

Originally from the Chicago area, I moved to St. Louis in 2013 to attend the Brown School of Social Work at Washington University. Having just recently graduated with my MSW, I'm eager to connect with other social workers in the area to learn about the great work that's happening in the St. Louis community. While I've worked in a variety of settings in the past, I'm currently looking for job opportunities through which I can grow my clinical skill set to better serve individuals who are suffering from emotional and behavioral health issues. Through my social work practice, I hope to provide quality care to individuals in under-resourced communities and to assist them in living a life that is both healthy and fulfilling.

Megan Swaback ,MSW, LMSW

Megan Swaback is a newly Licensed Master of Social Work. Megan completed her undergrad at Saint Louis University and went on to receive her Masters at University of Illinois at Chicago. Having fallen in love with Saint Louis during her four years at SLU she decided to move back in August of 2014 and has loved being back. Megan currently works at Crider Health Center where she is fulfilling her goals of coordinating interdisciplinary care for those with mental health and health diagnoses.

Jenny Voss, MSW, LCSW

Hello! My name is Jenny Voss and I am currently the manager of Counseling services with Crider Health Center. I received my MSW from St. Louis University in 2008 and received my licensure a few years later. My post-graduate positions have all been in the field of mental health with Crider Center. A lot of my experience and training is in the area of complex trauma with children and adults as this is a specific focus of our counseling services with Crider. I live in Ballwin, MO and I'm originally from the St. Louis area. Jenny will be taking Shelly Justison's place as Education Chair on the MSCSW board.

Caitlin Gaskell, MSW, LCSW

Caitlin is a clinical therapist at Catholic Family Services. She has experience working with adults, adolescents, and children in a variety of settings. She is passionate about providing empathic, ethical, and evidence-based care to my clients.

Member Announcements

Counseling Available for Low Income Clients

We have openings in our sliding scale services for low income clients (adult or teen, couples) Sliding scale starts at \$100 and slides down to \$1 based on household income and dependents.

(current trainees are MSW graduates working on LCSW or gaining supervision in specifically outpatient clinical services)

Mercy Professional Services, Inc.
8420 Delmar Blvd.
Michelle Salois, RN, LCSW
Clinical Supervisor

New Publicaiton

Helen Gennari has completed her book entitled "From the Heart of an Abandoned Daughter: My Personal Journey Through Family Violence and Beyond." She reports that the 7 year process of creating this book brought experiences of "healing I had not anticipated, and encountering multiple surprises along the way."

Crider Health Center Hiring LCSWs

Crider Health Center is hiring a full time behavioral health counselor at the Warrenton location. The primary responsibility for this position is to provide individual therapy services to the children and adults while also working as part of a multi-disciplinary team. The current qualifications for this position include, an LCSW or Licensed Psychologist with two years of therapy experience. Please visit

www.cridercenter.org/careers/join-our-team to view the complete job description for the Behavioral Health Counselor position.

Join the MSCSW Today



Join the MSCSW today to become a part of the larger St. Louis Metro Area LCSW community. Whether you work for an agency, private practice or aspiring to be in private practice the MSCSW is here to serve your needs. We offer continuing education, networking, marketing, advocacy and opportunities for LCSWs to become more connected and involved in the local clinical community. For more information about membership and upcoming classes visit our website or use the contact listed below. Please invite your friends and colleagues to our organization!

Jesse Berg, MSW, LMSW
Executive Director MSCSW
www.MSCSW.com
Director@mscsw.com
(314) 583-5881

MSCSW Vision
Local Voice for Clinical Social Work

MSCSW Mission
*Support Licensed Clinical Social Workers through
advocacy, collaboration and education*

Missouri Society for Clinical Social Work

8420 Delmar Blvd., Suite 209
St. Louis, MO 63124