



CCPA NET Letter

www.psychselect.com/ccpa

Collin County
Psychological Association

JULY 2010
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TAKING THE MYSTERY OUT OF THE WORLD WIDE WEB

THAD STAMMEN, AUDIENCE EXPERTS

Thanks to Thad and Christy for a insightful and interesting presentation to CCPA. It was definitely encouraging to hear about the creating a website that informs about your services. Thad made a convincing argument for a website and then illustrated what needs to be there. But having a website is only the beginning to driving potential clients to that website! SEE Page 4

Thad has extensive experience in web development and will offer a special rate for CCPA members to both host and develop a website. Visit him at: <http://www.audience-xperts.com>

**TINO'S MEXICAN RESTAURANT
SOUTH MAIN ENTRANCE
COLLIN CREEK MALL**

**Make sure you are a current member to
receive CEU's— for our meetings!**

“TMS”

7/23—12 NOON Ψ - Dr Sejal Mehta

**PLEASE PLAN TO ATTEND AND
BRING YOUR COLLEAGUES**

Inside this issue:

UPCOMING 2
Meetings

Review your 2
Listing!

**IT IS TIME TO RE-
NEW! GET your
CCPA Member-
ship Application!**

See CCPA Website
Opportunities! 2
**Office Space,
Groups and More**

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web site info

FUTURE MEET- INGS:

- 7/23—TMS-
TINO'S—12
NOON
- 8/27—SELF CARE-
TINO'S—12
NOON
- PLEASE HELP
CCPA FIND PRE-
SENTERS!

UPCOMING MEETINGS—SCHEDULE THESE NOW!

Our monthly meetings are held from 12:00 noon to 1:30 p.m.

on the 4th Friday of each month at TINO's Mexican Restaurant, Collin

Creek Mall, Plano, unless otherwise specified. Tino's is in the South Main Entrance on the west side of 75. Members may order lunch from the menu, or just enjoy the presentation. 1.5 CEU credits are given to members for attending the meeting.

July 23—TMS—12 Noon Tino's Collin Creek— 1.5 CEU's

August 27—SELF CARE – J. HARTMANN, PHD—12 Noon Tino's Collin Creek— 1.5 CEU's

PLEASE CHECK YOUR REFERRAL INFO. ON www.psychselect.com/ccpa! We try to keep it up to date, but we need you to verify your location and phone info. Remember you need to be current on dues to be listed!

WE ARE RECEIVING A NUMBER OF REQUESTS FOR PRO BONO SERVICES. PLEASE NOTIFY FRANK WICHERN AT wichern@att.net IF YOU WOULD LIKE TO RECEIVE A REFERRAL!

OPPORTUNITIES!

Office Space

Office space available in west McKinney (www.adriaticamckinney.com) for full-time/part-time private practice. Furnished/unfurnished, numerous amenities available as part of suite of 3 offices. Ideal for high end self-pay practice. Therapist specializing in treatment of male sex addiction preferred but not required. Contact me at DrJaniceCaudill@live.com

Furnished office for lease; Plano/Coit and Park area; full or part-time. In addition: waiting area, play/group room, copier/fax shared with four others. Kitchen, restrooms in common area. Contact Gordon Sauer 972-867-2497

Job Available

Clinical Director— Galaxy Counseling Center is seeking an energetic professional to direct the agency's clinical services. Responsibilities include: program development, outcome evaluation; supervision and selection of clinical staff; direction of training program; consultation and outreach programs; and participation on the agency's management team.

Required Experience: Licensed Psychologist for oversight of clinical services (assessment and counseling with adults, children and families), clinical supervision. Successful candidates should possess excellent organizational, writing, and interpersonal skills, and the ability to build and maintain positive relationships with staff, students, and Board. Salary: Commensurate with experience. CONTACT: Lynette Payne, 972.494.2812 OR lpayne@galaxycounseling.org

Did you know that 80% of internet users search for information about health care providers online? We've put together a special package for CCPA members, including website design and hosting, created to help you accurately represent your practice online.

To learn more, call or email Thad Stammen TODAY! thad@audience-experts.com or 972-898-7953

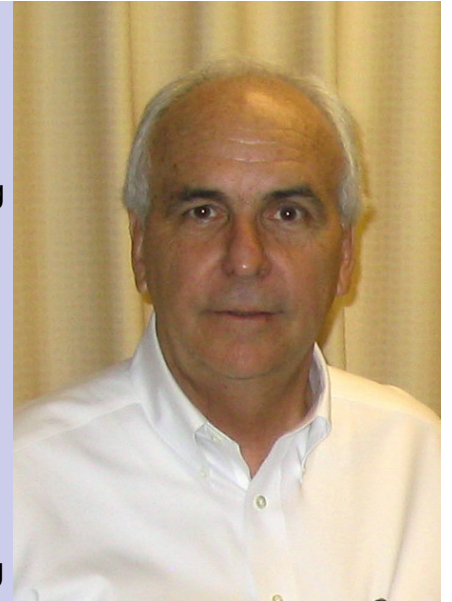
Audience Experts LLC How do you effectively market your business? www.audience-experts.com

CCPA PRESIDENT'S COLUMN:

JULY 2010

Greetings CCPA members!

It is a privilege to greet you in this newsletter as the incoming president of our Collin County Psychological Association. For the founding members and many supportive others who have contributed to the association's 27 years of service to our profession and the public, I appreciate the opportunity to participate in its management, and look for ways to enhance its value to each of us and those in need of psychological services.



Before writing this, I admit to looking back at past newsletters and observing, among other things, that incoming presidents devoted considerable initial presidential message space to thanking fellow executive committee members and others, for various reasons. Many were impressively deserving of being recognized publicly. Drs. Chase and Grossman were particularly big thankers. And there were others.

MY THANKS LIST

Thanks to you who were involved in founding the Association.

Thanks to you who have given time, talent, effort, and financially to keeping CCPA active and meaningful.

Thanks to the famously good natured member attendees at monthly meetings.

Thanks to the long list of professionals who present at our meetings.

Thanks to Dr. Frank Wichern for all he does for the Association.

Thanks to you currently serving on the executive committee, and for your light and generous spirits.

Before closing, I think it is important to mention a few of the speculative ideas under discussion by the current executive committee.

1. Re-evaluation and possible redesign of the CCPA Web Site.
2. Relocation of the monthly meeting to a more central location.
3. Expanding professional education opportunities through internet conferencing technology.
4. Increasing efforts to attract inactive and new members.
5. Improving efforts to recruit presenters.

Developing an effective CCPA promotional campaign.

In addition, to these items mentioned above, your ideas and suggestions will be valued. Also, I would urge you to consider becoming active in a CCPA project. We currently have an opening for an executive committee member. You can see from the ideas listed, there is always a need for help.

I look forward to the year of service ahead, hope for your support, and welcome your suggestions.

Ron Taylor, Psy.D

Dr.rontaylor@tx.rr.com

**Collin County
Psychological Association**

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www.psychselect.com/ccpa

*The network of psychologists that
connects!*

CCPA EXECUTIVE COMMITTEE

Gary Grossman, PhD

Past President

Jason Simpson, Psy.D.

President

Ron Taylor, Psy. D.

President Elect

Janicc Caudill, Ph.D.

Secretary

Frank Wichern, Ph.D.

Treasurer

**ANNOUNCEMENT OR OTHER
RELEVANT INFORMATION,
CONTACT CCPA: wichern@att.net**

BOARD MEETINGS:

Please attend!

600 W. Campbell Rd #5,
Richardson

NOON – First Friday of month!

**PLEASE
RENEW YOUR
CCPA
MEMBERSHIP!**

Application at:
www.psychselect.com/ccpa

MENTOR'S CORNER: *CCPA encourages it's members to build profitable, ethical practices. These tips are timely and we solicit your suggestions, recommendations and Questions!*

WEB SITE INFO:

Thanks again to THAD. Some important ideas:

1. Psychologists need to have a personal website. People want to know who you are, where you are and what you do, before they see you.
2. Find a hosting services and get a domain name. Register your domain for at least 5 years. Don't be cheap and get a good host.
3. There are many web site development tools including those offered by a host. However if your new to this, hire someone like Thad, to get started the right way.
4. KEYWORDS drive searchers to your website. Google handles nearly 80% of searches and what you list as keywords and metatags will make the difference in whether you appear on the first page of a search.
5. GET LOCAL means use google.com/places to help your potential clients find you. Remember that many people are using smart phones to both find you and get there.
6. ANAYLTICS which you get from your host, tell you how people find you and what you need to do to get more visits to your website.
7. Link your website to everything you do. Put in on stationary, cards, forms and emails.
8. Get linked, be on directories but don't pay.
9. SIGN UP FOR GOOGLE ALERTS! JUST GO TO GOOGLE.COM, CLICK ON MORE AND GOTO ALERTS AND REGISTER!
10. THAD WARNED AGAINST BEING ON FACEBOOK, LINKED IN IS OK. DO BLOGS AND FORUMS, it will drive folks to your web site.