

## PRESIDENT'S COLUMN

— *Bonnie L. Faber, MFT*

It's mid-May as I wonder what to say in this column — I turn 50 this year, and that seems worth noting. I also find myself thinking about how much technology has become a part of my life, and our culture.

I, like many of my cohorts, consider myself a fairly slow adopter — where technological advances are concerned. However, I also have come to realize that I rely more and more on these advances... I find myself pondering this and assessing my dependence.

As I was training to become an MFT, I think the first technological advance I remember resisting was the cell phone. At the time, it seemed I was the only intern who didn't have one. Sometime in early 1999, I finally gave in. I was working at Elmwood's Correctional Center for Women several days a week, and found it frustrating to be incommunicado — unable to check messages for long periods of time — traveling to and from the jail. I had also begun a private practice internship, and so decided to make this new phone number my practice number, which it remains today. Being better able to connect and communicate is what motivated me to get a cell phone.

Similarly, I was not one to jump on the e-mail train quickly. I finally got an e-mail address because it came with Internet access, which my partner (at the time) had obtained. I didn't use it much... not until I joined the SCV-CAMFT board in January 2006. It became virtually a necessity in order to connect and communicate between board meetings.

And, true to form, I only recently launched my own Website, feeling like an "out-of-it" therapist because I didn't yet have one. It seemed that everyone was telling me I should have a Website. I decided to listen, but not for the reason I was given: to increase referrals and business, but rather to facilitate communication and connection with colleagues and potential clients. I wanted to be able to refer people to my Website so they could learn about me and my practice in a quick, efficient manner. Again, I was motivated by connection and communication. (I'm still not 'sold' that many qualified, potential clients will find me this way, but am willing to be proven wrong!)

Thinking about all of this has helped me clarify why I have no

desire to get a PDA or some of the other cool, techie devices available today. They don't add anything for me in the area of connection or communication (with people)!

Lastly, I wanted to share that your current board has voted to spend some money on the development and implementation of a new chapter Website. Again, it seems that the primary motivation for this is to facilitate better connection and communication — both between members and the chapter (renew membership, register and pay for events online, etc.), and between chapter members (a functional list-serve). While other features and functions of the chapter Website are important (providing information for potential clients of our services, internship and membership directories, up-to-date calendar of events, access to our electronic newsletter, etc.), at least in my mind, the true motivator for replacing our dysfunctional Website is to facilitate connection and communication between people.

I am available at 408/836-4110, and through my Website: <http://www.bonniefaber.com>. (In order to avoid some of the multitude of spam e-mails we all get, I have a high filter on my primary e-mail address, and therefore won't get your e-mail if you're not in my address book... that's why I encourage you to e-mail me through my Website. These I'll definitely receive. Thanks, and I hope to connect with you soon.)

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# SCV-CAMFT CALENDAR

## JULY

- 15 **Newsletter Deadline,**  
September/October Edition
- 25 **Chapter Luncheon,**  
South Region; Los Gatos

## AUGUST

- 9 **Well-Being Mini-Retreat,**  
Palo Alto Art Center
- 22 **Chapter Luncheon,**  
Mid Region; Mountain View

## SEPTEMBER

- 15 **Newsletter Deadline,**  
November/December Edition
- 26 **Chapter Luncheon,**  
North Region; Belmont

## OCTOBER

- 17 **Annual Membership Meeting,**  
Lucie Stern Center, Palo Alto

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**All material must be submitted either via e-mail to [mail@scv-camft.org](mailto:mail@scv-camft.org) or via the chapter's Website at <http://www.scv-camft.org>. Articles & announcements must be submitted typed and double-spaced.**

**Please see advertising policy and information on page 23.**

Unsolicited manuscripts are welcome but the Editorial Committee accepts no responsibility for their return. We reserve the right to edit all articles. Opinions expressed are those of the authors and do not necessarily represent views of SCV-CAMFT.

# MARCH LUNCHEON REVIEW

## “MAKING THE DIFFICULT POSSIBLE: A PARADIGM SHIFT — TREATING ADDICTION AS A CHRONIC ILLNESS”

PRESENTED BY MARK STANFORD, PH.D.

— Reviewed by Melissa E. Miller, MFT

On Friday, March 28, 2008, Dr. Mark Stanford presented SCV-CAMFT's Mid Region luncheon, “Making the Difficult Possible: A Paradigm Shift — Treating Addiction as a Chronic Illness.”

Science shows us that drug abuse is a preventable behavior, and addiction is a treatable disease. Evidence from research demonstrates that addiction is a biologically-based brain disease. Prolonged drug use changes the brain in fundamental and lasting ways.

Nonetheless, myths persist: that addiction is a moral weakness; that you have to hit rock bottom to recover; that you have to want treatment for it to be successful; and that alcohol is not *really* a drug. We still presume (wrongly) that drug abuse is more common among minorities; that total abstinence from all psychoactive drugs is the goal of addiction treatment; and that methadone is just drug switching.

What is addiction, really? According to Dr. Nora Volkow, Director of the National Institute on Drug Abuse, a good working definition is “when you are unable to stop when you want to, despite being aware of adverse consequences...”

Addiction is a complex chronic illness, with both a genetic and environmental basis influencing development and manifestation. Recovery from it is a long-term process requiring repeated treatment. Relapses can occur during or after successful treatment episodes. Participation in self-help support programs during and following treatment can be helpful in sustaining long-term recovery.

People take drugs to feel good (to have novel sensations/experiences and share them) or to relieve symptoms such as anxiety, depression, and hopelessness. Initially, they take the drug hoping to change mood, perception or emotional state, i.e. to change the brain; later, they may not be able to stop because drug use rewires the brain.

Why do some people become addicted while others do not? Heredity and environment each play a part. If an individual has a family history of alcohol abuse, plus a lower-than-usual response to a normal dosage of alcohol when first trying it, studies show a long-term risk of alcohol dependency of 60%, versus 15% for a normal to high response (Marc Schuckit, University of California, San Diego, 2002).

There are many drugs available, but few with abuse potential: of the approximately 15 million substances in the world, about 55,000 are available for human consumption. Of these, only about 25 have the potential for abuse, because they mimic natural substances made in our bodies, but usually with far greater intensity. There are:

- ◆ Uppers (CNS stimulants) including amphetamine, methamphetamine, cocaine;
- ◆ Downers (CNS depressants) including alcohol, benzodiazepines (e.g. Valium), barbiturates (e.g. Seconal), inhalants, etc.;
- ◆ All-arounders (Hallucinogens): LSD, mescaline, MDMA

(Ecstasy), psilocybin (magic mushrooms), PCP, etc.; and

- ◆ Pain Killers (Opioids) including heroin, codeine, morphine, Vicodin, Fentanyl, Oxycontin, and so on.

The substances that have abuse potential stimulate the brain's natural reward system. The brain has pleasure circuits that reward the necessities for survival, such as water, food, sex, and nurturing. Drugs and alcohol affect the same areas in the brain's reward pathways, but in a way that is dangerous and potentially fatal! Drugs feel better than sex, food, or nurturing.

Repeated use of drugs and/or alcohol saturates the brain's reward pathway to the point that a person becomes conditioned to the intense level of drug-induced pleasure. Normal levels of natural rewards are no longer experienced as very pleasurable, and after chronic use, the brain's reward system becomes depleted so nothing is pleasurable — not even the drugs!

The passage of time is the most important healer for addiction: within two-four weeks, the brain will have done a lot of recovery from drug use. However, for chronic high-dose drug use, expect six months to pass, and for chronic heavy marijuana use, one to three years, before the brain finally settles down. After chronic amphetamine use, the brain images look very much like clinical depression; furthermore, it will take two years before the forebrain begins to resemble baseline function levels. Note that the course and events of recovery vary greatly depending on the substance abused, the duration and intensity of use, and the individual's biochemistry.

Prevention of relapse behavior is a critical part of addiction treatment. Drug craving behaviors are triggered by a conditioned response of the nervous system when re-exposed to an environmental cue it has associated with drug use. Memories appear to be a critical part of addiction. Relapse is usually triggered by external stimuli, people, places, and things. The conditioned responses can last a lifetime.

Decades of long-term studies show that substance abuse treatment is effective. It seems ineffective because we have been treating addiction as if it were only an acute condition — stabilize the patient, and discharge him. Compare what would happen if this were the standard treatment for other chronic diseases such as diabetes, hypertension, or asthma! Clearly, a disease-management approach is appropriate for addiction. Instead of looking only at outcomes immediately post-treatment, we need to look at the effect of ongoing interventions (meds, lifestyle changes, and self-management). In addictions, as with other chronic conditions, treatment effects are significant but don't persist after discharge unless some level of continuous care is provided.

The standard of care for addiction has been as an acute care problem; the standard of care needs to be revised. HMOs and lawmakers both need to understand and change their perspective.

Improving chronic illness care requires a treatment model of Sustained Recovery Management (SRM): once the patient is stabilized, over time the provider can build the client's personal responsibility and decrease treatment intensity. Truly, you can never close the case when treating addiction. Eventually, phone checkups can be an effective way of keeping the patient on track.

#### Lessons Learned:

- ◆ Having multiple acute care episodes *is not* a continuing care strategy — it's expensive and wasteful. Patient education is necessary — client/therapist planning for some type of continuing care is essential.
- ◆ Patient retention is critical: make treatment attractive, offer options and alternatives, increase monitoring and management.
- ◆ Evaluations of continuing care should occur *during* treatment, including interim performance markers.
- ◆ Patients who are not in some form of post-treatment monitoring are at elevated risk for relapse.
- ◆ Monitoring is part of health care: phone and Internet contact is useful in reducing the number and severity of relapses.
- ◆ Frequent contact with the therapist is essential from both the outcomes and cost perspectives, as experiences in the care of other chronic illnesses demonstrates.

#### Useful Web Links:

- ◆ National Institute on Drug Abuse (NIDA) — <http://www.drugabuse.gov> (they provide lots of free downloadable tools, plus useful printed materials with free shipping)
- ◆ Santa Clara County Department of Alcohol and Drug Services — <http://www.sccdads.org>
- ◆ American Society of Addiction Medicine — <http://www.asam.org>

Mark Stanford, Ph.D., is the Medical and Clinical Services Manager for the Addiction Medicine and Therapy Division of Santa Clara County Department of Alcohol & Drug Services. He is a member of the Association for Medical Education & Research In Substance Abuse (AMERSA). Dr. Stanford is also a clinical research educator in the behavioral neurosciences, Associate Professor in psychopharmacology at Cal State Hayward, UC Berkeley Extension, and Lecturer at Stanford University Department of Family and Community Medicine. He has been in the addictions treatment area since 1976 and has been a provider within the modalities of residential, day treatment, outpatient and medication-assisted treatment programs.

### MARKETING & INFORMATION TABLE

Missed the newsletter deadline? We encourage you to bring marketing materials to place on the literature table at SCV-CAMFT events. It is the perfect place to advertise your: workshop, job opportunity, office space, or conference. If you want your materials, be sure to pick them up after the event is complete.

## ONE MORE BENEFIT OF YOUR SCV-CAMFT MEMBERSHIP

— Lara Windett, MFT

Did you know that each month SCV-CAMFT receives calls and e-mails from people looking for therapists, therapeutic groups, and other information about marriage and family therapists?

The board of directors answers these requests by giving out the names of SCV-CAMFT therapists who practice in the specialties that people request in their referrals for treatment.

Please make sure that your SCV-CAMFT Website listing is current. SCV-CAMFT publishes the chapter's membership directory in both hard copy and electronic formats every year, but the Website is updated continuously. You may download a copy of the membership directory by logging on to the chapter's Website (<http://www.scv-camft.org>). Members may purchase a print copy of the directories for \$17.50 by sending a check, made payable to SCV-CAMFT, to SCV-CAMFT, P.O. Box 60814, Palo Alto, CA 94306.

Want a free copy of the membership directory? When your SCV-CAMFT membership comes up for renewal, renew at the Sponsor membership level for \$135.00. Your \$65.00 donation above the Regular membership level helps support SCV-CAMFT. In appreciation, you will receive a free printed copy of the directory and may choose either a free Expanded Web Listing on the chapter's Website or two free 1/4-page display advertisements in *SCV-CAMFT News* (the chapter's bi-monthly newsletter) during your membership year.

For more information, contact SCV-CAMFT by e-mail at [mail@scv-camft.org](mailto:mail@scv-camft.org) or phone 408/235-0210.

### Classes, Consultation, Psychotherapy and Psychoanalysis Palo Alto

**I work from an Object Relations theory using primarily Winnicott, Bion and their followers. My focus in classes and consultation is on helping you to do deeper, more powerful and intimate work with your patients, while respecting their strengths and injuries.**

#### Lynn Alexander, Psy.D.

Core faculty, training and supervising analyst at Psychoanalytic Institute of Northern California, faculty Palo Alto Psychoanalytic Psychotherapy Training Program, faculty Northern California Society for Psychoanalytic Psychology.

**650-328-8505**

# ◆ REFLECTIONS ON WELLNESS ◆

## VACATION AS WELLNESS: RATIONALIZATION OR TRUTH?

— Kathy Buys, MFT

About two years ago, a 48 year-old friend of mine told me he planned to have a big 50th birthday celebration in his hometown in Northern Ireland in February of 2008. I blurted out, “Well I’ll definitely be there for that and I’ll stay over there for three weeks.”

I knew it to be true, but had no idea how I could make it happen. Moreover, I had no inkling that the whole vacation would become a powerful lesson about self-care and maintaining my own mental, physical, and Spiritual health as a psychotherapist. (*I choose to capitalize the word “Spiritual” because it demonstrates the importance and awesome nature of the Divine or the numinous.*)

When I considered that the break would actually be four weeks for my clients, I felt fear and guilt. I wondered if it wasn’t irresponsible of me to leave my clients for four weeks, and also, what if my clients get worse?

### Rationalization?

If you were my therapist, what unconscious motivations would you see in these questions? I came up with codependent traits, i.e. my clients need me so badly I can’t go away. Their well-being is my responsibility. This kind of thinking can lead to a lot of stress and burn-out. I remembered someone saying that the therapist’s job is not to give fish but to teach clients to fish for themselves. This stance frees us from the stress that comes with attachment to outcome and trying to control another person.

Despite my fears and complexes, I came up with two main ideas about how this trip was necessary for my well-being: 1) I need and deserve a long vacation because I work hard and need deep renewal, and 2) I relax and regenerate the most thoroughly when I’m in new surroundings and far from home. In retrospect, these well-rehearsed thoughts proved valid and so deserve a closer look.

### Relaxation vs. Renewal

For me, three days of relaxation provides just the door I need to actual renewal. Once I find that my shoulders are set in the “down” position and I am not having to remind myself to breathe deeply, I can then begin to go to the deeper level of re-creation. I know I am in the deep renewal phase when I almost forget I am a therapist and I find myself just being me. The invisible neon sign that says to strangers, “talk to me about your problems,” seems to shut off. I love being a therapist but I’m a better one after putting the role aside for awhile.

I love my office, and the Bay Area is beautiful. But when I first saw the Cliffs of Moher, I felt a healing energetic shift within myself down to the cellular level. I can’t explain it, but I know that the memory of what it felt like to see such natural beauty helps me now when I am under stress. When faced with a stressful moment at work, I experience a wave of grounding calm when I quickly picture one of the many utterly unique sights and sounds of Ireland, a place they call “the bright star of the West.” I even find a sense of connection to some wise and Spiritual part of myself when I remember the

majestic beauty and unusual kindness of the people there.

Consider the following question carefully for yourself: “Rationalization or truth? What’s really behind the idea that there is a certain level of wellness that can only come from an extended vacation far away?” Despite the validity of my original thoughts, I learned of a deeper truth for myself when I moved beyond them.

### Truth

I didn’t realize it until I got home but my three-week trip to Ireland modeled some wellness ideas that I consider central to a person’s physical, emotional, mental, and Spiritual health. When I returned from my trip, nearly all of my clients had shifted in dramatic and positive ways. It seemed that the time away from the therapy within the context of the overall relationship had mobilized each client’s self-healing powers. My absence may have provided a sort of liminal space where deeper healing and learning took place. But most importantly, my clients experienced their own capacity to change themselves.

As I sat witnessing each client’s progress, and also noticed how much my students and supervisees had learned from my colleagues in my absence, I began to more deeply internalize an important truth. I am an important part of the whole but I am not indispensable. For me this realization feels freeing and Spiritual and leads to an immediate sigh of relief.

However you have answered the question above, I know that for myself, I am now a strong believer in long vacations for therapists. Perhaps in some cases it would speed up the process of working ourselves out of a job. But even if our clients and students complained, we might know that there is truth in taking an extended vacation and maybe even venturing far from home.

*Kathy Buys, MFT, practices psychotherapy, coaching and mediation in San Mateo. She specializes in working with children and women experiencing divorce and loss in their families. She also is trained as a child specialist and coach in collaborative practice.*

◆  
*Reflections on Wellness is a regular column from the Therapist Well-Being Committee and appears in every issue of SCV-CAMFT News. The committee welcomes your ideas or submissions about therapists and their real struggles and triumphs maintaining well being. We encourage you to give us feedback, write an article, be interviewed or suggest a topic for this column. Please contact **Cathy Hauer**, at 650/712-1930 or [CathyHauer2@aol.com](mailto:CathyHauer2@aol.com), for author guidelines or to discuss the column.*  
◆

## Would YOU like to be the Regional Chairperson for the South Region for 2009?

We are starting the search now for a person who would like to:

- ✚ Become an active participant in the SCV-CAMFT Community
- ✚ Get involved in bringing outstanding speakers to the luncheons
- ✚ Create a cohesive team for the South Region
- ✚ Help make the luncheons a great place for therapists to learn, to spend time with friends and to network with colleagues
- ✚ Learn to do the job well while the current Chair is available to train you.

Karen Sumi will be with us through 2008, but she would like to offer the next South Region Chair the opportunity to shadow her through all of the stages of getting a successful luncheon to happen.

Please Contact Verna Nelson, Director of Programs and Evaluations, at [vnelsonlmft@aol.com](mailto:vnelsonlmft@aol.com) or call 408/379-7747.

## LUNCHEON PROGRAM FEES WILL INCREASE IN AUGUST

At the February 22nd board meeting, the SCV-CAMFT Board of Directors approved a proposal to increase the luncheon program fees starting August 1, 2008. The current luncheon fee structure increase has been in effect since August 1, 2004. At that time, the meal fees were increased by just \$2, after several years without an increase.

We are happy to report to our membership that we have had record turnout at a number of luncheon events. Unfortunately, the fees collected have not covered SCV-CAMFT's operating costs for running these monthly events. The chapter has been subsidizing the loss experienced from the luncheons for many years.

The region chairs have worked to keep the luncheon costs down by moving to new venues and by negotiating yearly contracts. Board members, the region chairs, and their committee members will now handle all of the work at the luncheons to eliminate using a paid coordinator. However, the cost of the venues and of the meals has increased in all of the regions and this will continue to occur.

The new fee structure puts an emphasis on increasing the difference between the cost to members and non-members to emphasize the benefits of membership. In the new structure, a chapter member who pre-registers will be paying just \$3 more for lunch and \$2 more for CEUs. A \$26 price for lunch, a quality presentation, a place to meet with other therapists and a chance to promote your business, is really a pretty good deal. The optional cost of \$7 for CEUs is quite competitive as well.

In order to offset some of the loss the chapter assumes by subsidizing the luncheon program, while keeping fees consistent across regions, the following changes will be implemented:

	<u>Members</u>		<u>Non-Members</u>	
	<u>Old</u>	<u>New</u>	<u>Old</u>	<u>New</u>
Pre-registered Meal	\$23	\$26	\$25	\$30
Walk-in Meal	\$26	\$33	\$28	\$33
Audit Fee	\$5	\$10	\$7	\$12
CEUs	\$5	\$7	\$7	\$10

*(Non-members may join SCV-CAMFT at the door, and pay member rates.)*

The board reviewed a number of scenarios in choosing the new fee structure with the goal of keeping membership costs as low as possible while including a bit of room for future venue rate increases. Making the luncheon events become a break-even program allows us to provide other services for the membership, while also insuring that we do not need to increase rates further in the next couple of years.

The board continues to value member feedback and wants to be responsive to all chapter members. Please feel free to contact the board chair that covers our luncheon events, Verna Nelson, Director of Programs and Evaluations, or any other board member with your comments. Verna can be reached by e-mail at [vnelsonlmft@aol.com](mailto:vnelsonlmft@aol.com) or you may call her at 408/379-7747. You may also contact the chapter at 408/235-0210 or by e-mail at [mail@scv-camft.org](mailto:mail@scv-camft.org).

## CONSULTATION GROUP

**Tuesdays 12:15 PM – 1:30 PM  
San Jose**

**Come join us so you can:**

- **Benefit from our community of supportive colleagues**
- **Recognize and use effectively transference and counter-transference**
- **Build your private practice**

**Led by CAROL CAMPBELL, MFT**

Founding member of Associated Counselors; Past President of CAMFT; Past President of SCV-CAMFT; clinical member Northern California Society for Psychoanalytic Psychology.

**(408) 297 - 4652**

# SCV-CAMFT PROGRAM EVENTS

## SOUTH REGION LUNCHEON (1.5 CEU HRS. AVAILABLE, PCE 1134)

### “Update on the Victim Witness Compensation Program”

— James T. Kent, Ph.D., and Margaret Petros,  
Manager Santa Clara Valley Victim Witness Program

Date: Friday, July 25, 2008, 11:30 AM – 1:30 PM  
Place: Los Gatos Lodge, Los Gatos  
Menu: Caribbean Jerk Chicken *or* Chicken Caesar Salad *or*  
Seasonal Fresh Fruit and Cottage Cheese  
Register: For reservation information see below and back  
page. For information regarding the speaker contact  
**Karen Sumi, 408/323-9901.**

The Victim Compensation and Government Claims Board wants to recognize the thousands of mental health providers who help victims of crime. As a service to the providers who serve crime victims, the Victim Compensation Program is offering Provider Information Forums.

James Kent, Ph.D., will discuss using the State Victim Compensation Program as a third-party reimbursement source for mental health providers for victims of crime. Topics will include a general discussion on the Victim Compensation Program, specific requirements to receive mental health reimbursement for services provided, provider rate increases, session increases, changes in the reimbursement form, and a question and answer segment. Margaret Petros, Manager of the Santa Clara Valley Victim Witness Program, will join Dr. Kent to answer questions about services available in Santa Clara County. She can answer questions about eligibility to become a provider and how to get on a provider referral list.

Dr. Kent received his Ph.D. in child clinical psychology from the University of Michigan. Positions he has held include the director of the child abuse treatment program at Children’s Hospital of Los Angeles and clinical director at Children’s Institute International. Dr. Kent took the position of consulting psychologist with the Victims of Crime Program in 1991.

#### *Directions:*

*From Hwy 280 Heading North or South: Exit I-880 South towards Santa Cruz. I-880 South becomes SR-17 S. Take the East Los Gatos exit. Merge onto Los Gatos-Saratoga Road. The Los Gatos Lodge will be on your right.*

## MID REGION LUNCHEON (1.5 CEU HRS. AVAILABLE, PCE 1134)

### “Frozen in Fear”

— Doris Arrington, Ph.D., ATR-BC

Date: Friday, August 22, 2008, 11:30 AM – 1:30 PM  
Place: Michael’s at Shoreline, Mountain View  
Menu: Broiled Halibut w/ Dill Sauce *or* Baked Cannelloni  
Italian Style *or* Chinese Chicken Salad  
Register: For reservation information see below, page 11 and  
back cover. For information regarding the speaker  
contact **Nancy Lettenberger, 408/578-5731, ext.  
210.**

This presentation will address the art of trauma and repair. Dr. Arrington will focus on the raw emotions seen in the art of violent relationships in the early stages of treatment. This stage parallels the frozen state cluster, the dissociative altered state of consciousness, body memories and sensations, and automatic obedience identified by Gantt & Tinnin, (2000), and Van der Kolk (2003). She will discuss how, without treatment that frozen cluster vicariously plays out in a client’s life, numbing and confusing the lives of their children and significant others (Briere, 2002; Figley, 2002). Finally, she will demonstrate how identifying trauma history and self-repair through physically creating specific images can interrupt the cycle of violence, defrosting the fear clusters, ameliorating the symptoms (Arrington, 2001; Peterson & Harding, 1997; Terr, 1991), and restoring health.

Doris Arrington, Ph.D., is a Board Certified Art Therapist, a California licensed Psychologist, and an international consultant in using art to heal trauma, abuse, and neglect.

#### *Directions:*

*From 101 Heading South: Take the Shoreline Blvd. Exit. Turn Right onto Shoreline Blvd. Go all the way down Shoreline Blvd. Go through the gates at Shoreline Park. Drive about .5 miles. Turn Left into the parking lot. If you get to a white Victorian Building, you have gone too far.*

*From 101 Heading North: Take the Shoreline Blvd. Exit. Turn Right onto Shoreline Blvd. Go all the way down Shoreline Blvd. Go through the gates at Shoreline Park. Drive about .5 miles. Turn Left into the parking lot.*

**Note:** While there are sometimes a few seats left for walk-ins, pre-registration is required. We give the food counts a few days before the luncheon and cannot be accurate without pre-registration. If you find you must cancel, please call the chapter voicemail (408/235-0210). **Refunds are not always available and are never available without this notification.** It *may* be possible to transfer your payment to the following month *if* you call at least 24 hours in advance. The contact persons are available to answer questions about the speaker and the topic. If you have questions about the procedure for registering, call the chapter voicemail. Guests are welcome to attend with you—please provide their names along with your check. Also be sure to specify your entrée choice on your check. See the back cover for more information on registration. **Please remember that telephone reservations cannot be accepted.**

# SCV-CAMFT 2008-2009 CALENDAR OF EVENTS

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*July 15, 2008; Tuesday*

**July 25, 2008; Friday**

**August 9, 2008; Saturday**

**August 22, 2008; Friday**

*September 15, 2008; Monday*

**September 26, 2008; Friday**

**October 17, 2008; Friday**

**October 24, 2008; Friday**

**November 14, 2008; Friday**

*November 15, 2008; Saturday*

**November 21, 2008; Friday**

*January 15, 2009; Thursday*

**January 23, 2009; Friday**

*September/October Newsletter Deadline*

**South Region Luncheon/Board Meeting**

*Update on the Victim Witness Compensation Program*

James T. Kent, Ph.D., and Margaret Petros, LCSW

**SCV-CAMFT Well-Being Mini-Retreat**

*See Page 15 For More Information*

**Mid Region Luncheon/Board Meeting**

*Art Therapy and Trauma*

Doris Arrington, Ph.D., ATR-BC

*November/December Newsletter Deadline*

**North Region Luncheon/Board Meeting**

*Give Grief A Voice: Creative Approaches to*

*Treatment of Grief and Loss*

Martha Clark Scala, MFT

**SCV-CAMFT Annual Membership Meeting**

*Lucie Stern Center, Palo Alto*

**South Region Luncheon/Board Meeting**

*Working Psychoanalytically*

Hugh Grubb, Psy.D.

**Legal & Ethical Issues: Best Practices, Part IV**

*David Jensen, J.D.*

*January/February Newsletter Deadline*

**Mid Region Luncheon/Board Meeting**

*To Be Determined*

*March/April Newsletter Deadline*

**South Region Luncheon/Board Meeting**

*To Be Determined*

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## PLEASE NOTE NEWSLETTER DEADLINES:

THE DEADLINE FOR NEWSLETTER SUBMISSIONS IS SIX WEEKS PRIOR TO PUBLICATION. (THE DEADLINE FOR THE SEPTEMBER/OCTOBER ISSUE IS JULY 15TH. THE DEADLINE FOR THE NOVEMBER/DECEMBER ISSUE IS SEPTEMBER 15TH.) IN ORDER TO GET THE NEWSLETTER TO YOU ON TIME, WE MUST STRICTLY ADHERE TO THIS TIME FRAME. SUBMISSIONS RECEIVED LATE WILL BE HELD OVER FOR ANOTHER ISSUE.

SEPTEMBER/OCTOBER 2008 ISSUE  
DEADLINE: JULY 15TH, 2008

NOVEMBER/DECEMBER 2008 ISSUE  
DEADLINE: SEPTEMBER 15TH, 2008

# Meet SCV-CAMFT's Newest Board Members

Due to an unforeseen scheduling conflict, **Leslie Field, MFT**, resigned as SCV-CAMFT's Pre-licensed & Newly Licensed Director, on March 31<sup>st</sup>, 2008. SCV-CAMFT's board would like to thank Leslie for the time and energy she's devoted to this position over the past year. Fortunately for us, this vacancy has already been filled by **Maureen Ross, MFT**, who was voted in at our April 25<sup>th</sup> board meeting. SCV-CAMFT's board is also pleased to welcome **Chadrama Anderson, MFT**, as the chapter's Technology & Communications Director. So, without further ado, allow us to introduce SCV-CAMFT's newest board members...

**Director, Prelicensed & Newly Licensed — Maureen E. Ross, MFT** — I am honored to serve on your board as Pre-licensed and Newly Licensed Director. Years ago, in a communications class at Santa Clara University, I was a study partner with Lara Windett, SCV-CAMFT's current president-elect. We talked about working together when we were licensed. I am pleased to have this opportunity to be on the SCV-CAMFT board with Lara and the other amazing and devoted professionals who lead your organization.



I have been a member of SCV-CAMFT since 2003. During my internship at the YWCA of Silicon Valley, I was Counseling Services Coordinator, held a position on the management team, worked directly with incoming clients, mentored and counseled interns and trainees, and integrated services between the Counseling Department and the Rape Crisis Center. I also coordinated the Intensive Home Visitation Services program which placed MSW and MFT Interns in direct contact with court-ordered families who needed one-on-one services. I had a pre-licensed placement in a middle school in the San Jose Unified School District as School Counselor. I have extensive training in trauma, loss, child abuse treatment, couples and family counseling, and family wellness.

I received my B.A. in Religious Studies with an emphasis on the Spirituality of Creativity from Santa Clara University in 2000 and an M.A. in Counseling Psychology in 2004. My passion is expressive arts therapy and I also attend a weekly object relations consultation group. I had the great gift of training with Carl Rogers' daughter, Natalie Rogers, in expressive arts therapy in Hawaii and California. I volunteered for eight years at the Center for Living with Dying as a grief and loss counselor for individuals and families, and I facilitated children and parent groups. I was also a member of their CISM team that responded to the tragedies of 9/11 and numerous critical incidents in our area schools. I am currently developing a grief and loss training program with Janet Childs, the Center's Director of Education, that integrates expressive arts therapy with the tools for coping with grief and loss, and a program titled "Girls For A Change" that will take expressive arts therapy into a juvenile correctional facility in San Mateo County.

I find that all of this experience serves me well as I begin private practice in San Jose and continue to work with the unique population in the middle school. I look forward to serving on your board and connecting with our prelicensed and newly licensed members.

*(continued on page 10)*

## I Passed

— *Maureen E. Ross, MFT*

This morning I passed my second exam and became a licensed marriage and family therapist in the state of California. It's been a 10-year process for me: two degrees (a B.A. in Religious Studies and an M.A. in Counseling Psychology from Santa Clara University), 3000 hours of internship, eight years of paid and unpaid client work, 100s of hours of training, and months of preparation and study to take the exams. I know that I am a good therapist, everyone who knows me believes in me, and I believe that I am born to do this work. But to become licensed, I had to get past the exams.

The first exam was four hours long, 200 questions, and I passed it with 40 minutes to spare. Exam one consists of fairly straightforward questions about assessment, diagnosis, treatment and treatment planning, crisis management, and law and ethics. Today, I took the second exam. It was the Clinical Vignette Exam that replaces the face-to-face Oral Exam of the past. It was two hours long, and the hardest exam I ever took. It had 40 questions contained in seven clinical vignettes with five to seven questions for each vignette. Each question had four multiple-choice answers with three to five components. Ten of the 40 are pre-test questions that do not count toward the score; they are experimental questions that the BBS is trying out for future exams. This means that some of the questions might not be good enough to make the cut, but the test-taker doesn't know which questions count and which ones do not. And, it's pass or fail.

On the very first question I began to doubt myself, not because I wasn't prepared or I didn't know the content but because there were so few good, clear answers. The preparation course I used advised to choose the best of the bad answers and keep going. But my mind had trouble wrapping around that concept. I wanted clear choices and good answers, maybe even some obvious answers, or at least answers that were consistent and made sense.

Off and on during the first hour I kept thinking: "I didn't know it would be this hard," and, "Oh, No! The time is running, I'm way behind, and I might not pass; what will I do if I don't pass?" Toward the end of the hour I had answered only 15 questions. My mind went blank a couple of times as the words on the screen ran together. So I closed my eyes, took a deep breath, and another, and another. I remembered my centering prayer, "I am not alone." I said that a few times, and reminded myself, "Breathe in, breathe out, there is only this moment. Keep going," I said to myself. "Keep going. I know I will settle into this."

Somewhere early in the second hour, there was a point when I forgot about "the score" and felt myself at one with what I know and who I am. I said to myself, "I know all of this and I am a good therapist." In that moment "right and wrong" fell away as the process emerged, and I felt deeply calm inside of myself. Then I noticed that my breathing was normal, my hands were steady, and my mind was clear. Pass or fail didn't matter anymore; how I was inside of myself is what mattered.

When I finished the exam, with barely four minutes to spare, I took a deep, deep breath, pressed "Finish" and waited for the results. It's instantaneous — you know right then if you pass or not. The screen said, "Pass." I looked at that word and I couldn't believe it.

*(continued on page 10)*



**Director, Technology & Communications**  
— **Chandrama L. Anderson, MFT** — I am honored to be joining the SCV-CAMFT board of directors. I look forward to intertwining my high-tech background with my more rewarding career as a therapist in supporting our community. Thanks to Russell Wilkie’s efforts, the board has done significant work on researching and implementing a new Website. Watch for news on that.

In my previous career in high technology, I served in executive and management positions for such organizations as the Stanford Alumni Association and IDG Books (the *For Dummies* series). I am co-author of the Stanford Professional Education workbook *Building an eCommerce Website*, and was an instructor/speaker for conferences including Women in Technology, Seybold Seminars, Stanford’s “Publishing on the Web” and the “Conference on eCommerce.”

I am in private practice in Menlo Park. My areas of specialty include:

- ◆ Working with couples to truly become partners;
- ◆ Accompanying grievors on the journey of healing;
- ◆ Supporting parents whose child has died to live beyond survival; and,
- ◆ Working with individuals that want to find, create, or enrich their meaningful life

Additionally, I have developed personality mapping for self-transformation.

I earned my M.A. in Counseling Psychology, Holistic Studies, from John F. Kennedy University. My orientation is an eclectic model based on clients’ needs, built upon a foundation of family systems, Jungian, and somatic theories.

As part of my desire to create a balanced life, I am a water fitness instructor at the Palo Alto Family YMCA. I live with my husband and son on a houseboat, and enjoy reading, hiking, nature, and friends.

### Announcing Changes to SCV-CAMFT News Submission Guidelines

In order to publish the chapter’s newsletter, *SCV-CAMFT News*, in a timely manner and in multiple formats, beginning January 1st, 2008, all materials submitted for publication in this newsletter (including, but not limited to, articles, advertisements, and announcements) must be submitted either via the chapter’s e-mail address, [mail@scv-camft.org](mailto:mail@scv-camft.org), or via the chapter’s Website, <http://www.scv-camft.org>. Please see the boxed text on page 2 and the advertising information on page 23 of this newsletter for more information. Please call 408/235-0210 or e-mail the address above with any questions. Thank you!

“Pass.” I did it! I said, “Oh my God!” out loud and the woman next to me smiled. *I passed!* My eyes filled with tears. I put my head down in deep gratitude and gave thanks to my teachers, my supervisors, my therapists, my family and friends, and my fellow interns, one by one, by name. I saw the faces of my consultation group and our leader, Teri Quatman, and I smiled. “I am licensed!” I said to myself over and over. “I never have to do this again! I am so grateful. I passed!”

I didn’t get up to leave for about five minutes because I wanted to feel what it meant to get through it all, to be in that place after all this time, after ten years and two hours, and one tiny word on the screen: *Pass*. I wondered about my score, about how many answers I got right, and which ones I missed. I thought back to that first difficult vignette and thought, “Oh! I forgot about the experimental questions.” Maybe they came in the beginning of the exam. I’ll never know for sure because the BBS only tells you if you pass, not what your score is or which questions are experimental. If you do not pass, you get a printout of the content areas and your score in those areas, but not if you pass. You pass, or not. It’s like sudden death overtime in a San Jose Sharks game. Or, it’s like sudden life.

On the way home, I began to understand the process in a different way. I think it runs much deeper than the State of California or the BBS intends. I think there was a point in the exam where I believed in myself and that’s when I passed. It’s not about right or wrong answers; it’s about knowing that this is the path for me. I answered the call to become a therapist not for personal gain or with any real understanding of how hard the process is. Ten years of education, supervision, and training, thousands of hours doing therapy and being in therapy, tons of tuition and earning less than minimum wage during internship, and then it all came down to two exams and six hours of testing. Ten years. Six hours. In the end, in that moment this morning when I passed the test with an unbelievable four minutes to spare, it all came down to believing in something larger than me. And I did. And I passed.

## Sometimes Feel Lost Working with Couples? Let EFT be your Guide

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# ¡LEARN SPANISH IN MEXICO!

## ¡EARN 30 CEUs!

— Jane Kingston, Psy.D., MFT

Last November, just before Thanksgiving, I boarded a plane to fly to Puerto Vallarta for a wonderful class in intensive Spanish, which was taught on the beach at a charming little town south of Puerto Vallarta, called Yelapa. This class was the first one put on for mental health professionals by Contemporary Approaches in Health Care, which usually puts on classes for nurses. About 30 in number, we were driven to Playa los Muertos (Beach of the Dead) as the sun was going down, piled into *pangas* (water taxis, like big row boats with outboard engines) and headed out to sea for the 45-minute trip to Yelapa, which doesn't have roads or cars. Before long, it was pitch black (a lunar eclipse made it even spookier), there were no lights anywhere, and there was an air of mystery, adventure, and "where am I and why did I sign up for this?"

The truth is, I signed up for this because I have been dabbling in Spanish for years, can read a little, but couldn't bring myself to try to speak it. My community is underserved, as are many Bay Area communities, by the lack of Spanish speaking therapists, and this class was designed for therapists! You may remember Lesley Osman's article *Migra* in the September/October 2007 edition of this newsletter. I am resolved to become fluent (although a one-week course is just the beginning).

After we settled into our exotic and rustic accommodations right on the water (little casitas, rather open to the elements and the critters, with running water — sometimes — and a little electricity), we wound our way through the dark to the hotel dining room on the beach, as is everything, for dinner. There we introduced ourselves and received an orientation to the format of the week. I was delighted to find that there were other SVC-CAMFT members in the group: **Sara West** (Jesusita), **Barbara Spark** (Paz), **LaDonna Silva** (Juliana), and I was Annamaria (we all took Spanish names for the week).

The class format was accelerated (I mean ACCELERATED) Spanish. We had five days of four-hour morning classes. The teaching method is based on using all of the senses, and at the same time being relaxed and having fun, and above all, participating. There was a beginner level (taught by our excellent cook) and an intermediate level, which I attended. *La maestra* (the teacher) started us off by asking us (all in Spanish) to pick a Spanish name, and then to invent a wild or glamorous or exotic career, and to tell about our childhood, the present, and what we expected in the future. (I don't know why we had to pick Spanish names, but perhaps it helped the teacher to sort us out and remember us, and maybe it helped keep up the amount of Spanish sounds we were absorbing all the time.) So she listened to our stories, and was able to check out our level of vocabulary and knowledge of verb tenses. We always started the day with a rousing game of asking each other how we were and what we did yesterday — enthusiastic responses got more points, not to mention waking us up and getting us to the right level of arousal and expectation. We spent a lot of time laughing and generally having fun every day, not the usual experience in a language class.

We received an extensive vocabulary in psychotherapy and medicine. Additionally, we put on little plays to act out disorders for each other to guess. In one game we had a "disorder" taped to our

backs and we had to ask questions to figure out our disorder. We also wrote jingles for TV commercials advertising psychiatric medications. All the while we were reviewing the future and past tenses, and figuring out when to use *por* or *para*. We also wrote weather reports, and sang and danced. (The Mexican love songs bring tears to the eyes, with their implied longing and open passion, almost a plea, to use Garcia Marquez's phrase, to be "wounded by love." Our American love songs seem cooler, more knowing, more guarded, by comparison.)

We sought out Mexicans and asked them to tell us a joke. Evidently most Mexican jokes are dirty jokes. Of course, they are also plays on words, so at our level of understanding we were not able to "get" them. So we asked them to write them out, and we told them in class. This is where cultures clash, often the case with humor.

At the end of the week we took the boat over the little Yelapa bay to the town itself and had lunch with some Mexicans who were selected to talk to us in Spanish about things psychological and whatever else everyone wanted to talk about. The restaurant was called Pollo Bollo (whatever that means), and it had a sign "No Dogs," but there were two or three dogs running around inside. I sat with a woman named Alicia, who told me about her six children and six grandchildren, that her husband sold souvenirs on the beach, and that two of her sons had alcohol problems (this is a big problem in Yelapa).

Afternoons we were free for fishing, snorkeling, swimming, jewelry making, massages, hiking, mule rides, sleeping, reading, and beach-bumming. Evenings usually had some cultural program or film after dinner.

The amazing thing was that I was beginning to speak Spanish without thinking about it, and was having thoughts in Spanish, even doing my Sudoku puzzles in Spanish (it's just numbers, after all). So that is accelerated Spanish, and I miss it. I guess with four hours of instruction a day, I could start to speak any language, and that is what immersion is about.

Sara West told me, "It was the most fun I've ever had earning 30 CEUs. The hotel, although primitive, was lovely... casual and comfortable. I really liked our teacher... very knowledgeable about English and Spanish, kept the classes upbeat, and was never disparaging of... beginners struggling with basics. The teaching approach... engaged not just our left brain, but our right brain as well. The food was delicious... and being able to totally relax on the beach for a whole week was divine. I'm planning on going again next year! I highly recommend it to all."

So, come on! ¡Vamos! The next class is November 17-24, 2008. Contemporary Approaches advertises in *The Therapist*, and you can visit their Website at [www.nursespanishmexico.com](http://www.nursespanishmexico.com).



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**Curriculum:** You can view the first year curriculum in detail, and download an application on the SFCP website: [www.sf-cp.org](http://www.sf-cp.org), click on Palo Alto Psychoanalytic Psychotherapy Training Program.

**Location:** Psychiatry Building, Stanford University Medical Center,  
401 Quarry Road, Stanford, CA.

**Dates:** September 2008 - June 2010

**Hours:** Fridays 8:00 am – 12:00 pm (three courses of 70-80 minutes each)

**Fee:** \$2,750/year, plus costs of two individual supervisions to be negotiated with individual supervisors.

For more information, or to be invited to an informational Open House please email Cheryl Goodrich, Ph.D.: [CYGJ@aol.com](mailto:CYGJ@aol.com), or call the Program Chair, Richard Almond, M.D. at 650-321-6637.

# GAIN NEW CLIENTS AFFORDABLY & ALMOST INSTANTANEOUSLY — MASTERING GOOGLE ADWORDS IN 3 EASY STEPS

— Sean Eric Armstrong

“I know I need to be in Google... but that can be expensive if you don’t know what you’re doing.”

I hear comments like this all the time from therapists and other business owners just like you who’ve discovered that simply having a Website isn’t enough to be successful on the Internet.

Google’s paid search advertising service, Google AdWords, allows you to connect with prospective customers and clients at the precise moment they’re looking for your products or services online. And, according to Google, the Google advertising network reaches more than 80% of all Internet users<sup>1</sup>.

With Google AdWords you create your own ads, choose keywords to help Google match your ads to your target audience, and pay only when someone clicks on them.

Getting your Website listed on Google AdWords is a way to drive targeted traffic to your Website almost instantly. Write your ads, select your keywords, set your budget, and when people perform Google searches using the keywords you’ve selected your ad will show up on the right-hand side of their search results.

You have total control over every aspect of your Google AdWords campaign, and can even define your target geographic area by choosing specific counties or cities where your ad will appear.

But choosing the right keywords can be tricky.

There are thousands of Internet articles, forums, blogs, and e-books devoted to “mastering Google AdWords” — some better than others. But I’m going to show you how to do it in three easy steps.

There are over a half-million Google AdWords advertisers, and new people are jumping on the program in droves. I think it’s fair to say that most of them are unsuccessful — meaning they end up spending more on their Google AdWords than they generate in sales.

That’s because most new advertisers shoot for the moon — trying to secure the top keywords at a premium. You see, Google AdWords ads are offered in an auction format. The most sought after keywords (like “mortgage,” “hosting,” “ring tones,” “therapy,” and “counseling”) are placed up for auction, and the highest bidder receives the *top* spot on the right-hand side of the search results pages.

The cost of click-throughs for top positions in Google can be as high as \$100 per click. So if your advertising cap is \$300 per month, your account would close after a measly three clicks. You can see why most AdWords advertisers walk away with PTSD.

But you can get listed on Google AdWords without breaking the bank. Here’s how:

## **Easy Step #1 For Mastering Google AdWords: The Money Is In The Middle**

Instead of trying to secure the top spot and paying a premium for it... shoot for the middle.

Sure, most of the people searching Google (or any search engine for that matter) rarely look deeper than two or three pages. So,

if your AdWords ad is on page 4, 5, 6, or 70 of the search results, you’ll probably receive very little action. (Not many potential clients will click through to your page.)

What’s more, most of the advertisers “at or near the bottom” of the AdWords ladder typically stay there or drop out. And guess what? Advertisers “near the top” of the AdWords ladder usually drop out too — because it’s just too costly.

That’s why you need to aim for the middle of the cost-per-click range.

When you place bids for keywords in the middle range, the chances are very good that your ad will move up the totem pole (without any added expense) when advertisers near the top drop out. And many times your ad will be featured on the *first* search results page, right next to the big spenders.

## **Easy Step #2 For Mastering Google AdWords: Getting Rich From Research**

Most people don’t have the time to research keywords. They develop a list of words off the top of their head, or they receive help from people who have no Internet, search engine marketing, or direct-response expertise.

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If you want to separate yourself from the 500,000+ Google AdWords advertisers, you'll need to do some basic research on the keywords that you want to purchase. But fear not. There's an easy way to do it — and it can even be a lot of fun.

There are hundreds of keyword research tools and applications on the Internet. Two of the better ones are Wordtracker (<http://www.wordtracker.com/>) and Keywords Analyzer (<http://www.keywordsanalyzer.com/>).

I also like Google's Zeitgeist (<http://www.google.com/intl/en/press/zeitgeist.html>). This tool will show you the most popular Google keyword searches in several categories.

Another tool I like is Overture's Keyword Selection Tool (<http://www.vretoolbar.com/keywords/>). (Overture has been bought out by Yahoo. However their keyword selection tool is still active.) This is not perfect. It's only a gauge of popular keyword search terms for the previous month. But when you combine it with Google's Zeitgeist, it's pretty powerful.

You'll want to select keywords that *already have* a large volume of search traffic — not words that *you think* will have huge search traffic. That's where your research comes in. Once you've studied which words are drawing the most traffic, you'll have a better idea of which keywords you need to use.

For example, let's say you're offering depression treatment products or services — and, by the way, the word “depression” received more than 1,500,000 searches in April and the phrase “depression treatment” more than 215,000. How do you tie your keyword ads to current popular search traffic?

Let's take a look at some of the top keyword searches in Google. For the week ending May 24, 2008, they were:

1. American Idol Finale
2. George Michaels
3. David Cook
4. Huntington's Disease
5. 2008 Olympics
6. Malignant Tumors
7. Glioma
8. Memorial Day
9. China Quake
10. Recession

You might be able to work with some of these top-ranking keywords for your product or service. For instance:

- ◆ Huntington's disease depression
- ◆ Malignant tumors depression
- ◆ Glioma depression treatment
- ◆ Memorial Day depression
- ◆ Recession depression

Keep in mind that straight keyword ads work too (depression treatment, symptom of depression, manic depression, postpartum depression, anxiety depression, depression help, etc.).

After you've selected your keywords, you'll need a headline for your ad that stands out from the masses. The objective is to drive traffic to your site and close the sale.

That brings me to writing headlines.

### Easy Step #3 For Mastering Google AdWords: Headlines Make ALL the Difference

Google AdWords allows space for three lines of text — a headline, the body, and your URL.

Whenever possible, the URL should describe your product: DepressionTreatment.com, OvercomingDepression.com, DepressionSupport.com... or something like that. People won't always bother clicking your ad — they'll often type the URL right into their browser.

The body should offer an immediate benefit, like “Successfully Overcome Depression,” or “Conquer Depression Today,” or “Drug-Free Depression Treatment.”

There are thousands of approaches to writing Google AdWords headlines. Enter a few of the top keywords listed above into Google and you'll see what I mean. Just make sure your headline grabs your prospect's attention — and doesn't let go until he or she clicks on your ad.

Ask yourself which headlines are working for your competitors. Which headlines do you see repeated week after week after week? The reason most AdWords advertisers continue running the same ad is because it works.

If you can make it work for your product or service, come up with an unusual or newsworthy headline that will stand out from all the other possibilities staring at your prospect. (Do a search on Google news for ideas.)

For instance, same-sex marriages were a big news item the week of May 18th, 2008, so you could try these Google AdWords headlines to promote your depression treatment products and services:

- ◆ Same-Sex Marriage Depression
- ◆ Gay Marriage Depression
- ◆ Overcome Marriage Depression

Once you've mastered Google AdWords, you'll get plenty of prospects clicking through to your Website. Then it's up to your site to make the sale. This is a separate topic for another article, but make sure your Website copy flows naturally with your Google AdWords ad... If you do, you'll reap the rewards of a successful AdWords campaign.

#### Endnotes:

1. Unduplicated reach of Google and Partner sites, Google analysis of comSource Media Matrix, May 2005.

*Sean E. Armstrong, owner of Kethyr Solutions, an Internet marketing firm dedicated to helping mental health professionals, other small business owners, and non-profit organizations market and grow their businesses using the power of the written word and the Internet, is the publisher of Kethyr's CAMEL Report (<http://www.kethyrscamel.com>) a free monthly online newsletter from which this article is reprinted.*



The SCV-CAMFT Well-Being Committee

Presents

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Experiential Workshops In a Relaxed Setting

Saturday, August 9, 2008

9:00 AM to 4:00 PM

Morning Workshops:

Warm Up - Tee Gardner, MFT, Shamanic Practitioner  
Listen to your heart's message

Yoga - Jackie Long, MFTI  
Stretch, breathe deeply, and relax

Art and Self - Valerie Sher, MFT  
Discover your creative process

Lunch in the Courtyard:

Fellowship and Networking with Colleagues

Afternoon Workshops:

Opening to Poetry - Phyllis Klein, LCSW  
Tune in to the inner music of your words

Tai Chi - Jim Scott-Behrens, Internal Arts Master  
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Register before August 1st and receive all the workshops, 4.5 CEUs, plus lunch for one low price of \$75.00. Payments received August 1st or later must be for \$85.00.

Registration Form

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Address: \_\_\_\_\_

Phone: \_\_\_\_\_ E-mail \_\_\_\_\_

Box Lunch Selection: Chinese Chicken Salad \_\_\_ Glazed Turkey Sandwich \_\_\_  
Roasted Veggie Sandwich \_\_\_ (beverage and dessert included)

Send check payable to SCV-CAMFT to: SCV-CAMFT, P.O. Box 60814, Palo Alto, CA 94306  
Or pay online using PayPal by making your payment to: [mail@scv-camft.org](mailto:mail@scv-camft.org). Space is limited.

# PROCESS THERAPY GROUPS

**Led by:**

**KIM IVES BAILEY, MFT**

*License No. MFC32076*

**CERTIFIED GROUP PSYCHOTHERAPIST**

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- listen for the transference
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# WE WELCOME THESE NEW AND RENEWING MEMBERS!

The board wishes to thank those members in the Sponsor, Sustaining, Supporting, and Supporting Prelicensed categories for graciously choosing to support the chapter by giving more than the regular dues.

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## SCV-CAMFT's MENTORING PROGRAM GOES ONLINE

Are you just getting started in the MFT profession? Do you ever wish you could brainstorm ideas with a therapist who has been through your experience and could provide you with non-judgmental guidance? The "Mentoring for the Future" program of SCV-CAMFT is one of your benefits of membership, and it can provide a nurturing and rich experience for you.

As part of the chapter's efforts to increase online access to our services, we are pleased to announce that our very popular mentoring program is now available online. **Yvonne Blockie, MFT**, will continue to direct the Mentoring Program. You can e-mail her with questions or feedback at [YvonneMFT@comcast.net](mailto:YvonneMFT@comcast.net).

### How does it work?

The SCV-CAMFT Mentoring Program allows experienced chapter members to offer support and guidance to other members who are at an earlier stage of professional development. Mentors have listed their names on the chapter Website in an area visible only to chapter members. Potential mentees can view the list and select someone they would like to work with. The mentee then contacts the mentor, and the two discuss how they might work together. If both think there is a good match, they decide how they will proceed. If not, the mentee can contact someone else.

*Mentoring relationships typically last about six months.*

### What does a mentor do?

- ◆ Works with a mentee to achieve the mentee's goal
- ◆ Serves as a role model by demonstrating MFT expertise
- ◆ Shares knowledge and experience
- ◆ Serves as a coach, teacher, and listener
- ◆ Provides encouragement and support
- ◆ Maintains appropriate boundaries (a mentor is *not* a therapist or supervisor)
- ◆ Removes self from the list of mentors when no longer open for a new mentee, e.g. after agreeing to work with a particular mentee

### What does a mentee do?

- ◆ Identifies a specific goal to accomplish
- ◆ Is self-directed — operates as an adult learner
- ◆ Drives the mentoring process (makes the initial contact, is proactive about setting meetings, keeps attention on the goal)
- ◆ Makes commitments and keeps them
- ◆ Maintains appropriate boundaries (does not try to use the mentor as therapist or supervisor)

To access the Mentoring Program — as a mentee or mentor — just log in to the chapter Website, [www.scv-camft.org](http://www.scv-camft.org). There is a link to the Mentoring Program on your personal home page.

If you have any questions, contact Yvonne Blockie, MFT, Mentoring Coordinator, at [Yvonnemft@comcast.net](mailto:Yvonnemft@comcast.net) call or 408/235-0872.

## Carol Campbell, MFT

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# PRELICENSED SUPPORT GROUPS

**North Region** – 1777 Borel Place, Suite 210, San Mateo, CA 94402. Next meetings on July 11<sup>th</sup> and August 8<sup>th</sup> from 10:00 AM - 12:00 PM. Current Facilitator: **Peter E. Hess, MFT**. All trainees and interns are welcome. Please call or e-mail to let us know if you plan to attend for the first time or if you are a regular who will be absent. Contact Peter at 650/286-9113 or [hesspeter@att.net](mailto:hesspeter@att.net) for more information.

**South Region** – The group meets the second Saturday of each month from 10:00 AM - 12:00 PM. The current facilitator is **Verna Nelson, MFT**. The group is held on the border of Campbell and Los Gatos, close to the intersection of 85 and 880. Please call Verna at 408/379-7747 or e-mail her at [VNelsonLMFT@aol.com](mailto:VNelsonLMFT@aol.com), if you are interested in taking advantage of this valuable support group!

## THERAPIST SUPPORT GROUP

The meetings are held from 1:00 PM - 2:30 PM on the second Friday of each month (July 11<sup>th</sup> and August 8<sup>th</sup>), at JFK University Counseling Center, 572 Dunholme Way, Sunnyvale. Meetings are sponsored by the Well-Being Committee and hosted by **Ani Martin, MFT**, and **Mary Jo Trusso, MFT**. Please call Ani at 408/629-2234 or e-mail her at [ani@mncservice.com](mailto:ani@mncservice.com), if you plan to attend.

## NEWLY LICENSED SUPPORT GROUP

SCV-CAMFT's Newly Licensed Support Group meets monthly. The purpose of this group is to provide support to members who have recently become licensed. **Jamie Moran, LCSW**, is the current group facilitator. The location is 661 Live Oak Avenue, Suite One, Menlo Park, CA 94025. To RSVP, and for further information about upcoming meeting dates and times, please contact Jamie Moran at [Jammoran@aol.com](mailto:Jammoran@aol.com) or 650/598-8877.

Chapter board meetings are generally held on the fourth Friday of each month (some major holidays move the date) from 9:00 am to 11:30 am at the same location as, and immediately prior to, the chapter's monthly luncheon event.

All luncheon programs are held from 11:30 am to 1:30 pm. Look for locations and other specifics in the newsletters, on the Web site under "For Members" and in e-mail sent directly to those members who have e-mail.

In order to make the luncheon registration process as efficient as possible, please send your checks in by the deadline with your entrée selection noted on your check.

If you must pay at the door, we kindly ask that you pay by check because we do not keep a petty cash drawer. Thank you!

## SPREADSHEET AVAILABLE FOR COUNTING INTERN HOURS

— Susan Owicki, MFT

Keeping track of those 3,000 hours in all the BBS categories can be quite a chore. When I was an intern I developed an Excel spreadsheet that let me keep track of hours in all categories and at multiple sites. It gave me a running report on the total each week, and even kept track of the maximum hours allowed in each category.

I am making the spreadsheet available free to prelicensed members of SCV-CAMFT. To use it, you need to have the Microsoft Excel program and know how to enter data in an Excel spreadsheet. If you are interested in giving it a try, call me at 650/327-2129.

## CHANGE OF STATUS

SCV-CAMFT would like to acknowledge those members who recently negotiated the difficult task of completing the MFT licensing process.

***Congratulations!***

If you have received your notice of licensure, it is important to remember to inform your local chapter as well as the state organization of CAMFT.

Please inform our chapter coordinator of any status change as soon as possible by telephone, 408/235-0210, or by e-mail, [mail@scv-camft.org](mailto:mail@scv-camft.org).

## CONGRATULATIONS TO THE FOLLOWING RECENTLY LICENSED MEMBERS:

- Judy Hanf, MFT
- Karen R. Morrison, MFT
- Kara Marie Starkey, MFT

# Mailing Labels:

## A Great Way to Market Your Practice

Are you aware that, as a benefit of membership, you can buy a copy of the chapter mailing labels for \$50 to market a special event, workshop or conference? The availability of this benefit is especially helpful between newsletter editions. Just send a check for \$50 to P.O. Box 60814, Palo Alto, CA 94306 and the labels will be mailed to you right away. You may also pay using PayPal. Remember to specify if you want the labels sorted alphabetically or by zip code.

SCV-CAMFT also sells its chapter mailing labels to selected non-members (people or organizations who have an interest in our profession) at a cost of \$100 per mailing. We do not accept random commercial interests. If you would like to be omitted from these labels, please call 408/235-0210 or send an e-mail to us at: [mail@scv-camft.org](mailto:mail@scv-camft.org).

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Join your North  
Region Luncheon  
Committee Today!**



Use your creativity to locate speakers and topic presentations



Use your organizing talents to manage luncheon locations



Develop your network on a committee of fellow MFT's

**And Have Fun!**

Contact Pam Eaken, Committee Chair  
E-mail: [eeikin\\_too@yahoo.com](mailto:eeikin_too@yahoo.com)  
Phone: 650-571-6342



Santa Clara Valley Chapter  
California Association of Marriage and Family Therapists

## Object Relations Trauma Class

Palo Alto  
CE credits available

Learn how to understand and work with all aspects of helping your patients to heal from childhood or adult trauma, including when the trauma is repeated by self destructive behavior or with you as the victim.

This class is ongoing, enter at any time. There are readings each week, combined with a case conference to demonstrate both theory and technique.

Led by Lynn Alexander, Psy.D. Core faculty and training & supervising analyst at Psychoanalytic Institute of Northern California, faculty Palo Alto Psychoanalytic Psychotherapy Training Program, faculty Northern California Society for Psychoanalytic Psychology.  
**650-328-8505**

## Mindfulness Based Cognitive Therapy For Mental Health Professionals

An opportunity to experience how to integrate MBCT into your personal life and your clinical work. No prior experience with mindfulness is necessary.

Meets on 8 Fridays in San Mateo, 9:00 ~ 11:00 am  
From October 3 to November 21  
We will also have one all day retreat on October 25  
Cost: \$300

Contact Moby Coquillard, MFT 650-348-2797  
CEU's available. Provider #PCE3469

## GROUPS AND WORKSHOPS

**Women's Growth & Support Group** — This group focuses on developing an active process of self-reflection as a means to support desired change and personal growth. Tuesday evenings in Los Gatos. Contact Linda Galdieri, 408/399-6443.

**Therapeutic Writing** — 8-week group for those healing from grief, depression, anxiety, eating disorders, and trauma. We'll use poetry, writing prompts, and group discussion as catalysts. No previous writing experience needed. Downtown SF and Palo Alto locations. Contact Phyllis Klein, LCSW, LCS 11342, [www.womenintherapy.com](http://www.womenintherapy.com) or 415/273-1036.

**Pre-Teen/Teen Girls' Support Groups** — Addresses peer relationships, communication, coping skills, self-esteem, anger management and body image. Meets Saturdays starting September 13th (8 sessions) in San Mateo. Lori Levitt, MFT, MFC 43329, 650/794-4828.

**Psychotherapy Groups for Gay & Bisexual Men** — Menlo Park. Two psychodynamic process groups, focusing on intimacy, relationships and communication. Four-month initial commitment. Please call Jamie Moran, LCSW, CGP, 650/598-8877, [www.jamiemoran.com](http://www.jamiemoran.com).

## GROUPS AND WORKSHOPS

**Sex Addiction Therapy Group** — This is a 12-week, closed group for people struggling with compulsive behavior: Internet pornography, paid sex, affairs, anonymous sex. Please contact to refer: Elaine Brady, 650/299-9966, 408/260-9305, [docelaine@earthlink.net](mailto:docelaine@earthlink.net) or [www.elainebrady.com](http://www.elainebrady.com).

**Ongoing Process Group for Survivors of Sexual Abuse** — The Process Therapy Institute in Los Gatos is offering a women's group on Wednesday's from 6:00-7:30PM. For information contact LaDonna Silva, MFT Intern, at [www.processes.org/ladonna.php](http://www.processes.org/ladonna.php) or 408/358-2218 ext. 421.

**A Woman's Journey** — Therapy group for women focusing on relationship, health, career and aging. Two openings left. Group is held in San Jose, Wednesday evenings from 6:30-8:00PM. Contact Karen Smith, 408/377-1610 or [therapist@karensmithmft.com](mailto:therapist@karensmithmft.com).

**Codependency Group in Redwood City** — Codependency group ongoing in Redwood City. Minimum commitment of 8 weeks using book "Codependent No More." Call Carol Fowler, MFT, 650/261-3969 for information. Also provide Codependent Program for intensive treatment.

## GROUPS AND WORKSHOPS

**Process Group for Women in Transition** — Examining internal, external, second-half-of-life changes. Wednesdays 7:30-9:00PM, Redwood City. Now forming. \$40/group. Call Deborah Dowse Runyeon, MFT, at 650/363-0249 ext. 111.

**Parent Education** — Positive Discipline workshops based on the work of Dr. Jane Nelsen will teach parents non-punitive, non-permissive ways to discipline their children. Contact Linda Krenicky at [pdskills@comcast.net](mailto:pdskills@comcast.net) for more information.

**Teen & Family Counseling Center** — Confidential counseling for all ages. Visit our low-cost community clinic. One Initial Counseling Session Free. Services provided by registered interns supervised by licensed therapists - One Coupon Per Family. 408/370-9990, [info@teenfamilycounseling.org](mailto:info@teenfamilycounseling.org), or [www.teenfamilycounseling.org](http://www.teenfamilycounseling.org).

**Mindfulness Based Cognitive Therapy for Mental Health Professionals** — 8 Fridays 9:00-11:00AM, from October 3 to November 21. One all day retreat on October 25th. Personal and professional applications. 22 CEUs. Contact Moby Coquillard, MFT, 650/348-2797.

## ADVERTISING OPPORTUNITIES AND PRICES!

Since the launch of the chapter's Website in the fall of 2004, all classified advertisements have been published on the Website concurrently with their run in the chapter newsletter. Now, your display advertisements can as well! The following is a list of the new prices, effective August 1, 2005, for display advertisements for publication in SCV-CAMFT News. Please remember, you can always receive an additional discount by paying for multiple publications of your advertisement in advance.

	Member Advertising Rates			Non-member Advertising Rates		
Newsletter or Online Display Ad.	2 months	6 months	12 months	2 months	6 months	12 months
Full page	\$200	\$510	\$900	\$400	\$1,020	\$1,800
Half page	\$125	\$319	\$563	\$250	\$638	\$1,125
Quarter page	\$75	\$191	\$338	\$150	\$383	\$675
Eighth page	\$50	\$128	\$225	\$100	\$255	\$450
Combined	2 months	6 months	12 months	2 months	6 months	12 months
Full page	\$300	\$765	\$1,350	\$600	\$1,530	\$2,700
Half page	\$188	\$478	\$844	\$375	\$956	\$1,688
Quarter page	\$113	\$287	\$506	\$225	\$574	\$1,013
Eighth page	\$75	\$191	\$338	\$150	\$383	\$675

These prices are also available on the chapter's Website, [www.scv-camft.org](http://www.scv-camft.org).

If you have questions or comments, please contact the chapter at 408/235-0210 or [mail@scv-camft.org](mailto:mail@scv-camft.org).

## GROUPS AND WORKSHOPS

**Divorce Support Group for Women** — Ongoing weekly therapy group to help women coping with the isolation and uncertainty of divorce. Mondays 12:45-2:15PM, The Center for Healthy Development, Santa Clara, \$35/week. Contact Robin at 408/985-8115 ext. 209.

**Process Groups** — Openings in process groups in Burlingame, led by Kim Ives Bailey, a nationally certified group therapist supervised by Dr. Irvin Yalom. Call 650/737-1818.

**Somatic & Nature Therapy Trainings** — Earn CE's in these weekend experiential workshops: Breathwork in Therapy, Mindfulness & Stress Reduction, Body-Mind Therapy: Coming Home to the Body, Journey to the Center with Expressive Arts, Ecotherapy in Nature, Visioning Your Future. Toi Lynn Wyle, MFT, 415-235-5481 or <http://www.toilynnwyle.com>, PCE 4137.

**Intervention Services** — Help for concerned persons who want to compassionately confront an alcoholic or addict in hopes that he or she will agree to get treatment. Contact Julie Herman, MFT, at 408/872-0222.

## FOR CLINICIANS

**Breast Cancer** — Breast Cancer Connections ([www.bccconnections.org](http://www.bccconnections.org)) in Palo Alto needs volunteers to join the therapist team to facilitate occasional Thursday evening open house/information sessions. Support, network, learn. Pat Lund, Ph.D., 650/327-4274.

**Consultation Group Forming** — Readings and discussion on object relations and relational psychoanalysis including case material presented by participants. Mondays 11:30 to 1:00PM in Redwood City. Cost: \$40.00 per week. Ann Langley, Ph.D., 650/599-2612.

**Supervisor Wanted** — Supervisor needed for school counseling program. Supervise 6 MFT trainees and conduct 2 group supervision groups of mixed MFT and Ph.D. interns. Approximately 10-12 hrs./week. Please contact Steve Di Cerbo, 408/857-7959.

**Consultation Group for Licensed Therapists** — For clinical case discussion, practice management concerns, and camaraderie. Monthly meetings in Los Gatos, Friday's at 2:30pm. Fee \$50.00. Contact Linda Galdieri, 408/399-6443.

## FOR CLINICIANS

**Psychoanalytic/Psychodynamic Case Consultation and Reading Group** — In the South Bay; Supportive environment, stimulating discussions. Fee of \$60. Led by Alan Kessler, Ph.D., Faculty San Francisco Center for Psychoanalysis, Member American and International Psychoanalytic Associations. 408/868-9405.

## FOR INTERNS

**Pre-Licensed Supervision & Support Group** — Gain hours. Receive inspiring consultation. Gather resources to create the career you desire. Meet future colleagues. Share experiences. Get support during this profound growth process. Toi Lynn Wyle, MFT, 415/235-5481 or <http://www.toilynnwyle.com>.

**Registered Interns Needed!** — Almaden Valley Counseling Service is hiring Registered Interns for dual agency and school-based placement. Excellent training and supervision, supportive work environment. For more info go to [www.avcounseling.org](http://www.avcounseling.org) or call 408-997-0200.

## Guidelines for Authors of Articles for the Chapter Newsletter

### FORMAT FOR ARTICLES

- Length: Articles 500-1,200 words; Announcements 75-250 words
- Double-space to provide room for editing**
- Indent paragraphs
- Do not right justify
- Submit typed or printed copy only
- Check punctuation and spelling, particularly of names
- Please note deadlines, which the production staff must observe — the 15th of January, March, May, July, September and November. The more time we have to edit and check facts, the better your article will be.

### STYLE OF SUBMISSIONS

- Use an active voice "*We have all experienced...*" rather than a passive voice "*An experience that has been had by all of us...*"
- Use short sentences and short paragraphs. Avoid loading sentences with unnecessary words; in general, strive to make your points as briefly as possible, with each word adding something.
- Avoid clichés ("like a ton of bricks"), slang ("humungous"), and hyperbole ("the worst problem we all face...").
- Document key assertions with which others may disagree ("Farrell, 1933") "Unified School District enrollment data").

### IN GENERAL

- As you prepare your article or announcement, ask yourself:
- What is my goal — to inform, to persuade, to motivate, to challenge, to respond?
  - What exactly is this article about? What are the two or three key points I wish to make?
  - Who is my audience? How much knowledge of this subject do I assume my readers have?
  - For announcements, please make sure you include all necessary information: what, why, when, where, how, and who.
  - Before submitting anything, please read it once more, making sure it says what you want it to say as clearly as possible.
  - Submit articles via the chapter's Website, <http://www.scv-camft.org>, or e-mail to [mail@scv-camft.org](mailto:mail@scv-camft.org).
  - For more information, call Kim Ives Bailey, Editor, 650/737-1818.
  - Please observe the deadline dates.** We strive to make the delivery as timely as possible and depend on strict adherence to the deadlines. Again, articles are due by the 15th of each odd-numbered month (January, March, May, July, September) for publication two months hence.

## FOR INTERNS

**Fall Internship Available** — Evergreen Valley Community College. Psychodynamic/Psychoanalytic Orientation. 10 Client hours a week. Individual and Group Supervision. Stipend \$750 per semester. Call Marsha J. King, MFT, 408/356-2720.

**Looking for a Registered MFT Intern in Private Practice** — Focus on eating disorders and sexual abuse. Working with individuals, families and groups. Located in San Jose. Resume to: [terrysanderslmft@sbcglobal.net](mailto:terrysanderslmft@sbcglobal.net).

**San Mateo Private Practice Internship** — Children, couples, adults. Sandplay/depth/arts/transpersonal. Will train in marketing, supporting your success. You keep all fees - work up to paying overhead costs. Experienced supervisor, therapist, teacher. Call Kathy Buys, MFT, 650/794-2977.

## JOB OPPORTUNITIES

**MFT Half-Time Position** — Provide confidential short-term counseling, assessment, referral, consultation and training for large internal EAP. MFT required. EAP or HR experience preferred. Bi-lingual Spanish a plus. Fax cover letter and resume to 408/261-2782.

## OFFICE SPACE

**Los Gatos** — Downtown office at 59 N. Santa Cruz Ave. Sunny with French doors opening onto balcony. Sandplay/Play therapy available M-W-F to share \$875 plus utilities. Contact Pauline Fillion, 408/395-1144.

**Los Gatos** — Private, quiet office space in historic landmark building available on Mondays, Fridays and Weekends. Private waiting room, beautiful view with extensive sound proofing. Great location, walking distance to downtown and Los Gatos High. 408/264-0100.

**Menlo Park** — Beautifully furnished office in suite with other therapists available all day Mondays and Fridays. Willow Rd. and Middlefield Rd. Peaceful setting, plenty of parking, easy access to 101. \$400/month. Contact Beth, [bethanstandig@yahoo.com](mailto:bethanstandig@yahoo.com) or 408/930-3306.

**Morgan Hill** — Hourly, PT, and FT availability in professional plaza with four other therapists. Group room available in evening and weekends. Close

## OFFICE SPACE

to schools, freeway access. Call for information: 408/778-3243.

**San Jose** — Office to share in South San Jose. Beautifully furnished private office with a waiting room, 3-4 days a week. Please call 408/920-1977.

**San Jose** — Westgate San Jose/Cupertino peaceful, spacious office in easy access location, Saratoga Ave 85/280. Waiting room, mailroom, copier, group room available. Wednesdays, Fridays, and half days possible. Call 408/562-4878.

**San Jose** — Furnished office in small suite with one other therapist. Near 880/85. Handicap accessible. Available June 1, Mondays and Wednesdays after 4:00, all day Fridays and Saturdays. Call Judy Collins-Wolfe at 408/559-6603.

## OFFICE SPACE

**Santa Clara** — Office available in 4-office suite shared by psychologists, MFTs, and LCSW. Waiting room, phone. Beautiful, quiet area. Easy access off Highway 280/Stevens Creek/Saratoga Ave. Full-time, or various days and times. Group space also available. Saratoga Avenue at San Tomas Expressway. Call Paul at 408/204-5552.

**Seeking Full-time Office** — Close to Hwy 17/85 (San Jose, Los Gatos, Campbell). Please contact Mariann at e-mail [mtymn@sbcglobal.net](mailto:mtymn@sbcglobal.net) or 408/666-4887.

**San Mateo** — Large office available Thursdays and Fridays. Sunny and quiet. Sandplay/play tx supplies. Excellent for adult work as well. \$125 - 1 day, \$75 - half day. Close to buses. No handicap access. Call 650/794-2977.

### SCV-CAMFT News — ADVERTISING POLICY

Adopted by the SCV-CAMFT Board, April 3, 1992; last revised August 2004

**ALL ADVERTISING MATERIAL MUST BE SUBMITTED TYPED, BY DEADLINE, AND VIA E-MAIL OR THE CHAPTER'S WEBSITE no later than the fifteenth of odd-numbered months preceding publication, e-mail: [mail@scv-camft.org](mailto:mail@scv-camft.org), Website: <http://www.scv-camft.org>.**

#### CLASSIFIED ADS:

- **SCV-CAMFT members in good standing will be allowed one 35-word free ad. per issue.** Free ads. from persons with lapsed memberships will not be accepted.
- **Members running additional ads. beyond their free one-per-issue will pay \$25 for each additional ad. of 35 words or less.**
- **Non-members will pay \$50 per 35-word ad.** This surcharge should be an incentive for current non-members to join the chapter.
- **Members and non-members alike will pay \$1.00 per word for each word over 35.** The following units of information count as one word: Phone number (10 digits) — zip code — each degree or licensure abbreviation — "Tom Jones, MFT, Ph.D." = four words.

#### DISPLAY ADS:

- Display ads. must be typeset, with a border, and not merely typewritten. See samples this issue. Ads. must be sized exactly and camera-ready (i.e., ready to be pasted into layout with no further copy or graphic manipulation necessary). Advertisements to be run in the newsletter and on the chapter's Website are double the amount below less 25% of the total. Discounts are available for purchasing multiple "flights" for the same ad.

		Members	Non-Members
Full page	7 1/2" x 9 3/4" vert.	\$200.00	\$400.00
Half page horiz.	7 1/2" x 5"	125.00	250.00
Half page vert.	3 3/4" x 9 3/4"	125.00	250.00
1/4 page	3 3/4" x 5" vert.	75.00	150.00
1/6 page	2 3/8" x 5" (or less) vert.	50.00	100.00

#### ADDITIONAL ADVERTISING POLICY

- **Advertisements appearing in this newsletter do not imply SCV-CAMFT endorsement either of their content or of the persons placing them.**
- **Copy for classified ads. should be typed and double-spaced.** Count words before e-mailing. You may pay for any words over the 35 allotted by using PayPal or credit card. Ads. will be run for one issue only. If you wish to repeat ads., you must resubmit them by deadline each issue.
- **Members may only use free or member-rate display advertisements to promote only their own office space or services.**

# Chapter Events

Fri., July 25,  
11:30 - 1:30 pm

*Lunch served promptly at 11:45*

**“Update on the Victim Witness  
Compensation Program”**

James T. Kent, Ph.D., and Margaret Petros

**Los Gatos Lodge**

50 Los Gatos-Saratoga Rd, Los Gatos

*Cost: \$23.00 (CEUs add \$5, PCE 1134)*

*Menu: Caribbean Jerk Chicken or Chicken  
Caesar Salad or Seasonal Fresh Fruit and  
Cottage Cheese*

***Register directly with SCV-CAMFT (see  
below). For specific information regard-  
ing the speaker contact Karen Sumi, 408/  
323-9901.***

## DATES TO REMEMBER

- July 15, 2008  
Sep./Oct. Newsletter Deadline
- July 25, 2008  
South Region Luncheon
- August 9, 2008  
Well-Being Mini-Retreat
- August 22, 2008  
Mid Region Luncheon
- September 15, 2008  
Nov./Dec. Newsletter Deadline

Fri., Aug. 22,  
11:30 - 1:30 pm

*Lunch served promptly at 11:45*

**“Frozen in Fear”**

Doris Arrington, Ph.D., ATR-BC

**Michael’s at Shoreline**

2960 N Shoreline Blvd, Mountain View

*Cost: \$26.00 (CEUs add \$7, PCE 1134)*

*Menu: Broiled Halibut w/ Dill Sauce or  
Baked Cannelloni Italian Style or Chinese  
Chicken Salad*

***Register directly with SCV-CAMFT (see  
below). For specific information regard-  
ing the speaker contact Nancy  
Lettenberger, 408/578-5731, ext. 210.***

**LUNCHEON RESERVATIONS:** Please send check, payable to SCV-CAMFT, with entrée selection noted, to SCV-CAMFT, P.O. Box 60814, Palo Alto, CA 94306. You may also pay online using PayPal. Payment must be received by noon on the Monday before the luncheon. Reservations will be held until noon. Lunch will be served promptly at 11:45. If seating is available, “standby” persons can pay \$26.00 at the door to attend the luncheon. ***Please note: telephone reservations cannot be accepted. Call the chapter voicemail, 408/235-0210, for reservation information and the chapter’s cancellation policy.***

## SCV-CAMFT News

### Attention: Editor

P.O. Box 60814

Palo Alto, CA 94306

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