

SCV-CAMFT News

Santa Clara Valley Chapter of the California Association of Marriage & Family Therapists

Volume 27, No. 3

www.scv-camft.org

May/June 2008

PRESIDENT'S COLUMN

— *Bonnie L. Faber, MFT*

I am writing this column in early March, just two short months into my year as SCV-CAMFT President. Already, your current board of directors has had two very productive board meetings, following an equally productive strategic planning meeting mid-January. We also attended CAMFT's annual leadership conference in early February.

I am at a loss for words to describe the awe and respect I have for each and every board member. Our chapter is in very capable hands. As a group, I believe we are working to find our rhythm, blending our individual strides and paces. While I have never considered myself an athlete, I find myself thinking in sport metaphors. The board is comprised of at least one avid mountain biker, one runner, one surfer, one serious swimmer, and several hikers. Some of us have been fast out of the blocks, while others are gradually building up to their pace, or focusing on endurance. Likewise, it's apparent that we are also striving to achieve balance... between being in the present and planning for the future, and between getting to know one another and working together.

As I shared in my first column of the year, 2007 was filled with loss and change. This year has begun with more stability and consistency, though we did have a close call when Sean Armstrong, our chapter coordinator, announced he'd be relocating to St. Petersburg, Russia, to join his bride. Just about the time we figured out how we were going to navigate working with Sean remotely, he announced that his wife will be moving to California to join him instead. The winds of change continue to blow...

Topping our list of priorities this year, is implementing a new, functional chapter Website. We've given up getting the existing one "fixed" to provide the features and functionality it was supposed to offer us from the start. We recognize that the chapter needs to have more control over its Website, to be able to update and make changes to it ourselves, and we're regularly asked when we'll have a working list-serve/chapter exchange. We also want to offer and promote online membership renewal and event registration. Besides the Website issue, we are putting energy into providing several workshops and trainings, in addition to our regular

monthly luncheon program.

Because I truly embrace the chapter's vision of "creating a community and culture of connection," I welcome hearing from you. If you have ideas, suggestions, or an offer to become more involved in SCV-CAMFT, please give me a call at 408/836-4110. I look forward to meeting more of you at upcoming chapter events.

REGISTER ASAP ... LIMITED SPACE AVAILABLE

DIALECTICAL BEHAVIOR THERAPY IN PRIVATE PRACTICE: HOW TO APPLY DBT TO THE MOST COMMON DISORDERS

PRESENTED BY THOMAS MARRA, PH.D.

ALL-DAY WORKSHOP - JUNE 27, 2008

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Creating a Community and Culture of Connection

SCV-CAMFT CALENDAR

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- 15 **Newsletter Deadline,**
July/August Edition
- 16 **Chapter Luncheon,**
North Region; Belmont

JUNE

- 27 **All-Day DBT Workshop,**
Mid Region; Mountain View

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

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LIAISONS TO OTHER COMMUNITY AGENCIES

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Position Vacant

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SCV-CAMFT News (ISSN#010092) is published bi-monthly in January, March, May, July, September and November for \$10 per year by the Santa Clara Valley Chapter of the California Association of Marriage and Family Therapists, 1722 Villa St, #4, Mountain View, CA 94041.

POSTMASTER: Send address changes to SCV-CAMFT News, 1722 Villa St, #4, Mountain View, CA 94041.

All material must be submitted either via e-mail to 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.

12 EASY WAYS TO JEOPARDIZE YOUR LICENSE: SURPRISINGLY COMMON FORMS OF INSURANCE FRAUD

— Barbara Griswold, MFT

Most of us become therapists because we want to help people. In all our years of coursework, we may never have taken a class in running a small business, or in dealing with insurance plans. Because we may not be well-informed about the financial aspects of our practices, we can end up making decisions that we don't even know are illegal or unethical.

In some cases, our resentment about insurance contract restrictions and discounts may cause us to be less than completely honest in our billing. After all, you may feel, these big insurance plans can afford it, and no one will find out. In other cases, you may bend the truth in a well-intentioned attempt to assist your clients, to help them afford therapy.

Mary Riemersma, Executive Director of CAMFT, writes, "Some of these practices have become so commonplace that many healthcare practitioners forget that what they are really doing is misrepresenting their services to insurance companies solely for the purpose of getting reimbursed."¹

So how exactly do we know we've left the territory of trying to help clients, and entered the territory of insurance fraud? Michael Brandt, a fraud investigator for HealthNet Insurance, writes that "health care fraud is deception or misrepresentation by providers, employers, members, or any person acting on their behalf with knowledge that the deception could result in some unauthorized payment or benefit."² Notice that this definition includes people "acting on your behalf," such as billing services or clearinghouses you have hired.

Here's a quick rundown of some common fraud traps that are easy to fall into:

1. Choosing or changing a diagnosis for the purpose of expediting or guaranteeing payment.

- **Giving a diagnosis when none exists.** It is fraud to submit a claim giving a diagnosis of a mental illness when one does not exist in order to gain reimbursement. This may be especially tempting if a client seeks counseling for issues related to self-esteem, communication, career, or personal growth, but there is no mental illness present (as classified in the DSM or ICD). You may be aware that, typically, health insurance plans will not cover sessions when there is only a V-code diagnosis. If you do choose a diagnosis, be confident you could defend it later to an insurance company representative, or in court, if it came to that. Document the symptoms that back up your diagnosis in your case notes.
- **Changing Diagnosis:** It is sometimes tempting to give the client a more serious diagnosis than they actually have when you know this will afford him or her better coverage for treatment. For example, if you knew that with a diagnosis that is included in state parity laws (such as Major Depression), your client might pay a lower copayment or get unlimited sessions, you might think about changing his diagnosis. Your client may even ask you to do this. But

this is insurance fraud. In other cases, such as when the client has a "pre-existing condition" clause, insurance may exclude coverage for a particular condition that was present before their coverage began. Changing the diagnosis to get around this clause is also fraud. Riemersma says, "A diagnosis should not be changed unless a mistake was made in the original diagnosis or unless the patient's condition has changed."³

- **Under-diagnosing:** For example, your client may not want to document his substance abuse, but it could be considered fraud if you instead diagnosed him with an Adjustment Disorder when that is not what you are treating. Why? Because the insurance plan might have made different authorization or reimbursement decisions if they knew the correct diagnosis. Also, problems could also arise if there are discrepancies between your treatment notes and your billing diagnosis.

2. Billing insurance for cancelled or missed sessions without making it clear that the appointment was missed.

While it is permissible to bill for a missed appointment, you must make it clear on the claim that the client did not attend the session – don't use a CPT code that would give the impression that a session took place. However, most insurance companies will not pay for cancelled sessions or no-shows; check your contract (if you are a network provider) or call the insurance plan. If you are allowed to bill for missed sessions, ask the insurance plan what CPT code to use on your bill or claim. Be sure "missed" or "cancelled" is clearly indicated on the claim. Remember that some insurance contracts do not allow you to bill clients for missed sessions; others allow it when the client has signed a written agreement in advance to pay for missed sessions.

3. Charging insurance more than your usual fee.

In your practice, you need to have a designated "full fee" that you charge to clients. This doesn't mean you need to abandon your sliding-fee scale: It is OK to slide *down* from your usual fee, just not *up* when billing insurance plans. While this is not an issue for network therapists, who have a contracted fee, if you are an out-of-network therapist, it may be tempting to charge insurance companies more per session than your full fee. But it would be fraud, for example, to charge a client's insurance \$150 per session if you have never charged a self-pay client this much – you would be misrepresenting your actual fee.

4. Waiving client copayments or co-insurance in advance.

You may not bill the insurance plan for sessions and tell the client he doesn't need to pay his copayment or deductible. Say your usual fee is \$100, and you know your client's co-insurance is 30 percent (\$30), but you agree in advance to waive his portion. In essence, this is agreeing to see him for \$70 but billing insurance for \$100, which is fraud. Does this mean you can't offer a sliding-scale fee? Not at all. If you

want to assist a client in affording therapy, you might choose instead to slide your fee to \$50, cutting the client's out-of-pocket portion to \$15. But in this case you should bill the insurance plan only \$50 per session. Keep in mind that waiving copayments in advance is not the same as forgiving balances the client has left unpaid. The latter is acceptable if you have made reasonable attempts to collect, and as long as the debt wasn't waived at the beginning of treatment.

5. **Billing for writing reports or treatment summaries, or for consultations with other providers, using a therapy CPT code.** Most insurance companies will not reimburse for administrative time, training, or consultations and many won't allow you to bill your client for them. Check your contract (if you are a network provider) or call the insurance plan. If you are allowed to bill insurance for these services, use appropriate CPT codes, not those you use for therapy sessions. If your contract with the health plan allows you to bill your client, be sure your client agrees in writing and in advance.
6. **Reporting that you provided individual therapy when you saw a couple, or vice-versa** in order to be paid for the session. You must clearly identify who attended the session on the billing form. Let's say you are working with Jack and Jill as a couple, but at one point you want to see Jill alone. Jill would have to be the identified client for this session, and have a medical diagnosis, and you would need to be sure she was covered. She might also need her own treatment authorization. You may not bill Jack's insurance in any way that would give the impression that Jack was present in the session (e.g., listing Jack as the client and using the CPT code for a couples or individual therapy session). In another example, if your authorization is for individual therapy for Jack, but you bring in Jill for a couples session, you may not falsely give the impression on the claim form that you had an individual session with Jack.
7. **Providing a couples therapy session, and billing both partners' insurance companies for an individual therapy session.** Because the CPT procedure codes are different, this would be misrepresenting the service provided. You may bill both insurance companies for couples therapy, but you would need to bill the primary insurance first, and secondary insurance after the primary has paid, letting each insurance plan know about the other's coverage and payments.
8. **Having someone else sign your claims, or having interns or associates sign in a way that might make them appear licensed,** in order to assure reimbursement. If you have a license which is not covered under the health plan, you may *not* have a psychiatrist or covered license holder sign for you. The consequences for misrepresenting the service provider can be severe, including jail time, community service, repaying the insurance company, money damages, and potential loss of license. Interns and associates are not covered by most insurance plans. If the insurance company does reimburse interns or associates, the treating therapist and supervisor should both sign, identifying themselves on the claim as "treating therapist" and "supervising therapist."
9. **Billing two insurance companies for the same service(s) with the intent to collect your full fee from both of them.** The

bottom line? You may not collect more than your full fee for any given session.

10. **Rewriting case notes before an insurance case review, audit or appeal.** This is equivalent to falsifying documents, and you may be guilty of insurance fraud.
11. **Billing for services you didn't provide.** This may not be as obvious as it seems. This could include billing for missed sessions or phone sessions as if the client attended.
12. **Changing service dates.** You may be tempted to change session dates on the claim, for example, in order to be covered by a particular authorization that has since expired, or back-date sessions because a client has since lost coverage. Additionally, if you know the insurance plan won't cover the two-hour session you provided, you might submit a bill for two separate one-hour sessions on different days. However, reporting that you saw a client on a day you didn't is insurance fraud.

Mary Riemersma writes, "Do not allow yourself to be misled or manipulated by your clients who convincingly ask for your assistance in reducing their financial burdens at the expense of their insurance companies. You are the therapist, the one in control of the situation, and you should be the role model. The costs to you as the therapist can be very great should you be charged with insurance fraud or some other violation of law."⁴ In addition, from a clinical perspective, you would be entering into an illicit conspiracy with your client against the insurance company, an agreement which could taint the therapy and the therapist-client relationship.

References:

1. Riemersma, Mary; "What is Insurance Fraud?" *The California Therapist*, (March/April 2001).
2. Brandt, Michael; "Health Care Fraud Affects Everyone." *HealthNet Physician News*, (Spring 2000), p.7.
3. Riemersma, Mary; "What is Insurance Fraud?" *The California Therapist*, (March/April 2001).
4. Riemersma, Mary; "What is Insurance Fraud?" *The California Therapist*, (March/April 2001).

Barbara Griswold, MFT, is the author of *Navigating the Insurance Maze: The Therapist's Complete Guide to Working with Insurance – And Whether You Should*, from which this article is adapted (www.navigatingtheinsurancemaze.com).

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
- office space
- job opportunity
- or conference

If you want your brochures and business cards back, be sure to pick them up after the event is complete.

◆ REFLECTIONS ON WELLNESS ◆

WHAT WORKS FOR YOU: THOUGHTS ON WELL-BEING

— Lisa DiMarino, MFT

For this newsletter column, I asked several SCV-CAMFT members to talk a bit about their definition of well-being, how they maintain their own personal well-being, and how they know when their well-being is threatened. I was excited about the idea of my fellow therapists sharing their thoughts about the subject.

Ironically, as I now sit transcribing these thoughtful and healthy ideas on well-being, I am probably as unwell as I have been in years. I am on week four of the flu, and have spent much of the past month carting my kids back and forth to the doctor through three rounds of stomach flu, one ear infection, and at least two rounds per child of a suspicious cough.

I find myself torn between inspiration and envy; thinking on the one hand, “I could take a yoga class, go back to the gym, take a walk, cook healthier meals for my family, boost my immune system by getting to bed each night by 9:00 PM, and lose the (almost-4-year-old) baby weight.” On the other hand, when I look at my calendar to see where I will fit all this in between my agency job, private practice, pre-school, kindergarten, karate, little league, spending actual face to face time with my husband and children, cooking, cleaning, laundry, etc., there is very little room to replenish my well.

So, I guess I will continue doing what I do now; get a babysitter every now and then for a date night with my hubby, steal away for a night out with the girls, catch a friend on the phone, or e-mail to vent about the latest hurdle in my life. When all else fails, I can lock myself in my room alone for a few hours on a Sunday afternoon with a candy bar and a trashy novel that I know will have a happy ending.

Yeah, I know my coping mechanisms may not be as healthy as some of my colleagues’, but they fit my life, they fit my personality, and they (mostly) work. So, I’ll muddle through with my stolen time, my candy bars and trashy novels – and my secret weapons: the complete and utter joy I get from hearing my 3-year-old laugh uncontrollably, my 5-year-old spell his first word (“boob”), and my husband calling to tell me that he finally got the job he has been wanting forever.

Sylma Fine, MFT, board certified art therapist:

“I see well-being as being able to traverse both sides of the spectrum – health and non-health – being able to know that its not either one or the other. It is both – it’s not either/or. Realistically, most people can’t do only one and be balanced all the time, but [well-being] is being able to hold that duality.

“For me, when I’m on one side of the spectrum, I keep in mind that there is another side; there is a dialectic, and that keeps me in a state of well-being.

“When I’m not in a state of well-being, I recognize it in my body because I may feel more tired. In terms of clients, it’s whether I take the session home with me. When I dread having a session, I know I better look at something.

“I take care of myself mostly by doing art. Also, by reconnecting with my family and my children and by getting back into the kitchen, looking at my recipes and cooking up something fantastic out of the norm – not my weekly cooking.”

Alice Locke-Chezar, MFT, art therapy specialist:

“To me, well-being is when my life feels in balance. I’m enjoying my work, my friends, and my family. When I can wake up and look at the sky with wonder and thanks.

“I maintain my sense of well-being by spending time with the people I like to be around: family, good friends, and colleagues. Our shared caring, conversation, interest, and support sustain me. I journal, read and do art to maintain my sense of balance and peace.

“I know my well-being is threatened when things feel out of sync, like something stressful has entered my life.”

Lara Windett, MFT, private practitioner and clinician at Santa Clara County’s Perinatal Substance Abuse Program:

“Well-being is a state of mind and body where the person feels whole and able to manage thoughts, emotions, and feels physically well.

“I maintain my sense of well-being by swimming, walking, my own therapy, reading, getting together with friends and spending time at the ocean.

“I know my well-being is threatened when I have so many activities in my schedule that I have trouble scheduling lunch with friends because my other time commitments have overloaded my free time.”

Lisa DiMarino is a licensed marriage and family therapist specializing in working with adolescents and their families in her private practice in Palo Alto, The Pacific Wellness Center.



*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, for author guidelines or to discuss the column.*



SCV-CAMFT’s Well-Being Committee Needs Your Help!

SCV-CAMFT’s Well-Being Committee is planning new chapter services and would welcome help. You need not attend meetings, and can do as much or as little as you have time for. Please call Alice Sklar, Well-Being Committee Chair, at 650/961-3482, to discuss how you might contribute.

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.

Consultation Group for Psychotherapists

Case Presentations
Formulation and Diagnosis
Medication Consultation
Collegial Interaction
CEUs Available

This ongoing group, limited to five members, meets every other week: Wednesdays at noon. Each member presents for two consecutive sessions; the first being an overview of a case and the problems being addressed; the second a detailed description of a current session.

There is one opening available.

Alan D. Sklar, M.D. practices and teaches individual and group psychotherapy. He is an Associate Clinical Professor Emeritus at Stanford University. His publications explore the effect of parent loss in childhood and the process of personality change in group psychotherapy.

650/493-5462

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 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.

SCV-CAMFT PROGRAM EVENTS

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

“New Ways of Thinking About Creativity” — Alfonso Montuori, Ph.D.

Date: Friday, May 16, 2008, 11:30 AM – 1:30 PM
Place: The Van’s Restaurant, Belmont
Menu: *To Be Selected the Day of the Event*
Register: For reservation information see below and back page. For information regarding the speaker contact **Pamela Eaken, 650/571-6342.**

Creativity is often viewed as the province of genius, of extraordinary individuals who make major contributions to the arts and sciences. There is an extensive popular mythology about creativity. These myths are very disempowering, denying the creativity that is everybody’s birthright.

This presentation will outline some of the main myths about creativity and introduce research that supports both a different way of thinking about creativity and ways to explore the potential for creativity in everyday life and for self-creation.

We will also cover how an exploration with clients of their understanding and experience of creativity can be a very powerful entry point for self-understanding and change.

Creativity is an essential dimension of being human, and unblocking self-limiting beliefs and emotions can allow for a free expression of the creative impulse in all aspects of life.

Alfonso Montuori is Professor and Program Director of the Transformative Studies Ph.D. and Transformative Leadership M.A. programs at the California Institute of Integral Studies.

Directions:

From 101: Take Ralston Ave. Go West on Ralston. Turn right on El Camino North. Stay on El Camino for about 3/4 mile (go past the 2nd signal — Davey Glen Rd.). The first left after Davey Glen Rd. is Belmont Ave. Go up the hill and Van’s is on the left.

From 280: Take Hwy 92 East. Take first exit left on Ralston. Take Ralston down to El Camino Real. Turn left on El Camino and drive for about 1/2 mile. Go past the 2nd signal (Davey Glen Rd.) about 1/10th mile. The first left after Davey Glen Rd. is Belmont Ave. Go up the hill and Van’s is on the left.

MID REGION ALL-DAY WORKSHOP (6 CEU HRS. AVAILABLE, PCE 1134)

“Dialectical Behavior Therapy in Private Practice: How to Apply DBT to the Most Common Disorders.” — Thomas Marra, Ph.D.

Date: Friday, June 27, 2008, 10:00 AM – 5:00 PM
Place: Michael’s at Shoreline, Mountain View
Menu: Continental Breakfast & Buffet Lunch Included
Register: For reservation information see below, page 11 and back cover. For information regarding the speaker contact **Wendy Wegeforth, 408/888-6630.**

This DBT workshop will review the underlying theory and process of DBT, as well as apply these principles to the most common emotional disorders presented in private practice settings: depression and anxiety.

If you are familiar with DBT for the treatment of Borderline Personality Disorder, you will find this workshop different. DBT has been expanded for the treatment of other disorders by placing greater emphasis upon dialectics in the treatment process, and adding new treatment strategies.

For the private practitioner, this course will:

- ◆ review the major theoretical assumptions of DBT,
- ◆ teach therapists how to identify dialectic conflict in patients,
- ◆ review the psychopathological elements of emotional escape and avoidance with comorbid mood and anxiety disorders,
- ◆ teach psychosocial coping skills designed to replace avoidance and escape strategies that power such comorbid conditions,
- ◆ provide in-session therapeutic strategies as well as between-session homework assignments to use with patients

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 CALENDAR OF EVENTS

May 15, 2008; Thursday

July/August Newsletter Deadline

May 16, 2008; Friday

North Region Luncheon/Board Meeting

New Ways of Thinking About Creativity

Alfonso Montuori, Ph.D.

June 27, 2008; Friday

Mid Region Workshop/Board Meeting

Dialectical Behavior Therapy in Private Practice:

How to Apply DBT to the Most Common Disorders

Thomas Marra, Ph.D.

July 15, 2008; Tuesday

September/October Newsletter Deadline

July 25, 2008; Friday

South Region Luncheon/Board Meeting

To Be Determined

August 9, 2008; Saturday

SCV-CAMFT Well-Being Mini-Retreat

See Page 12 For More Information

August 22, 2008; Friday

Mid Region Luncheon/Board Meeting

To Be Determined

Doris Arrington

September 15, 2008; Monday

November/December Newsletter Deadline

September 26, 2008; Friday

North Region Luncheon/Board Meeting

Give Grief A Voice: Creative Approaches to

Treatment of Grief and Loss

Martha Clark Scala, MFT

October 24, 2008; Friday

South Region Luncheon/Board Meeting

To Be Determined

November 15, 2008; Saturday

January/February Newsletter Deadline

November 21, 2008; Friday

Mid Region Luncheon/Board Meeting

To Be Determined

PLEASE NOTE NEWSLETTER DEADLINES:

THE DEADLINE FOR NEWSLETTER SUBMISSIONS IS SIX WEEKS PRIOR TO PUBLICATION. (THE DEADLINE FOR THE JULY/AUGUST ISSUE IS MAY 15TH. THE DEADLINE FOR THE SEPTEMBER/OCTOBER ISSUE IS JULY 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.

JULY/AUGUST 2008 ISSUE
DEADLINE: MAY 15TH, 2008

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

SEVEN HABITS FOR HIGHLY SUCCESSFUL WEB PAGES: IMPROVE THE RESPONSE TO THE NEXT WEB PAGE YOU WRITE

— Sean Eric Armstrong

All speech, written or spoken, is a dead language, until it finds a willing and prepared hearer.

— Robert Louis Stevenson

Whenever you sit down to write a Web page – whether it's a home page, a subscription page, a contact page, a sales page, or an information page – there are seven steps you can take to ensure that the words you use are as successful as they can be.

1. Define the purpose of the page.

This may sound obvious, but too few therapists or the people responsible for their marketing sit down and establish a clear, clean purpose for a Web page. All too often, Web pages are created as “content dumps.” Someone decides he or she wants a page on some topic, a little background information is written and then content from an old brochure is added to fill out the page. Not a smart way to do it.

It's far better to sit down for 10 minutes and ask the simple question, “What is the primary purpose of this page?” Or, to put it another way, “What goal is this page trying to achieve?”

Is its purpose to...

- ◆ help people find a particular product or service page on your site?
- ◆ educate the reader and then direct him or her forward to one of your main category pages?
- ◆ invite participation?
- ◆ secure a subscription or registration?
- ◆ get a prospective client to call you for more information?
- ◆ pre-sell a product or service and then move the reader forward to a sales page?
- ◆ close a sale?

Write down the answer, in 10 words or less, and pin it to the wall in front of you. Now you know what your page needs to do.

2. Understand your audience.

Who will be coming to this page? Parents? Couples? Retired people? Who are they? Where do they live? How much money do they have? And, broadly speaking, what is their interest in coming to your site? Are they there to learn? Or are they looking for help today? Do they have family problems? Career issues?

Based on their even *knowing* about your site, you can get a pretty good idea about who is coming there and what their general interest is.

So here's the question: “Who are these people?” Write down your answer on that same sheet of paper. This is who you are writing to. If you want to make a connection and build rapport with someone, it helps to know as much about them as possible.

3. Get clarity on your visitors' expectations.

Now we are getting more granular. We want to know why these people are coming to this specific page of your Website. What do they want? What are they hoping for? What are their expectations?

This is where access to robust statistics showing the traffic and usage patterns of your Website becomes critical. There are clues and trails you can follow when trying to identify the specific purpose someone has in mind when coming to a page.

First, ask yourself where they came from. A link from the home page? So what did the link say? What is the exact wording? That link text will give you a very clear idea as to your page visitor's expectations. In fact, the link text will largely set that person's expectations.

The same is true of someone arriving via a search engine. To find your page, they typed a few words into the search engine's search field. What phrase did they use? Again, those words give you a strong clue as to the visitor's expectations.

Maybe they came via a link in an e-mail. What expectations did the e-mail build up and set? What was the promise?

It is vital to follow these trails and do your best to determine the visitor's expectations. You will always maximize the effectiveness of a Web page by getting as close as you can to matching those expectations.

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Remember, those expectations are set immediately *before* the visitor arrives on the page. This means your headline and opening text has to be a direct and immediate match with what that person is hoping to find. Don't waste time or words. Match your reader's expectations immediately.

4. Get to the meat faster.

The Web is not the place to write clever introductory text. It's not the place to do some grand scene-setting.

Determine your reader's expectations and get to the "meat" of your message immediately. No meandering. No fluff. Just get out of the way and let them do what they came there to do.

That action might be to find out more information about adoption counseling. Or read an article about how therapy can help one cope with PTSD. Or sign up for a newsletter offering practice building strategies. Or sign up for a class offering CEUs. It doesn't matter. Whatever it is that they want, give it to them immediately.

5. Write only as much as you need to.

Writing for the Web isn't like writing for other mediums. There's no set amount of space to fill as there is with a brochure or display advertisement. A Web page can have two lines of text or a thousand lines of text. There is no fixed length.

The tendency online is to write more than is really necessary. Don't do it. Go back to your notes, confirm what it is your visitor wants to do, and write only enough to enable them to meet their goal. Write enough to get the job done, but not a word more.

6. Tell people what to do.

Again, this sounds obvious. But there are a zillion pages online that are beautifully written, but then sag and sputter at the end. If your reader takes no action after reading the page, you've failed. You need them to do something.

Hopefully, if you have done a good writing job, the link they click will correspond exactly to the expectations they had before they arrived at your site.

For instance, before arriving at your page, they might have been thinking, "Is pre-marital counseling really necessary?" The best outcome for you is when they click on a link on your page that says, "Click here to contact me and learn more about how important pre-marriage counseling is for the future of your relationship."

It's only by securing an action that you succeed in matching your visitor's expectations.

7. Tell them the next step.

Some expectations are more complex. Maybe someone was thinking, "I'm considering seeking therapy, but I don't know much about how it works or how to choose a therapist."

They then arrive on your page, which includes helpful information on the benefits of therapy, how it works, what to look for in a mental health professional, and how to select one that's right for their needs.

Good job so far. You have helped answer your reader's questions. But they aren't ready to schedule an appointment. So what's next?

Well, people who compare practitioners are at different stages. Some are almost ready to schedule an appointment, while others are still early on in the research process. So how do you get them to take an action? You provide options.

For those who are early on in their search, offer a free

downloadable guide to choosing the right therapist or a list of other resources to help them with their search. For those who are ready to make an appointment, provide a link to the contact or online scheduling page of your site.

Be aware of the options your readers might find attractive, and offer them.

The Place Where People DO Things

All of these points are focused on understanding the visitor and getting him or her to do something. That's what the Web is. It's a place where people DO things. You need to write accordingly.

Know your visitors and know what they want. Help them achieve their goals and your Website will achieve yours.

Sean Eric Armstrong is the owner of Kethyr Solutions, an Internet marketing firm that helps mental health professionals, other business owners, and small organizations market and grow their businesses using the power of the written word and the Internet.

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, 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 17 of this newsletter for more information. Please call 408/235-0210 or e-mail the address above with any questions. Thank you!

Online Payments Available via PayPal!

You may now use PayPal for online payment service directly to SCV-CAMFT for all chapter-sponsored events (luncheons, workshops, etc.) and membership dues. Visit www.PayPal.com and sign up. The directions are relatively straightforward, and an account will be activated for you within a few days. This will allow you to begin sending money to virtually anyone with your computer. Check it out!

SCV-CAMFT's Mid-Region Program Committee
Is Proud To Present A Special All-Day Workshop
**Dialectical Behavior Therapy In Private Practice:
How To Apply DBT To The Most Common Disorders**
Presented by Thomas Marra, Ph.D.

Date:	Friday, June 27, 2008		
Time:	10:00 AM - 5:00 PM		
Place:	Michael's at Shoreline, Mountain View		
CEUs:	6 Hours		
Menu:	Continental Breakfast & Buffet Lunch		
Included:	"Depressed & Anxious: The Dialectical Behavior Workbook for Overcoming Depression & Anxiety" by Thomas Marra, Ph.D.		
Price:		<u>Members:</u>	<u>Non-Members:</u>
	Before June 1st:	\$135.00	\$150.00
	After June 1st:	\$145.00	\$160.00
Register:	For reservation information see page 7 and back cover. For information regarding the speaker, contact Wendy Wegeforth at 408/888-6630 .		

This DBT workshop will review the underlying theory and process of DBT, as well as apply these principles to the most common emotional disorders presented in private practice settings: depression and anxiety.

If you are familiar with DBT for the treatment of Borderline Personality Disorder, you will find this workshop different. DBT has been expanded for the treatment of other disorders by placing greater emphasis upon dialectics in the treatment process, and adding new treatment strategies including Meaning Making Skills and Strategic Behavior.

This course will:

- ◆ review the major theoretical assumptions of DBT,
- ◆ teach therapists how to identify dialectic conflict in patients,
- ◆ review the psychopathological elements of emotional escape and avoidance with comorbid mood and anxiety disorders,
- ◆ teach psychosocial coping skills designed to replace avoidance and escape strategies that power such comorbid conditions,
- ◆ provide in-session therapeutic strategies as well as between-session homework assignments to use with patients based upon bibliotherapy (Marra, 2004)

The workshop thus provides an entire treatment orientation and sets of strategies that formulate a global treatment plan for patients with comorbid mood and anxiety disorders.

Thomas Marra, Ph.D., founded and directed one of the first inpatient psychiatric programs using Dialectical Behavior Therapy. He is president of the Center for Dialectical Behavior Therapy, which is conducting research in private practice settings on the use of DBT with co-morbid populations. Dr. Marra is a Fellow of the American Psychological Association and has been in practice for 30 years. He has written two books on DBT: one for the patient, "*Depressed and Anxious: The Dialectical Behavior Therapy Workbook for Overcoming Depression & Anxiety*" and one for mental health professionals, "*Dialectical Behavior Therapy in Private Practice*". His Website is <http://depressedandanxious.com>.

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- ♦ child therapy
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Santa Clara Valley Chapter
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ONGOING PSYCHOTHERAPY GROUPS

Small mixed psychotherapy groups: Interpersonal approach

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Nancy Wesson, Ph.D.

is a Licensed Psychologist (PSY9621, MFT13013) with over 20 years of clinical experience specializing in shyness and relationship issues and is a past president of Santa Clara County Psychological Association. Dr. Wesson has led two weekly psychotherapy groups for the past 15 years and is the author of several articles on group psychotherapy.

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The SCV-CAMFT Well-Being Committee

Presents

∞ A MINI-RETREAT ∞

Experiential Workshops In a Relaxed Setting

Saturday, August 9, 2008

9:00 AM to 4:00 PM

Morning Workshops:

Warm Up - Tee Gardener, MFT, Shaman
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

Name: _____ License # _____

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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. Space is limited.

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Feb 1-2, 2008

Karin Schlanger, MFT
Brief Therapy
Feb 8-9, 2008

Arthur Bodin, PhD, ABPP
The Craft of Couples Counseling: Instilling Hope,
Increasing Positivity, Initiating Change
Feb 22, 2008

James Keim, MSW, LCSW
Coaching Negotiation with Difficult Couples
Feb 23, 2008

Arthur Bodin, PhD, ABPP
School Bullying: Impact, Measurement, and Interventions
Feb 29, 2008

James Keim, MSW, LCSW
Coaching the Parents of Oppositional Kids
March 1, 2008



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Contact Verna Nelson, Licensed Marriage & Family Therapist if you know a child who could benefit.

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WHAT IS IT?

An 8-week program that includes:

- 2 sessions per week for teens, 2 hours each session
- 1 session per week for parents, 2 hours each session

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Teen's who suffer from depression and their parents, and includes:

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Faculty: Seminar leaders and supervisors come from psychoanalytic institutes and from among outstanding local psychoanalytic psychotherapists. We use the best teaching talent available in the Peninsula/South Bay area.

Curriculum: You can view the first year curriculum in detail, and download an application on the SFCP website: 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, or call the Program Chair, Richard Almond, M.D. at 650-321-6637.

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PRELICENSED SUPPORT GROUPS

North Region – 1777 Borel Place, Suite 210, San Mateo, CA 94402. Next meetings on May 9th and June 13th 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 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, 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 (May 9th and June 13th), 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, 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 or 650/598-8877.

Chapter board meetings are held on the fourth Friday of each month 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.

CONGRATULATIONS TO THE FOLLOWING RECENTLY LICENSED MEMBERS:

- Denise Klysen-Plonka, MFT
- Maureen E. Ross, MFT

Neuro-Emotional Technique (NET)

Neuro Emotional Technique® is a cutting edge mind-body tool which utilizes acupuncture meridians and muscle testing to help the body release stuck negatively charged emotional issues...*for good!!!*

NET has been used successfully with issues of •low self esteem/worth •insomnia •addiction •phobias •mood disorders •chronic pain/headaches/fibromyalgia •anxiety and many *many* more...

For more information, please call Roberta Gelt, MFT, Certified NET Practitioner 650-558-9605 or go to www.robertagelt.com.

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 or call 408/379-7747.

OBJECT RELATIONS CONSULTATION GROUP

Would you like to be more psycho-analytically informed in your work?

This group will introduce you to using object relation theory and will help you :

- understand the treatment frame
- listen for the transference
- utilize your counter transference
- respond to your patients' unconscious communications

Mondays, 11:30 to 1:00 pm
Redwood City, CA
\$40.00 per week

Leader: Ann Langley, Ph.D.
(650) 599-2612

Strategic Family Therapy Center

Solving family problems
Increasing family strengths

The Strategic Family Therapy Center at the Mental Research Institute in Palo Alto offers psychotherapy services to families, couples, adults, and adolescents

- Affordable, sliding-scale fees
- Focused on solving defined problems
- Approach based on over 30 years of experience and research at MRI and the Family Therapy Institute of Washington, D.C.

(650) 322-2252

555 Middlefield Road
Palo Alto, CA 94301
<http://www.mri.org>

Merle Saber, M.A., MFT

*Is Pleased To Announce
The Opening of Her
Private Practice*

**161 West 25th Ave, Suite 101
San Mateo, CA 94403
650-504-9904**

www.merlesaber.com

***Specializing in Older Adults,
Caregivers,
Chronic Illness & Pain
Individuals, Couples, Families
Evening & Weekend Hours***

Consultations for parents
and grandparents to increase
their awareness of the trauma
children experience when
challenged by divorce or
death of a parent. Learn
helpful ways to make a
healthy difference in their lives.
Call for an appointment:

Jacqueline Payne L.M.F.T.

621 E. Campbell Ave. Suite 10B
Campbell, CA 95008
(408) 866-8988

Since 1987, serving the needs of
children ages 3 thru 11

THE ADOPTION THERAPIST

Pre- and Post-Adoption Issues

Birth Parents

Decision to relinquish or not and the grief work
around relinquishment

Prospective Adoptive Parents

Infertility issues and grief work.
Couples' conflict in whether Adoption is for them.
How parenting an adopted child is different

Adult Adoptees

Identify and replace limiting beliefs around:
Abandonment and Rejection
Help with fears of intimacy, lack of identity, rage,
Sense of not belonging or fitting in

Please contact:

Teri Bach, MFT
925-890-3366

offices in Santa Clara and San Ramon

www.theadoptiontherapist.com
Teri@theadoptiontherapist.com

Therapeutic Writing

*like a sentence inside
you've waited for all your life*
Jack Hirshman

An 8-week group focused
on writing for adults healing from grief, depression,
anxiety, eating disorders, or trauma. We will use
poetry, writing prompts, and group discussion as
catalysts for the creative healing process. No previous
writing experience needed. **Two locations:**

870 Market Street Ste. 944
San Francisco, CA 94102

415 Cambridge Ave. Ste. 1
Palo Alto, CA 94306

Phyllis Klein, LCSW

I'm a Certified Poetry Therapist practicing
psychotherapy for over 25 years, #LCS11342.
Contact me at **415-273-1036**, or go to
www.womenintherapy.com.

SCV-CAMFT CASH FLOW STATEMENT YEAR END 2007

Category Description	1/1/07- 12/31/07	1/1/06- 12/31/06	Category Description	1/1/07- 12/31/07	1/1/06- 12/31/06
INCOME			EXPENSES (CONTINUED)		
03. Reimbursement	\$5.00	\$0.00	06. Business Development		
04. Treasurer Income			A. Promotional Materials	\$466.00	\$4.00
A. Interest Income	\$10.00	\$14.00	B. Newsletter	\$8,156.00	\$7,462.00
05. Ethics Income			C. Chapter Products	\$0.00	\$1,002.00
A. Workshop Income	\$17,062.00	\$9,969.00	TOTAL 06. Business Dev.	\$8,622.00	\$8,469.00
06. Business Development			08. Membership Expenses		
A. Newsletter Ads	\$8,649.00	\$4,732.00	A. Annual Meeting	\$866.00	\$990.00
B. Member Label Sales	\$1,245.00	\$847.00	B. Membership Directory	\$930.00	\$303.00
C. Chapter Products	\$0.00	\$1,468.00	C. Member Recruitment	\$481.00	\$116.00
TOTAL 06. Business Dev.	\$9,893.00	\$7,047.00	D. Other Membership Expenses	\$145.00	\$197.00
08. Membership			TOTAL 08. Membership Exp.	\$2,422.00	\$1,606.00
A. Member Dues	\$47,601.00	\$45,735.00	09. Prelicensed & Newly Licensed		
B. Membership Directory Sales	\$34.00	\$18.00	A. Mentor/Mentee Program	\$12.00	\$0.00
TOTAL 08. Membership	\$47,635.00	\$45,753.00	B. Prelicensed Events & Other	\$171.00	\$98.00
10. Program Income			TOTAL 09. Prelicensed & Newly	\$183.00	\$98.00
A. Luncheon Income	\$11,627.00	\$12,095.00	10. Program Planning		
B. Workshop Income	\$0.00	\$2,225.00	A. Luncheons	\$11,474.00	\$13,525.00
C. Sponsored Events	\$0.00	\$2,140.00	B. Workshops	\$0.00	\$500.00
TOTAL 10. Program Income	\$11,627.00	\$16,460.00	C. Sponsored Events	\$6.00	\$2,000.00
11. Technology & Communication			TOTAL 10. Program Planning	\$11,480.00	\$16,025.00
A. Expanded Website Listings	\$1,400.00	\$2,786.00	11. Technology & Communication		
B. Website Advertising	\$64.00	\$57.00	A. Hosting Service	\$3,540.00	\$3,835.00
TOTAL 11. Technology & Comm.	\$1,464.00	\$2,842.00	C. Website Other	\$0.00	\$35.00
12. Donations	\$0.00	\$50.00	TOTAL 11. Technology & Comm.	\$3,540.00	\$3,870.00
TOTAL INCOME	\$87,696.00	\$82,135.00	12. Volunteer Coordinator	\$0.00	\$10.00
EXPENSES			13. Office Expenses		
01. President			A. Computer	\$398.00	\$97.00
A. Annual Leadership Conference	\$239.00	\$117.00	C. Office Supplies	\$1,391.00	\$1,081.00
B. Annual Strategic Board Meeting	\$260.00	\$85.00	D. Postage & P.O. Box	\$1,906.00	\$1,227.00
C. Discretionary Expenses	\$2,000.00	\$0.00	E. Printing & Copying	\$2,455.00	\$1,685.00
TOTAL 01. President	\$2,499.00	\$202.00	F. Utilities	\$799.00	\$780.00
02. President-Elect	\$75.00	\$0.00	G. Storage Unit	\$1,556.00	\$1,131.00
04. Treasurer			TOTAL 12. Office Expenses	\$8,505.00	\$6,003.00
A. Chapter Insurance	\$1,956.00	\$2,041.00	15. Independent Contractor		
B. Accounting & Fees	\$993.00	\$930.00	A. Kethyr Solutions	\$36,466.00	\$34,689.00
C. Bank Charges	\$476.00	\$530.00	TOTAL 15. Contractors	\$36,466.00	\$34,689.00
TOTAL 04. Treasurer	\$3,425.00	\$3,501.00	16. BBS Expenses	\$0.00	\$200.00
05. Ethics Expenses			TOTAL EXPENSES	\$83,374.00	\$77,648.00
A. Workshops	\$6,158.00	\$2,884.00	OVERALL TOTAL	\$4,322.00	\$4,487.00

If you have questions or comments, contact **Terryann Sanders**, SCV-CAMFT Treasurer, at 408/264-5802 or terrysanders1mft@sbcglobal.net.

Announcement

After having practiced as an MFT in the South Bay for the last 16 yrs, Jacques Rutzky, MFT, retired from private practice as of March 1, 2008, due to health reasons.

SCV-CAMFT 2007 BALANCE SHEET

(Includes unrealized gains)
As of 12/31/2007

ASSETS

Cash and Bank Accounts

Money Market Account (US Bank)	\$4,082.43
SCV-CAMFT Checking (US Bank)	\$17,121.90

TOTAL Cash and Bank Accounts	\$21,204.33
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Investment Accounts

T-Bill Savings	\$14,626.26
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TOTAL Investments	\$14,626.26
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TOTAL ASSETS	\$35,830.59
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LIABILITIES

TOTAL LIABILITIES	\$0.00
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OVERALL TOTAL	\$35,830.59
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GROUPS AND WORKSHOPS

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. SF and Palo Alto locations. Contact Phyllis Klein, LCSW, LCS 11342, 415/273-1036 or www.womenintherapy.com.

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 or www.elainebrady.com.

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.

Children of Divorce Group Now Forming — A 10-week group for children ages 6-10 coping with divorce. Led by Deb Hammels, MFT Intern, under the supervision of Jacki Moseley, MFT, MFC35721. Contact 650/796-0913, hammels@yahoo.com.

GROUPS AND WORKSHOPS

Therapy Group For Women — Ongoing, supportive, therapeutic process group for women with an experienced group leader. Groups are to be held in Menlo Park. Marcie Pais, MFC 28005, call 650/561-9275.

Pre-Teen/Teen Girls' Support Groups — Addresses peer relationships, communication, coping skills, self-esteem, anger management and body image. Meets Saturdays starting September 20th (8 sessions) in San Mateo. Lori Levitt, MFT, MFC 43329, 650/794-4828.

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.

Psychotherapy Groups for Young Adults and Adults — For people who wish to improve interpersonal functioning in a supportive environment. Weekly meetings in Los Altos. Led by Alice Sklar, MFT, Certified Group Psychotherapist. Call 650/961-3482 for details.

Intervention Services — Help for concerned family members and friends who need to compassionately confront an alcoholic or addict in hopes that he or she will agree to get treatment. Contact Julie Herman, MFT, 408/872-0222.

GROUPS AND WORKSHOPS

Adoption Workshops — Peer support group for people considering adopting children, co-sponsored by Open Path. Sunday evenings in Mountain View beginning April 6. "Adoption basics" classes and consulting also available. Sara Lively, M.S. Education, 831/476-7252 or www.adoptionpaths.com.

Ongoing Psychotherapy Groups — In this dynamic psychotherapy group experience, clients explore relationship patterns and learn about healthy connection with others. Issues such as depression, dating, shyness, codependency, ACOA, self-esteem, and divorce recovery are worked on in the group with the support and feedback of peers. For info: Nancy Wesson, Ph.D., at 650/965-7332, www.wepsych.com, or Dr.nwesson@sbcglobal.net.

Teen & Family Counseling Center — Low-cost community clinic in Campbell is open daily addressing issues including substance abuse, stress/anxiety, family conflict, behavior. Call TFCC for an appointment. 408/370 9990 ext. 23# or visit info@teenfamilycounseling.org.

Codependency Group in Redwood City — Codependency group ongoing in Redwood City. Minimum commitment of 8 weeks using book "Codependent No

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.

Newsletter or Online Display Ad.	Member Advertising Rates			Non-member Advertising Rates		
	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.

If you have questions or comments, please contact the chapter at 408/235-0210 or mail@scv-camft.org.

GROUPS AND WORKSHOPS

More.” Call Caroll Fowler, MFT, 650/261-3969 for information. Also provide Codependent Program for intensive treatment.

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

Somatic & Nature Therapy Trainings — Earn CEs 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

DBT for Teens and Young Adults — Skills training groups for teens and young adults who struggle with impulsivity, constant crises, high-risk behaviors and self-harm. Weekly in Palo Alto. Contact Sylma Fine, MFT, MFC 41633, 650/838-9552 or sylma@sylmafine.com.

FOR CLINICIANS

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.

MFT Intern Joins Practice — Dr. Ellyn Herb, Ph.D., Licensed Psychologist and Certified Eating Disorders Specialist welcomes Ann Stillingfleet, M.A., MFT Intern #50699 into her practice. Ann has experience with dream work, body image disturbance, and women's issues. 408/666-7464.

Imago Certified Therapist — If you have a client and you feel he/she would be well served with couple therapy, Imago Couple Counseling is extremely effective. Of course your client will continue to be your client. Please call Marcie Pais, 650/561-9275.

Affordable Private Practice Fees — I currently supervise Deb Hammels, MFT Intern, who works with children and adults and is welcoming calls at 650/796-0913. Jacki Moseley, MFT, MFC 35721, 408/537-0747.

FOR CLINICIANS

Licensed Therapists' Support Group — Ongoing, self-led support group for licensed therapists, meeting the first Friday of each month in midtown Palo Alto. Call Verne Rice for details, 650/856-0232.

Would You Like A Full Practice? — Use the Internet to build your ideal practice quickly and inexpensively. There's no need to feel overwhelmed or underinformed. Contact Sean E. Armstrong, 650/969-2865 or e-mail sean@kethyr.com. For more info. and a free consultation visit www.kethyr.com.

Add Experienced Intern to Your Practice — Intern with 1500+ hours of experience with adult psychoed groups, children, & adolescents is seeking an opportunity to broaden her skills in private practice. Contact Kristen at kristen.cruickshank@gmail.com.



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.
 - 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

Intern Training — Special Learning Opportunity. Dr. Ellyn Herb, Ph.D., Licensed Psychologist and Certified Eating Disorders Specialist is offering a monthly support/training group for interns interested in learning more about feminist therapy, disordered eating, body image disturbance and group therapy. Call 408/369-1139 for more information.

Internships Available — Peace-It-Together is a non-profit agency seeking interns for a new Teen Depression Group we are starting. Please contact: Deborah Licurse at 408/774-1009. Please visit us at www.peace-it-together.org.

Ongoing Therapy Group for Interns & Trainees — Limited available slots. First Fridays of the month from 4:00-5:30pm. \$25 per session. If interested, please contact Mary Deger Seevers, MA, MFT, at seeverismd@aol.com or 650/655-2718.

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>.

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

Burlingame — Beautiful large office in charming area of downtown. Perfect for working with individuals, children, and families. Looking for like-minded professional to sublease and work alongside friendly colleagues. Approximately \$950 per month. Contact Elisa Friedlander, MFT, 650/652-9992.

Campbell — Spacious office for part-time availability. Great for groups or individual sessions. Available 5 days a week — mornings and afternoons. Located on Winchester Blvd. near Hamilton. Call Deborah Licurse, 408/774-1009.

OFFICE SPACE

Los Gatos — Great location! Furnished office space available for sublease, Fridays all day/evening. Includes waiting room with call light, kitchen, fax/copy machines, ample parking. Shared suite with other therapists. Near Hwys 85 and 17. Available in July. Don't miss this one! Contact Holly, 408/550-5101.

Menlo Park — Quiet attractive office in 3-office suite with shared waiting room, bathroom and kitchenette. Parking on site. Available full time or part time. Call Susan Chamberlain at 650/327-3452.

Morgan Hill — Hourly, PT, and FT availability in professional plaza with four other therapists. Group room available in evening and weekends. Close to schools, freeway access. Call for information: 408/778-3243.

OFFICE SPACE

Palo Alto — Sublet beautiful, formal, single-therapist office with private waiting room. Highest quality soundproofing (suitable for analytic work). View of trees. Free private parking. A/C. Suitable for individual, couple, or small group psychotherapy. Not suitable for children. 408/515-8117.

San Jose — P/T space available Tuesdays, Thursdays, and Saturdays in a beautifully furnished office suite of three psychotherapy offices. Shared waiting area, professional building on Bascom Avenue near 280 and 17. Contact Steven Nouriani, 408/821-7500.

Seeking Colleague to Share Office Space — Psychotherapist looking for other psychotherapist or psychologist interested in finding attractive office suite to share in Campbell, San Jose, or Los Gatos area. Call 408/242-1319.

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, 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., May 16,

11:30 - 1:30 pm

Lunch served promptly at 11:45

**“New Ways of Thinking
About Creativity”**

Alfonso Montuori, Ph.D.

The Vans Restaurant

815 Belmont Ave, Belmont

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

*Menu: To Be Selected the Day of the
Event*

**Register directly with SCV-CAMFT (see
below). For specific information regard-
ing the speaker contact *Pamela Eaken*,
650/571-6342.**

DATES TO REMEMBER

- May 15, 2008
Jul./Aug. Newsletter Deadline
- May 16, 2008
North Region Luncheon
- June 27, 2008
Mid Region DBT Workshop
- July 15, 2008
Sep./Oct. Newsletter Deadline
- July 25, 2008
South Region Luncheon

Fri., Jun. 27,

10:00 - 5:00 pm

A Special All-Day Workshop

**“Dialectical Behavior Therapy in
Private Practice”**

Thomas Marra, Ph.D.

Michael’s at Shoreline

2960 N Shoreline Blvd, Mountain View

Cost: See Page 11 (6 CEUs, PCE 1134)

*Menu: Continental Breakfast & Buffet
Lunch Included*

**Register directly with SCV-CAMFT (see
below). For specific information regard-
ing the speaker contact *Wendy
Wegeforth*, 408/888-6630.**

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.***

Santa Clara Valley Chapter of the California Association of Marriage & Family Therapists

SCV-CAMFT News

Attention: Editor

P.O. Box 60814

Palo Alto, CA 94306

PERIODICALS
POSTAGE PAID
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ISSN #010092