

SCV-CAMFT News

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

Volume 28, No. 3

www.scv-camft.org

May/June 2009

PRESIDENT'S COLUMN

— *Lara Windett, MFT*



Two first-time SCV-CAMFT events recently occurred, the "Group Crisis Intervention Critical Incident Stress Management (CISM)" workshop and the "Supervision, Consultation, and Mentoring" workshop, both of which were very well received. **Bonnie Faber** and **Karen Sumi** worked to create and coordinate the supervision workshop presented by **Hugh Grubb**. **Mary**

Kay Bigelow, who managed last year's "Essentials for Disaster Mental Health" training for our chapter, took the lead on coordinating the CISM event, and Claire Wright, the chapter's previous Special Events Director, helped coordinate both events. We had an overwhelming response for the CISM workshop presented by Diane Myers. Given the response, we will make every effort to offer this workshop again as soon as possible.

"The Brain Science and Treatment of Addiction in Teens and Adults" is our next big event and one that has been requested by chapter members and that I am looking forward to. Many of my experienced county colleagues will be presenting at this workshop. Having worked for the county and in private practice, I appreciate the difference in the two settings and the challenges that substance abusing clients can present to the private practice therapist. One of the speakers will address the unique challenges teens present, and the event will include a panel discussion consisting of an M.D. who specializes in treating addictions, licensed clinicians, and an RN. Please be sure to bring your questions for the panel.

The board wants to continue to offer luncheons and events that you want to attend. Please feel free to contact me any time with your feedback. We have previously surveyed members about this issue and will likely do so again soon.

We recently surveyed members about the role you would like CAMFT to take in ethical matters affecting the welfare of our clients — specifically regarding same-sex marriage. CAMFT does not normally take a position on issues like this while NASW and APA both have created statements supporting marriage equality. Several other local CAMFT chapters have decided to communicate with CAMFT

regarding this issue and SCV-CAMFT would like member feedback about how to proceed. I'd like to thank **Chandrama Anderson** and **Nanette Freedland** for taking the lead on this project.

Terryann Sanders is in the process of looking for new board members to fill positions for the next term. Please contact terrysanderslmft@sbcglobal.net or lara@larawindett.com if you are interested in learning about our 2010 positions.

HOT MARKETING OPPORTUNITY!

Are you looking for more networking venues?

Ways to give back to our profession?

Grow your practice?

Be in the know re therapist news?

Make decisions about the future of MFTs?

You can get all of that and more by volunteering to serve on the SCV-CAMFT Board of Directors.

We're looking for bright, motivated individuals to fill the following slots on the 2010 Board: Chief Financial Officer, Secretary, Business Development, Membership, Prelicensed & Newly Licensed, and Luncheon Programs.

Please contact the
SCV-CAMFT Nominating Committee:

Bea Armstrong: 408-486-9202

Lisa Moulthrop: 408-231-7010

Trilby Steiger: 408-391-1752

Creating a Community and Culture of Connection

SCV-CAMFT CALENDAR

MAY

- 29 **Chapter Luncheon,**
North Region; Belmont

JUNE

- 26 **Brain Science & Treatment of
Addiction Workshop,**
Mid Region; Mountain View

JULY

- 24 **Chapter Luncheon,**
South Region; Los Gatos

AUGUST

- 28 **Chapter Luncheon,**
North Region; Belmont

SEPTEMBER

- 25 **Chapter Luncheon,**
Mid Region; Mountain View

EDITORIAL STAFF

Kim Ives Bailey, Editor
650/737-1818

Sean Eric Armstrong,
Kethyr Solutions,
Composition, Typesetting
& Advertisements
888/538-4971

EDITORIAL COMMITTEE

Kim Ives Bailey

Bonnie L. Faber

Lori Helen Gortner

Monica M. Princevalle

SANTA CLARA VALLEY CHAPTER CALIFORNIA ASSOCIATION OF MARRIAGE AND FAMILY THERAPISTS BOARD OF DIRECTORS

Lara Windett, President
408/892-3925
lara@larawindett.com

Terryann Sanders, President-Elect
408/264-5802
terrysanderslmft@sbcglobal.net

Bonnie L. Faber, Past-President
408/836-4110
blfaber@earthlink.net

Claire Wright, Chief Financial Officer
408/998-7098
cawmft@yahoo.com

Matt Larkin, Secretary
408/399-5677
mlarkinmft@comcast.net

Nanette Freedland, Director (Business
Development) 650/947-4044
freedlandn@aol.com

Carol L. Marks, Director (Ethics)
408/249-8047
markscarol2000@yahoo.com

Judith B. Hanf, Director (Membership)
408/440-6274
judy@betterlivingtherapy.com

Maureen E. Ross, Director (Prelicensed &
Newly Licensed Members) 408/425-7457
amada619@hotmail.com

Verna L. Nelson, Director (Programs &
Evaluation) 408/379-7747
vernalnelson@gmail.com

Position Vacant,
Director (Special Events)

Chandrama L. Anderson, Director (Technol-
ogy & Communications) 650/575-2167
chandrama@sbcglobal.net

COMMITTEE CHAIRPERSONS

Disaster Preparedness:
Mary Kay Bigelow, 650/948-3400

Mentor/Mentee Program Coordinator:
Yvonne Blockie, 408/235-0872

North Region Programs:
Pamela J. Eaken, 650/571-6342

Mid Region Programs:
Wendy L. Wegeforth, 408/888-6630

South Region Programs:
Karen E. Sumi, 408/323-9901

Therapist Well-Being Committee:
Alice J. Sklar, 650/961-3482

LIAISONS TO OTHER COMMUNITY AGENCIES

Alliance for the Mentally Ill:
Position Vacant

BBS:
Position Vacant

Red Cross (Santa Clara County):
Judith Boore, 650/948-9138

Red Cross (San Mateo County):
Jane Kingston, 650/726-6774



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, 1620 Villa Street, Mountain View, CA 94041.

Periodicals Postage Paid at Palo Alto, CA, and at additional mailing offices. 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 19.

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.

MY EXPERIENCE ON THE BOARD

— Terryann Sanders, MFT



When I decided to join the board of directors in early 2007, I wasn't sure what I was getting myself into. I knew I wanted to volunteer some time and be a part of something bigger than my private practice. During my internship years I had worked for an agency, and I missed the camaraderie that we had, and the stimulating discussions we had about the work we do. I had attended a few of the luncheons and always enjoyed the speakers but I rarely ran into anyone I knew. I wanted to form new relationships and develop new friendships but I wasn't sure how to go about it.

When the opportunity to join the board as Chief Financial Officer arose I gladly agreed. The idea of contributing to an organization that I respected and admired was enticing and I was happy to have found a way to give back to the organization that had bailed me out many times in difficult or tricky client situations.

My experience on the board of directors has been exciting and interesting to say the least! I am continually amazed at the level of professionalism and depth of experience of our current board of directors. It has been a pleasure to be a part of the lively conversations that arise from the many demands of our diverse and growing chapter. Having never been on a board of directors before, I didn't know what to expect. I had no idea that this experience would be fun, that I would develop lasting relationships that enrich my personal and professional life.

In my current position as President-Elect I act as the chair of the nominating committee, and my most important task for 2009 is to find and recruit our 2010 board of directors. This year two of our most valued board members will have to retire after serving two terms on the board. **Carol Marks**, who is currently our Ethics Director, will be retiring. We are very sorry to see Carol go as she contributed so much wisdom and laughter to our board meetings. She has chaired committees and handled disputes with professionalism and respect. Her ethical perspective is always a welcome voice and a reminder to us to be better at everything we do! **Verna Nelson**, our current Programs & Evaluation Director will also be retiring this year. Verna has done a great job planning many events and overseeing our wonderful luncheon speakers and venues. She has helped to find and work with volunteers to make our luncheons educational as well as enjoyable. She has also helped recruit volunteers to take on tasks that we previously paid for, saving our chapter a significant amount of money. Thanks to Carol and Verna for their dedicated support and willingness to contribute so much to our chapter.

With the retirement of Carol and Verna, two positions will open on the board, the Ethics Director and Programs & Evaluation Director. As other board members make their decision as to whether they will remain for another two-year term or retire in their positions, other board positions will likely become available. My hope is that many will stay, as I am very impressed with the dedication and willingness of our current board, and thankful they have all been so willing to volunteer their time to such a good cause!

If you or anyone you know are interested in being on the SCV-CAMFT Board of Directors please contact me directly at terrysanderslmft@sbcglobal.net or 408/264-5802.

INTRODUCING SCV-CAMFT'S NEW CHIEF FINANCIAL OFFICER

— Claire Adalyn Wright, MFT



I am honored to now be serving SCV-CAMFT as CFO. We have a strong board again this year and it's rewarding to see what we're accomplishing. Along with two other SCV-CAMFT board members, I recently attended the CAMFT Leadership Conference and am excited about ideas I received there for my new role. I originally joined the SCV-CAMFT board last year serving as Special Events Director, working with a wonderful group of professionals on the board and in the chapter.

I have a private practice at Alta Mira Counseling in San Jose, where I lead a women's group and work with adults, couples, and families. I also enjoy leading a variety of workshops. My theoretical orientation is humanistic/existential. Specifically, I have trained in the work of Virginia Satir and Roberto Assagioli and am currently studying existential and other group theories. Additionally, I have a background and ongoing interest in organizational psychology and development.

I hope to see you at an upcoming SCV-CAMFT luncheon or workshop. Please feel free to say hello and introduce yourself!

IN MEMORIAM



The sad news came on March 11, 2009, that SCV-CAMFT member Steve Benovitz, MFT, passed away after an ongoing battle with brain cancer.

Many in the San Jose area have been touched by Steve and his work. In addition to his private practice in San Jose, Steve served as a clinical supervisor at Catholic Charities of Santa Clara County for over 25 years, mentoring many interns along the way.

His colleagues will remember him as a caring, warm, gentle, and sincere man, who was extremely dedicated to his clients, his interns, and the profession.

He is survived by his wife Debbie and son Eric.

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

CHD

THE CENTER FOR
HEALTHY DEVELOPMENT

SINCE 1983

CHD offers long-term psychotherapy and counseling services. Our staff has experience treating the whole family, with particular expertise helping families through the transitions of separation and divorce. CHD staff is extensively trained in treating children who are distressed, as well as adolescents and adults confronting a variety of difficulties. We offer group and individual treatment. Most clients can be scheduled within 48 hours of initial referral.

REFERRALS CALL

408.985.8115 x213

MAIN PHONE
408.985.8115

FAX
408.985.8113

100 N. Winchester Blvd. Suite 275 • Santa Clara, CA 95050

EATING DISORDER GROUPS

For Women

Bulimia & Anorexia
Binge eating disorder
Night eating syndrome
Compulsive overeating

MONDAYS
(every other week)
6:00PM – 7:30PM

Focus on developing a healthy lifestyle,
reducing obsessive thoughts about food and weight,
increasing positive body and self image,
reducing negative thought process,
and finding healthy ways to cope with anxiety.

Terryann Sanders, MFC-41760

Licensed Marriage and Family Therapist
1670 Hillsdale Avenue, Suite B
San Jose, CA 95124
terrysanderslmft@sbcglobal.net

408 264-5802



**ONGOING
PSYCHOTHERAPY
GROUPS**

***Small mixed psychotherapy groups:
Interpersonal approach***

In this dynamic psychotherapy group experience, clients explore relationship patterns and learn in vivo about developing connection with others. Issues such as depression, dating, shyness, codependency, ACOA, self-esteem, and recovery from divorce, are worked on in the group with the nurturing, support, and feedback of peers.

**Clients who are considering joining
a group can call (650) 965-7332 and
press 2# to hear a recorded
description of the groups**

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.

FOR INFORMATION, CALL: (650) 965-7332

or email: dr.nwesson@sbcglobal.net

www.wespsych.com or www.shynesshelp.com

◆ REFLECTIONS ON WELLNESS ◆

“THIS I BELIEVE... ABOUT WELLNESS”

— The Therapist Well-Being Committee

“This I Believe...” is an international project engaging people in writing, sharing, and discussing the core values that guide their daily lives. These short statements of belief, written by people from all walks of life, are archived and featured on public radio in the United States and Canada, as well as in regular broadcasts on NPR. The project is based on the popular 1950s radio series of the same name hosted by Edward R. Murrow. We on the Therapist Well-Being Committee want to share some of our thoughts with you. Won't you please join us? Send in your contribution (see below) or visit their website to hear something from the archives (www.thisibelieve.org).

This I Believe... from Alice Sklar, MFT

...That wellness is an ideal toward which most therapists aspire. Its literal meaning is different for every individual but physical, psychological, and social health are usually components of its definition.

Because wellness is an ideal it is rarely achieved. We have to strive for it. It requires us to reassess ourselves regularly and to seek feedback from others in order to enjoy the reward of attaining or regaining it from time to time.

If we were perpetually well, it would inhibit our motivation to seek new ways to manage and change our lives. That would inhibit some of our most creative moments, and creative moments are so very precious. I'm reminded of the many artists whose struggles to overcome illness and tragedy created lasting works of art.

Personal growth occurs when we strive for wellness because we learn about ourselves throughout the process. My personal struggles have led me to greater depth and understanding. They have also broadened my appreciation of others. A small example: I had back surgery in December. Not being allowed to drive left me uncomfortably isolated. After a while I did something very uncharacteristic and difficult for me; I reached out to friends and colleagues for support. The flood of good will that I received was overwhelming. I'll never find it as hard to say “help” again.

I don't expect to always enjoy wellness any more than I expect to live forever. But I hope to have the courage to continue to work against the natural tendency toward non-wellness, and I hope to be able to encourage others to take the same active stance in their lives.

This I Believe... From Mary Jo Trusso, MFT

...That most of us have a monitoring system, sometimes conscious and sometimes not, that helps us be aware of what is good for us. In my therapy practice this shows up when I close a few files at the end of a long day and say, “I'll finish the paper work tomorrow.” Usually at that point I feel a twinge in my stomach.

I recently did something special for an office mate and felt foolish when I heard laughter after I made what I thought was a helpful

comment. I felt a twinge in my stomach.

I go to my Tai Chi class and don't tell the instructors that I feel frustrated because I haven't learned anything new in three weeks. I feel a twinge in my stomach.

For me, my stomach twinge means that something is going on that is not good for me. It may be procrastination, overbooking, or lack of appropriate assertiveness. I believe that if I don't pay careful attention to my internal monitoring system I will be off my wellness track and not available in a meaningful way to myself or to my clients.

This I Believe... from Cathy Hauer, MFT

...That every therapist wants to do the best for themselves and their clients. That we really do have good intentions, and that our best intentions aren't always enough.

I believe that we need to check in with ourselves often: am I taking good care of my physical, psychological, intellectual, and spiritual health? Am I getting needs met in my circles of friends, colleagues, family, and companion animals?

I believe that when we get off track, whether by a little bit or a lot, we can make a course-correction. We may have to do some soul-searching, we may have to ask for help, we may have to make some changes, but I do believe we can do it.

Most important, I believe in the basic goodness of all people. We all swim in this amazing, crazy, stunning thing called ‘our life, the world, these times.’ So, when I believe in all of our basic goodness, I can be compassionate when I miss my mark, or when I worry you might be missing your mark...and then I'll know what to do. I believe that our interdependence demands that we help each other swim back to the safe and healing shore.

Alice Sklar, MFT, is in private practice in Los Altos; Mary Jo Trusso, MFT, is in private practice in San Jose; Cathy Hauer, MFT, is in private practice in San Mateo. All three are long-time members of the SCV-CAMFT Therapist Well-Being Committee.

*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.*



Essence & Identity:

Metaskills for Therapy and Life

with John Mizelle, MA, MFT

Friday, June 5, 9:30- 4:30

The question of identity underlies most issues that clients bring to therapy. Every therapist has a large bag of tricks at her disposal, yet the beliefs and attitudes that form our own identities shape and limit our responses to our clients. My intention in this workshop is not to add to your bag of tricks, but to empty it. I invite you to investigate the beliefs that drive your choices, and to lay them down. At the core of every human being lies a vital intelligence that, watered with attention, blossoms into wisdom. From there, the tools of the therapist find their appropriate application, as the mind begins to serve the essential self rather than the conditioned identity.

Through direct experience, discussion and demonstration, you will learn:

- * to identify your core beliefs and their roots;
- * the role of fear in shaping identity;
- * how our sense of identity affects our work with clients;
- * what happens when intelligence roams free beyond the limits of identity;
- * how our therapeutic approaches mirror our beliefs about ourselves and the world;
- * the relationship between *self* and *self-image*.

LOCATION: Unitarian Universalist Fellowship, 15980 Blossom Hill Rd., Los Gatos

REGISTER: \$125, payable to John Mizelle, 573 Soquel Ave., Santa Cruz, CA 95062

INFORMATION: jbmizelle@cruzio.com, or 831-423-3117x2

CEUs: 6 CEUs for MFTs and LCSWs. PCE 3594.

JOHN MIZELLE has taught graduate-level psychotherapy, group dynamics, and conflict resolution internationally for 20 years. An award-winning poet and life-long explorer of consciousness, his passion is direct experience of Self beyond the conditioned mind. He has been in private practice in Santa Cruz since 1984.



SCV-CAMFT PROGRAM EVENTS

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

“Counter-Transference: Looking Beyond ‘When My Issues Come Up’”

— Maria Klein, MFT

Date: Friday, May 29, 2009, 11:30 AM – 1:30 PM
Place: The Van’s Restaurant, Belmont
Menu: *To Be Selected At The Restaurant*
Register: For reservation information see below and back page. For information regarding the speaker contact **Pamela Eaken, 650/571-6342.**

When Maria asks her students to define counter-transference the answer she most commonly gets is, “When my issues come up.” Counter-transference is much grander and far more invasive than most of us realize. In this presentation Maria will define it with a series of visual metaphors. She hopes to illustrate how counter-transference interferes with our client’s healing, and in our experience of being therapists. Counter-transference issues heavily contribute to both client resistance, and to therapist burn-out.

This presentation is in two parts: Holding On and Letting Go. In the first part we will identify our particular weaknesses in regards to being counter-transferred. In the second part Maria will talk about specific ways to let go of countertransference. When we address these hidden issues we free up our clients to make the changes they need to make, and we become more alive in our work.

Maria Klein earned her Master’s in Counseling Psychology from Santa Clara University in 1987 and has been licensed and in a private practice since 1990. Maria has supervised interns at the Process Therapy Institute and at JFK University in Sunnyvale.

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 WORKSHOP (6 CEU HRS. AVAILABLE, PCE 1134)

“Brain Science & Treatment of Addiction in Teens and Adults”

— Mark Stanford, Ph.D., Andrea Ancha, Psy.D., &
A Panel of Addiction Treatment Experts

Date: Friday, June 26, 2009, 9:00 AM – 4:00 PM
Place: Michael’s at Shoreline, Mountain View
Menu: Continental Breakfast and Buffet Lunch Included
Register: Register directly with SCV-CAMFT (see page 11 for more information). For information on the workshop, contact **Lara Windett, 408/892-3925.**

Patients often come to therapy for a variety of reasons without stating that they use alcohol or other drugs. Some patients use substances occasionally, and others have lengthy histories. Learn strategies to assess and treat your clients, as well as when to refer them out to other medical professionals. Gain knowledge about the latest advances in neuroscience and how understanding brain chemistry can help in treating clients with substance abuse issues.

Who Should Attend?

If you are providing direct client care, you will inevitably be working with substance abuse issues in 25-35% of your clients. Whether you are a beginning professional, or have been in practice for many years, this workshop will have something for you. Learn practical, quick, and easy ways to assess a client’s level of use...

(see page 11 for more information)

Directions:

From 101 Heading South: Take the Shoreline Blvd. Exit. Turn Left onto Shoreline Blvd. Go all the way down Shoreline Blvd. to the end. 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. There is extra parking to the left of the main parking lot.

From 101 Heading North: Take the Shoreline Blvd. Exit. Turn Right onto Shoreline Blvd. Go all the way down Shoreline Blvd. to the end. 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 2009 CALENDAR OF EVENTS

May 15, 2009; Friday

May 29, 2009; Friday

June 26, 2009; Friday

July 15, 2009; Wednesday

July 24, 2009; Friday

August 28, 2009; Friday

September 15, 2009; Tuesday

September 25, 2009; Friday

October 16, 2009; Friday

October 23, 2009; Friday

November 13, 2009; Friday

July/August Newsletter Deadline

North Region Luncheon/Board Meeting

*Counter-Transference:
Looking Beyond "When My Issues Come Up"*

Maria Klein, MFT

Mid Region Workshop

*The Brain Science & Treatment of Addiction
in Teens and Adults*

Mark Stanford, Ph.D., Andrea Ancha, Psy.D.,
and a Panel Interview with Industry Leaders

September/October Newsletter Deadline

South Region Luncheon/Board Meeting

*Mindfulness Interventions
for Private Practice Clinicians*

Lisa Dale Miller, MFT

North Region Luncheon/Board Meeting

To Be Determined

November/December Newsletter Deadline

Mid Region Luncheon/Board Meeting

To Be Determined

SCV-CAMFT Annual Meeting

Lucie Stern Community Center, Palo Alto

South Region Luncheon/Board Meeting

*The Art of Compassion –
The Healing Journey in Grief and Loss*

Janet Childs, M.A., MFT

Law & Ethics Workshop

Legal & Ethical Issues: Best Practices
David Jensen, J.D.

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 2009 ISSUE
DEADLINE: JULY 15TH, 2009

NOVEMBER/DECEMBER 2009 ISSUE
DEADLINE: SEPTEMBER 15TH, 2009

A WEBSITE OR A BLOG — WHICH IS RIGHT FOR YOU?

— Sean Eric Armstrong

Congratulations. You've spent your time wisely. You've completed your hours and become a licensed marriage and family therapist. You've improved your skills by routinely seeking continuing education, and you've developed a business plan and launched your private practice. Now the time has come to map out your strategy for taking your business online.

One of the first decisions you'll have to make is should you start a website or a blog? The answer to that question depends greatly on what goals you want to accomplish online. But first, allow me to provide a quick definition for those unfamiliar with blogs.

A blog (a contraction of the term "Web log") is a type of website with regular entries of text commentary, images, and links to other blogs, Web pages, and media related to its topic. Entries are commonly displayed in reverse-chronological order and readers have the ability to leave comments in an interactive format.

Today I'm going to look at four factors that should help you determine whether to go with a blog or a website for your online business presence...

1. The level of the ongoing commitment you're prepared to make.

Starting a blog is the easy part; maintaining a blog takes time and effort. That's because blogs are hungry animals. To keep them happy, they need a continuous stream of new, fresh, relevant content. Additionally, blog posts are usually stamped with the date and time. If you don't update your blog for an extended period of time, people will notice — and they may lose interest in your blog, and your reputation may suffer.

Have you ever visited a blog where the last post was from say, April of 2007? I always think to myself: "*Has this person gone out of business?*" or, "*Is their business fading away, and they've all but given up?*" or worse, "*Is the blogger still alive?*" Starting a blog is not something to be taken lightly. It requires a high level of commitment to be successful.

Of course, websites also require a commitment. You'll need to add new content to your site to keep the search engines happy, but you don't have to update it on quite such a regular basis. Which means, if you're busy doing other things or want to take time off, your site will still flourish and continue to generate leads and/or revenue without you.

2. The navigation structure that will best help you achieve your online goals.

A blog usually organizes its posts by date or by category. It's not the most logical format when it comes to letting your visitors know what your site contains. Some bloggers have chosen to add static pages to their sites to make it easier for their readers to access important information.

A website's navigation structure is far more intuitive and easier to follow than a blog's. If done right, your viewer will be able to quickly size up the type of information your site contains and how to access it. This is key if you're looking to sell products or services on your site. A website's navigation structure is simply better suited for e-commerce transactions.

3. The level of technical expertise required by each.

Very little technical expertise is required to start a blog. You can generally get a blog up and running in a few minutes. And adding additional features (like Google AdSense advertisements, YouTube videos, and social networking integration) is relatively easy to do. Unless you're doing advanced customization, the technical expertise required to set up a blog is relatively low.

On the other hand, creating a website does take longer and does require more technical expertise (*especially if you're planning to build it yourself*). Plus, because the navigation is more complex, you can't just put together pages willy-nilly. Everything has to work together just right.

4. What you want to accomplish online.

Although last on this list, this is your most important overall consideration.

Blogs are ideal for narrowly-defined topics and especially well-suited to those that are prone to constant updates. For example, the politics of the therapy profession may be a perfect topic for a blog as new things are always happening that "political junkies" are eager to read about.

Blogs are an excellent choice if your goals include establishing yourself as an expert on a particular topic and creating a bond between you and your prospects and clients (for example, Infidelity Help, <http://www.infidelity-help.com/>, Sexual Intelligence, <http://sexualintelligence.wordpress.com/>, and Living Without Panic, <http://www.livingwithoutpanic.com/>). I'm not saying you can't do these things with a website, but the interactive format of a blog fits in perfectly with these goals.

As mentioned, if your main goal is to highlight and sell your products or services, a website makes sense because of its superior navigation structure and lower ongoing time commitment.

Choosing between a website and a blog is one of the first major decisions for a new online venture. Choose the wrong format, and you could lose months, even years, of precious time. Choose the right format, and your business will thrive and flourish right from the get-go.

Sean Eric Armstrong, owner of Kethyr Solutions (<http://www.kethyr.com>), an Internet marketing firm dedicated to helping mental health professionals and other small business owners 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 online newsletter from which this article has been adapted.



PROCESS THERAPY GROUPS

Led by:

KIM IVES BAILEY, MFT

License No. MFC32076

CERTIFIED GROUP PSYCHOTHERAPIST

No. 43150

Supervised by Dr. Irvin Yalom

Burlingame

(650) 737-1818

www.counselingforyou.com

Group Therapy for MFT Interns & Trainees

Time: 3:30-5:00pm

First Friday of the month

Once a month commitment

\$25.00 per session

1 1/2 hrs. therapy = 4.5 hours toward your MFT license

Mary Deger Seevers, MA, MFT

1720 So. Amphlett Blvd. Ste 118 San Mateo, CA 94402

650-655-2718 seeversmd@aol.com marydegerseevers.com

Mary Deger Seevers, MA, MFT has been facilitating a therapy group for interns since 1999 and began the first newly licensed support group for SCV-CAMFT. She is a CAMFT Certified Supervisor and supervises interns in her private practice. (MFC35702)

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

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>

SAVE THE DATE!! SAVE THE DATE!! SAVE THE DATE!! SAVE THE DATE!! SAVE THE DATE!!

SCV-CAMFT Presents a First-Time Offering

BRAIN SCIENCE & TREATMENT OF ADDICTION IN TEENS AND ADULTS

Friday, June 26, 2009

9:00 AM — 4:00 PM

(Registration Begins at 8:30 AM)

CEUs: 6 Hours (PCE 1134 for MFTs and LCSWs) included

Menu: Continental breakfast and a buffet lunch included

Location: Michael's at Shoreline in Mountain View, CA

Patients often come to therapy for a variety of reasons without stating that they use alcohol or other drugs. Some patients use substances occasionally, and others have lengthy histories. Learn strategies to assess and treat your clients, as well as when to refer them out to other medical professionals. Gain knowledge about the latest advances in neuroscience and how understanding brain chemistry can help in treating clients with substance abuse issues.

Who Should Attend?

If you are providing direct client care, you will inevitably be working with substance abuse issues in 25-35% of your clients. Whether you are a beginning professional, or have been in practice for many years, this workshop will have something for you. Learn practical, quick, and easy ways to assess a client's level of use.

The Day:

- ◆ Mark Stanford, Ph.D., will begin the day discussing the neuroscience of substance abuse and new discoveries on the bio-behavioral aspects of addiction.
- ◆ Andrea Ancha, Psy.D., will talk specifically about how to assess and treat adolescent clients.
- ◆ A panel of addiction treatment experts:
Deborah Stephenson, M.D., Kathleen McQuaid, MFT, Cheryl Blankenship Kupras, LCSW, and Lynn Maya, RN, MFT, will each respond to a case presentation based upon their area of specialization so that we can more fully understand the different perspectives in a multidisciplinary treatment approach. There will be time for audience questions.

You Will Learn:

- ◆ About the brain science of addiction and how this impacts your treatment strategies;
- ◆ What's new on the medication front and where we are going with new medication options for clients;
- ◆ How to assess and treat both the adolescent and adult client; and
- ◆ Different perspectives on this chronic disease from industry experts.

Pricing:

	<u>Licensed Members / Non-Members</u>	<u>Intern-Student Members / Non-Members</u>
Register <i>between</i> March 16th and June 1st	\$120.00 / \$140.00	\$85.00 / \$90.00
Register <i>after</i> June 1st, 2009	\$130.00 / \$150.00	\$130.00 / \$150.00

Payments may be made by personal check or PayPal. Please use the chapter's e-mail address: mail@scv-camft.org for PayPal payments, or make check payable to SCV-CAMFT and mail to: SCV-CAMFT, P.O. Box 60814, Palo Alto, CA 94306.

Register early to save money and guarantee your place! For reservations contact Sean Armstrong, 408/235-0210 or mail@scv-camft.org. For information on the workshop, contact Lara Windett at 408/892-3925 or lara@larawindett.com.

Cancellation Policy: Due to the contracted costs of offering this event, cancellations must be received at least 14 days prior to the date of the event in order to ensure a refund, less a \$35 processing fee. Cancellations received after that date will be credited to your account if we are able to sell your seat for the event. By sending payment you are agreeing to this cancellation policy.

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.

SPONSOR (\$135.00)

KATHLEEN L. ADDISON, MFT
JANE BRYAN-JONES, MFT
RALPH GRAM, Ph.D.
LOUISE C. KARR, MFT
DENISE LEFFERS, MFT
BETH B. ROSENTHAL, Ph.D.
MARY DEGER SEEVERS, MFT

SUSTAINING (\$110.00)

BEA ARMSTRONG, MFT
COLLEEN E. FALLON, MFT
SUSAN OWICKI, MFT
SUZANNE M. PETROCCHI, MFT
MARY JO TRUSSO, MFT

SUPPORTING (\$90.00)

SUSAN F. BARKHURST, MFT
SUSAN G. FABBRO, MFT
JULIA M. JAROCH, MFT
NANCY O. KLIMP, MFT
ANN MARTIN, MFT
CYNTHIA McREYNOLDS, MFT
JULIET MELAMID, MFT
FRANCES E. VAN HOOK-ROBIE, Ph.D.
JOANNA WATSON-WONG, MFT

REGULAR (\$70.00)

LOURDES ADORNO, MFT
CHERYL A. ALLEMAND, MFT
DAMARIS P. BARR, MFT
CATHIE BECK, Psy.D.
JOANNE C. BEEBE, MFT
KAYE BISHOP, MFT
YVONNE P. BLOCKIE, MFT
CARSON BOWMAN, MFT
HELEN E. BRADY, MFT
SEVERENE M. BYLIN, MFT
SUSAN VODREY CHAMBERLAIN, MFT

REGULAR (CONT'D)

LUCIA CHAMBERS, MFT
MARTHA POLING CHAN, MFT
HUI HUI CHANG, MFT
HOLLY S. CHRISTENSEN, MFT
CONSTANCE E. CHRYSOGLOU, MFT
MARVIN P. COHEN, MFT
MARTI ERICKSON, Psy.D.
HELEN C. FAN, Ph.D.
ROBERT L. FOGLESONG, MFT
CARMEN FRANK, MFT
MARY JO GARRETT, MFT
BONNIE D. GOULD, MFT
PATRICIA ANN GRABIANOWSKI, MFT
JULIE HERMAN, MFT
NOREEN L. HUI, MFT
MICHAEL O. KELLEY, Ph.D.
PATRICIA KENNEDY-ST. CLAIR, MFT
DOREEN W. LANDES, MFT
ELIZABETH F. LEONARD-ISO, MFT
LEONARD LEVY, MFT
JANE MARCHAND LEWIS, MFT
KATHERINE McCLEARY, MFT
KATHY ALICE McNAMARA, MFT
LISA DALE MILLER, MFT
DAVID L. MINEAU, Ph.D.
DEBORAH MINOWITZ, MFT
JOHN B. MIZELLE, MFT
PAMELA MONTGOMERY, MFT
CATHERINE M. MORRIS, MFT
JACQUELINE S. MOSELEY, MFT
CATHERINE NAFISSI, MFT
LYDIA M. NORCIA, MFT
KATE PARKINSON, MFT
CHRISTIE L. PFALZGRAF, MFT
ANN C. RATCLIFFE, MFT
AZIZEH E. REZAIYAN, MFT

REGULAR (CONT'D)

JOAN M. ROSS, MFT
DIANE SALVADORE, MFT
JOYCE G. JOYCE G., Ph.D.
ALANNA M. SHAW, MFT
MARY K. STADLER, MFT
GAYLE L. VANIMAN, MFT
MARY WHITE, MFT
JUDITH WINKELSTEIN, MFT
TOI LYNN WYLE, MFT
SETSUKO YANO, MFT

ASSOCIATE (\$70.00)

FLORENCE P. CREIGHTON, MSW
FRANCINE C. LEJEUNE, LCSW
JO STEIN, LCSW

SUPPORTING PRELICENSED (\$70.00)

SIMI GHAI-MARKAR
SHERRIE L. TULLSEN-CHIN

PRELICENSED (\$40.00)

MATT ELGIN
KATHY ELLIOTT
CELIA W. FOERSTER
PAMELA L. FREEMAN
CAROL M. GIBBONS
ROBIN GINSBERG
KAREN GOEHRING
SHANNON R. KELLY
TRICIA JORDAN MLNARIK
ALLISON R. PETERSEN
NINA POLETIKA
HEATHER L. SCOTT
LISA TELFORD

INACTIVE (\$40.00)

KATHY E. MILLER, MFT

FREE PRELICENSED SUPPORT GROUPS

North Region – 1777 Borel Place, Suite 210, San Mateo, CA 94402. Next meetings on May 8th and June 12th 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!

FREE NEWLY LICENSED SUPPORT GROUPS

North Region – The purpose of this group, which meets monthly, 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.

South Region – This newly launched support group meets the third Saturday of each month from 1:00 PM - 3:00 PM (March 21st and April 18th). The purpose of this group is to provide support to members who have recently become licensed. **Meg Keller, MFT**, is the current group facilitator and meetings are held at Meg's office near the intersection of Almaden Expressway and Camden Avenue, 6475 Camden Avenue, Suite 102-B, San Jose, CA 95120. To RSVP, and for further information, please contact Meg Keller at megkeller@sbcglobal.net or 408/271-6999.

FREE THERAPIST SUPPORT GROUP

The meetings are held from 1:00 PM - 2:30 PM on the second Friday of each month (May 8th and June 12th), 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.

Chapter board meetings are generally held on the fourth Friday of each month (some major holidays and other chapter functions 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 chapter's website under "For Members" and in e-mail sent directly to those members who have e-mail.

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:

- Amy E. Sargent, MFT
- Leslie Davidson, MFT

BENEFITS OF YOUR SCV-CAMFT MEMBERSHIP




In an effort to make sure all SCV-CAMFT members are aware of the many benefits available to chapter members, the SCV-CAMFT Board of Directors has decided to reprint the following list of member benefits, which also appears on the chapter's Website and in the member application and renewal packets the chapter mails each month:

- ◆ **Networking** at monthly SCV-CAMFT luncheons. Chapter luncheons, held in Santa Clara and San Mateo counties, provide time for you to meet with colleagues, make and receive referrals, build new relationships and renew existing ones, all while enjoying up-to-date presentations.
- ◆ **Professional Development** through monthly luncheons and workshops that feature presentations on a wide variety of topics addressing the professional and business needs of our members. Additionally, SCV-CAMFT is a BBS state-approved provider of CEUs, so you can fulfill your BBS requirements for a nominal fee.
- ◆ **The Membership Directory** is a wonderful resource for referrals. It contains members' specialty listings, languages spoken, and identification of those who have handicap access or accept low fees. In addition, the directory is made available to agencies in the community for their use in making referrals. The directory is published twice annually and is available to members for free in Adobe PDF format on the chapter's Website or at cost on a print-on-demand basis.
- ◆ **Our bi-monthly newsletter**, SCV-CAMFT News, keeps members up-to-date on job opportunities, legislative alerts and new developments in the field. Chapter members may place one classified advertisement per issue free of charge and receive discounted advertising rates.
- ◆ **SCV-CAMFT's Website**, www.scv-camft.org, contains information important for members and the community. As a chapter member you are entitled to a free listing in the online "Therapist Search" referral database. You may also sign up for an Expanded Web listing and get your own Web page! Additionally, members have access to the members' area of the Website and the "Chapter Exchange," the chapter's listserve, which is a convenient means of distributing announcements and keeping involved with the chapter's membership.
- ◆ **SCV-CAMFT's Pre-licensed Support Services** are extensive. The chapter offers on-going support groups, a regular pre-licensed column in SCV-CAMFT News, and various pre-licensed focused events.
- ◆ **The Internship Directory** includes detailed information on internships in Santa Clara and San Mateo counties, contact numbers for pre-licensed support services, and information about the internship process. It is updated continuously and is available to members free of charge on the chapter's Website.
- ◆ **Involvement in Special Interest Groups (SIGs)** allow you to personally effect solutions in an area of the profession that interests or concerns you. You are welcome to participate in any of the current groups: – Mentor-Mentee, Well Being, Newly Licensed – or to explore gathering a new group.
- ◆ **Volunteer opportunities** abound. You are encouraged to join our board of directors, contribute articles to our newsletter, provide editorial input for the newsletter, and bring you expertise and leadership skills to one of our committees.

Again, these are just some of the many benefits of SCV-CAMFT membership. If you have any questions regarding any of the member benefits listed above, or are interested in a benefit not mentioned on the list, please feel free to contact any of the board members (listed on page 2 of this newsletter) directly, or contact SCV-CAMFT by e-mail at mail@scv-camft.org or phone at 408/235-0210.

**Make a difference...
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
Phone: 650-571-6342



Santa Clara Valley Chapter
California Association of Marriage and Family Therapists

SCV-CAMFT IS SEEKING A FEW GOOD VOLUNTEERS

Seeking SCV-CAMFT Website Editorial Team

Your chapter is looking for enthusiastic individuals who want to help make the new SCV-CAMFT website dynamite! Most of the discussion will occur via e-mail, a bit by phone, and an occasional face-to-face meeting. We would love to have you on our committee.

Please contact **Chandrama Anderson, MFT**, Director of Technology & Communications for SCV-CAMFT at: mail@scv-camft.org, attn: Chandrama Anderson.

We look forward to your help and input.
AND...

Seeking SCV-CAMFT Editorial Committee Members

SCV-CAMFT's Editorial Committee meets six times a year to edit submitted newsletter articles.

We eat, drink, read, and edit articles over lunch while having a good time. If you'd like to join us, please contact **Kim Ives-Bailey, MFT**, Editorial Committee Chair at mail@scv-camft.org, attn: Kim Ives-Bailey.

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.***

SCV-CAMFT CASH FLOW STATEMENT YEAR END 2008

Category Description	1/1/08- 12/31/08	1/1/07- 12/31/07	Category Description	1/1/08- 12/31/08	1/1/07- 12/31/07
INCOME			EXPENSES (CONTINUED)		
03. Reimbursement	\$0.00	\$5.00	05. Ethics Expenses		
04. Treasurer Income			A. Workshops	\$3,061.00	\$6,158.00
A. Interest Income	\$21.00	\$10.00	06. Business Development		
D. Other Banking	\$1,050.00	\$0.00	A. Promotional Materials	\$0.00	\$466.00
E. Interest Income	\$147.00	\$0.00	B. Newsletter	\$7,970.00	\$8,156.00
TOTAL 04. Treasurer	\$1,218.00	\$10.00	TOTAL 06. Business Dev.	\$7,970.00	\$8,622.00
05. Ethics Income			08. Membership Expenses		
A. Workshop Income	\$11,130.00	\$17,062.00	A. Annual Meeting	\$490.00	\$866.00
06. Business Development			B. Membership Directory	\$1,003.00	\$930.00
A. Newsletter Ads	\$7,418.00	\$8,649.00	C. Member Recruitment	\$0.00	\$481.00
B. Member Label Sales	\$500.00	\$1,245.00	D. Other Membership Expenses	\$5.00	\$145.00
TOTAL 06. Business Dev.	\$7,918.00	\$9,894.00	TOTAL 08. Membership Exp.	\$1,498.00	\$2,422.00
08. Membership			09. Prelicensed & Newly Licensed		
A. Member Dues	\$40,317.00	\$47,601.00	A. Mentor/Mentee Program	\$0.00	\$12.00
B. Membership Directory Sales	\$34.00	\$34.00	B. Prelicensed Events & Other	\$0.00	\$171.00
TOTAL 08. Membership	\$40,351.00	\$47,635.00	TOTAL 09. Prelicensed & Newly	\$0.00	\$183.00
10. Program Income			10. Program Planning		
A. Luncheon Income	\$11,851.00	\$11,627.00	A. Luncheons	\$9,694.00	\$11,474.00
C. Sponsored Events	\$15,713.00	\$0.00	C. Sponsored Events	\$7,954.00	\$6.00
TOTAL 10. Program Income	\$27,564.00	\$11,627.00	TOTAL 10. Program Planning	\$17,648.00	\$11,480.00
11. Technology & Communication			11. Technology & Communication		
A. Expanded Website Listings	\$1,497.00	\$1,400.00	A. Website Design	\$9,416.00	\$0.00
B. Website Advertising	\$100.00	\$64.00	A. Hosting Service	\$885.00	\$3,540.00
D. Email Advertising	\$50.00	\$0.00	C. Website Other	\$99.00	\$0.00
TOTAL 11. Technology & Comm.	\$1,647.00	\$1,464.00	TOTAL 11. Technology & Comm.	\$10,400.00	\$3,540.00
12. Donations	\$40.00	\$0.00	13. Office Expenses		
TOTAL INCOME	\$89,868.00	\$87,697.00	A. Computer	\$763.00	\$398.00
EXPENSES			C. Office Supplies	\$233.00	\$1,391.00
01. President			D. Postage & P.O. Box	\$729.00	\$1,906.00
A. Annual Leadership Conference	\$0.00	\$239.00	E. Printing & Copying	\$1,135.00	\$2,455.00
B. Annual Strategic Board Meeting	\$128.00	\$260.00	F. Utilities	\$728.00	\$799.00
C. Discretionary Expenses	\$0.00	\$2,000.00	G. Storage Unit	\$961.00	\$1,556.00
TOTAL 01. President	\$128.00	\$2,499.00	Other Office Expenses	\$456.00	\$0.00
02. President-Elect	\$129.00	\$75.00	TOTAL 12. Office Expenses	\$5,005.00	\$8,505.00
04. Treasurer			15. Independent Contractor		
A. Chapter Insurance	\$1,961.00	\$1,956.00	A. Kethyr Solutions	\$29,519.00	\$36,466.00
B. Accounting & Fees	\$650.00	\$993.00	16. BBS Expenses	\$200.00	\$0.00
D. Finance Expenses	\$667.00	\$476.00	TOTAL EXPENSES	\$78,836.00	\$83,375.00
TOTAL 04. Treasurer	\$3,278.00	\$3,425.00	OVERALL TOTAL	\$11,032.00	\$4,322.00

If you have questions or comments, contact **Claire Wright**, SCV-CAMFT's CFO, at 408/998-7098 or cawmft@yahoo.com.

MARKETING & INFORMATION TABLE

We encourage you to bring marketing materials and other information to place on the literature table at chapter events. Missed the last newsletter deadline? Then this table is the perfect place to advertise your:

- Workshops
- Office Space
- Job Opportunities
- Conferences

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

SCV-CAMFT 2008 BALANCE SHEET

(Includes unrealized gains)
As of 12/31/2008

ASSETS

Cash and Bank Accounts	
Money Market Account (US Bank)	\$4,082.79
SCV-CAMFT Checking (US Bank)	\$28,041.67
TOTAL Cash and Bank Accounts	\$32,124.46
Investment Accounts	
T-Bill Savings	\$14,773.09
TOTAL Investments	\$14,773.09
TOTAL ASSETS	\$46,897.55

LIABILITIES

TOTAL LIABILITIES	\$0.00
OVERALL TOTAL	\$46,897.55

Joining

KIM IVES BAILEY, CGP, MFT:

LAURIE HOFFMAN

Licensed Intern

offering

QUALITY THERAPY

on a

LOW FEE SCHEDULE

Burlingame

(650) 737-1818

www.counselingforyou.com

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

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.

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

GROUPS AND WORKSHOPS

Is Anger Harming Your Relationship or Career? — It doesn't have to. Learn key skills you need to break the anger habit. For free articles and information call Michael G. Quirke, MFT, 415/820-3943 or visit www.michaelquirke.com.

Need an Emotional Stimulus Plan? — Worried or stressed about the economy? Laid off or facing foreclosure? Consider joining a support group for 6-weeks. Sliding scale and free if laid off. Contact Carson Bowman, MFT, 408/356-1707, www.carsonbowman.com.

Teen Girls' Support Groups AND Women-in-Transition Group — Teen groups focus on relationships, self-esteem, communication and body image using art/drama. Women's group deals with relationships, co-dependence, parenting and health. Starts September 12th. Lori Levitt, MFC 43329. 650/794-4828.

Japanese Meditation Class — Learn relaxation and stress management in a friendly Japanese-speaking group in San Jose. First Wed. of the month 6:00PM. \$30/session. Reservation required. Setsuko "Robin" Yano, MFT, <http://jcounselor.home.att.net>, 650/266-9220.

L.I.V.E. — Life - Interventions - Visions - Empowerment. Ongoing support/process group for women moving beyond their mental illness. Now forming. Redwood City. Call Deborah Dowse Runyeon, MFT, at 650-363-0249 ext. 111.

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, and self-esteem are worked on in the group with the support and feedback of peers. Leader: Nancy Wesson, Ph.D., with consultation from Dr. Irvin Yalom, M.D. Contact: Nancy Wesson, Ph.D., at 650/965-7332, Dr.nwesson@sbcglobal.net, or www.wespsych.com.

Women's Therapy Group — For women who want to improve their relationships, develop healthy communications skills, and pursue personal development. Issues addressed include assertiveness, self-esteem, grief and loss, anxiety, depression, and childhood concerns. Please contact Claire Wright at 408/998-7098 for details. Thank you for your referrals!

GROUPS AND WORKSHOPS

Teen & Family Counseling Center's Expressive Arts Camp — Summer weekly sessions begin June 15 for children ages 6-12 (plus special Teen Camp) stimulating creativity and self-discovery. Los Gatos/Campbell. 408/370-9990 ext. 29#.

Mindfulness Stress Reduction Program — 28 CEUs. At El Camino Hospital. For more information, visit: www.mindfulnessprograms.com or contact Soudabeh Azizi, MFT, at www.soudabehmft.com.

Psychotherapy Groups for Young Adults and Adults — These ongoing mixed groups are for people who wish to understand and improve their interpersonal functioning. Many members struggle with anxiety, depression, and long-term patterns of social under-functioning. The groups meet weekly and are facilitated by Alice J. Sklar, Certified Group Psychotherapist, MFT. For information please call 650/961-3482.

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.

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.

FOR CLINICIANS

Opportunity For Reduced Fee Psychoanalysis — As part of my advanced training at the Psychoanalytic Institute of Northern California, I am able to offer an intensive therapeutic experience at a reduced rate. This could be enormously helpful to anyone facing the demands of learning to be a psychotherapist, or to someone already in practice who wants to deepen their self-knowledge as a way to improve their work. Kali Hess, MFT, 650/369-6304.

Experience NET!! — Do you experience anxiety over test-taking? Public-speaking? Marketing? Neuro-Emotional Technique (NET) helps access original, stuck, negative emotional experiences that hold you back today ... and releases them *for good* (more at netmindbody.com)! Call Roberta Gelt, MFT, Certified NET Practitioner, at 650/558-9605 to schedule your appointment. Discounted rate for first session for therapists and interns.

PLEASE NOTE

Due to the chapter's addiction workshop scheduled for June 26th, 2009, the June 2009 SCV-CAMFT board meeting will be held on June 19th, 2009, from 9:00AM to 11:15AM.

Chapter board meetings are usually held on the fourth Friday of each month from 9:00AM to 11:15AM at the same location as, and immediately prior to, the chapter's monthly luncheon event.

All luncheon programs are held from 11:30AM to 1:30PM. Look for locations and other specifics in the newsletters, on the website under "News & Events" and "Calendar of Events" and in e-mail sent directly from the chapter.

In order to make the luncheon registration process as efficient as possible, please send your payments in by the pre-registration deadline with your entrée selection noted with your payment.

FOR CLINICIANS

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

Seeking Private Practice Internship — I am seeking a private practice internship on the Peninsula or in the South Bay. If you want to enhance your practice with a hardworking, innovative, recent graduate, please contact Kathy Elliott, 415/672-5232.

Consult Group Opening — Private Practice Marketing & Case Consult in San Mateo has an opening. Once a month commitment. First Friday 12:15-2:15PM, \$50. Facilitator: Mary Deger Seevers, MA, MFT, 650/655-2718 or seeverismd@aol.com.

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 Eric Armstrong at 888/538-4971, visit www.kethyr.com/therapists.htm, or e-mail sean@kethyr.com, for more information and a free consultation.

Experienced Intern at No Cost — Mature Intern with 2300+ hours will work without pay for BBS therapy hours with individual supervision. Couples work highly desired. Delineate your opportunity including location to cmvgibbo@yahoo.com. Let's talk!

Eating Disorder Consultation Group For Therapists — Now forming in San Jose. Peer group, no fees, office available to meet at Hillsdale and Meridian. Time and day to be determined. E-mail terrysanderslmft@sbcglobal.net for more information.

Sex Addiction Counseling — Individual & couples counseling for sex addiction issues: cybersex, affairs, pornography, compulsive masturbation, etc. Certified Sex Addiction Therapist with 25 years of counseling experience. Elaine Brady, Ph.D., MFT, CSAT, www.elainebrady.com, 408/260-9305, or docelaine@msn.com.

OFFICE SPACE

Campbell — Office space available for sublet Mondays, Tuesdays, and Fridays. Spacious office in two-office suite with shared waiting room. Overlooks quiet neighborhood. Contact Jeri, 408/871-2510.

Los Altos — Large, light, quiet office available for sub-lease, near downtown. Suitable for individuals, groups, families, or workshops. Available all day/evening Tuesday, Friday, Saturday. \$250/day/month. Smaller times available. Judy Simon, Ph.D., 650/948-2126, JCSimon@cal.berkeley.edu.

Los Gatos — Serene therapy office in the heart of downtown. Very nicely furnished with beautiful bay window. Available for sublet mornings (\$75/day/month) and some full days (\$150/day/month). Contact Ericka, 408/380-3048.

OFFICE SPACE

Psychotherapy Suites to Share — Tired of the isolation associated with private practice? Join a supportive group of depth orientated therapists looking for a suite of offices in the South Bay. Please contact Karen at 408/626-8779.

San Jose — Office in well established Agency. Good Willow Glen Location. Conference room, kitchen, Fax, copy, arrival lights. 2 day minimum. Contact Jan at 408/293-4489 ext. 11.

San Jose — Full-time office available approximately July 1; Share space with some great therapists near Moorpark and Saratoga Ave. Unfurnished. Small w/ window. Kitchen, conference room, fax, copier. Contact Lynn Kennedy, 408/985-0766.

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 29,

11:30 - 1:30 pm

Lunch served promptly at 11:45

“Counter-Transference:
Looking Beyond
‘When My Issues Come Up’”

Maria Klein, MFT

The Van’s Restaurant

815 Belmont Ave, Belmont

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

Menu: To Be Determined At Restaurant

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

DATES TO REMEMBER

- May 15, 2009
Jul./Aug. Newsletter Deadline
- May 29, 2009
North Region Luncheon
- June 26, 2009
Mid Region Workshop
- July 15, 2009
Sep./Oct. Newsletter Deadline
- July 24, 2009
South Region Luncheon

Fri., June 26,

9:00 - 4:00 pm

Lunch served around 12:00

“Brain Science & Treatment of
Addiction in Teens and Adults”

Mark Stanford, Ph.D.,

Andrea Ancha, Psy.D., &

A Panel of Addiction Treatment Experts

Michael’s at Shoreline

2960 N Shoreline Blvd, Mountain View

Cost: \$130.00 (6 CEUs add \$7, PCE 1134)

*Register directly with SCV-CAMFT (see page 11 for more information). For information on the workshop, contact **Lara Windett**, 408/892-3925.*

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 \$33.00 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

U.S. POSTAGE

PAID

Palo Alto, CA

Permit #010092