

SCV-CAMFT News

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

Volume 27, No. 6

www.scv-camft.org

November/December 2008

PRESIDENT'S COLUMN

— Bonnie L. Faber, MFT

As I write my final column as SCV-CAMFT president, school is back in session, signifying the end of summer... Both summer and my year as president have flown by. I find myself looking back at where I was when I wrote my first column last autumn: reviewing the prior year of losses, looking ahead to my year as president, and percolating on my continual search for "balance" between work and play.

Is it possible to work too hard at achieving balance in one's life? Have I been so focused on my goal to play as much as I work, that the play isn't always "play?" A case in point... my partner, Peter, and I were determined to take the boat out before summer's end, as we hadn't managed to schedule such a trip this year. In our zeal to meet this goal, we went on a whirlwind 24-hour "vacation" over Labor Day weekend. We drove three hours each way, to spend an evening, night, and morning on the lake... all while I was ill with a cold. Not the world's brightest plan. Perhaps doing nothing would have been the smarter choice. And, maybe that's my real challenge after all... not doing something – whether it is work or "play." Oh healer... practice what thy preach... self-care... such a challenge for most of us. It continues to humble me. If I were to grade myself, I'd have to give myself a B- in self-care for the year. I've done better than ever before, but there's plenty of room for improvement... doing less, being more.

As for your current board, I think it deserves an A. To a director, we have been committed to (and invested in) serving the best interests of the chapter members... including looking ahead and being fiscally responsible. We have worked hard to launch a brand new website, which should be unveiled shortly after you read this, while continuing to sustain ongoing programs, and even offer a few special events. I have been incredibly honored with a board comprised of exceptional individuals. By the time you read this I will have acknowledged them individually at the chapter's annual meeting. Being president of this board has been an easy job... (Somehow I've been better at doing less in a work environment!) Board meetings have been both productive and enjoyable. We get a lot done, and yet we also seem pretty good at accepting the reality that we can't

do it all. There will always be tasks and goals left unaccomplished... for the next board.

Personally, I am very pleased to remain on the SCV-CAMFT board for another year, as past-president. We are in terrific hands with **Lara Windett** as incoming president, and I am ready to serve on her board in whatever way I can contribute.

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Cathy Miller, MFT, passed away on August 26, 2008, after an eight-year-long battle with cancer.

Cathy, we will miss your enthusiasm for life, your passion for helping, and your deep and abiding faith. How grateful we are to have known you and worked with you.

*We will carry you with love in our hearts.
Your friends and colleagues at Alta Mira Counseling.*

*~Helen Brady ~Kent Campbell ~Mary Jo Garrett
~Michelle Pira ~Sharon Post ~Trilby Steiger ~Claire Wright*

Creating a Community and Culture of Connection

SCV-CAMFT CALENDAR

NOVEMBER

- 14 **Law & Ethics Workshop,**
Michael's at Shoreline, Mtn. View
- 15 **Newsletter Deadline,**
January/February Edition
- 21 **Chapter Luncheon,**
Mid Region; Mountain View

JANUARY

- 15 **Newsletter Deadline,**
March/April Edition
- 23 **Chapter Luncheon,**
South Region; Los Gatos

FEBRUARY

- 21 **Supervision Workshop,**
Los Gatos Lodge, Los Gatos
- 27 **Chapter Luncheon,**
North Region; Belmont

MARCH

- 13 **Two-Day Trauma Response
Training,** Mountain View

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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.

JUNE WORKSHOP REVIEW

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

PRESENTED BY THOMAS MARRA, PH.D.

— Reviewed by Maria Boklund

Thomas Marra, Ph.D., president of the Center for Dialectical Behavior Therapy and Fellow of the American Psychological Association presented a full-day workshop entitled, “Dialectical Behavior Therapy in Private Practice: How to Apply DBT in the Most Common Disorders” for SCV-CAMFT at the end of June. The following is a brief synopsis of his in-depth workshop including theoretical assumptions and interventions.

Marra’s treatment approach is based upon the work of Marsha Linehan, Ph.D., who developed DBT at the University of Washington and published the text *Cognitive Behavioral Treatment for Borderline Personality Disorder* as well as *Skills Training Manual for the Treatment of Borderline Personality Disorder*.

For in-depth information on using DBT skills in private practice, refer to Marra’s book for mental health professionals, *Dialectical Behavior Therapy in Private Practice*. For the client, *Depressed and Anxious: The Dialectical Behavior Therapy Workbook for Overcoming Depression & Anxiety* by Marra is very useful.

Marra strongly recommends participating in and completing DBT skills and exercises before attempting DBT interventions in private practice. The theory and purpose of DBT, as well as the proper methods for applying these interventions, involves study and practice for personal integration and understanding.

Theoretical Assumptions

An invalidating childhood environment contributes to and reinforces a sense of worthlessness and fear in adulthood. Invalidation includes denying a child’s right to her own feelings, behaviors, and thoughts especially through physical, sexual and emotional abuse and neglect. These experiences contribute to dysfunctional chaotic behavior and/or social withdrawal.

Marra’s evidenced-based treatment works with acute disorders including depression and anxiety. A typical client has a heightened emotional sensitivity and struggles both psychologically and neurobiologically to move from one emotional state to another. The client’s responses to the environment are mood dependent; often feeling compelled to impulsively act out her feelings. Pathology exists when the client is unable to switch from one viewpoint to the opposite or complementary view, which creates more options for effective behavior compared to the first impulsive response.

In depression, a client focuses inwardly on the mind via rumination and withdrawal. She is unable to or avoids processing external experiences, in hopes that the external world cannot affect or threaten her. This client seems stuck with long-term beliefs and unchangeable future outcomes.

With anxiety, a client is focused internally on the body and obsessed with potential danger. Her focus is only on what might happen in the next moment. She fails to attend to environmental cues. She battles her need for protection from the outer world with the hope of experiencing the freedom of being in the world. With

limited skills to evaluate a situation and shift her attention, her intensely felt anxiety interrupts potential effectiveness.

Validation of the client’s experience and identifying the truth and wisdom is a core approach in DBT. In contrast to Cognitive Behavioral Therapy (CBT), DBT does not challenge assumptions or tell the client that her thinking is wrong. Marra, instead, invites a small bit of change for the client to practice with while in a safe and structured environment. Most clients want to feel better; however, they lack the skills to create effective change.

Mindfulness skills are the cornerstone of DBT techniques. A client develops these skills by practicing more and more frequently her ability to self-observe cognitions, emotions, and behaviors in the moment. She learns to separate herself from the intensity of these responses. A client can then recognize seemingly irrelevant responses that lead to chaotic or impulsive behavior. With consistent practice, a client will internalize not only *mindfulness skills* but also *emotional regulation*, *interpersonal effectiveness*, and *distress tolerance* skills.

Cycle of Crisis

Marra examined how clients with heightened emotional sensitivity respond to a crisis. In one study, the length and intensity of the crisis was tracked against three stress-avoidance defense mechanisms. These included clients whose reactions to stress were rated as muted, normal, and acute. Muted responders under-reacted and downplayed a crisis as an inevitable event with no motivation to change what cannot be changed. Normal responders to stress had a more moderate level of reactivity and a predictable return to previous level of emotional arousal. Acute responders to stress already experience a high baseline level of anxiety. They experience stress more intensely and for a longer period of time with a much slower return to their previous level of functioning.

Part of the skills training is to restore a fundamental belief, acceptance and awareness of one’s personal experiences. Some stressful states were created from the long-term impact of living in an invalidating environment. Many clients with borderline personality disorder were taught as children to distrust any experience because only their caregivers could tell them how to feel or behave. Some common messages include the following: “You shouldn’t be depressed.” You don’t have anything to cry about.” “You’re not thirsty.”

The client does not know how to trust her senses or emotions, which are critical skills needed to navigate the world. For example, one client was angry at her own eyes for witnessing the terrorist attacks on the World Trade Center on September 11, 2001. She created a judgment of disgust and abhorrence for her eyes providing a vision of such horrible events. The client did witness a horrible act, and she responded in an understandable manner considering her previous inaccurate messages. While she may not understand what

prompted her anger, the therapist can help the client observe what is currently not part of her view. Her vision, just like her other senses and emotional responses, are neutral, neither good nor bad, and provides a means to experience her environment. In addition, Marra explains that the world is not out to get the client. The world exists as it is without any drive to punish or reward you. It is indifferent to your needs. Life is arduous and life is now taking you into the future. The therapist is providing validation, acceptance and encouragement to increase effective options and choices.

Shifting Viewpoints and Limitations

Clients can develop the skills needed to shift from affect to cognition, and vice versa, in stressful situations. Marra helps the client tease out her own observations, limitations, wants, and the cost within a dialectical crisis. The therapist validates the client's excruciating pain while also strategizing small steps toward change. She affirms that the client had good reasons for doing what she did, while examining her losses. For example, a suicidal client states she would like to die. Marra responds, "Life would be a lot easier then, you hope. If you believe in reincarnation, then you will go through this life again to rework this problem. I know I can't stop you, but I am pleading with you to not do it. What you really want is to take the pain away. Of course, you want to give up. This is really hard."

In doing this, Marra is inviting the client to stay with her current physical and emotional experience through mindfulness, to more carefully and clearly observe the current moment's intensity. Acquiring these skills is a repetitive process practiced first in a safe environment so the skills become second nature during a crisis. Marra provides psycho-education appropriate to the current crisis,

e.g. most suicide attempts are not successful and you may end up with liver damage, kidney damage, paralysis, or worse. Marra's response validates her experience and offers some possible results of her choice, educating her in the process.

Practicing Mindfulness

To help the audience experience the process of mindfulness, attendees were paired up with a bag containing small objects they could touch but not see. Each participant described the objects in as many ways possible while noticing the mind's natural tendency to wander and resist the process. Some found describing a feather difficult after only a few adjectives. Others noticed how watching their own process increased their mindfulness.

Client Resistance

Marra provided some hints in helping clients complete their homework when resistant to process. Clients often forget their homework, skip it, or decide it is a waste of time. Marra reminds the client that improvement comes from practicing and tracking the skills. He invites the client to come 15 minutes early before session to complete the skill-building exercise.

Through DBT interventions, he helps the client experience and accept, but not necessarily approve or condone, their emotional pain. He encourages clients to stay aware of their increasing levels of anxiety, pain, or depression. He utilizes progressive approximations to help the client stay with her emotions for 10 seconds, 30 seconds, then 60 seconds, and so on. Marra explains that paying attention to the pain will lead to its resolution. Feelings do linger but we can help them linger or dissipate. By experiencing one's ongoing survival during intense feelings, a client becomes more familiar with the feelings and learns to observe if the intensity is appropriate or based on free flowing anxiety or fear.

Maria C. Boklund, MFT Intern, is a member of South Bay DBT Associates, a team of independent practitioners who are not associated as a business entity in any way. The team leader may be contacted at infor@southbaydbt.com or 408/892-4032.

I am pleased to announce that

Lisa A. Lamparski, M.A.

(650) 532-0518

Marriage and Family Therapist Intern #46239

has joined my San Mateo practice.

Lisa's specialties include working with children, adolescents, adults and families. For the last 4 years, she has interned at San Mateo Behavioral Healthcare Services – Catholic Charities. She provides a safe, non-judgmental environment and focuses on assisting clients access their strengths, allowing for balance and personal growth. She welcomes your referrals.

Supervised by:

Jamie Hanna Duddy, MFT, ATR-BC

1720 S. Amphlett Blvd., #118

San Mateo, CA 94402

IN MEMORIAM



Announcing the passing of friend and colleague, Cathy L. Miller, LMFT, on August 26, 2008. The family, friends, and colleagues of Cathy knew her to be cheerful and upbeat in her long struggle with cancer, and a committed and compassionate therapist with her clients. She served as a clinical supervisor for Evergreen School District, Western Seminary Graduate Program, New Life Recovery Program in Santa Cruz, as well as served in a variety of teaching posts in the valley. She will be greatly missed, and is finally at peace with the Lord, as she so desired.

◆ REFLECTIONS ON WELLNESS ◆

TO CREATE IS TO GROW: RETHINKING THE CREATIVITY YOU ALREADY HAVE!

— Sylma Fine, MFT

As an art therapist, I thought I knew so much about the benefits of creativity, but life doesn't make me immune to problems. Last week was a case in point. I spent the better part of the week feeling drained, dealing with a variety of melt-downs (mine and others') and little annoying problems that kept popping up and demanding my attention. Finally it dawned on me that it was time to think creatively.

We are once again near the start of a new year, when many of us turn our attention toward a desire for change. How can we live out loud and incorporate activities which fuel our creativity for the upcoming year? How do we make time for something that many consider the dessert of life's food pyramid, something we think of as the exclusive terrain of artistes?

The word "create" originates from Latin *creare* — to grow. To create is to grow — to grow into, to grow out of, to grow a friendship, to grow something out of nothing, to grow from adversity, to grow beyond our fears.

We arrive in this world with creativity, imagination, and playfulness. Children embrace these attributes freely, discovering happiness, belonging, and communication. Creativity flourishes in childhood, but is later restricted by rules that prevent us from acting curiously and stretching our brains in new directions.

Creativity as a Therapeutic Act

The word "create" is so narrowly defined, that few people view themselves as creative. Equating creativity with artistic talent and skills makes us doubt that we can live up to the calling to be creative in most traditional, "normal" occupations.

The view of creativity as a form of therapy, and the recognition of the role of the creative process in enhancing health, is a recent phenomenon. Research indicates that creativity allows us to adapt to life, and becomes increasingly more important as we age.

Therapy as a Creative Act

Think of psychotherapy as an art versus a science. We all have this natural creativity already. We are creative with our clients every day. On the fly we are required to come up with ideas and interventions that work for our clients, since for the most part we never know what we will be presented with in any given session. That is the creative art of psychotherapy.

I invite you to look at an expanded definition of creativity and notice that you are already creative. Consider that doing therapy (any kind, even just the talking kind) is a highly-nuanced, very creative endeavor. If you think of yourself as a creative person, you will begin to act in creative ways.

Savor the Moments

The creative process helps us gain confidence, self-understanding, and self-esteem, particularly in times when our existence might appear staid. It increases concentration, helps us learn to take risks, and creates balance and order. Making mistakes more freely and solving problems with increased flexibility are skills that enhance all our relationships. Creativity invites us to savor moments, engages

our senses, and helps us see the beauty in all things.

Use this new perspective and act as if the activities of your daily life are outlets for your creativity, and they very well may be! You have the power to summon your creativity anytime or anywhere you like. You don't have to go far to find creativity. You have it residing in your heart and mind every moment of every day.

Use Your Imagination

Here are some ways to get you in the state of creative flow in the new year. Regularly taking a few minutes can guide you back to your lost world of creativity. It is the process, not the product that is important. No knowledge or training is needed — just you and your imagination.

- ◆ **Creativity Club** — meeting monthly to do something creative, whether it is cooking, visiting a gallery, knitting, or inviting each person to bring a different activity. Be creative in pairs or in a group — you get far more mileage by being with others who also wish to be creative. Take turns sending out the monthly invitation — this in itself can be a creative endeavor, whether it is a handmade invitation, postcard or e-card.
- ◆ **Openness Time** — take a few minutes daily to engage in something novel — listen to new music, read a Greek or Nordic myth, practice a few words in a new language.
- ◆ **Creativity Capsule** — Fill a jar or container with strips of paper on which you write down dreams and wishes, places you want to visit, something special you want to say to someone, anything wonderful someone has said to you, or a quote that makes you feel strong. Decorate your capsule with anything that inspires you. Add aromatic ingredients like small soaps or dried flowers, letting your nose lead the way. When you feel your hope fading, open your capsule and take a deep whiff and/or read an inspired strip out loud to help you move in the direction of creative living.

Painting my toenails in bright neon orange is what got me through my week!

Sylma Fine, MFT, conducts workshops on creativity and play, and is a Registered Board Certified Art Therapist, Clinical Supervisor, and Licensed Marriage & Family therapist in private practice in Palo Alto.

◆
*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.*
◆

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Santa Clara Valley Chapter
California Association of Marriage and Family Therapists

REMINDER: LUNCHEON FEES INCREASED AUGUST 1ST, 2008

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 previous luncheon fee structure increase had 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 administrator. 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:

| | Members | | Non-Members | |
|---------------------|---------|------|-------------|------|
| | Old | New | Old | New |
| 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 a break-even program allows us to provide other services to chapter members, 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

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

“Post-traumatic Stress Disorder at the End of Life: What Therapists Need to Know”

— David B. Feldman, Ph.D.

Date: Friday, November 21, 2008, 11:30 AM – 1:30 PM
Place: Michael’s at Shoreline, Mountain View
Menu: Chicken Marsala *or* Crabmeat and Shrimp Cannelloni
or Grilled Vegetable Brochette with Wild Rice
Register: For reservation information see below and back
page. For information regarding the speaker contact
Wendy L. Wegeforth, 408/888-6630.

According to some estimates, 84% of people experience a traumatic event and about 25% then develop PTSD. Many individuals carry lasting effects of trauma as they age and eventually enter the last phase of life. As the U.S. population ages, this is an issue that therapists will increasingly encounter. PTSD can complicate the end of life by causing emotional distress, interfering with the “life review” process common at the end of life, disrupting doctor-patient communication, and leading to social isolation during an extremely vulnerable stage of life.

Unfortunately, therapists’ present tools and techniques are not sufficient to treat PTSD at the end of life; in some cases, “gold standard” techniques can make it worse. In this presentation, Dr. Feldman will outline a model for intervention that he believes may be more productive.

David B. Feldman, Ph.D., is an assistant professor of counseling psychology at Santa Clara University and co-author of the new book, *The End-of-Life Handbook: A Compassionate Guide to Connecting with and Caring for a Dying Loved One*.

Directions:

From 101 Heading South: Take the Shoreline Blvd. Exit. Turn Left 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.

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

“Working with Couples: Using and Teaching Process Awareness”

— Kathryn Ford, M.D.

Date: Friday, January 23, 2009, 11:30 AM – 1:30 PM
Place: Los Gatos Lodge, Los Gatos
Menu: *To Be Determined*
Register: For reservation information see below and back
page. For information regarding the speaker contact
Karen Sumi, 408/323-9901.

Many of the couples we work with pay little attention to the process aspects of their interactions. As one client put it when I asked if she had noticed that her husband had stopped listening, “Sure I noticed, but I didn’t know what to do, so I just kept talking.” As couples’ process skills improve, they experience enhanced trust, teamwork and conflict management. In this presentation participants will learn to teach couples to:

- ◆ Understand expression and containment and effective use of each,
- ◆ Accurately access emotional aperture: their own and their partners,
- ◆ Respond to closing by switching from content to process,
- ◆ Understand the physiology of emotional responses, and
- ◆ Access emotional arousal and what responses to make to different states.

Kathryn Ford, M.D., is a psychiatrist specializing in couples’ therapy with a private practice in Menlo Park. She has taught and supervised at Stanford University School of Medicine and at local graduate schools of psychology, including The Institute of Transpersonal Psychology and Santa Clara University. She has been a consultant to Tavistock Group Relations conferences since 1990.

Directions:

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

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

SCV-CAMFT 2008-2009 CALENDAR OF EVENTS

November 14, 2008; Friday

Legal & Ethical Issues: Best Practices, Part IV

“What Does the Law Expect of Me?”

David Jensen, J.D.

November 15, 2008; Saturday

January/February Newsletter Deadline

November 21, 2008; Friday

Mid Region Luncheon/Board Meeting

Post-traumatic Stress Disorder at the End of Life:

What Therapists Need to Know

David B. Feldman, Ph.D.

January 15, 2009; Thursday

March/April Newsletter Deadline

January 23, 2009; Friday

South Region Luncheon/Board Meeting

Working with Couples:

Using and Teaching Process Awareness

Kathryn Ford, M.D.

February 21, 2009; Saturday

Supervision, Consultation, & Mentoring Workshop

How You, as a Licensed Professional, Can

Positively Influence the Training of Future Clinicians

Hugh Grubb, Psy.D., MFT

February 27, 2009; Friday

North Region Luncheon/Board Meeting

Treating Co-occurring Disorders

Clarise Blanchard, Ph.D.

March 13-14, 2009; Friday & Saturday

CISM Workshop

Group Crisis Intervention

Diane Myers, RN, MSN, CTS

March 15, 2009; Sunday

May/June Newsletter Deadline

March 27, 2009; Friday

Mid Region Luncheon/Board Meeting

To Be Determined

April 24, 2009; Friday

South Region Luncheon/Board Meeting

Essence and Identity:

Metaskills for Therapy and Life

John Mizelle, MFT

May 15, 2009; Friday

July/August Newsletter Deadline

May 22, 2009; Friday

North Region Luncheon/Board Meeting

To Be Determined

June 26, 2009; Friday

Mid Region Luncheon/Board Meeting

To Be Determined

July 15, 2009; Wednesday

September/October Newsletter Deadline

JULY LUNCHEON REVIEW

“UPDATE ON THE VICTIM WITNESS COMPENSATION PROGRAM”

PRESENTED BY JAMES T. KENT, PH.D.

— Reviewed by Melissa E. Miller, MFT

On Friday, July 25, 2008, Dr. James Kent addressed attendees at the SCV-CAMFT luncheon, held at Los Gatos Lodge. He spoke about California's Victim Compensation Program (VCP), and its current outreach effort to providers.

James Kent received his Ph.D. in child psychology from the University of Michigan. Since 1991 he has worked in Sacramento as a consulting psychologist with the VCP. Two representatives from the Santa Clara County Office were also in attendance at the presentation: David Tran, Victim Advocacy Unit Supervisor, and Tiffany Stevens, Senior Compensation Analyst.

The VCP was established in 1965; every state has a similar program. By federal law, VCP is the payer of last resort for non-reimbursed out-of-pocket losses resulting from crime. It is not necessary for a claimant to exhaust Medi-Cal or Medicare benefits before qualifying for VCP services. The program is funded not by taxes, but by state and federal penalties and fines paid by criminals.

Kent emphasized that the purpose of the program is to provide services to as many clients as possible (unlike insurance programs, whose goal is to minimize their expenses). With a new electronic billing program coming on-line, claims for qualified cases should be paid within 30 days, much faster than in the past.

Covered crimes include murder, robbery, battery, physical and sexual assaults, child abuse/molest, domestic violence (DV), elder abuse, and vehicular offenses (DUI, hit and run, vehicular manslaughter, fleeing the scene of a crime, and assault with a vehicle). Victims are eligible for services if the crime occurred in California, or to a California resident victimized in another state. The individual must have no involvement or participation in the crime, and must cooperate with law enforcement authorities and the Victims Compensation Board (VCB).

An individual requesting services may qualify as a direct/primary victim. The victim must have been subjected to a crime, an injury, or threat of injury, and typically be named on the crime report, child protective services report, or on the declaration page of a restraining order. All that is necessary to qualify for services is to be a victim of a crime — no clinical diagnosis is required. An Axis I Diagnosis is not necessary; V-codes are reimbursable. Note: New CPT codes are available. Go to <http://www.camft.org> to download the new information.

Services are also available to derivative/secondary victims. Members of this category include the immediate family of the primary victim, members of the household at the time of the crime, and others in close relationship to the victim. Problems with immigration status will not disqualify an applicant.

In child abuse and neglect cases, where neglect/endangerment is sustained, services to the child are reimbursable. In DV cases, the child living in the home where DV took place is eligible; the child does not have to be present when the reported incident occurred. The non-offending parent of a victim of child sexual abuse (CSA) or physical abuse also qualifies as a derivative victim.

Kent stated that if an application for services is refused, an appeal process exists.

In certain cases, a Late Filing Application is appropriate. An adult victim of CSA can file if he or she: (1) never previously received compensation from VCP for the crime in question, and (2) has some supporting documentation. Documentation might be a police report, but could also be a Child Protective Services (CPS) report, a social worker's records, a restraining order with a statement from the victim, or other documents. If no documentation exists, the applicant can, through the appeal process, say “I am the only one who can speak, as no documentation or evidence exists.” A victim can apply at any time, even many years later in certain circumstances (consult with a Victim Advocate at the VCP office in your county).

Benefits covered by the program include but are not limited to:

- ◆ Medical/dental/mental health services
- ◆ Income/support loss
- ◆ Crime scene cleanup
- ◆ Relocation expenses
- ◆ Funeral and burial expenses

(continued on next page)

Object Relations Trauma Class

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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

A direct victim is eligible for 40 therapy sessions without challenge. A derivative victim may receive up to 30 sessions. A foster parent may receive 15 sessions. If a client has qualified as a derivative victim, and later it emerges that the client has actually been a direct victim, the category can be changed.

Providers are no longer required to complete a treatment plan (TP) at the end of their client's fifth session. However, providers are expected to have a TP in the client's file and readily available, if requested by the VCB. A TP outlines the focus of treatment, the methods to be used, and the means of measuring progress. The TP may be revised at intervals if appropriate.

The client may apply for additional sessions if he or she has exhausted the approved number of sessions. The therapist will submit the TP and an additional treatment plan (ATP) in support of that application.

There are limits to the total value of services provided (\$70,000), as well as to mental health services (\$10K for direct victim, \$3K-\$5K for indirect). In an especially severe case, one can apply for additional sessions (detailed documentation will be required). Even if full recovery is not expected, a victim may receive continuing maintenance treatment.

If the victim has insurance, the therapist submits a claim to the insurer first. Once the insurer pays (or doesn't), VCP will cover co-payments, out-of-network provider fees, etc. For a faster turnaround in processing bills, the therapist should include an explanation of benefits (EOB), a document showing what the insurer has/has not paid; VCP can also verify this information by contacting the insurer. VCP's reimbursement rates for an insured client are based on the insurer's rate structure.

Visit <http://www.vcgc.ca.gov/> for their rates, and details about which practitioners may be reimbursed for which kinds of services. Note that certain services are non-reimbursable, including court appearances and related expenses, note taking, billing, research on the client's condition, missed/cancelled appointments, travel time, and treatment not necessary as a direct result of the crime. Pre-existing conditions are also not covered — except that often, pre-existing conditions come as part of the package. VCP deals with this ambiguity by refusing to consider this problem during the first 30-40 sessions; thereafter, they will look at pre-existing conditions or "downstream effects" (e.g. child has to change schools as a result of mother being a victim of DV) more carefully.


Therapists should contact their local VCP office to make sure the office has their current and correct address information. The VCP is in the process of converting to a new system. Payment procedures and address updates may take a little extra time, but once the transition is complete, updates to the referral list and payment of claims will be processed more quickly.

Visit <http://www.victim.org/> and <http://www.vcgc.ca.gov/> to learn more about the program and to download forms and manuals.

Santa Clara County claims should be filed at 777 N. 1st St., Ste. 220, San Jose, CA 95112; or faxed to 408/289-5430. David Tran, 408/295-2656 ext. 335, is the Victim Advocacy Unit Supervisor, and Saher Stephan, 408/295-2656 ext. 316 is the Compensation Unit Supervisor.

San Mateo County claims should be filed at the San Mateo County District Attorney's Office, Victim/Witness Assistance Center, 650/599-7479. San Mateo County has two locations: North County Municipal Court Building, 1050 Mission Rd. South San Francisco, CA 94080. South County Hall of Justice, 400 County Center, 3rd Floor, Redwood City, CA 94063.

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ONE MORE BENEFIT OF YOUR SCV-CAMFT MEMBERSHIP

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

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

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

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

For more information, contact SCV-CAMFT by e-mail at mail@scv-camft.org or phone 408/235-0210.

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.

21ST CENTURY SCV-CAMFT WEBSITE COMING SOON!

Based upon your much appreciated feedback, your chapter has been working hard on designing a new and tremendously improved chapter website. The new site will include so many features we can hardly list everything here. However, as a preview of what's to come, your new chapter website will include:

- ◆ A new professional look;
- ◆ Secure online credit card payment processing;
- ◆ Online event registration directly from a chapter events calendar;
- ◆ An improved online membership database, including the ability to apply for membership, upgrade or renew your membership, and change your membership information and preferences at any time;
- ◆ The ability to save time and trees by automatically receiving your membership renewal notifications by e-mail;
- ◆ Enhanced member communication tools such as The Chapter Exchange list serve (a group e-mail service for chapter members to discuss anything related to therapy, including referral needs); and
- ◆ Banner-style display ads to market your practice, workshops, and/or groups, which will be visible from almost every page of the website.

Many existing features will remain and will be made more user-friendly, including:

- ◆ The chapter's searchable therapist listings database, allowing potential clients to find you online using the major search engines;
- ◆ An ability to view, search, download, and print the SCV-CAMFT Membership Directory in PDF format;
- ◆ SCV-CAMFT's online Internship Directory to help you find the perfect internship as quickly and easily as possible;
- ◆ A classified advertising section for members and non-members to market products, services, office space, etc.; and
- ◆ Multiple opportunities to become more involved with your local CAMFT chapter.

Look for more announcements in the weeks ahead, as the new website will be available this fall!

MARKETING & INFORMATION TABLE

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

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

SCV-CAMFT PRESENTS
SUPERVISION, CONSULTATION, & MENTORING*
How You, as a Licensed Professional,
Can Positively Influence the Training of Future Clinicians

Presented by Hugh Grubb, Psy.D., MFT

Saturday, February 21, 2009

9:00 AM — 4:00 PM

(Registration Begins at 8:30 AM)

Join your colleagues on Saturday, February 21, 2009, for a stimulating and unique workshop experience, while, at the same time, fulfilling a requirement for supervision education!

Who Should Attend?

- ◆ Any MFT interested in becoming a supervisor;
- ◆ Current MFT supervisors who need to renew their supervision CEUs; and
- ◆ Therapists interested in ideas for consulting and/or exploring how we “think” about our work in general.

You Will Learn:

- ◆ How to mentor, model, nurture, and support interns/trainees in their professional development;
- ◆ Foundational concepts for challenges and benefits of supervision;
- ◆ Ways to develop and utilize multiple perspectives; and
- ◆ How to transmit the ethos and skill of treatment.

**This offering meets the BBS guidelines to provide supervision to interns/trainees on their way to licensure.*

Hugh Grubb, Psy.D., MFT, is a graduate of PINC (Psychoanalytic Institute of Northern California) and editor of its newsletter. He has taught for NCSP (Northern California Society of Psychoanalytic Psychotherapy), CAMFT, and other organizations on theoretical diversity. Hugh has a successful, full-time, private practice in Los Gatos.

Location:

Los Gatos Lodge
50 Los Gatos Saratoga Rd
Los Gatos, CA 95032

Cost:

| | Register <i>through</i> December 15th | Register <i>after</i> December 15th |
|-----------------|---------------------------------------|-------------------------------------|
| Chapter Members | \$140.00 | \$150.00 |
| Non-Members | \$155.00 | \$165.00 |

(Continental Breakfast, Lunch and 6 CEU Hours are Included!)

Directions:

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

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 reservation information, contact 408/235-0210 or mail@scv-camft.org. For information on the workshop, please contact Bonnie Faber at 408/836-4110 or Lara Windett at 408/892-3925.

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 administrative 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 appreciate your cooperation. Cancellations may be sent to mail@scv-camft.org or left on the chapter's voicemail.

USING “SOCIAL PROOF” IN YOUR MARKETING: WHY YOU NEED TO & HOW YOU SHOULD

— Sean Eric Armstrong

When selling any product or service — be it a book, workshop, class, or psychotherapy — you’ll find many of your potential customers and clients worrying about whether or not they’re making a mistake by buying it.

Their fears usually have something to do with:

- ◆ Buying something that doesn’t work,
- ◆ Buying something that is not very good, or
- ◆ Paying too much for it.

A great way to reduce this fear in your customer’s mind is to use “social proof,” a subject discussed at length in Robert Cialdini’s excellent book *Influence: The Psychology of Persuasion*, which I discussed in the last issue of this newsletter (*SCV-CAMFT News*, September/October 2008).

The reason endorsements work, says Cialdini, is that “when faced with a choice people often look around to see what others have done to guide their decision.”

Social proof is based on the concept that we often make buying decisions based on what other people similar to us have done in order to reduce the risk of making a wrong decision. Social proof is often the way we choose movies, restaurants, holiday destinations, cars, and numerous other products and services.

The idea being, if you’re a mental health professional, you will be influenced to a greater or lesser extent by what other mental health professionals think about a particular product or service that is of interest to you. Likewise, if you’re a teacher, you will be very interested in what other teachers have to say about a product or service you are interested in. And so on.

How, then, do you use social proof to sell your product or service? With testimonials.

While testimonials are not the only way to use social proof successfully, few methods are as consistently successful as using testimonials. But don’t take my word for it, marketing guru Bob Bly says, “Using testimonials — quotations from satisfied customers and clients — is one of the simplest and easiest ways to add instant credibility to your promotions.”

I recently wrote a couple of articles on the importance of using testimonials and how to use them effectively for my free e-newsletter, *Kethyr’s CAMEL Report* (<http://www.kethyrscamel.com/>). These articles have drawn a tremendous response, as well as numerous questions, some of which I’d like to address here.

The question many of your potential customers and clients will have is this: “Who else has purchased this product or service... and what happened when they did?”

If you can show these people proof that people like them have purchased your product or service — and have enjoyed some wonderful benefits as a result of that purchase — you will greatly increase your chances of gaining more customers and clients, and growing your business.

Now, I know a lot of therapists are uncomfortable using testimonials and/or are not sure when, where, or how they are allowed to use them given the ethical guidelines particular to the profession of psychotherapy.

First of all, the decision to use testimonials depends greatly on the products or services you’re selling. If you’re marketing informational or educational products to other mental health providers, there is little, if any, reason not to use testimonials. However, if you’re marketing your psychotherapy services to prospective clients, there may be ethical guidelines to consider.

If you’re an MFT in California, your use of client testimonials may depend on whether or not you’re a member of the California Association of Marriage and Family Therapists (CAMFT), as — to the best of my knowledge — the California Board of Behavioral Sciences (BBS) is largely silent on the issue of therapists’ use of client testimonials.

CAMFT’s Ethical Standard 10.6, Solicitation of Testimonials, clearly states: “Marriage and family therapists do not solicit testimonials from patients.” While this language is pretty clear, it leaves a lot of gray areas as to what may be considered good practice when using unsolicited testimonials from clients.

Michael Griffin, one of CAMFT’s Staff Attorneys, clarified this further by stating in an e-mail to me, “The CAMFT ethical standards simply state that a member may not solicit testimonials from his or her patients. A member could use a testimonial if offered by a patient, although not from a current patient. If the therapist elected to

Good Grief:
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**Friday,
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SRI Conference Center
333 Ravenswood Ave.
Menlo Park, CA
7:45 am – 4:30 pm

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lunch provided

CEUs are available

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Dr. Irv Yalom

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(650) 321-5272 or
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use a testimonial under these limitations, it should not contain any information that could specifically identify the patient(s)."

That being said, while permissible, Griffin generally recommends that therapists **do not** use testimonials from former patients for a variety of reasons, including that a former patient may wish to resume therapy at some point in the future and the use of even an unsolicited testimonial from a patient may create a conflicted relationship between the client and the therapist.

Within the parameters of CAMFT's Ethical Standards, you will have to decide for yourself whether or not to use any client testimonials in your marketing endeavors, and if so, how you use them so you and your clients are comfortable with their use.

If you find yourself uncomfortable with the idea of using client testimonials in any way when marketing your psychotherapy services, you do not have to feel locked out of the benefits of using testimonials entirely. Former supervisors, professors, and colleagues (especially those who already provide you referrals) are all great sources of testimonials that you can, and should, readily use.

Always remember, what other people say about you, your company, and your products and services is infinitely more credible than anything you can say on your own behalf.

When you make a statement, it is a claim. But when your satisfied customer makes the same statement about you, it becomes a fact.

There's no denying it: People love to get an unbiased opinion of a product or service before they buy it. You can talk till you're blue in the face, and not get the same results as one satisfied customer saying, "I love mine!" or "I couldn't be happier thanks to..." In addition, testimonials boost your credibility faster than almost any other method... when used correctly.

So, what makes a good testimonial?

If you're faced with a pile of rambling, unedited testimonials from customers (a nice problem to have), you need to take the time to narrow them down to the strongest ones. Here's what to look for and do:

1. The best testimonials tend to be very specific — citing hours saved, dollars made, or any other concrete figures. Generalized testimonials that "sound like testimonials" (i.e., "Your service is great!") are not as effective as specific praise for particular benefits (i.e. "Your book helped me double my practice in less than one year!").
2. Each quote should focus on just one benefit of your product or service. Too many will dilute the impact.
3. Though you will need to edit these quotes, make sure you don't over-edit. You want to maintain the believable, conversational tone the customer used. You should resist any temptation to polish plain prose to make it sound better, as rough, even ungrammatical quotes are much more effective because they will be seen as authentic.
4. Once edited, try to sprinkle the quotes throughout your marketing text. Long lists of testimonials tend to get skipped over. However, if you have a product or service that seems too good to be true — or if you're making some very strong promises — you should stock your promotion with as many testimonials as possible. This volume of evidence should overcome any initial skepticism a prospect may have.

If you have any questions about how you can use testimonials

effectively in your marketing, I encourage you to visit <http://www.kethyrscamel.com> to review the archived articles on this topic, or contact me at 1-888-KETHYR-1 or sean@kethyr.com.

Don't forget, using testimonials is only one way of establishing credibility with "social proof." There are many others — statistics, government reports, newspaper and magazine quotes, celebrity and expert endorsements, awards, academic credentials, etc.

Use your imagination. Start today and brainstorm how you can provide overwhelming proof that what you have is indeed the best of the best.

It could mean the difference between your promotions, and your business, losing... or winning big!

Sean Eric Armstrong, owner of Kethyr Solutions, 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 monthly online newsletter from which portions of this article have been excerpted.

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MARKETING & INFORMATION TABLE

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

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.

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.

I am pleased to announce that:

Robin Mullery, M.A., M.F.A.

Marriage and Family Therapist Intern #57497

has joined my private practice in Saratoga. Robin's experience includes working with adults, children, parents, and couples. She offers:

- Specialized experience with:
 - grief and loss
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 - adults and children going through divorce
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Robin welcomes your referrals!
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408-327-9370

SAVE THE DATE!! SAVE THE DATE!!

SCV-CAMFT PRESENTS A Two-Day Trauma Response Network Training

Group Crisis Intervention CISM

Presented by Diane Myers, RN, MSN, CTS

Friday, March 13th, &
Saturday, March 14th, 2009
8:30 AM — 4:30 PM

The CISM: Group Crisis Intervention training program is designed to present the core elements of a comprehensive, systematic and multi-component crisis intervention curriculum.

This two-day course prepares participants to understand a wide range of crisis intervention services including pre- and post-incident crisis education, significant other support services, on-scene support services, crisis intervention for individuals, demobilizations after large-scale traumatic incidents, small group defusings and the group intervention known as Critical Incident Stress Debriefing (CISD).

Completion of The CISM: Group Crisis Intervention class and receipt of a certificate indicating full attendance (14 Contact Hours) qualifies as a CORE class in ICISF's Certificate of Specialized Training Program.

This is one of three courses required for anyone who wishes to be a member of a CAMFT Trauma Response Network.

Where: Mountain View Fire Department

Cost:

Register *through* January 31st

Chapter Members \$225.00

Non-Members \$275.00

Register *after* January 31st

Chapter Members \$250.00

Non-Members \$300.00

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 mail check payable to SCV-CAMFT to: SCV-CAMFT, P.O. Box 60814, Palo Alto, CA 94306.

Register early to save money and guarantee your place!

For reservation information, contact 408/235-0210 or mail@scv-camft.org. For information on the workshop, please contact Mary Kay Bigelow, 650/948-3400.

WE WELCOME THESE NEW AND RENEWING MEMBERS!

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

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EATING DISORDER GROUPS

For Women

now forming in San Jose

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 processes,
and finding healthy ways to cope with anxiety.

Terryann Sanders, MFC-41760
Licensed Marriage and Family Therapist
terrysanderslmft@sbcglobal.net

408 264-5802

ART, SANDPLAY & EMOTION-BASED THERAPY

CHILDREN
Ages 3-12



Help a child cope with:

- ❖ Divorce or Death in the Family
- ❖ Changing Schools or Losing Friends
- ❖ Moodiness & Anger
- ❖ Lack of Social Skills

Play is the natural way for children to resolve their feelings before they are able to express their confusion, grief and anger with words.

Call (408) 379-7747

Verna Nelson, M.A., Marriage & Family Therapist
800 Pollard Road, Ste. B-207, Los Gatos

SCV-CAMFT's MENTORING PROGRAM GOES ONLINE

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

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

How does it work?

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

Mentoring relationships typically last about six months.

What does a mentor do?

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

What does a mentee do?

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

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

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

FREE PRELICENSED SUPPORT GROUPS

North Region – 1777 Borel Place, Suite 210, San Mateo, CA 94402. Next meetings on November 14th and December 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 THERAPIST SUPPORT GROUP

The meetings are held from 1:00 PM - 2:30 PM on the second Friday of each month (November 14th and December 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.

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

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

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

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

SPREADSHEET AVAILABLE FOR COUNTING INTERN HOURS

— Susan Owicki, MFT

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

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

CHANGE OF STATUS

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

Congratulations!

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

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

CONGRATULATIONS TO THE FOLLOWING RECENTLY LICENSED MEMBERS:

- Annie Liu, MFT
- Marcia L. Nelson, MFT
- Edna Faith Wallace, MFT

Carol Campbell, MFT

Associated Counselors
1101 S. Winchester Blvd., Suite A-101
San Jose, CA 95128

(408) 297-4652

- Psychodynamic therapy with adults, couples, and teens
- Special interest in therapy needs of lesbian women and their families
- Authorized by CAMFT to provide supervision of clinical supervisors
- Consultation for private practice issues and clinical work

License Number: MFC 28308

Marital Coaching

When all else has failed ...

Marital coaching is for couples or individuals who are stuck, not responding to your counsel, or are heading toward separation or divorce. I provide interventions to augment your therapeutic plan for them. I also mentor men to coach and support them through their resistance to individual or marital work, esp. with female therapists.

My coaching uses the professional and corporate skills of profiling, negotiations, and conflict resolution for couples who are abusive, out of control, arrogant, cold, or indifferent; many are not interested in changing their behavior through traditional therapeutic techniques.

This does not interfere with your therapeutic work, but rather helps couples through a difficult stage of their marriage. This allows you to do the work you might prefer.

220 California Avenue, Suite #204, Palo Alto

www.MaritalCoaching.net

Please call with any questions you might have:

(650) 477-0455

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

WOULD YOU LIKE A FULL PRACTICE?

Learn how to use the Internet to build your ideal practice quickly, easily and inexpensively!

Together we can develop a custom Website and marketing plan that will allow you to:

- Identify, understand and reach *your* ideal client population
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- Promote your practice *and* your profession
- Bring abundance to your practice, your clients and the community

**There's no reason to feel
overwhelmed or underinformed!**

For More Information and a Free Consultation contact **Sean E. Armstrong, 650/969-2865** or sean@kethyr.com, or visit www.kethyr.com/therapists.htm

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GROUPS AND WORKSHOPS

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 mid-January. Lori Levitt, MFT, MFC 43329. 650/794-4828.

L.I.V.E. — Life – Interventions – Visions – Empowerment. Ongoing support/process group for women moving beyond their mental illness. Wednesdays 5:30-7:00, Redwood City. Call Deborah Dowse Runyeon, MFT, at 650/363-0249 ext. 111.

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

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.

GROUPS AND WORKSHOPS

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

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

Parenting Your Anxious Child the Positive Discipline Way — Help increase your child's confidence while decreasing their anxiety and worry. Workshop facilitated by Ralene Matthias, MFT, and Linda Krenicky, Certified PD associate. Thursday, November 13th, 7:00-9:00PM. \$35 per person. San Jose. 408/963-8168, linda@taketimefortraining.com, or rgwaz@sbcglobal.net.

Ongoing Process Group for Survivors of Sexual Abuse — The Process Therapy Institute in Los Gatos is offering a women's group on Wednesdays from 6:00-7:30PM. For information, contact LaDonna Silva, MFT Intern, at 408/358-2218 ext. 421.

GROUPS AND WORKSHOPS

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 and 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 more information please call 650/961-3482.

Positive Parenting and Co-Parenting Classes — Almaden Valley Counseling Service is offering both traditional parenting and co-parenting classes for divorced families. Classes start in October and are ongoing throughout the year. Call 408/997-0200 or visit www.avcounseling.org.

Affordable Mindfulness Stress Reduction Program — 8 Tuesdays, 6:30-8:30 PM, and one all day retreat. 22 CEUs. Contact Soudabeh Azizi, MFT, www.soudabehmft.com, offered through Adult Ed. every quarter, all year round. (www.ace.fuhdsd.org).

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.

FOR CLINICIANS

Treating Sexual Desire Discrepancy

— Effectively treat sexual desire discrepancy. Empower your clients to use the connection between sexuality and developing as human beings. Learn concepts of differentiation and attachment to energize your life and your practice. Have fun, share and laugh in a supportive learning environment. 8 4th Fridays begins September 26th, \$85 per session. Call Monica Stone, MFT, AASECT Certified Sex Therapist, 650/858-1526.

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/KETHYR-1, visit www.kethyr.com/therapists.htm, or e-mail sean@kethyr.com, for more information and a free consultation.

Consultation Group for Licensed Therapists

— For clinical case discussion, practice management concerns, and camaraderie. One Friday per month, 1:30-3:00PM. Fee: \$50.00. Contact Linda Galdieri, 408/399-6443.

FOR CLINICIANS

Affairs & Other Betrayals

— Saturday morning workshop for therapists packed with useful information. \$65.00 includes 3 CEUs. Choose October 4th or November 15th, both 9:30 to 1:00PM. For information, call Helene Brun, 650/949-2879, or visit www.helenebrun.com.

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.

MFT Intern Looking for Supervisor

— Looking for supervision and unfurnished room 7 days a week with favorable split. Intern currently has own clientele of 20 to 25 people/couples per week and is grossing approx. \$7,000.00 to \$8,000.00 per month. Looking for area in or within 10 to 15 minutes of Willow Glen. Intern has 12 to 18 months left before possible licensure. Intern also has frequent referrals. Please call 408/315-0645.

Licensed Therapists' Support Group

— Ongoing, self-led support group for

FOR CLINICIANS

licensed therapists, meeting the first Friday of each month in midtown Palo Alto. Call Verne Rice for details, 650/856-0232.

Yearning for Longer-Term, Deeper Work with Your Clients?

— Psychoanalytic Case Consultation and Reading Group in the South Bay. All disciplines welcome. Led by Alan Kessler, Ph.D., Faculty San Francisco Center for Psychoanalysis. 408/868-9405.

FOR INTERNS

Pre-Licensed Supervision & Support Group

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

Internship in Private Practice

— Private practice internship available in Burlingame, supervised by Kim Ives Bailey, CGP, MFT. 650/737-1818. www.counselingforyou.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.

OFFICE SPACE

Burlingame — Lovely, large office in downtown Burlingame available for sublet. In a suite of four therapists. Includes waiting room. Plenty of parking. Kim Ives Bailey, MFT, 650/737-1818.

Los Altos — Available Mondays/Tuesdays/Fridays starting October 1. \$100/day/month. Waiting room, full service, parking, handicapped accessible, public transportation. Near El Camino & San Antonio. Contact Jane at 650/851-3263 or jane@janard.com.

Los Gatos — Downtown office at 59 N. Santa Cruz Ave. Sunny with French doors opening onto balcony. Sandplay/Play therapy available M-W-F to share \$190 per day plus utilities. Contact Pauline Fillion, 408/395-1144.

Milpitas — Looking to build a practice? Office space for rent full day. Fully furnished with attractive waiting room and toy room equipped with sand tray. Near 680 and 880 at 237. Includes occasional referrals from seasoned therapists for experienced clinician. Please call Elizabeth Leonard-Iso, MFT, 408/946-2399.

Mountain View — Two-office suite to share with like-minded therapists/healing professionals. Good availability/prices, 1 to 3+ days/week. El Monte off El Camino. Easy access to Highway 85, 280, and 101. Cheryl Berman, 650/964-4573, or Barbara Hoffman, 650/625-8850.

Palo Alto — Office to sublet. Lovely little office in beautiful building available all day Thursday, Friday, and Saturday (\$150/day/month) and mornings Monday and Wednesday (\$75/day/month). Downtown, yet quiet; friendly atmosphere. Laura Mori, 650/323-3340.

Redwood City — Furnished psychotherapy office in quiet, garden setting; two-office suite with waiting room. Handsome Spanish-style building; grounds landscaped, ample parking, just off 101 on Veterans Blvd. Available days, part-time or full; from \$160 per day/month to approx. \$400 full time. Call Karen at 650/255-7522 or e-mail kulring@earthlink.net.

San Jose — Part-time, spacious, attractive office in professional building. Good location, ample parking, quiet waiting room. It's a peach! Call Nancy Ryan at 408/920-0506.

San Jose — Comfortable office in suite with waiting room available for sublet

OFFICE SPACE

one to three days/week near 280 and Winchester. Includes sandplay set-up and play therapy materials, also suitable for adults, couples. \$135/day. Call 650/364-4670.

San Jose — Well-appointed office in attractive suite available by the day, block or hour; very convenient location, beautiful professional building, San Jose/Campbell, near both highways 17 and 85. Call Ruth Schifrin, 408/559-6974 ext. 4.

San Jose — Cupertino area. Tastefully furnished office with window in suite, available Monday day/eve and Thursday eve. Suitable for seeing adults, couples and older teens. Kitchen, waiting room with call lights, great location and parking. katyggg@earthlink.net, 408/998-4364.

OFFICE SPACE

San Jose — Westgate, Saratoga Ave., West San Jose. Beautiful, peaceful, spacious office in easy access location. Large waiting room & all amenities. All day Wednesdays, Fridays, weekends & half day Monday available. Very reasonable rent. Call 408/562-4878.

San Jose — Willow Glen. Furnished office space in established private non-profit counseling center. Minimum two days/week. Phone, fax, conference room included. 408/293-4489 ext. 11.

Santa Clara — Lovely, quiet, one-person office to sublet on Tuesday and Friday. Building is professional and well cared for. Saratoga Avenue, between Stevens Creek and San Tomas Expressway. Please phone 408/985-8300 for details.

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., November 21,

11:30 - 1:30 pm

Lunch served promptly at 11:45

**“Post-traumatic Stress Disorder
at the End of Life:**

What Therapists Need to Know”

David B. Feldman, Ph.D.

Michael’s at Shoreline

2960 N Shoreline Blvd, Mountain View

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

*Menu: Chicken Marsala or Crab & Shrimp
Cannelloni or Grilled Vegetable Brochette*

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

DATES TO REMEMBER

- November 14, 2008
Law & Ethics Workshop
- November 15, 2008
Jan./Feb. Newsletter Deadline
- November 21, 2008
Mid Region Luncheon
- January 15, 2009
Mar./Apr. Newsletter Deadline
- January 23, 2009
South Region Luncheon

Fri., January 23,

11:30 - 1:30 pm

Lunch served promptly at 11:45

**“Working with Couples: Using
and Teaching Process Awareness”**

Kathryn Ford, M.D.

Los Gatos Lodge

50 Los Gatos-Saratoga Rd, Los Gatos

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

Menu: To Be Determined

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

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

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