

SCV-CAMFT News

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

Volume 27, No. 5

www.scv-camft.org

September/October 2008

PRESIDENT'S COLUMN

— *Bonnie L. Faber, MFT*

It's hard to believe that, as I write this column, I've completed half of my one-year term as president...my how time flies! Therefore, I thought it made the most sense to give you a little "state of the chapter" update at this time.

First off, I am pleased to announce that all board positions are currently filled! Our technology & communications director position had been vacant, until **Chandrama Anderson** called to volunteer herself. She has truly hit the ground running...jumping in to coordinate the design & development of our new Website, which we plan to launch sometime this fall. **Russell Wilkie**, past-president, was covering this very big job single-handedly, in addition to overseeing the editorial and well-being committees (headed up by **Kim Ives Bailey** and **Alice Sklar**, respectively), prior to Chandrama joining the board. Thank you, Russell and Chandrama!

Thus far this year, in addition to our monthly luncheon program, the chapter has held two successful special event workshops: In the Eye of the Storm... Essentials for Disaster Mental Health by Diane Myers in March and Dialectical Behavior Therapy in Private Practice by Thomas Marra in June. By successful, I'm referring to positive evaluations from participants, as well as financial break-even or surplus for the chapter. I want to extend a special thank you to **Mary Kay Bigelow** and **Wendy Wegeforth** for their hard work on the disaster preparedness and DBT workshops respectively.

We have two other chapter events planned for the second-half of the year: our annual membership meeting (Oct. 17), headed up by **Judy Hanf**, our membership director, and another legal & ethical workshop by Dave Jensen of CAMFT (Nov. 14), being coordinated by **Carol Marks**, our ethics director.

Our second new board member, **Maureen Ross** (pre-licensed & newly licensed members director) has also jumped right in. She oversees three of our chapter-sponsored support groups and our mentor/mentee program (**Yvonne Blockie** is the long-time coordinator of the latter), and has already demonstrated her integrity and diplomacy. Thank you, Maureen.

And, speaking of the chapter support groups, I want to send a

big thank you to **Peter Hess** and **Verna Nelson**, who facilitate monthly support groups for our prelicensed members in the north and south regions respectively. And, thank you to **Jamie Moran**, who facilitates a monthly support group for our newly licensed members — another very appreciated and valuable contribution. For those members who want ongoing support beyond the newly licensed phase (we consider two years post-license the arbitrary line of demarcation), there's a monthly support group facilitated by **Ani Martin** and **Mary Jo Trusso**, of the well-being committee. Thank you, Ani and Mary Jo.

Behind the scenes, **Terryann Sanders**, our CFO, has been extremely busy in taking over many accounting tasks formerly handled by our chapter coordinator. This is proving to be a great learning opportunity for us all, as we know better than ever before how much work is involved in managing the finances of the chapter...while also saving the chapter some money. Thank you, Terry!

Another behind the scenes effort is being headed up by **Claire Wright**, our special events director, and her committee. They are working on creating standardized policies and procedures for all of the chapter's events. Not a small task! Thanks to Claire, Carol Marks,

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Creating a Community and Culture of Connection

SCV-CAMFT CALENDAR

SEPTEMBER

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

OCTOBER

- 17 **Annual Membership Meeting,**
Lucie Stern Center, Palo Alto
- 24 **Chapter Luncheon,**
South Region; Los Gatos

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

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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.

PAYING FOR CONSULTATION: WHAT ARE YOU WAITING FOR?

— Carol Campbell, MFT

As someone with an ongoing interest in the vitality and relevance of our profession, I am perplexed that many MFTs choose not to get regular consultation on their clinical work. According to the 2008 state CAMFT membership survey, 38% of us do not regularly get consultation on even a monthly basis, let alone more frequently.

In order to put the issue into perspective, I decided to interview some colleagues in private practice about their experiences with seeking consultation on their work. It seems there are three groups: Group A therapists occasionally ask a colleague or expert for perspective on a case they are thinking about. Group B therapists regularly seek consultation from peers. And Group C regularly pay experienced clinicians for expert consultation on their work, usually weekly.

Group A therapists would probably agree with my observation that they tend to be either highly confident, isolated, shy, and/or convinced that they can't afford consultation, either financially or time-wise. My assumption would be that they tell themselves that they do not really need consultation, or as one colleague suggested, "They think they can listen objectively — they really believe that." Or perhaps they are not convinced that objective listening is important in therapy.

Group B therapists recognize the value of having peers offer help on tough cases, so they make a point of getting together for case consultations regularly. They value the support that others in the field can provide, and in fact many times such support evolves into friendships between therapists who find themselves in the same peer consultation group. One colleague who organized a peer consultation group says, "It's really healthy to have some kind of reality check around how you are putting things into words — not just going into your own little world about how you do this."

Group B therapists also appreciate the inherent marketing value of regularly spending time with colleagues. When the time comes to make referrals, they naturally prefer to do so to colleagues whose work is known and admired. Particularly in a private practice setting, being in a peer consultation group is a business advantage because of the inherent marketing involved simply by participating in the group.

Group B therapists in peer consultation generally take turns talking about cases. Sometimes the role of presenter is assigned ahead of time. Other times whoever is most eager is given the floor. Sometimes one person dominates the sessions; other times a time limit is imposed so others can speak. This informality is valued for its tendency to reduce the presenter's anxiety, and increase the probability that eventually everyone will take advantage of the opportunity. Each person in the group is able to offer comments and suggestions about the case, thereby enriching the experience.

Group C therapists, those who pay experts for consultation, either individually or in groups, showed me a very different attitude towards the topic from those in Group A and Group B. (Full disclosure: I fall into Group C myself.) Therapists who pay for consultation had some strong opinions about what they see as the great importance of expending precious resources in order to get more than informal or peer consultation. They all said that while they also benefit from and enjoy informal consultation with peers, they see that experience

as being no substitute for the quite different experience inherent in getting regular paid consultation from someone with greater expertise. They tend to get consultation on all their cases eventually, as opposed to thinking that only sometimes do they need help.

Group C therapists say they put more effort into preparation for consultation and get an order of magnitude more benefit out of it than what can be accomplished in even the best peer consultation. Group C therapists prepare written transcripts of the sessions, which they read slowly to the consultant. Line by line the consultant helps the therapist listen not only to the patient, but to how the therapist listens to herself. This listening is not about the content, but rather listening to yourself as you listen to the patient. The point is to monitor your own experience of immersing yourself into what the patient is saying, and using that information to better understand the patient's inner world. By having an actual transcript to work from, the consultant can help the therapist with questions such as: How do I feel about this person? How is this patient alike or different from other patients? What gets stirred up in me about this person? What concerns me, sticks in my mind?

Answers to these questions perhaps come with the greatest integrity when an objective third person is involved. A paid consultant has the standing to be that objective overseer. A paid consultant has less reason to pull punches or avoid saying what might be hard to hear — always a danger when it is only peers in that role. Since the therapist usually brings transcripts of the same patient for many weeks at a stretch, the depth of understanding becomes not just helpful, but profound. As a result, the quality of the therapy often improves substantially, even if it seemed to be going well in the first place. Group C therapists were adamant that having worked with it and without it, they could not think of trying to do psychotherapy without the help of a paid consultant, even if they also take part in peer consultation.

Here is my fantasy of how Group C therapists might respond to the positions of Group A or Group B therapists:

"I have been working with clients with a particular diagnosis for many years now. I know what I'm doing — I just don't need to pay someone else to be looking over my shoulder. I value the patient's privacy."

While experience with a particular client population could be presumed to be a very significant factor in establishing a good working relationship and conceptualizing a case effectively, it would be utterly foolish to presume to know what to expect with a particular individual. More importantly, there is no way one can be doing therapy under any circumstance without one's unconscious mind having an enormous impact on the work, to say nothing of the impact of the unconscious mind of the patient.

By definition if something is unconscious, there are hurdles to be leaped in order to be able to notice it. A senior therapist, who has permission to be completely objective, arguably can stand in a different place and see what is being overlooked, distorted, or misunderstood more effectively than the therapist presenting the case. The patient is the clear beneficiary from this process. No wonder the most experienced and successful clinicians tend to remain in

paid consultation themselves, no matter how many years they have been practicing.

Regardless of one's approach to thinking about the patient's privacy, there is no need for any patient's identity to be shared in consultation, and every effort is taken to protect that essential premise.

"I'm a bargain hunter, and I don't like spending my hard earned money like that. Why pay for what I can get for free? I can't afford to pay someone for consultation, because I don't make that much in the first place."

As with anything else, you get what you pay for with consultation. What you get from paid consultation is qualitatively different, and generally superior, to what you get with peer consultation. With paid consultation, the therapist typically follows one case in detail over time, usually through hearing a verbatim transcript each week prepared ahead of time by the therapist. In this way the discussion can be precisely about what is happening in the sessions, not just relating stories about the client's background and life and talking about that.

The quality of one's work is tied to what you put into it. If you aren't making enough to cover the cost of good supervision, perhaps it's time to ask some tough questions. Why are you unable to attract and keep enough patients to meet your goals professionally? Nearly every person I interviewed remarked that their caseload increased as soon as they began paying for private consultation. Several people mentioned they feel confident raising their fees to reflect the added value of their work because of their outlay for consultation, and therefore they make more money now than they would otherwise.

There is no shortage of people who need therapy. There is a shortage of therapists who know how to build a practice and are then willing to suffer the challenge and stress of subjecting their work to the eyes of an expert consultant, who can often provide a remarkable boost to the quality and effectiveness of the therapy. Good consultants work with tact and empathy, and provide outstanding support through the vulnerability involved. They also share in, and add to, the joy of knowing when things are improving.

"I am more comfortable talking with peers about my work. I would be too intimidated by sharing my work with an expert or someone I don't know."

If your goal is to avoid feeling uncomfortable, then by all means seek what is familiar, but don't expect me to make referrals to you. If your goal is to be the best therapist you can be, then continuous learning is what is paramount. In order to learn, we need to suffer exposure to what it is that we do not know. Good therapists are excited by the prospect of learning. The good news is that the joy of learning something new actually makes it not a suffering experience after all.

Something has to break down (in this case our self-assuredness perhaps) before something else can come. If we want a comfortable, easy time of it, as one person said to me, there will be less learning because there is less suffering. We must bear discomfort in order to learn.

Some people I spoke with identified one source of suffering to be the inherent authority of the expert consultant that one pays. I would argue that there has to be an aspect of authority in the person you go to for consultation, and you need to recognize, suffer, and accept that. One person (the consultant) has something that the

other person (the therapist) doesn't have and wants. That is the fundamental reality behind paid consultation. How seductive the urge is to dismiss the difference! From a psychoanalytic point of view, that urge has its roots in a child's resistance to acknowledging boundaries between the generations. Obviously the same process occurs between a therapist and a patient. How can we expect our patients to bear the discomfort of our authority if we avoid experiencing the same issue with a consultant?

Here's the bottom line: The best money you will ever spend as a therapist will be on paid individual consultation on your work. The next best money will be for paid group consultation. Peer consultation can be helpful, but it is no substitute for the rigors of hiring a senior therapist. Stop procrastinating — take a deep breath and make that phone call!

I would like to thank the many colleagues who shared their thoughts with me in preparing this article.

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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.

◆ REFLECTIONS ON WELLNESS ◆

OUR WELL-BEING: THE MOST POWERFUL INTERVENTION

— Toi Lynn Wyle, MFT, ERYT

I was sitting with a client, reflecting how she looked much more relaxed and at peace with herself than when we started our work together months before. I explained that she felt more present with me and more open, that her body looked softer and her eyes had a sparkle of aliveness. She just seemed more “there.” She took a deep breath and after a pause, said “I don’t exactly know what you do, but somehow just being with you feels healing. I mean, you are so calm, and you actually seem to like yourself, so I just want to slow down and be here, if that makes sense.” She smiled, “It’s as if your *there-ness* allows me to really be *here*.”

After she left, I thought about how far I had come on my own path to get to that place of “there-ness,” of presence in my life and work. The transformation came when I discovered that whether we intend it or not, we as therapists are the intervention for our clients. The most powerful therapeutic gift we can give is to be living examples of what our clients aspire to create: awareness, compassion, authenticity, and self-love.

Living the Mistakes

I have always been an overachiever, working full time, in addition to attending school, from the age of 16, and pushing myself as far as my physical body would allow. Of course, like many therapists, I uncovered in my own therapy the identity I got from being the rescuer of the world. But even that insight was not enough to stop me from driving myself to exhaustion. However, it is in living the mistakes that we gain the lessons of greatest value.

The “ah-ha moment” came after I discovered yoga and went on to fulfill a lifelong dream of opening a healing center. I was excited about being able to touch as many lives as possible, and threw myself into my business with abandon. As I write this, I realize abandon accurately describes what I was doing: abandoning myself. After just a few months of not taking a single day off, my body began to speak loudly the stories of its abuses. One form of illness followed another, and I became so sick I had to stop teaching yoga, and eventually cut out most of my client work as well. But the lesson was not yet learned. Finally, after four years of managing 25 employees in a business open seven days a week, I hit that wall so hard I had to stop work completely to heal. I felt strongly that I was not living the way I was encouraging my clients and staff to live.

In the Silence

I took a month off. I just walked away from the studio, trusting that if it were meant to survive, it could do without me for a while. I slept 12 hours a day, meditated, journaled, and simply sat outside in nature doing nothing. No computer, no phone, no work at all — I went underground and emptied my life of all distractions so that I could simply be and see what would arise from within. The Sufi poet Rumi says, “*Your previous life was a frantic running from silence.*” It is interesting how in that silence we all run from the voices that speak loudly and clearly. If we would only stop and listen...Here is what I heard:

“Your body is a clear reflection of your relationship with yourself.

Your healing allows others to heal themselves.

Your self-care allows you to care for others.

You loving all of you allows others to love themselves completely.

Your presence with yourself allows you to be present to all of life.”

Profound Wisdom in the Room

When I returned to work, I carried with me the ease and self-acceptance I had gained during my month of fallow time. I began to listen closely to my body as a reflection of my deep wisdom. I noticed that, as I grew in compassion for myself, my clients began to feel safe in their ability to uncover and explore all aspects of their lives. I saw clearly that, on the days I did not practice self-care, I brought the disconnection from myself into sessions with my clients. On the days I did my own practice — whether it was yoga, meditation, or taking a walk in nature — when I entered into a session I simply had to get out of my own way and a profound wisdom began to work in the room. I realized that by growing my relationship with my body and my authentic self, I began to see further into clients, beyond the veil of their unhealthy behaviors or defenses and deeper into their true essence.

It has been one and a half years since I sold the business, during which time I moved to Hawaii to be with family and further recuperate, and then on to San Diego to discover the rhythms of my own life, before returning home to consciously choose and rebuild a practice that is an authentic representation of me. I don’t think I have ever been more content in my life or my work. This poem by Rilke eloquently describes my experience:

“The deep parts of my life pour onward, as if the river shores were opening out. It seems that things are more like me now, that I can see farther into paintings. I feel closer to what language can’t reach. With my senses, as with birds, I climb into the windy heaven, out of the oak, and in the ponds broken off from the sky my feeling sinks, as if standing on fishes.”

Toi Lynn Wyle, MS, MFT, ERYT, leads holistic workshops and retreats focusing on the integration of body, mind and spirit.

◆
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.

◆

Free Annual Meeting!!!

Friday, October 17, 2008
4:00 PM - 6:00 PM

Lucie Stern Center, Palo Alto

Cocktail Party!

Hors d'oeuvres

One Free CEU

Meet Your Incoming President

Dr. Teri Quatman presents:
"Choosing Interventions Using Reverie
and Bodily-based Experience"

We look forward to seeing you there!

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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

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

“Give Grief A Voice: Creative Approaches to Treatment of Grief and Loss”

— Martha Clark Scala, MFT

Date: Friday, September 26, 2008, 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.**

The experience of grief and loss is universal but the process of grieving can be quite unique. This presentation will help you tailor your interventions with a grieving client to maximize resolution of unfinished business and minimize the extent to which clients get stuck. Several examples will be provided to illustrate the powerful healing made possible by creative expression, which ranges from writing to singing, painting, quilting, scrapbooking, etc. If time permits, we will also discuss strategies for self-care when it is the therapist who is the griever.

Martha Clark Scala, MFT, has been in private practice for sixteen years, with offices in Palo Alto and San Francisco. In addition to her work with individuals and couples, Martha delivers workshops, and shares her writing on topics ranging from grief and loss to the necessity of self-care and the challenges of substance abuse.

Martha’s writing on grief-related issues can be found in *We Need Not Walk Alone* (published by The Compassionate Friends), *The California Therapist*, *SCV-CAMFT News*, and at her Website, www.mcscala.com.

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.

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

“The Heart of Uncertainty OR The Importance of Not Being Earnest”

— Hugh Grubb, Psy.D.

Date: Friday, October 24, 2008, 11:30 AM – 1:30 PM
Place: Los Gatos Lodge, Los Gatos
Menu: Broiled Salmon *or* Grilled Chicken Breast Picatta *or* Pasta Primavera with Tomato Basil Sauce
Register: For reservation information see below and back page. For information regarding the speaker contact **Karen Sumi, 408/323-9901.**

The suffering we encounter in our work places very heavy demands on us to try to be useful. Yet we can’t really know what is going on nor what actions will turn out to be best. This can lead to feeling inadequate and the impulse to try too hard to do something. We will explore how the capacity to accept and bear uncertainty is the basis for both the therapist’s spontaneous intuition and authentic influence.

Hugh Grubb is an MFT and psychoanalyst with a practice in Los Gatos. He offers both therapy and psychoanalysis from a humanistic and pluralistic theoretical perspective. He also provides individual and group consultations. He graduated with a Psy.D. from the Psychoanalytic Institute of Northern California.



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

September 15, 2008; Monday

September 26, 2008; Friday

October 17, 2008; Friday

October 24, 2008; Friday

November 14, 2008; Friday

November 15, 2008; Saturday

November 21, 2008; Friday

January 15, 2009; Thursday

January 23, 2009; Friday

February 27, 2009; Friday

March 15, 2009; Sunday

March 27, 2009; Friday

November/December Newsletter Deadline

North Region Luncheon/Board Meeting
*Give Grief A Voice: Creative Approaches to
Treatment of Grief and Loss*
Martha Clark Scala, MFT

SCV-CAMFT Annual Membership Meeting
Lucie Stern Center, Palo Alto

South Region Luncheon/Board Meeting
The Heart of Uncertainty
OR The Importance of Not Being Earnest
Hugh Grubb, Psy.D.

Legal & Ethical Issues: Best Practices, Part IV
"What Does the Law Expect of Me?"
David Jensen, J.D.

January/February Newsletter Deadline

Mid Region Luncheon/Board Meeting
*Post-traumatic Stress Disorder at the End of Life:
What Therapists Need to Know*
David B. Feldman, Ph.D.

March/April Newsletter Deadline

South Region Luncheon/Board Meeting
To Be Determined

North Region Luncheon/Board Meeting
To Be Determined

May/June Newsletter Deadline

Mid Region Luncheon/Board Meeting
To Be Determined

PLEASE NOTE NEWSLETTER DEADLINES:

THE DEADLINE FOR NEWSLETTER SUBMISSIONS IS SIX WEEKS PRIOR TO PUBLICATION. (THE DEADLINE FOR THE NOVEMBER/DECEMBER ISSUE IS SEPTEMBER 15TH. THE DEADLINE FOR THE JANUARY/FEBRUARY ISSUE IS NOVEMBER 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.

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

JANUARY/FEBRUARY 2009 ISSUE
DEADLINE: NOVEMBER 15TH, 2008

THE YOGA OF RELATIONSHIP

— Kathryn Ford, M.D.

We are fortunate as therapists that our work is enhanced by, and integrates, all of our life's learning: books read, music heard, adventures ventured, mistakes made, tragedies experienced, and our own relationships lived out. For many therapists this learning includes the embodied learning of yoga.

In yoga we are learning constantly, using sensitivity to gain flexibility and strength. At some point in the last 20 years of helping couples with their relationships, I realized that yoga was providing valuable insights for my couples' work. This model of a healthy body: sensitivity used to increase strength and flexibility, describes well the essence of a healthy relationship.

Yoga teaches a deep understanding, not just of anatomy but also of both the importance of learning and the art of creating optimal conditions for learning.

A friend recently confided to me about a crisis in her marriage, "I have tried so hard to just accept him and not try to change him." To her surprise my response was, "Why?!" She was surprised because much of the wisdom of the past decades has been about acceptance in relationships. Often couples are told that their unhappiness stems from a lack of acceptance of each other. We have worked hard as clinicians and as people in relationships to understand the importance of not expecting our mate to be perfect, to meet all of our needs, to fill all of our emptiness, etc. And this is indeed wisdom, but it is incomplete.

Acceptance of people as they are includes understanding that healthy adults learn and change. In relationships, we need to be able to distinguish acceptance as a pre-condition for change from an acceptance that predicts stasis and is not acceptance but resignation. Acceptance and change are not opposites but actually two aspects of being in a learning process. In yoga, when I reject my body as it is today, I create hardness and resistance. My efforts then are either too forceful or lack energy. I lose the sensitivity for what yogis call "working at your edge."

Working at your edge means that there is an optimal amount of effort and discomfort that results in change. Too little effort results in no movement or learning, while too much results in injury or discouragement. Over time, I discovered that working at this optimal point of effort depends on simultaneously holding a desire for change and a full acceptance of the present. As in yoga, in relationships acceptance makes change possible.

Case example: In my office Kay and John discuss her desire for him to be a better teammate concerning domestic plans. At first she is angry, despondent, and rejecting, saying things like, "You just can't relate to the needs of the family. All you think of is yourself." Predictably, he's closed and hostile. He's all too willing to prove her right. Later she softens and tries to understand what is hard for him. She says, "I'm not sure what can be different, but could we just experiment with touching base on Saturday morning about the family plans?" He relaxes and the possibility of change doesn't seem so far removed.

Simultaneously holding acceptance and the desire for change frees us of the notion that learning means someone is wrong. Too often learning is tied to the idea that there is a problem, and that if a couple is doing well there will not be a problem and there will not be

a need to learn anything new. Yoga is based on the assumption that the body/mind needs ongoing stretching, challenging, and learning for optimal health. One does not start with, or arrive at, a finished place. Health and well-being depend on being always in a process of newness and discovery. Our culture has so thoroughly ignored adult development that we have come to feel that not knowing, or worse yet being wrong, is cause for humiliation.

If couples interpret their difficulties as evidence that something is wrong, the associated anxiety and shame keep them from learning. However, if they assume that adults develop and that life as a couple provides opportunities for this development, difficulties become information about where to focus attention for learning.

Furthering each other's learning is perhaps the most important task for the couple. How well a couple does this has everything to do with whether or not the relationship becomes a source of strength and pleasure.

Yoga also teaches us about the conditions of change. It teaches that change is a process, not a moment, and that to nurture change it is important to suspend preconceptions of how change occurs. Couples often expect that change in their partner is like flipping a switch. Part of this has to do with how hard it is to suspend the belief of the impossibility of change. We want to see instant and dramatic change to verify that change is indeed possible.

(continued on page 10)

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

(*"The Yoga of Relationship" continued from page 9*)

Yoga helps us develop microscopic sensitivity to, patience with, and appreciation of, small shifts in the right direction. For small changes in flexibility in some poses, steady and patient work is needed over many months, sometimes years. Couples must learn to recognize small early changes and to interpret them, even celebrate them, as momentous. In fact, the beginning of the change process is often the most difficult.

John did remember to offer to discuss the weekend plans. He then, however, became impatient during the discussion and failed to follow through on what was discussed. Kay, misinterpreting this early microscopic change as insignificant, felt discouraged. This puny effect bore little resemblance to what she wanted. She also mistakenly assumed that the effort behind the puny effect was also puny. She then criticized and complained more. This may, unfortunately, end a really important shift, and leave both of them sinking into hopelessness about their relationship and its possibilities. With a correct understanding of the change process she would instead feel excited and offer encouragement.

Applying the learning of the yoga mat to couples' relationships might result in the following scenario: Discomfort and difficulty are understood as information for potential learning. The couple then spends time patiently understanding where the shift is needed. Staying with the increased discomfort of noticing this, they attempt to find out how much effort, of what kind, and by whom, is needed.

Meeting restriction and pain with patience, the couple stays steadily at the point where there is movement without injury. Sensitively aware, both of where things are now and of a subtle feeling of the next place of progress, they try to move things along at whatever pace causes softening and movement. They ignore comparisons to what should be and provide appreciative, respectful encouragement.

To engage, inquire, tolerate discomfort, be steady, be patient, to use strength without injuring, and to practice acceptance of today's limit, without making it tomorrow's limit: this is the yoga of love, of relationship.

Announcing Changes to SCV-CAMFT News Submission Guidelines

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

(*"President's Column" continued from front page*)

Nanette Freedland (business development director), and Verna Nelson (programs & evaluation director) for their efforts.

Judy Hanf will be looking into ways we can improve our membership directory, both the online version and our hardcopy publication. Likewise, **Matt Larkin**, our secretary, is improving how we document our board meetings, and track other chapter-related information. Thanks Judy and Matt.

Last year's Outstanding Chapter Leader, **Lara Windett** (president-elect), never lets grass grow beneath her feet. She is always willing to pitch in and volunteer to assist the rest of us, whenever we speak up. Among her many gifts, Lara keeps us "on task" and conscious! Thanks, Lara.

Now, what about the ongoing luncheon program? In keeping with history, we continue to put on well-received and well-attended luncheon workshops on a monthly basis...in three different venues! This requires quite a bit of volunteer time and effort on the part of Verna Nelson, our programs & evaluation director, and her "team." A huge thank you to our south region chair, **Karen Sumi**, and her current assistants: **Pauline Druffel**, **Roberta Verderico**, and **Christine Sanderbeck**. Many thanks to our mid-region chair, Wendy Wegeforth, and her gang: **Patti Dolan**, **Nasrin Farr**, **Nancy Lettenberger**, **Heena Parikh**, and **Jo Stein**. And, a heartfelt thank you to our north region chair, **Pam Eakin**, and her helper, **Merle Saber**. (If you want to help with our luncheon programs, we could use more volunteers in the north and south regions. Feel free to contact Pam Eakin, 650/571-6342, or Karen Sumi, 408/323-9901.)

I think that gives you a pretty good idea of what your chapter leadership is doing, and planning for the rest of this year. As you can see, it takes a lot of people and energy to keep the wheels turning.

Sometimes Feel Lost Working with Couples?

Let EFT be your Guide

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In this 8 session seminar you will learn the theory and basic skills of the EFT model. CEUs provided (PCE # 3798).

For more information contact

Lia Anisgard

Certified EFT Therapist and Supervisor

408-261-2682

lia_anisgard@sbcglobal.net

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.

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.

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Palo Alto Psychoanalytic Psychotherapy Training Program

Do you want to deepen your psychotherapy work, and learn more about intensive psychotherapy with a variety of patients? The answer may be this high-quality post-graduate certificate program in psychoanalytic psychotherapy. The first class of thirteen students began in September, 2007 – a new class begins September, 2008. The Program is designed for licensed clinicians who want to advance their skills in psychoanalytic psychotherapy. Students will be immersed in an extensive curriculum including psychoanalytic models of mind; theories of clinical technique; development; child, adolescent and adult case conferences, as well as personal supervision with psychotherapy cases.

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

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

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

Dates: September 2008 - June 2010

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

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

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

FOUR “PSYCHOLOGICAL HOT BUTTONS” TO TURN PROSPECTS INTO CLIENTS

— Sean Eric Armstrong

I recently finished reading Dr. Robert Cialdini’s *Influence: The Psychology of Persuasion*.

While I highly recommend this book to any therapist or other small business owner interested in learning how to market their services, understanding some of the psychological principles Cialdini covers is worth your time even if you’re not interested in adding another book to your “must read” list.

In his book, Cialdini identifies six categories of psychological principles that motivate human behavior — four of which I rely on when writing any marketing materials.

These principles are: **authority**, **likability**, **reciprocity**, and **scarcity**.

Let’s take a look at the first...

Authority

Most people respect authority — whether they like to admit it or not — and the sooner you can create it in your marketing communications the better. Think about it...all throughout your childhood, you’re taught to listen to your teachers, trust professionals like doctors without question, and follow orders given by your boss or the person “in charge.”

Here’s how I recommend you establish authority in your marketing materials: Highlight your experience ... include proof of your credentials ... and/or prove your product’s or service’s effectiveness by using client feedback or statistical research.

Usually, the more specific you get the less someone will question your authority.

For example, if I wanted to convince my prospects that psychotherapy and group therapy can help adult children of alcoholics (ACOAs), I might try something like:

“Renowned psychologist, researcher, and author, Dr. Stephanie Brown founded the Alcohol Clinic at Stanford Medical Center where she formulated the developmental model of alcohol recovery. She is currently the director of the Addictions Institute in Menlo Park, California, and has authored numerous books on treating adult children of alcoholics, including *Treating Adult Children of Alcoholics* and *Safe Passage: Recovery for Adult Children of Alcoholics*.

Very few people have had as much experience effectively treating adult children of alcoholics as Dr. Stephanie Brown. And Dr. Brown recommends psychotherapy for adult children of alcoholics more than any other form of treatment, stating that group therapy in particular can be extremely effective.”

Once her authority is established, not many people would question what Dr. Brown has to say, or that psychotherapy and group psychotherapy is especially beneficial for treating ACOAs.

Likability

This one is easy to understand. The more rapport you can create with someone, the more likely they are to do what you ask.

When people just plain like you and feel emotionally connected to you, they have a tendency to buy from you more often and are more committed long-term customers. So the question you need to ask is, “How can I connect with my prospect?”

The more down to earth you are, the higher the conversion rate seems to get these days, especially online.

Creating likability is easy and effective. You can retell a story about your clients’ experiences, tell your own story, or the story behind your product or service. Use imagery that most people can relate to and humanize your writing. Talk in a conversational tone, as if you’re talking to someone you really care about...a friend...a relative, etc.

Reciprocity

When you give value to your prospect, he or she will feel indebted to you. This is why the legendary direct-marketer Gary Halbert loved attaching dollar bills to the top of many of his sales letters. It not only got the prospect’s attention, but also made the prospect feel indebted to read the rest of the sales letter.

Likability and authority, providing you give REAL content in your marketing communications, tend to force the principle of reci-

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procity. A person is compelled to give back to you in the form of a sale or a name and e-mail address, if they feel you have given them something of value. It's why intelligent and strategic "free giveaways" work so well.

For example, who wouldn't try the Neuro-Linguistic Programming (NLP) course MindTools after they've seen this space ad?

**"Make the Right Choice
Remove Failure from Your Life Today!"**

**Use MindTools and Follow These Easy Steps
to Realize Your Full Potential"**

(They then go on to provide 12 techniques that can help anyone overcome 12 of the most common communication problems.)

Always remember to provide as much helpful information to your prospects as possible in all of your marketing communications. If you're offering professional services, provide free resources, consultations, and/or referral services. Be confident that the more you give away the more you'll receive in return.

Scarcity

It's human nature to want what we can't have or is difficult to obtain. That's why scarcity works so well. It's the same reason why ticket scalpers get so much money for a pair of tickets to a sold-out concert or sporting event, and why restaurants like the French Laundry can charge \$300-\$400 per person for dinner before you even open the wine list.

Fortunately, the same principle works very well in marketing communications.

Try to use scarcity by either limiting availability or quantities, discounting pricing for a limited time, or through one-time offers.

When you use scarcity in your marketing, make sure to have a truthful reason as to why you're limiting quantities or why the pricing is limited to a certain time period. (i.e. "These books have slight water damage from the recent hurricane, so we're giving you a 75% discount when you place your order today," or "I currently offer free consultations, but can only afford to do so while I have a few openings left in my schedule.")

Now that you have a grasp of the elements of persuasion, you might be wondering how you can practice these techniques so they become second nature to you...

Here's one strategy I recommend:

1. Go to ClickBank.com. ClickBank sells and promotes tens of thousands of downloadable products such as e-books and audio files.

2. Click on the "Marketplace" link. Doing this takes you to their search function, where you can browse different product categories (such as "addictions," "mental health," and "parenting") and get listings of everything available within that category.

3. Start Searching. Search for, or select a product category from the drop down menu that you are interested in. When you get the search results, they are listed in ranking order — most to least popular.

4. Study the top 10. When you get your search results, only focus on the first 10 listings. There will be a description of the product, and a link to the product's sales page. Go through

each one and click through to the sales page. Once you're there, read the sales letter and study it. (Note: not all products will have a sales page. Ignore those that don't for the purpose of this exercise.)

5. Analyze. Ask yourself why these sales letters are working. Identify the different elements of persuasion in the text, i.e. authority, likability, reciprocity, and scarcity.

6. Write. Once you've identified the persuasive elements, write them out by hand so you get a "feel" for what it's like to write with the power of persuasion behind it. Also study the structure and tempo of these winning letters.

7. Write some more. Now apply these techniques to your marketing endeavors.

Once you learn to use the persuasive principles of authority, likability, reciprocity, and scarcity in your marketing communications, you won't need anyone to persuade you that these four principles can help you turn prospects into clients and successfully grow your business.

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 this article is reprinted.

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Please call with any questions you might have:

(650) 477-0455

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.

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WE WELCOME THESE NEW AND RENEWING MEMBERS!

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

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YVONNE P. BLOCKIE, MFT
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CHERYL J. CHIN, MFT
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MEG J. KELLER, MFT
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License Number: MFC 28308

INTERPERSONAL NEUROBIOLOGY STUDY GROUP

An opportunity to learn how to use Daniel Siegel's interpersonal neurobiology approach and recent findings from social neuroscience to increase your therapeutic effectiveness.

led by

Joan Fisch, LCSW
CEP 1070

8 sessions October through May
First Friday of the month*
(2nd Friday January and May)

9:30 - 11:30 am
Menlo Park

\$500 + \$20 CEU fee
(CEU's for MFT's and LCSW's)

For questions or to register contact me at
650.327.2051 or
jfischmsw@comcast.net.

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 September 12th and October 10th 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 (September 12th and October 10th), 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:

- Felita Fox, MFT
- Marté J. Matthews, MFT

Neuro-Emotional Technique (NET)

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

NET has been used successfully with issues of

- addiction,
 - chronic pain/headaches/fibromyalgia
 - low self esteem and worth
 - phobias
 - mood disorders
 - insomnia
 - anxiety
- and many, many more....

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

THE LEARNING PARTNERS MODEL

Workshops for Couples Therapists

Kathryn Ford, M.D. has been seeing couples for 20 years. She has developed a model which uses rapid behavior change to increase trust, insight and emotional integration.

When:

Part I October 10, 2008
Part II November 7, 2008

Where:

Vallombrosa Center
Menlo Park CA
9AM – 5PM, lunch will be served

Fees:

Part I \$200
Part II \$200

Early Registration and Group discounts available

kathrynford@comcast.net
(650) 321-1225

CEUs: Course is approved for 7 hours (per day) of Continuing Education credit for MFTs and/or LCSWs. PCE#3509

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



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www.teenfamilycounseling.org

GROUPS AND WORKSHOPS

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.

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

Affordable Mindfulness Stress Reduction Program — 8 Tuesdays, 6:30-8:30 PM, From August 26 to October 21, & one all day retreat on September 27. 22 CEUs. Contact Soudabeh, www.soudabehmft.com, offered through Adult Ed. (www.ace.fuhdsd.org).

Women in Transition Support Group — Addresses family changes, career, parenting, health, stress, grief/loss, co-dependence and addiction. Meets Saturdays or Thursdays in San Mateo starting January \$45/session (8 weeks). Lori Levitt, MFC 43329, 650/794-4828.

GROUPS AND WORKSHOPS

Women's Therapy Group in San Mateo — Friday evenings 6:30-8:30PM on 9/5, 9/12, 9/19, 9/26, 10/3, and 10/10/08. For further information, contact Linda Bencangey Goldstein, MA, MFT, REAT, at 650/357-8152.

Intervention Services — Help for clients who want to compassionately confront an alcoholic or addict about the need to get treatment. Contact Julie Herman, MFT, at 408/872-0222.

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

Pre-Teen/Teen Girls' Support Groups — Addresses peer relationships, communication, coping skills, self-esteem, anger management and body image. Meets Saturdays starting January 17th (8 sessions) in San Mateo. Lori Levitt, MFC 43329, 650/794-4828.

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

GROUPS AND WORKSHOPS

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

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

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

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.

ADVERTISING OPPORTUNITIES AND PRICES!

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

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

These prices are also available on the chapter's Website, www.scv-camft.org.

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

GROUPS AND WORKSHOPS

Eating Disorders Therapy Group — This support group for those struggling with eating disorders meets Tuesday evenings in San Mateo. This group is ideal for those who are struggling with food issues, body image, eating disorders, and are looking for a supportive path to recovery. Please call Matt Keck at 650/455-9242 for more information about the group policies or visit www.adaptpsych.com. Matt Keck, MFT Intern, IMF 51708, Supervisor Susan E. James, MFT, MFC 30257.

FOR CLINICIANS

Klein & Bion: An In-depth Study — This eight-week program will develop a working understanding of contemporary Kleinian and Bionian theory and technique. Classes will focus on each theory and how the patient expresses aspects of these theories. Participants will learn about the moment-to-moment interaction between patient and therapist and the role of “fantasy” as it is used to uncover unconscious material. Classes will also explore the meaning

FOR CLINICIANS

of the emotional experience of the therapist as a result of what is happening within the session. Instructor Margo Chapin, MFT, is a teaching and supervising analyst at SFCP and a well-known and highly-respected object relations theorist. 9:30–11:00AM on Sep. 6 & 20, Oct. 4 & 18, Nov. 1 & 15, and Dec. 13, 2008. \$50.00 per seminar. CEUs available. Contact Tina St. Lorant, MFT, 408/236-2070, or Gail Carney-Carder, MFT, 408/296-2926.

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

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

Consultation Group Forming — Readings and discussion on object relations

FOR CLINICIANS

and relational psychoanalysis including case material presented by participants. Mondays 11:30 to 1:00PM in Redwood City. Cost: \$40.00 per week. Ann Langley, Ph.D., 650/599-2612.

Turn Over A New Leaf This Fall — Private practice consultation group forming for newly licensed clinicians. Meets once a month in San Mateo. \$50. Facilitator Mary Deger Seevers, MA, MFT, www.marydegerseevers.com, 650/655-2718, or seeverismd@aol.com.

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.

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.

Guidelines for Authors of Articles for the Chapter Newsletter

FORMAT FOR ARTICLES

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

STYLE OF SUBMISSIONS

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

IN GENERAL

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

FOR INTERNS

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 Available — Our non-profit agency has an immediate opening for a bi-lingual Intern (Spanish speaking). You will be working with clients who are 19 years old and younger. Contact Deborah Licurse, 408/774-1009.

Intern Therapy Group — Collect your hours faster. Meets first Friday from 4:00-5:30PM. Counts toward licensure hours. Psycho-educational group orientation \$25/session. Limited openings. Contact facilitator Mary Deger SeEVERS, MA, MFT, www.marydegerseEVERS.com, 650/655-2718, or seEVERSmd@aol.com.

JOB OPPORTUNITIES

Part-Time Director Wanted — Almaden Valley Counseling Service is looking for a proactive, positive Change Manager to run our non-profit counseling agency, located in the Almaden Valley community for 28 years. Send resume to lwindett@yahoo.com.

OFFICE SPACE

Los Altos — Three soundproofed offices available in therapist suite, each with private client exit and thermostat control. Easy access to Highways 85 and 280. Common waiting room and kitchen/lunch area. \$975/month. E-mail pyessne@yahoo.com or call 650/232-2355.

Los Gatos — A Great Place To Work! Full days, hourly, nights and weekends now available. Beautiful, spacious office space in prime location off 85 and 17. Competitive rates. Call Gail Faris 408/356-1414 ext. 4.

Los Gatos — Office to share. Beautiful psychotherapy office available all day Mondays/Fridays/Weekends. Private waiting room, private bath, high ceilings, redwood paneled, very quiet. Analytic couch and comfortable chairs. Please call 408/356-2720.

Morgan Hill — Hourly, PT, and FT availability in professional plaza with four other therapists. Group room avail-

OFFICE SPACE

able in evening and weekends. Close to schools, freeway access. Call for information: 408/778-3243.

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.

San Jose — P/T psychotherapy office available Tues., Thurs., Sat. Beautifully furnished in a very nice professional building with sand play material, shared waiting area, copier, fax. Near exits to 280 and 17. For more information, please call: 408/821-7500.

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

OFFICE SPACE

San Jose — Office available for sublet two to three days/week, \$150/day. Near 280/Winchester, suite with two other offices, quiet waiting room. Fully equipped for Sandplay, adults or children. Available July 1. 650/364-4670.

San Jose — Ground floor office space on Saratoga Ave. Very quiet. Part time. Furnished. Flexible scheduling. Very good terms. Call Ed Momrow at 408/249-8313.

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

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., September 26,

11:30 - 1:30 pm

Lunch served promptly at 11:45

**“Give Grief A Voice:
Creative Approaches to
Treatment of Grief and Loss”**

Martha Clark Scala, MFT

The Van’s Restaurant

815 Belmont Ave, Belmont

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

Menu: To Be Selected At The Restaurant

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

DATES TO REMEMBER

- September 15, 2008
Nov./Dec. Newsletter Deadline
- September 26, 2008
North Region Luncheon
- October 17, 2008
SCV-CAMFT Annual Meeting
- October 24, 2008
South Region Luncheon
- November 14, 2008
Law & Ethics Workshop

Fri., October 24,

11:30 - 1:30 pm

Lunch served promptly at 11:45

**“The Heart of Uncertainty OR
The Importance of Not Being
Earnest”**

Hugh Grubb, Psy.D.

Los Gatos Lodge

50 Los Gatos-Saratoga Rd, Los Gatos

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

*Menu: Broiled Salmon or Chicken Picatta
or Pasta Primavera with Tomato Basil*

Register directly with SCV-CAMFT (see below). For specific information regarding 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 \$26.00 at the door to attend the luncheon. ***Please note: telephone reservations cannot be accepted. Call the chapter voicemail, 408/235-0210, for reservation information and the chapter’s cancellation policy.***

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

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Attention: Editor

P.O. Box 60814

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