

# SCV-CAMFT News

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

Volume 28, No. 5

www.scv-camft.org

September/October 2009

## WHY JOIN OR START A CONSULTATION GROUP?

COUNTERING LONELINESS, BAD DECISIONS,  
AND THERAPIST BURNOUT

— Verna Nelson, MFT



When I first started my graduate school program in counseling psychology, I thought a therapist's life must be very exciting because she would always be connected to so many people. My fantasy therapist was one who helped her clients grow into happier, self-actualized people; and the therapist's own life would be very rich and fulfilling.

I discussed my hopes and dreams about becoming a therapist with my new therapist who was also a career counselor. I was quite shocked when she shared that many therapists experience feeling isolated and disconnected from other people, from their families, and even from other therapists. She told me that this isolation and disconnection was a warning sign of therapist burnout. She shared that many therapists had problems with depression or left the field because of this issue. She advised that one of the best ways to prevent burnout was always to be in consultation groups with other therapists and have other professionals with whom to consult.

I was chagrined to hear this was a possible end result of the new career I had chosen. I still wondered, "How can therapists feel isolated when they are involved in a positive way in so many peoples' lives?"

I put this experience aside and moved on to my graduate school program and internships. I met new people who had similar interests and motivations as mine and felt a strong connection with them. I learned about me and about this thing called mental health and I was very excited to be a part of the counseling field.

I was in an intern supervision group with several people for three years and we became very close. In our internships, we became involved with clients whose lives were often very precarious and painful, and some of their situations were painfully familiar. In our supervision group, we often talked about the life changes we were going through as interns and we shared our clinical trials and successes. We also shared a time of tremendous personal change

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## FIVE TIPS FOR BANISHING LICENSING EXAM ANXIETY:

FOR PRE-LICENSED INDIVIDUALS AND  
CLINICAL SUPERVISORS

— Miranda Palmer, MFT

Licensing exams have triggered anxiety in pre-licensed individuals since their inception. While eustress can be beneficial, a high level of anxiety will often lead to avoidance, more anxiety, fear, and an inability to access one's clinical knowledge and experience. Here are five tips for pre-licensed individuals and their clinical supervisors:

**1. Talk about licensing exams — the earlier the better!** Knowledge and preparation can go a long way to banishing anxiety. Think of exams as termination of therapy. We talk to therapy clients about termination from the beginning of treatment, not on the last day. Why not bring up the end point with interns at the beginning — not to increase anxiety — but to manage it?

**2. Ask (and answer) questions about licensing exams.** Many pre-licensed people carry around worries and misconceptions about licensing exams. Talking about these issues helps a supervisor to dispel common misconceptions and confront worries. Often, worries may be related to an area of clinical practice in which a pre-licensed person feels unqualified. What a great opportunity to identify a place for growth and create a teaching moment!

**3. Know what the licensing exams cover.** Clinicians in training and clinical supervisors have strengths and blind spots. The California Board of Behavioral Sciences goes to great lengths to spell out everything that could be included on the licensing exams. Use this list as a blind-spot and strength detector — and banish anxiety about exams at the same time!

**4. Talk about anxiety.** Everyone deals with anxiety at different points in life. Teaching pre-licensed individuals skills to manage anxiety (or identifying the need for a clinical level of treatment) is essential to the mentoring of pre-licensed individuals. A test-taker cannot access stored material during a test when experiencing high levels of anxiety neither can pre-licensed pro-

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*Creating a Community and Culture of Connection*

# SCV-CAMFT CALENDAR

## SEPTEMBER

- 15 **Newsletter Deadline**  
November/December Edition
- 25 **Chapter Luncheon,**  
Mid Region; Mountain View

## OCTOBER

- 16 **SCV-CAMFT Annual Meeting**  
Lucie Stern Center, Palo Alto
- 23 **Chapter Luncheon,**  
South Region; Los Gatos

## NOVEMBER

- 13 **Law & Ethics Workshop**  
Michael's, Mountain View
- 15 **Newsletter Deadline**  
January/February Edition
- 20 **Chapter Luncheon,**  
Mid Region; Mountain View

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

**Please see advertising policy and information on page 21.**

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.

# HOW TO CREATE A POWERFUL, MEMORABLE “UNIQUE SERVICE PROPOSITION”

— Sean Eric Armstrong

You may be aware that “USP” stands for “Unique Selling Proposition.” However, since many professionals (therapists included) are turned off by the idea of “selling” their services, I prefer to redefine “USP” as “Unique Service Proposition.”

You may even have some idea of what a USP is — “It’s the thing that makes my services unique,” you may be thinking right now. But, do you know the three components of an effective USP and why you need to have one? Most therapists don’t.

Rosser Reeves introduced and defined the USP and its three components in his 1970 book *Reality in Advertising ...* and the book is long out of print.

I remember reading the three-point definition of a USP in Reeves’ book several years ago, but when I went back to check it, the book was somehow gone from my library... probably lost in my most recent move.

So I went on [www.alibris.com](http://www.alibris.com) and paid \$135 (the lowest price I could find) to get a used copy, specifically so I could share with you Reeves’ definition of a USP. That makes this one issue of *SCV-CAMFT News* worth at least \$135 to you. But given the value of having a strong USP, it is certainly worth much more than that.

OK. Here, then, according to Rosser Reeves, are the three components of a successful USP:

**1. Each advertisement must make a proposition to the consumer. Each advertisement must say to the reader: “Buy this product or service, and you will get this specific benefit.”**

So, to begin with, there must be a compelling benefit. For instance, “ABC Collaborative Divorce can reduce the cost of your divorce by 25% while helping you, your partner, and your children communicate more effectively.”

**2. The proposition must be one that the competition either cannot, or does not, offer. It must be unique — either a uniqueness of brand or a claim not otherwise made in that particular field.**

This is the “unique” in “unique service proposition.” You must clearly differentiate yourself from the competition.

Example: “ABC Collaborative Divorce is a team of legal, financial, and mental health professionals with over 75 combined years of experience in settling divorces quickly and amicably compared to having one mediator or judge try to satisfy all the parties involved.”

**3. The proposition must be so strong that it can move the mass millions, i.e., pull over new customers to your services.**

This means the unique proposition cannot be a trivial difference. It has to be something important, something the customer really cares about.

Example: “The financial savings you get by choosing ABC Collaborative Divorce can easily pay back the cost of our services... not to mention the invaluable peace of mind you’ll receive knowing you, your partner, and your children will be able to communicate more effectively.”

Reeves cites Wonder Bread’s as a classic example of a USP stated clearly, simply, and lucidly: “Wonder Bread helps build strong bodies 12 ways.” What’s interesting is that if you associate your product with a strong USP in the consumer’s mind, it is difficult for competitors to take it away from you. After all, could you imagine another brand of bread saying, “We also build strong bodies 12 ways?” Every time they would say it, the buyer would think of Wonder Bread — and nothing else.

Here’s another example of an effective USP — this one from a software company that sold an “application development tool” that computer programmers used to develop Web-based applications. The company needed a USP, but the applications built with their tool weren’t really better than applications developed using other methods. But their tool did save time. In fact, tests showed that it took one-third the time to develop Web applications using their software than with other methods. So they combined this with their money-back guarantee to come up with the following USP: “Develop Web-based applications three times faster or your money back!”

Does this meet Reeves’ definition of an effective USP? Yes. And an ad based on this USP will work, because:

1. It has a strong benefit: Develop applications faster.

(continued on next page)

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Additional speakers & full event details at: [www.mri.org](http://www.mri.org)

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2. It is unique: This is the only application tool developer that not merely claims but PROMISES (with a money-back guarantee) to help the buyer develop applications three times faster.
3. It will sell the product: Since programmers are always swamped and productivity is a major issue, a tool that helps them produce their work in one-third the time is a strong enough benefit to get them to try this product.

### Creating Your USP

Think of your primary service. Now answer these two questions: Is there something about it that is better than the other services of its kind? Do you emphasize that advantage in your marketing?

If you answered yes to both questions, be happy: You have an edge over the rest of your field.

If you can't compete on price — and most businesses either can't or shouldn't — then you have to compete with the service itself. And that means positioning it as somehow different from, and better than, other services of its kind. You do that by establishing your USP — identifying a feature or benefit of the service and presenting it as if it were unavailable anywhere else.

To help you come up with a strong USP, here are three points to consider...

#### 1. The Best USPs Have the Appearance of Uniqueness:

The feature or benefit you decide to promote with your USP does not necessarily have to be unique to your service, but it does have to seem like it is. If you're a career counselor and you provide resume writing and interview coaching services to all your clients, make resume writing and interview coaching part of your USP. Other career counselors may be performing those same services — but if they're not mentioning it in their advertising, it will make you appear to be the only one.

#### 2. The Best USPs Have a Trendy Appeal:

The appearance of uniqueness is not enough. If the feature or benefit you're promoting is not desirable, it will do you no good to promote it. The best USPs are those that tap into trends. The big screen on Apple's iPhone, for example — a feature emphasized in all its ads — played into a growing demand for bigger and more technically refined TV screens. The difficult economy is another trend that can be tapped for an effective USP (you can offer discounts for clients who pay for multiple sessions in advance or discuss the career advantages of anger and stress management therapy).

#### 3. The Best USPs Are Conceptually Simple:

If your product's USP is trendy, it is almost certainly simple. Very few complicated things ever become trendy. Plus, keep in mind that you do have to sell the USP — and nothing sells well that is difficult to explain. The FedEx slogan — "When it absolutely, positively has to be there overnight" — is a great example of a conceptually simple (and highly successful) USP.

Uniqueness matters in the marketplace. So make sure you have a USP for every one of your services that makes them stand out in your clients' minds. And make sure a good USP is always the basis of your marketing campaigns.

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

## Meditation and Its Application to Psychotherapy

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- Explore the value of non-conceptual knowing

Registration is open to the first 20 participants, to foster open and personal interactions.

Details: 7 "consecutive" Saturdays, 9:00-11:00 a.m., beginning late October in Los Gatos. \$350. No CEUs. For more information, contact [waltjessen@gmail.com](mailto:waltjessen@gmail.com) or 408-358-0777.

# ◆ REFLECTIONS ON WELLNESS ◆

## I BELIEVE IN LOVE

— Susie Herrick, MFT

### What Do You Love?

Daniel Siegel, M.D., often speaks about when parents have “a coherent narrative<sup>1</sup>” about their own lives. He says when parents have made sense of their lives their children can develop a healthier attachment to them.

What Dr. Siegel also says is that parents who do this can communicate collaboratively with their children while in these feeling states, and in the process, help their children learn how to regulate their feelings: “*Parents can share and amplify positive emotional states in a child, such as joy and excitement, and they can share and soothe negative emotional states, such as fear, anxiety, anger.*”<sup>2</sup> Dr. Siegel mentions that it is important to lead with positive emotional states, because they are so easily forgotten.

It makes sense to me that this is also the case for therapists. My emotions, heart, mind, and the meaning I ascribe to them — my own narrative, above all — is what gets transmitted to my clients and enables me to help my clients process and integrate these states. I think what gets lost most, and needs to be found, in this profession is the integration of positive emotional states.

### What Inspires You?

My father used to reminisce about a professor of his in college who I think had an angle on this. He used to tell his students: “Surround yourself with beauty. Bring beautiful art and good music into your life...” That is, marinate yourself in what you find beautiful. This always stood out for me as one of my favorite pieces of advice.

I looked up “beauty” and found a dictionary definition that said, “*Anything that pleurably exalts the mind.*”

I started to connect the dots and wondered if what this ol’ professor was trying to demonstrate was that by keeping your mind exalted with what you find beautiful, it will stay with you and become a part of you — a part of your narrative about your life. So I tried it.

By choosing what inspires me most, I have found a most wonderful side-effect: the generation of a lovely internal home with metaphorical furniture that I like, and enjoy having and inhabiting.

### What Moves You?

There is a scene in the movie *Shawshank Redemption* in which the main character, a prisoner, is overcome with emotion by one of the musical albums he chances upon while performing work at the prison. He locks himself in the warden’s office and puts an aria from the LP on the prison loudspeaker so the song can be heard throughout the prison.

Of course the powers that be, when they got to him, threw him into solitary confinement for some very long amount of time. His fellow inmates commented later on how awful that must have been for him, but his response was, “Easiest time I ever did... The music was here... and here” (tapping first his heart, and then his head).<sup>3</sup>

### How Do You Show It?

Some of my experiences traveling in Tibet have caused me to

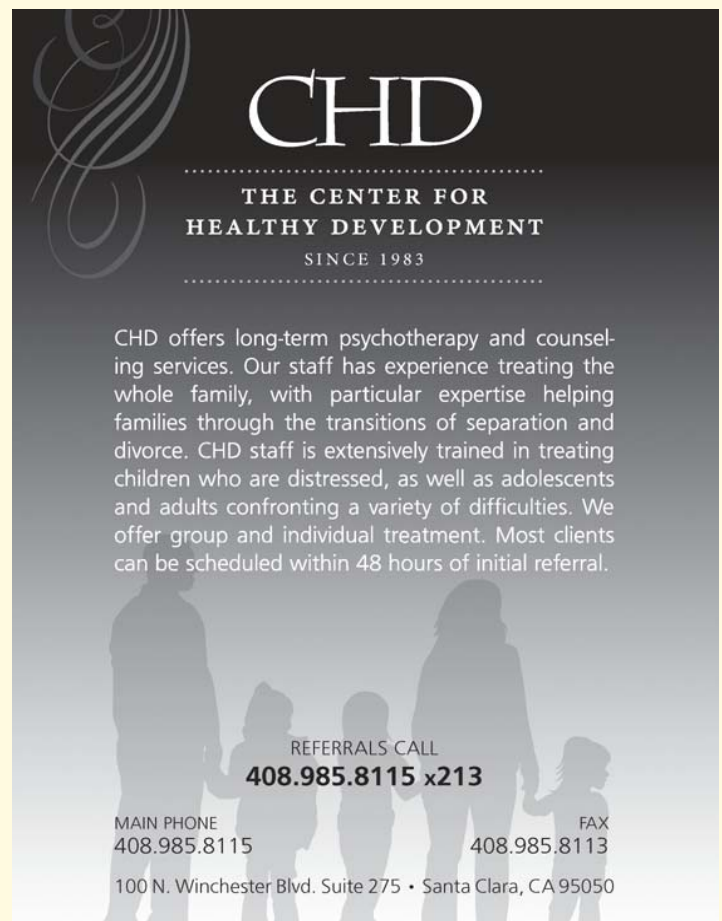
realize how this internal practice of joy could become a part of my life, while watching Tibetans do this as a part of their daily lives. Once, underneath the third story window in my hotel room in Lhasa, the capital of Tibet, I heard power tools, especially a jackhammer. I swore and mumbled to myself about changing rooms or hotels, but then found myself smiling when the jackhammer stopped because I could hear the construction worker singing. He was singing along to all that clatter with a gusto that even Pavarotti would envy.

On another occasion, when I was traveling back to Lhasa from a monastery (a long day’s bus ride) the bus I was riding in got a flat tire. While two or three people went to fix the tire, the rest of the Tibetan travelers went into the nearest field of mustard flowers, built flower wreaths to wear on their heads, and sang and danced for quite some time until the tire was fixed. I was filled with energy watching the men, women, and children come back to the bus flushed and cheerful. Then we sang all the way back to Lhasa.

### Radiating Love

When one of my dear Tibetan friends came to the States for medical treatment, I called an American friend of mine here and said, “Drop everything, you have to come and meet her.” When he came

(continued on next page)



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to greet her they sat down for some tea and he turned to her and said, "So, Susie tells me that of all the people I should meet in her life it should be you. Why is that?" She giggled and covered her mouth, a common gesture of respect and humility for Tibetans. She looked very shy at first, and then with power in her voice said, "It's probably because I was taught never to hate."

"For therapists to have that 'something' inside, and to have it radiate outward, is really the greatest thing a therapist can do for their clients," says my friend and colleague, Valerie Waagen, MFT.

I believe this radiance comes from trusting what we love and lapping it up into our internal world. When I take what I find to be beautiful and express it in some way in my life, it seems to organize my mind around what I love and then my dreams truly start to become real.

#### **References:**

1. <http://www.parentmap.com/content/view/334> (Dr. Siegel interview, 2005)
2. [http://www.mentalhelp.net/poc/view\\_doc.php?type=doc&id=819&cn=145](http://www.mentalhelp.net/poc/view_doc.php?type=doc&id=819&cn=145) (Dr. Siegel interview, 2000)
3. <http://www.imsdb.com/scripts/Shawshank-Redemption,-The.html> (retrieved July 5, 2009)

*Susie Herrick, M.A., MFT, has been a therapist for over 20 years and has a private practice in Palo Alto, California. She is a trainer of conflict resolution and mediation, Enneagram specialist, adjunct professor at Santa Clara University, and is the incoming department chair for the Masters in Counseling Psychology program at the Institute for Transpersonal Psychology in Palo Alto.*

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

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## **Online Payments Available via Credit Card!**

You may now use your credit card on the chapter's new website to register for chapter-sponsored events (luncheons, workshops, etc.), submit and pay for advertising, and renew your SCV-CAMFT membership. All you need to do is log in to the chapter's website (<http://www.scv-camft.org>). You may renew your membership and submit ads from your "My Account" page or register for events from the event calendar. Remember to log in in order to receive your member discounts. Check it out!

I am pleased to announce that

*Mary-Stone Bowers, M.A.*

Marriage and Family Therapist Registered Intern  
(408) 380-1223

has joined my San Jose private practice.

*Mary-Stone has experience with children, adolescents, and adults, working with a range of issues -including parenting, addiction and attachment.*

*She has a special interest in doing long-term work with adult clients, utilizing an object-relations based model.*

*Mary-Stone welcomes your referrals.*

Supervised by

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# SCV-CAMFT PROGRAM EVENTS

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

### “Healing from Sexual Assault: Today, Tomorrow, and the Rest of Their Lives”

— Jen Adler, M.A., NCC

Date: Friday, September 25, 2009, 11:30 AM – 1:30 PM  
Place: Michael’s at Shoreline, Mountain View  
Menu: Broiled Salmon *or* Baked Cannelloni *or* Chinese Chicken Salad  
Register: **Register using your credit card at [www.scv-camft.org](http://www.scv-camft.org)!** (See below and back page for more information.) For information regarding the speaker contact **Wendy Wegeforth, 408/888-6630.**

Jen Adler, M.A., Nationally Certified Counselor & California-certified rape crisis counselor, will be talking about the Rape Crisis Center and her experience working with clients impacted by sexual assault issues. She will include information about myths and facts about sexual assault and how society’s acceptance of common rape myths impacts victims and their loved ones, as well as information about the effects of sexual assault. Jen will also discuss helpful counseling techniques and emerging issues with victims of recent or long-ago sexual assault experiences and avoiding re-traumatization pitfalls in therapy.

Jen Adler is the Counseling Coordinator and Volunteer Coordinator of the Rape Crisis Center at the YWCA of Silicon Valley. She received her M.A. in Community Counseling at Fairfield University in Connecticut and became a Nationally Certified Counselor eleven years ago. Jen is also currently Co-Chair to the South Bay Coalition to End Human Trafficking.

#### Directions:

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

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

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

### “Living with Loss and Change: Tools for Survival”

— Janet Childs, M.A.

Date: Friday, October 23, 2009, 11:30 AM – 1:30 PM  
Place: Los Gatos Lodge, Los Gatos  
Menu: Broiled Salmon w/ Lemon Butter Sauce *or* Chicken Caesar Salad *or* Pasta Primavera w/ Alfredo Sauce  
Register: **Register using your credit card at [www.scv-camft.org](http://www.scv-camft.org)!** (See below and back page for more information.) For information regarding the speaker contact **Karen Sumi, 408/323-9901.**

As therapists, we creatively acknowledge and process stress and loss on a daily basis. This interactive discussion will explore ways we can work with clients facing trauma and change, as well as helpful tools for self-survival in a profession that can be demanding and isolating. Effective techniques for recognition and support will be practiced and specific tools for healing and transforming the trauma or loss will be explored. Participants will also examine the specific issues related to care-giving professionals and their unique delayed response to trauma.

Join us for a life affirming exploration of the healing journey of loss. This workshop will give participants an understanding of stress reactions as the natural response to loss, illness, change, trauma, or death in adults and youth.

Since 1970, Janet Childs has been actively providing crisis intervention counseling and education focusing on the dynamics of loss, illness, and grief. A founding member of the Centre for Living with Dying, Janet has worked with thousands of individuals, groups, and professionals. Janet presently oversees educational programs and coordinates the Bay Area Critical Incident Stress Management Team. For the past 14 years, she has offered POST Certified Training for public safety personnel and for the past 23 years has provided Certified Training for social workers and therapists.

#### 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. There is plenty of parking. SCV-CAMFT luncheons will be located in the GARDEN ROOM.

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**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 payment. Also be sure to specify your entrée choice with your payment. See the back cover for more information on registration. **Please remember that telephone reservations cannot be accepted.**

# SCV-CAMFT 2009-2010 CALENDAR OF EVENTS

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*September 15, 2009; Tuesday*

**September 25, 2009; Friday**

**October 16, 2009; Friday**

**October 23, 2009; Friday**

**November 13, 2009; Friday**

*November 15, 2009; Sunday*

**November 20, 2009; Friday**

*January 15, 2010; Friday*

**January 22, 2010; Friday**

**February 26, 2010; Friday**

*March 15, 2010; Monday*

*November/December Newsletter Deadline*

**Mid Region Luncheon/Board Meeting**

*Healing from Sexual Assault:  
Today, Tomorrow and the Rest of Their Lives*  
Jen Adler, M.A., NCC

**SCV-CAMFT Annual Meeting**

Lucie Stern Community Center, Palo Alto

**South Region Luncheon/Board Meeting**

*Living with Loss and Change:  
Tools for Survival*  
Janet Childs, M.A.

**SCV-CAMFT Law & Ethics Workshop**

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

*January/February Newsletter Deadline*

**Mid Region Luncheon/Board Meeting**

*A Jungian Perspective*  
Patricia Sohl, M.D., M.P.H., Ph.D.

*March/April Newsletter Deadline*

**South Region Luncheon/Board Meeting**

*To Be Determined*

**North Region Luncheon/Board Meeting**

*An Introduction to the Clinical Applications  
of Systemic Family Constellation Work*  
Brigitte Essl

*May/June Newsletter Deadline*

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## 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 2009 ISSUE  
DEADLINE: SEPTEMBER 15TH, 2009

JANUARY/FEBRUARY 2010 ISSUE  
DEADLINE: NOVEMBER 15TH, 2009



(“Five Tips for Exam Anxiety” continued from front page)

professionals respond to crisis situations effectively if they do not have a plan for anxiety management. The same skills interns learn for managing anxiety during sessions can be transferred to managing anxiety during the exam process.

**5. Know what your resources are!** The exam process is an incredibly personal journey. Understanding the options available allows test-takers to evaluate the plan that is best suited for them. What worked for the clinical supervisor or a friend may not be the right plan for another. Understanding the many different ways in which someone can successfully pass exams on the first try can open the door for pre-licensed persons to find their own path and the joy that comes from walking that path!

I hope these tips help you banish the fear and excessive anxiety that can keep the next generation from successfully navigating licensing exams. Happy talking, studying, and passing!

*Miranda Palmer is a licensed marriage and family therapist in Modesto, California. She provides consultation for pre-licensed individuals to help them love the whole process from graduate school to licensure as a MFT. She has a free monthly newsletter for pre-licensed individuals and a free online study group for exams with over 600 members at <http://mftguide.com>.*

## CAMFT NEEDS YOUR HELP

Having problems getting reimbursed by a managed health care plan?

Has the Insurer or Plan lost your claim one too many times?

Dropped by a plan for requesting a higher reimbursement rate?

CAMFT continues to work with the Department of Managed Health Care (“DMHC”) to resolve ongoing provider-plan administrative problems, complexities, and unfair business practices that violate the law ... **BUT CAMFT NEEDS YOUR HELP!**

Next time you file an appeal with a health care plan you contract with and/or file a grievance with the DMHC or Department of Insurance, PLEASE also fax a copy of this letter to CAMFT so that we can utilize this information as empirical data when fighting for your rights.

NOTE: We will redact (or blackout) any and all identifying information that relates to you and your client (if not already redacted).

Please fax the copies of your appeals or grievances to Cathy Atkins at 858-292-2666. Thank you for helping CAMFT fight for your rights as providers in the managed health care system!!

## Mindfulness Based Cognitive Therapy For Mental Health Professionals

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

Meets on 8 Fridays, 9:00 – 11:00 am  
between September 18<sup>th</sup> and November 20<sup>th</sup>  
We will have a one day retreat on a Saturday  
Class will meet in San Mateo      Cost: \$300

Call Moby Coquillard, LMFT 650-348-2797  
CEU's available. Provider #PCE3469

## PROCESS THERAPY GROUPS

**Led by:**

**KIM IVES BAILEY, MFT**  
License No. MFC32076  
CERTIFIED GROUP PSYCHOTHERAPIST  
No. 43150

*Supervised by Dr. Irvin Yalom*

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

## SCV-CAMFT PRESENTS

# “Legal and Ethical Issues: Best Practices, Part I”

Presented by David Jensen, J.D., CAMFT Staff Attorney

Friday, November 13, 2009

9:00 AM — 4:00 PM

(Registration Begins at 8:30 AM)

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

David Jensen, CAMFT's staff attorney, is returning to present SCV-CAMFT's Law & Ethics workshop. As many of you know, David has divided the course into four parts and spends a full day on each part. This has allowed him to go into the kind of depth that attendees have found both comprehensive and extremely valuable.

SCV-CAMFT has been fortunate to have David present the entire complement of his four part program over the past three years. And, on November 13, 2009, David will once again join us to start from the top as he presents, *Legal and Ethical Issues: Best Practices, Part I*, which will cover: advertising, scope of practice, scope of competence, informed consent, consent to treatments, confidentiality, record keeping, dangerous patients, the psychotherapist-patient privilege, dual relationships, therapist-patient sex, and the standard of care.

Those of you who know David and have attended his workshops know that we are in for another thought-provoking, fun, and educational presentation. So whether you've attended before or are considering coming for the first time, this is sure to be one workshop you don't want to miss. And we encourage you to sign up early, as David's workshops often sell out in advance!

COME AND CONTEMPLATE THE MOST COMPLEX ISSUES OF OUR TIMES, JOIN YOUR COLLEAGUES FOR AN EXCITING WORKSHOP EXPERIENCE, AND FULFILL YOUR REQUIREMENT FOR LICENSURE RENEWAL.

### Location:

Michael's at Shoreline  
2960 North Shoreline Blvd.  
Mountain View, CA 94043  
[www.michaelsatshoreline.com](http://www.michaelsatshoreline.com)

### Cost:

#### Register by October 15th

Chapter Members	\$115.00
Non-Members	\$130.00

#### Register after October 15th

Chapter Members	\$125.00
Non-Members	\$140.00

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

### Directions:

From Hwy 101 Heading South: Take the Shoreline Blvd. Exit. Turn Left onto Shoreline Blvd. Go all the way down Shoreline Blvd. and 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 Hwy 101 Heading North: Take the Shoreline Blvd. Exit. Turn Right onto Shoreline Blvd. Go all the way down Shoreline Blvd. and 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.

Payments may be made by personal check, credit card, or PayPal. Please use the chapter's e-mail address: [mail@scv-camft.org](mailto: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](mailto:mail@scv-camft.org). For information on the workshop, please contact Carol Marks at 408/249-8047 or [markscarol2000@yahoo.com](mailto:markscarol2000@yahoo.com).

**Cancellation Policy:** Due to the contracted costs of offering this event, cancellations must be received no later than 7 days prior to the date of the event in order to ensure a refund, less a \$25 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](mailto:mail@scv-camft.org) or left on the chapter's voicemail.

**Special Needs:** The Santa Clara Valley Chapter of CAMFT is committed to providing a presentation that is accessible by all who wish to attend. If you have a special need and plan to attend, please request an accommodation by contacting SCV-CAMFT at 408/235-0210 or [mail@scv-camft.org](mailto:mail@scv-camft.org) so the chapter has ample time to arrange your accommodation.

(“Why a Consultation Group?” continued from front page)

and growth as budding therapists. Over time, it became clear that the only people who could really understand what I was going through while becoming a therapist were my colleagues.

I first noticed that I was feeling isolated when I started to prepare for my licensing exams. I was studying all the time and I was petrified about the process. I realized that when I passed my exams I would no longer have a supervisor and I would no longer be in my intern supervision group. Since then, I have talked with an intern who reported slowing down the accumulation of her hours when she had just 500 hours remaining. She wanted to make the most of her time in a protected learning environment. We both realized that the time in the “womb” of an agency rapidly ends, and interns are essentially “kicked out” to make it on their own.

I decided that I didn’t want to be alone in my new career, so I started looking for ways to get connection, feedback, and new ideas from other therapists outside my agency. I joined a paid, Object Relations consultation group and another one on marketing a private practice. I also became active in SCV-CAMFT and joined the board.

From these groups I gained knowledge and skills, and found another person who was studying for her first exam. We decided to form our own study group with one of her colleagues. Our study group met once a week, shared our discoveries from our studies, and supported one another through this ordeal. I found that having a weekly commitment to others helped me stay accountable and continue to study, even on days when I didn’t want to. Eventually, we all became licensed and continue to share a special bond.

I was very clear that my goal after I became licensed was to go into private practice. When I got my own office, I found I really missed the supervision group and I knew it was time for me to create my own. My positive experience with the study group and the paid consultation groups showed me how important groups are to my satisfaction and success as a therapist.

I approached some colleagues I felt particularly close to and suggested we create our own support group. We decided to meet once a week at my new office for 90 minutes. The format we liked was a personal and professional check-in followed by a discussion of cases. We wanted to ensure that everyone was able to talk about at least one case each week.

The group has continued for almost four years and has gone through several changes. We had a former supervisor, Marsha Wadley, Ed.D., a licensed psychologist, join us for several months, and we all shared the cost for her services.

The group also shared two devastating losses. A group supervisor who had worked with many of us as interns, Joyce Palmer, MFT, died of cancer. Less than six months later, one of our members, Gina Harris, MFT, died from a brain aneurism. This was a difficult time and we were grateful for the support we were able to give one another.

Over time, I’ve spoken with several colleagues and supervisors about the problem of burnout and loneliness in the lives of therapists. Together, we’ve gained insight into some of the causes of isolation and loneliness. Contributing factors include:

- ◆ The need for confidentiality means we can’t talk about “what I did today” to anyone, even family members.
- ◆ Therapists often work late afternoons and evenings, so we are not available when our friends and family members are free.

- ◆ When we become licensed, we step into a different world from our friends who are still interns.
- ◆ Working in a private practice often means having one’s own office and not talking to anyone but clients during our “work day.”
- ◆ It isn’t ethical to socialize with clients as one might in other careers.
- ◆ The liability issues of belonging to a shared practice encourage many practitioners to work alone.
- ◆ Many therapists are good at listening to others but may not be comfortable reaching out to get personal support.
- ◆ Clients in crisis can be an incredible strain on our resources and counter-transference can induce bad decision making.
- ◆ The cost of being in consultation causes many newly licensed therapists to forgo this luxury during a time when most vulnerable to self-doubt and potentially compromising situations with clients.

Our peer consultation group still meets every week, but we now rotate offices. We meet for 90 minutes and keep the group small, so we have time to share and to get help with our cases. We have become assertive enough to ensure we get the support we need, both in case consultation and in the difficult business of creating our own private practices.

At this time, I also belong to two paid consultation groups, primarily to work with therapists who are experienced in a particular type of therapy that I want to use with clients.

The unpaid, support consultation group encourages me to work with other therapists who are at about the same professional stage I am. We collaborate on new ways to market our practices, learning about new therapeutic techniques, and sharing resources we have found. We also give each other the emotional and personal support we need in pursuing our frustrating and richly satisfying careers as therapists.

*Verna Nelson graduated from Santa Clara University in 2002 and became licensed in 2005. She joined the SCV-CAMFT Board of Directors in 2006 and is currently serving as the Director of Programs & Evaluation. She leads the South Region Prelicensed Support Group and has a private practice in Los Gatos, [www.vernanelson.com](http://www.vernanelson.com). Verna wrote this article in collaboration with Mariann Tymn, MFT, and Roberta Verderico, MFT.*

## MARKETING & INFORMATION TABLE

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

- Workshops
- Office Space
- Job Opportunities
- Conferences

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





## Summitpointe Golf Club

Milpitas, California

### 2nd Annual Golf Marathon

October 27, 2009



You are cordially Invited to join in the fun and  
help a much needed cause

### ALMOST ANYONE CAN PLAY!

- Almost anyone can participate: you do not need to be an avid golfer
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- 7:15am buffet breakfast; 8:30am shotgun start; lunch served on course
- Golf until 5:00pm; dinner served at 5:15pm
- Each player has their own cart loaded full of golf balls for the day
- Professional PGA lessons provided throughout the day by Jim Coles
- Prizes awarded for fund raising and event play



Your participation is requested in raising pledge support for the Addiction Recovery Center (ARC), whose purpose is to bring individuals, couples, teens and parents into recovery from destructive compulsive sexual behaviors.

There is no entry fee for participation; your commitment consists of raising pledges from sponsors, either for a flat donation or a set donation per hole played.

For a player entry form, or more information, go to  
[www.addictionrecoverycenter.org/golf2009](http://www.addictionrecoverycenter.org/golf2009)  
or contact: Steve Darrow (408) 985-1217

#### 100 Hole Golf Marathon

It's not as hard as you might think, AND it's a lot of fun!

The play for the 100 hole Golf Marathon is a modified individual scramble format, which allows each player to hit two shots from each location.

The best shot from each location is selected until each player has holed out. Players will complete 50 holes with two balls on each hole which is officially a 100 hole marathon!

Plan a day filled with fun, food, and a great feeling of accomplishment as you play so that others can find freedom.



Addiction Recovery Center 3880 South Bascom, Suite 206 San Jose, California 95124



# FREE PRELICENSED SUPPORT GROUPS

**South Region** – The group meets the second Saturday of each month from 10:00 AM - 12:00 PM. The new facilitator will be **Judy Hanf, MFT**. The group is held on the border of Campbell and Los Gatos, close to the intersection of 85 and 880. Please call Judy at 408/440-6274 or e-mail her at [judy@betterlivingtherapy.com](mailto:judy@betterlivingtherapy.com), if you are interested in taking advantage of this valuable support group!

## FREE NEWLY LICENSED SUPPORT GROUPS

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

**South Region** – This support group meets the third Saturday of each month from 1:00 PM - 3:00 PM. The purpose of this group is to provide support to members who have recently become licensed. **Verna Nelson, MFT**, will be the new group facilitator and meetings are held on the border of Campbell and Los Gatos, close to the intersection of 85 and 880. To RSVP, and for further information, please contact Verna Nelson at [vernalnelson@gmail.com](mailto:vernalnelson@gmail.com) or 408/379-7747.

## FREE THERAPIST SUPPORT GROUP

The meetings are held from 1:00 PM - 2:30 PM on the second Friday of each month (September 11<sup>th</sup> and October 9<sup>th</sup>), at JFK University Counseling Center, 572 Dunholme Way, Sunnyvale. Meetings are sponsored by the Well-Being Committee and hosted by **Ani Martin, MFT**, and **Mary Jo Trusso, MFT**. Please call Ani at 408/629-2234 or e-mail her at [ani@mncservice.com](mailto:ani@mncservice.com), if you plan to attend.

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

All luncheon programs are held from 11:30AM to 1:30PM. Look for locations and other specifics in the newsletters, on the chapter's website, 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 register early by sending your payments, with your entrée selection noted, to the chapter before the Monday prior to the event.

## SPREADSHEET AVAILABLE FOR COUNTING INTERN HOURS

— Susan Owicki, MFT

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

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

## CHANGE OF STATUS

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

### ***Congratulations!***

If you have received your notice of licensure, it is important to remember to inform your local chapter as well as the state organization of CAMFT. Please inform our chapter coordinator of any status change as soon as possible by telephone, 408/235-0210, or by e-mail, [mail@scv-camft.org](mailto:mail@scv-camft.org).

## CONGRATULATIONS TO THE FOLLOWING RECENTLY LICENSED MEMBERS:

- Dana B. Backstrom, MFT
- Matt Elgin, MFT
- Janet Sims, MFT



# 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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## Announcing SCV-CAMFT's FREE Annual Meeting!!!

Friday, October 16, 2009  
4:00 PM - 6:30 PM

Lucie Stern Center, Palo Alto

Cocktail Party

Hors d'oeuvres

Vote for 2010's SCV-CAMFT Board of Directors

Dr. Julie Kriegler will present on the contributions of interpersonal neurobiology and relational work to our knowledge of human development and the applications to individual therapy, parenting, and couples work

One Free CEU

There will be food and drink and time to socialize with other therapists. There is no charge for this event so please come. We look forward to seeing you there!

Dr. Kriegler is a consulting psychologist and psychotherapist with an office in Palo Alto, California. In 2005 at The Relationship Research Institute in Seattle, Washington, Dr. Kriegler completed the training and certification course for qualifying as a "Certified Gottman Educator" (C.G.E.) and is qualified to facilitate specialized, research-based, parenting and relationship programs with new parents and couples.

She has attended The Mindsight Institute in Los Angeles, California, since 2003. Dr. Kriegler has attended intensive workshops and monthly advanced seminars led by Daniel Siegel, M.D., focusing on the science and application of interpersonal neurobiology on theories of human development and the practice of psychotherapy and parenting.

For more information, please contact Judy Hanf, MFT, at 408/440-6274 or [judy@betterlivingtherapy.com](mailto:judy@betterlivingtherapy.com).

### Directions:

Take 101 to Oregon Expressway/Embarcadero exit. Take Embarcadero West. Proceed west on Embarcadero about one mile. Turn right on Middlefield Road. The Lucie Stern parking lot is immediately after the elementary school (on the corner of Embarcadero and Middlefield).

We look forward to seeing you there!

*I am pleased to announce that*

**Geetha Narayanan, M.A.**

Marriage and Family Therapist Intern #55958  
(408) 380 - 3065

has joined my San Jose private practice.

Geetha's experience includes working with children, teens, adults, and families. Most recently, she has been focusing on teens and families, and volunteering on Santa Clara County's Suicide and Crisis hotline.

Geetha is fluent in Hindi and Tamil (Indian languages), and enjoys working with clients from a variety of cultural backgrounds.

She welcomes your referrals.

Supervised by

**Bonnie Faber, MFT # 36637**

2020 Forest Avenue., Suite 7  
San Jose, CA 95128  
(408)-836-4110

**KIM IVES BAILEY, CGP, MFT**

**LAURIE HOFFMAN**

*Licensed Intern*

*now forming*

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**AND**

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-  Use your organizing talents to manage luncheon locations
-  Develop your network on a committee of fellow MFT's

**And Have Fun!**

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



Santa Clara Valley Chapter  
California Association of Marriage and Family Therapists

**Familiar With The Expression  
“There is no such thing as a free lunch?”**

**Well... It's Not Completely True...**

**SCV-CAMFT's Program Planning Committees Are Offering You A Free Lunch!**

If you are planning to attend an upcoming luncheon, our chapter is always looking for volunteers to write a summary of these presentations for the newsletter. These summaries benefit all those members unable to attend. After submitting your article, you will be entitled to one free meal at any future SCV-CAMFT luncheon.

Please contact the chapter, 408/235-0210 or [mail@scv-camft.org](mailto:mail@scv-camft.org), if you are interested in getting a free lunch while doing something that feels great!

## **Guidelines for Authors of Articles for the Chapter Newsletter**

### **FORMAT FOR ARTICLES**

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

### **STYLE OF SUBMISSIONS**

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

### **IN GENERAL**

As you prepare your article or announcement, ask yourself:

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

# 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](http://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](mailto:mail@scv-camft.org) or phone at 408/235-0210.

## 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, depression, and long-term patterns of social under-functioning. The groups meet weekly and are facilitated by Alice J. Sklar, Certified Group Psychotherapist, MFT. For information please call 650/961-3482.

**Forming Therapist Mommies Group** — Juggling work & baby? For therapists with children under six years old, once a month commitment, case consultation & networking, non-crawling babies welcome. Contact: Mary Deger Seevers, M.A., MFT, at 650/655-2718 or [seeverismd@aol.com](mailto:seeverismd@aol.com).

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

## GROUPS AND WORKSHOPS

**Women's Process Group for Sexual Abuse Survivors** — On-going weekly group held at the Process Therapy Institute in Los Gatos. <http://www.processes.org/womensuptgp.php>. Contact LaDonna Silva, MFT Intern, 408/358-2218 ext 421.

**Teen Girls' Groups AND Women-in-Transition Group** — Teens focus on relationships, self-esteem, and body image using art/drama. Women focus on relationships, co-dependence, parenting and health. Starts Sept/Jan. Lori Levitt, MFT #43329. 650/794-4828.

**Women's Sexual Compulsivity Group** — Break free from the isolation! Group therapy for women struggling with compulsive sexual behaviors: cybersex, affairs, anonymous sex, compulsive masturbation, porn, etc. Combines psychoed with group psychotherapy. Please contact Michele Lei Caban, MFT, at 650/223-0315.

**Process Group for Women in Transition** — Examining internal, external, second-half-of-life changes. Redwood City. Now forming. Please call Deborah Dowse Runyeon, MFT, at 650/363-0249 ext. 111 for information.

## GROUPS AND WORKSHOPS

**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.

**Eating Disorders and Body Image Concerns** — Groups for teens and adult women forming for fall. Excellent adjunct to individual therapy. Free screening interview. Evening groups, 7:30 to 9:00PM in San Jose. Call Ellyn Herb, Ph.D., at 408/296-9600.

**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.

**Training/Consultation Group** — For Non-Directive Play Therapy. Meets Monthly. Please call Jacki Moseley at 408/537-0747.

**Money and Couples Workshop** — Communication, money basics and goal setting. Three instructors: CPA, financial advisor, and MFT. Couples only. Friday, October 2nd, and Saturday, October 3rd. Call Karen A. Hahn, CPA, at 408/263-8888.

# ADVERTISING OPPORTUNITIES AND PRICES!

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

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

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

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



## GROUPS AND WORKSHOPS

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

**Confidential, Low-Cost Counseling For All Ages** — Teen & Family Counseling Center's Campbell Clinic — INITIAL COUNSELING SESSION FREE — one per family. Services provided by registered interns, supervised by licensed professionals. TFCC: 408/370-9990; [info@teenfamilycounseling.org](mailto:info@teenfamilycounseling.org); [www.teenfamilycounseling.org](http://www.teenfamilycounseling.org).

**DBT Skills Groups for Eating Disorders** — Now forming in San Jose. Mindfulness, distress tolerance, emotion regulation and interpersonal effectiveness skills adapted for eating disorders. Contact Laura Johnson, MFT Intern, [lauralcjohnson@gmail.com](mailto:lauralcjohnson@gmail.com) or 408/596-1770.

## Mailing Labels:

### A Great Way to Market Your Practice

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

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

## FOR CLINICIANS

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

**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](mailto:terrysanderslmft@sbcglobal.net) for more information.

**Consult Group Opening** — Private practice marketing & case consult group in San Mateo has an opening. Monthly commitment, first Fridays, 12:15-2:15PM, \$50. Contact: Mary Deger Seevers, M.A., MFT, at 650/655-2718 or [seeversmd@aol.com](mailto:seeversmd@aol.com).

**Medication Consultant** — Could your client benefit from medication? Does she/he have severe symptoms that keep her/him stuck? Psychiatrist Misao Kusuda, M.D., only does med management, will collaborate with you in your client's care. 25+ yrs. experience. 408/930-CALM (408/930-2256).

**EMDR Consulting** — Could your client benefit from EMDR treatment? I would like to offer collaboration with you to see if your client is a good candidate for this effective short-term treatment. 650/857-1477, [www.soudabehmft.com](http://www.soudabehmft.com).

**Consultation Group Forming** — Want to deepen your work, enlarge your circle of colleagues, & learn in a warm & caring environment? Tuesdays @ 12:30 in Palo Alto. \$40/week. Call for interview. Carol Campbell, MFT — Graduate of Palo Alto Psychoanalytic Psychotherapy Training Program. 408/297-4652.

**Mindfulness Based Cognitive Therapy for Mental Health Professionals** — Eight Fridays 9:00-11:00AM, from September 18 - November 20. One Saturday all day retreat. Intended for personal and professional use. 22 CEUs. Contact Moby Coquillard, MFT, 650/348-2797.

**Would You Like A Full Practice?** — Use the Internet to build your ideal practice quickly and inexpensively. There's no need to feel overwhelmed or underinformed. Contact Sean Eric Armstrong at 888/538-4971, visit [www.kethyr.com/therapists.htm](http://www.kethyr.com/therapists.htm), or e-mail [sean@kethyr.com](mailto:sean@kethyr.com), for more information and a free consultation.

## FOR CLINICIANS

**Let's Collaborate!** — Recently licensed MFT expanding private practice and taking intakes for the Women In Transition Group. Referrals welcome. Call Heena Parikh, MFC 41732, at 650/823-4537.

**Tired of the Isolation Often Associated with Private Practice?** — Consider joining a supportive group of therapists looking to share office space in Willow Glen, Campbell, or surrounding areas. Call Carmen, 408/271-9779.

**Addiction Issues & Eating Disorders for Adolescents & Adults** — Joelle Maletis, MA.Ed., M.A., MFT Intern (IMF #58650), Supervised by Elaine Brady, Ph.D., MFT, MFC #18214. <http://www.joellemaletis.com>.

## FOR INTERNS

**BBSE Exam Preparation** — No need to take BBSE exams over and over! Use the "Swiss Cheese" method to prepare... One bite at a time. Call for Individual or Group Consultation. Monica Princevalle, MFT, 888/600-9840 ext. 1.

**Intern Therapy Group** — Openings in ongoing group for trainees & interns for psychotherapy hours toward licensure. First Fridays, 3:45-5:15PM, \$25. Contact: Mary Deger Seevers, M.A., MFT, at [seeversmd@aol.com](mailto:seeversmd@aol.com) or 650/655-2718.

## SCV-CAMFT News Submission Guidelines

In order to publish the chapter's newsletter, *SCV-CAMFT News*, in a timely manner and in multiple formats, all materials submitted for publication in this newsletter must be submitted either via the chapter's e-mail address, [mail@scv-camft.org](mailto:mail@scv-camft.org), or via the chapter's website, <http://www.scv-camft.org>. Please see the boxed text on page 2 and the advertising information on page 19 of this newsletter for more information. Please call 408/235-0210 or e-mail the address above with any questions. Thank you!



## OFFICE SPACE

**Atherton** — Atherton/Redwood City Sublet. Beautiful garden-view office five minutes from downtown Menlo Park. Flexible hours up to two full days, reasonable rent. Call 650/369-6304.

**Atherton** — Redwood City area office available. Quiet building with other therapists. 220 sq. ft. \$675. Includes waiting room, carpet, AC, off-street parking, remodeled bathrooms, janitorial & utilities. Avail. 10/1. Also offices to share. Call Tom, 650/208-8624.

**Campbell** — Saratoga furnished office with private waiting room & call-light on first floor with large windows. Available Monday and Friday, Day & Evening. \$180.00/month per day/full service. Great location, professional bldg., great parking. E-mail [lgca37@aol.com](mailto:lgca37@aol.com) or call 408/358-3000.

**Los Altos** — Sunny office in a two-office suite in prime location with shared waiting room. Available full or part time beginning August. Large window and ample parking near downtown. Hal Lynne Micali, MFT, 650/917-9100, [hlmicali@pacbell.net](mailto:hlmicali@pacbell.net).

**Menlo Park** — Lovely second floor office near downtown Menlo Park to sublet. About 200 square feet, lots of light, shares large waiting room and private bathroom with one other office. Plenty of off-street parking for tenants and patients. Available Monday, Wednesday, Thursday, Friday for \$200/month per day. Call Whitney at 650-325-3676, or e-mail [wvn@wandd.com](mailto:wvn@wandd.com).

**Morgan Hill** — Park Plaza Professional Ctr. Quiet office space with window available full time or part time. Handicap availability near bus stop. Shared suite with three other therapists. Fax, copier, and group room available. Contact Roberta, 408-778-3243.

**San Jose** — Almaden area. Psychotherapy, well-furnished office with private waiting room available to share. Flexible days and evenings. Please call Nahid Azad at 408/920-1977.

**San Jose** — \$120/day. Lovely therapy office, Sandplay set-up, adults/children. Shares large waiting room, call lights, soundproofed, furnished. Near 280/Winchester. Three days/week available immediately, full time October. 650/364-4670.

**San Jose** — Professional office in building on The Alameda sharing second floor with other therapist offices. Available

## OFFICE SPACE

on monthly basis for \$549. Central heat/air, carpeted, weekly bonded janitorial included; on-site parking. No smoking and pets. Contact [aent69@comcast.net](mailto:aent69@comcast.net).

**San Jose** — Office in Craftsman-style building. The space is part of a friendly psychotherapy practice. Large waiting room, shared group room, kitchen, use of copy and fax machines. Full time \$750/month and part time \$200/month per day. Please contact Catherine Curtin at 408/993-3834.

**San Mateo** — Furnished office available beginning in September. Located at 92 and 101 with ample parking. Suite of therapists. Any day other than Wednesday available for \$125 per month. Contact Kirsten, 415/646-0789 or [therapy@kkmft.com](mailto:therapy@kkmft.com).

## 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](mailto:mail@scv-camft.org), attn: Chandrama Anderson.

We look forward to your help and input.

### SCV-CAMFT News — ADVERTISING POLICY

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

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

#### CLASSIFIED ADS:

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

#### DISPLAY ADS:

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

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

#### ADDITIONAL ADVERTISING POLICY

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

## 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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Permit #010092

## Chapter Events

**Fri., September 25,**

**11:30 - 1:30 pm**

*Lunch served promptly at 11:45*

**“Healing from Sexual Assault:  
Today, Tomorrow, and the Rest of  
Their Lives”**

Jen Adler, M.A., NCC

**Michael’s at Shoreline**

2960 N. Shoreline Blvd., Mountain View

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

*Menu: Broiled Salmon or Baked Cannelloni  
or Chinese Chicken Salad*

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

### DATES TO REMEMBER

- September 15, 2009  
Nov./Dec. Newsletter Deadline
- September 25, 2009  
Mid Region Luncheon
- October 16, 2009  
SCV-CAMFT Annual Meeting
- October 23, 2009  
South Region Luncheon
- November 13, 2009  
Law & Ethics Workshop

**Fri., October 23,**

**11:30 - 1:30 pm**

*Lunch served promptly at 11:45*

**“Living with Loss and Change:  
Tools for Survival”**

Janet Childs, M.A.

**Los Gatos Lodge**

50 Los Gatos-Saratoga Rd, Los Gatos

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

*Menu: Broiled Salmon with Lemon Butter  
Sauce or Chicken Caesar Salad or Pasta  
Primavera with Alfredo Sauce*

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

**RESERVATIONS:** *You can now register online using your credit card!* Go to our website at [www.scv-camft.org](http://www.scv-camft.org), enter the “Calendar of Events” page and click on the event to find the luncheon registration page. You can also register by PayPal or by sending a check, payable to SCV-CAMFT, with entrée selection noted, to SCV-CAMFT, P.O. Box 60814, Palo Alto, CA 94306. Payment must be received by 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.**