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SCV-CAMFT News

VOLUME 29, NO. 5

SEPTEMBER / OCTOBER 2010

President's Column—Honoring Our Volunteers

—Terryann Sanders, MFT

Many of you already may know that every year the board of directors chooses to honor one of our volunteers as the Outstanding Chapter Volunteer. This year we have chosen

Pamela Eaken as the recipient of this honor, and no one is more deserving than she.



You may know Pam as the North Region Luncheon Chair. She has worked in this capacity since 2006, and has volunteered to assist at several SCV-CAMFT sponsored events as well. Her responsibilities include



Terryann Sanders,
President, SCV-CAMFT
terrysanderslmft@sbcglobal.net

finding speakers for the North Region, organizing the luncheons and the associated administrative tasks, arranging for volunteers to staff the luncheons, and finding an appropriate luncheon venue.

She has arranged for many informative speakers with interesting topics, such as: LGBT Issues in Psychotherapy, an Introduction to System Family Constellation Work, and Treating Co-occurring Disorders. For those who regularly attend the North Region luncheon, you know that finding the right venue has been a challenge! But Pam hasn't let it get her down, and she has been working hard behind the scenes to find the right place, and to make the North Region luncheons a pleasant experience for all who attend. Most recently, the luncheon at the Marriott in Belmont was very successful, and we hope we have found a new home
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SCV-CAMFT Online—How Do You Appear to Prospective Clients?

One of the most popular areas of the scv-camft.org website is the "Find a Therapist" section. Visitors can search for therapists by location, by name, by language spoken, by emphasis, by gender, or by insurance plan.

What does your online profile look like? Is your information up to date? How do you tout

your education, specialties, or interests to catch a prospective client's attention? And, most importantly, how do you present yourself in a professional manner?

Here are three steps to marketing yourself and your practice using the chapter's website.

1. Use a professional

photograph. Your photo should invite clients to work with you. It should be professional, approachable and friendly-looking. That's why it's well worth spending the money for a professional photograph. Good portrait photographers will help bring out the best in you. They help you choose clothing, poses, and loca-

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SCV-CAMFT Calendar

Santa Clara Valley Chapter California Association of Marriage and Family Therapists Board of Directors

SEPTEMBER

15 Newsletter Deadline
Nov. / Dec. Edition

24 Chapter Luncheon
Mid Region; Mountain View

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tracy@desotomft.com

OCTOBER

15 Legal & Ethical Workshop
Mountain View

22 Chapter Luncheon,
South Region; Los Gatos

NOVEMBER

5 Annual Meeting
Mountain View

15 Newsletter Deadline
Jan. / Feb. Edition

19 Chapter Luncheon
Mid Region; Mountain View

Liaisons To Other Community Agencies

Red Cross (Santa Clara County):
Judith Boore, 650/948-9138
Jane Kingston, 650/726-6774

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1625 N. Market Blvd. S #200
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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.

Pre-Licensed Corner—Therapeutic Perspectives by Howard Scott Warshaw



Howard Scott Warshaw is currently a student at JFK University's Graduate School of Professional Psychology. After working as programmer, video game developer, teacher, film maker and software manager, Howard believes his past experience will serve him well as a psychotherapist. He plans to focus on the specific needs of people in Silicon Valley's Hi-Tech Industries.

One question plagues me as I march toward licensure: What makes a good therapist? Is it insight? outcome? empathy? diagnostic accuracy? minimum counter transference? maximum income? I think the answer lies in perspective. I think about perspective a lot.

Perspective is fun to play with, particularly when it shows us how we limit ourselves. Is the glass half empty or half full? Perhaps the glass is too large. As we shift perspectives, we open new doors, creating new sources of light. Perspective is also the key to problem solving. There are no hard or easy problems, there are simply helpful and unhelpful perspectives. We solve problems by adopting a useful perspective for the situation. Here is an example: Logic puzzles.

Remember a logic puzzle you couldn't solve? It seemed like a really tough puzzle. Then you learned the solution and suddenly it was an easy puzzle. But the puzzle never changed, you did. You incorporated a new perspective and that changed everything.

In my perspective on therapy, each modality represents another perspective on working with a client. I've heard there are over 200 recognized therapeutic modalities, and millions of unique potential clients. That's a lot of combinations, so I use a systemic construct (perspective) called "the holy trinity" to hold it in my head.

The holy trinity consists of The Client, The Modality and The Therapist. I believe for every Client, there is an optimal Modality and a Therapist who can skillfully apply this modality while building effective rapport with this client. When the three components are well matched they achieve a beautiful synergy called "therapeutic progress," which is something I have learned not to define specifically but, if you'll pardon my judgment, it's a good thing. The holy trinity is my perspective for framing a concept of be-

ing a good therapist. First, let's define the spectrum.

At one end is the ultimate therapist: the Modal Goddess. She instantly connects with everyone she meets on a very deep level and applies every modality flawlessly. At the other end of the spectrum is the worst possible therapist: the Lucky Schnook. This is a guy so off-putting he needed over two thousand clients to make his hours because no one would see him twice, then he lucky-guessed his way through the exams. Now he is licensed but clueless. These are hypothetical extremes, of course, but hypothesis is an essential part of life. Can you imagine a world with no hypothetical situations?

Most of us lie somewhere in between the Lucky Schnook and the Modal Goddess. Exactly where depends on our current perspective. As I shift perspective toward the Modal Goddess, I'm improving. There are two components of the trinity I can control, the modality and the therapist. Every time I achieve competency in a new modality or improve my skills in one I already practice, I'm taking a step toward the Modal Goddess. Each time I uncover a new source of counter transference and learn to observe it, each time I increase my capacity for acceptance and each time I improve my holding capacity or increase inner peace, I'm getting closer still.

Then there's the client. The starting point! The component I don't control. I feel respect is the key. I take a step toward the Modal Goddess by remembering the client is the one with the answers, if only I can hear them clearly. I endeavor to appreciate my client as I would Leonardo DaVinci or Albert Einstein. I do this by reminding myself of one basic truth: everyone is the genius of their own perspective.

The Meanings of Fairy Tales in Psychotherapy by Bette U. Kiernan, MFT



Stories are important in our lives. We gain a sense of ourselves through narratives - the telling of stories to self and others about what happened to us. Identities form through integrating family histories with cultural legends and myths. However, when our stories become sad, rigid, and repetitive, they may become the subject matter of therapy. An understanding of the dynamics represented in the journey of the fairy tale heroine or hero that leads them from misery to their highest realization, may reveal means for helping psychotherapy clients.

An exploration of fairy tales has long held special value for psychotherapy. Psychoanalysts such as Freud, Rank, and Jung, among others, looked to fairy tales and myths to represent the anatomy of the psyche. Close scrutiny of fairy

tales patterns - contemporary psychological perspectives as family systems, object relations, and cognitive frameworks - can still yield new insights.

Because fairy tales and myths follow the heroine or hero as they go through periods of darkness to transformation, classic stories encode patterns that enable the restoration of vibrant functioning. Like fairy tale protagonists, psychotherapy clients often begin a journey from a black mood of depression or personal crisis, onto a new path. Ultimately, through encounters with significant others and confrontation of challenging circumstances, both protagonist and therapy client, may be led to higher development. Cinderella encounters the fairy Godmother, and Snow White finds the dwarves. From a psychodynamic perspective, the harsh introjects formed from the poor treatment in the family are given a chance to heal through the compassionate responses of others. This is the same process that occurs in therapy: As the therapist responds with empathy, the patient

learns to respond more kindly to herself.

Therapist and client tell and retell, and interpret and reinterpret, the story of the client. Both clients and heroes have typically had difficulties in the family of origin: they have often suffered child abuse, shame and humiliation, parental rejection and /or abandonment. In place of a nurturing caretaker, they must live with a tormentor. For example, Cinderella had a wicked stepmother and evil stepsisters. Snow White had a cruel stepmother who plotted to murder the beautiful girl in order to end the competition the girl's beauty posed to her fading beauty.

Chance may also contribute to the woes of the protagonist. For example, in The Girl Without Hands, the father unwittingly makes a pact with the devil that ends in the sacrifice of his daughter's hands. In this story, the father dwells in poverty. His poorness can be viewed as a metaphor for a lack of emotional strength that can lead an actual father or mother to abuse a daughter or son. If a child is perceived by a

"From a psychodynamic perspective, the harsh introjects formed from the poor treatment in the family are given a chance to heal through the compassionate responses of others."

The Meanings of Fairy Tales in Psychotherapy by Bette U. Kiernan, MFT

parent as a potential resource to satiate his or her own unmet needs, then that child's development, like the hands in the story, may be sacrificed in the service of parental deficiency. Psychological wounding, such as symbolically expressed by the father in the fairy tale who destroyed his daughter's hands, is often at the core of psychotherapeutic treatment.

In real life, dehumanization has murdered the souls of countless individuals who live tragic lives. A disturbing family casts a spell. Therefore, deeper understanding of the journey of the heroine, wherein she is resilient and eventually thriving, may illuminate pathways out of anguish for those suffering.

Heroines are never defeated by the abuse. The more Cinderella and Snow White are victimized by cruel others, the more sympathy they elicit. By encouraging clients who have been abused to identify with fairy tale heroines, the therapist may help them to attain empathy for themselves.

Psychological healing is often associated with the mastery of positive, cognitive re-frames of disturbing situations. Fairy tales, with their powerful imagery of the protagonist as she overcomes destructive forces through creative action, lend them-

selves easily to the creation of new stories about the defeat of depression and anxiety. As the protagonists survive the dark forest, and its attendant perils destroy the witch or wicked stepmother, their resilience strengthens. The hero or heroine models one who struggles, yet eventually succeeds, by taking potent action, and by their example, may stimulate others to do the same.

"Heroines are never defeated by the abuse. The more Cinderella and Snow White are victimized by cruel others, the more sympathy they elicit. "

The factor that enables abused children to transcend bad treatment, and to live successful lives, was a "caring other". Classic stories contain these deep truths. Sociologist Lillian Rubin, has shown in her book, The Transcendent Child, that an experience with a supportive person outside the family is the factor that determines successful adaptation.

The use of fairy tales as re-frames enables clients to view difficulties as prerequisites for change. Life is unjust, yet compassion may lead to escape from pain. Contrast the beginning of the story of The Ugly Duckling, wherein "The ducks bit him, the hens pecked him, and the girl who fed him kicked him aside..." Even his mother said "I wish...you were miles away," with the ending wherein "He thought of how he had been...scorned, and now he was the most beautiful of all birds."

Bette U. Kiernan, MFT is a psychotherapist in private practice in Palo Alto, where she works with individuals, couples and groups. She has widely taught the Meanings of Fairy Tales. She has twice presented her work at MIT's International Conference on Media in Transition.

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Reflections on Wellness—A Handful of High Tech Tips to Lower Stress, or

How Your Laptop Can Bring You Back From the Brink by Maureen R. Johnston, MA, MFT

The Change

While I'm not exactly a Luddite, I've never been first in line for new technological gadgets. While I have used computers for years for word processing, sending emails, and storing digital photos, and I enjoy seeing pictures of my nieces and nephews on Facebook, I've never "texted" anyone or "twittered" anything. Still, about a year ago, in an effort to de-clutter my office, I traded my nice solid, reliable, somewhat bulky desktop computer for a nifty, little laptop. While I was initially resistant to the idea, it didn't take long before I was a convert. Although I haven't quite gotten to the point of naming it, I've definitely formed an attachment to my little Toshiba.

Making it Mine

As I was learning its quirks, I discovered that I had the ability to personalize the appearance of the screen. Now, when I turn on my computer, I'm presented with an image of a peaceful mountain lake reflecting the granite peaks rising behind it; at the start of every work day, I am immediately transported back to a quiet Sierra morning.

I also realized that I could set the screen saver controls to a random slide-show of all the photos I have stored on my laptop. Whenever I let it sit idle for a just a couple of minutes, pictures of all the people, places, and events that mean the most to me flow from one to another without any effort on my part. I never know what will appear next, and this is a big part of the charm for me. Sparkling mountain rivers are followed by flowers in my garden, then Santa Cruz surfers at sunset. High school football games give way to birthday parties, dancing friends, and jazz concerts. My cats are replaced by snow-laden red-

woods, home construction projects, and my son, husband, and brother-in-law fixing a broken iPod.

Relaxed or Mesmerized?

After particularly difficult sessions with my patients, I give myself the gift of a few minutes to just sit in front of the laptop and let the images (and memories) slide by. This helps bring me back to a place in myself that's more grounded, more centered in what is real for me. I must confess though that this comes with the danger of not being as productive as I could be. Sometimes it is just easier to veg out with my slide-show than it is to return a phone call.

Having the laptop in my office has also made it very easy for me to be able to listen to my favorite music while working on paperwork. It was surprisingly simple for me to load many of my CD's onto it and now I can pick a particular band, or let it function as my own personal radio station. However, I'm not sure how my suite-mates feel about some of the tunes wafting out of my room.

Therapy Tool, Too!

In case it sounds as though my laptop is mainly a very expensive toy, I do want to make it clear that I also do use it for work. While I still find it more expedient to write my progress notes by hand, I use the laptop for all my billing statements, letter writing, and emailing. It's great for when I want to compose and edit *Sense and Psychotherapy*, my online newsletter, and for searching for information on the web.

Another very helpful way I use it as a work tool, is one I borrowed from sandplay therapy. Years ago I used to take a Polaroid photo of the chil-

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.

dren's sandtrays, but when digital cameras became smaller and more affordable, I switched to this method. Now, I also take pictures of whatever else the child client has used in his or her session. I put a printed copy of them in the chart; at just a glance at the photos my memory is jogged. Whenever I want, I can take them all out and look for the patterns in the play.

Information Storage

I know that I am not unique in printing and collecting interesting articles that I expect to read later. Over the years, the stacks of these papers (some of which I actually have read) just kept growing. In my quest to simplify my life as much as is comfortable, I am getting rid of the stacks of papers, and trying not to accumulate more.

However, it is vital that we keep learning. Most recently, I have been in a study group on Psychoneurobiology with Francine Lapedes, and she generously posted all our reading for the class on her website. I quickly realized that I could download the articles and save them as files on my computer. Now I have all the class readings available in one place and I can read them at my leisure without having to cram them into overflowing file cabinets or shelves already covered with papers and books. Just knowing that there is so much information available on the Internet makes me more comfortable with getting rid of old journals and even many of my books.

Two Birds with One Stone

Another very different and new way the laptop helps me maintain my sanity is a function of its portability. Just a few weeks ago my husband set it up so that I could access the Internet on the laptop while it was in the garage. For many, many years we have kept a torture machine (other people call it a Nordic Track) in our garage, and over the years I have, on and off, subjected myself to

it in the name of fitness when I wasn't able to do other, more enjoyable, forms of exercise.

As many of my closest friends know, I much prefer fiction to almost any other form of reading and my favorite novels are Victorian. Netflix has an amazing number of movies and TV shows available to play instantly. Now I am able to stay on the Nordic Track for more than 15 minutes at a time, dragging my butt out of bed most mornings to watch 45-50 minute installments of BBC produced versions of my beloved Victorian novels while working up a healthy sweat! I am finding that exercising like this before going in to the office helps me stay more alert, calm, and energized while sitting with my patients over the course of the day.

Whatever Gets you Through the Day

Because the work that we do is so challenging and draining, it is critical that we each find ways to take care of ourselves not just after work, but while we are in the midst of it. In order for us to be able to sit with our patients and not be swallowed up by their pain, we need to use what is available to us in the moment. Computers and other forms of technology can be tools that help us in many different ways. It is up to us to decide if and how we want to use them. I hope that what I have shared here about some ways I have found to use the computer to keep me sane during my day gives you some ideas about how you can use it as well.

Maureen R. Johnston, MFT provides therapy to adults, teens, and children at her private practice in San Jose at Associated Counselors. She is a past President of SCV-CAMFT. She has a Certificate in Educational Therapy and conducts psycho-educational evaluations. To receive her online newsletter Sense and Psychotherapy, send her an email at mj_therapist@yahoo.com.



SCV-CAMFT 2010 Calendar of Events

September 15, 2010: Wednesday

November / December Newsletter Deadline

September 24, 2010, Friday

Mid Region Luncheon/Board Meeting

October 15, 2010; Friday

**Legal and Ethical Workshop Presented by
David Jensen, J.D., CAMFT Staff Attorney
Michael's at Shoreline**

October 22, 2010; Friday

South Region Luncheon/Board Meeting

November 5, 2010; Friday

**Annual Meeting at Michael's at Shoreline
Casey Truffo, LMFT will speak on issues in private practice**

November 15, 2010; Monday

January / February Newsletter Deadline

November 19, 2010; Friday

Mid Region Luncheon/Board Meeting

January 28, 2011; Friday

South Region Luncheon/Board Meeting

February 25, 2011; Saturday

2011 Chapter Leadership Conference

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.) 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 2010 ISSUE
DEADLINE SEPTEMBER 15, 2010

JANUARY / FEBRUARY 2011 ISSUE
DEADLINE NOVEMBER 15, 2010

Change of Status

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

**Congratulations to
Kim McGarvey
Newly Licensed MFT**

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.



Preoccupied: Do you often find yourself preoccupied with sexual thoughts?

Ashamed: Do you hide some of your sexual behavior from others?

Treatment: Have you ever sought therapy for sexual behavior you did not like?

Hurt others: Has anyone been hurt emotionally because of your sexual behavior?

Out of control: Do you feel controlled by your sexual desire?

Sad: When you have sex, do you feel depressed afterwards?

**If you answered yes to any of these questions, call us—we can help.
Call or Email for more information.**



Tel 408.491.9804 • Fax 408.371.9193 • Email: arcinfo@addictionrecoverycenter.org
www.addictionrecoverycenter.org

SCV-CAMFT 2010 Calendar of Events

Mid Region Luncheon

(1.5 CEU hrs. available, PCE 1134)

Emerging Sexual Trends Among our Youth— Presented by Tonja H. Krautter, Psy.D, LCSW

Date: Friday, September 24

Place: Michael's at Shoreline, Mountain View

Menu: Broiled Salmon, Wild Mushroom Crepes, or Pasta Primavera Salad
with Ice Tea and Fresh Berries

Register: **Register using your credit card at www.scv-camft.org** (See bottom of pages 10 and 11 for more information.)

This training will cover the multiple trends that we are observing as a society among our youth. There is a new 'sex movement' that is shocking our nation:

Younger, more casual sexual interchanges (e.g., "hookups") are regularly taking place between minors. A look at topics such as sexting, pornography, and intoxication—as they pertain to and affect this dramatic shift in our society. Dr. Krautter will offer:

- ♦ Discussion on why we are seeing these changes.
- ♦ Reflection on what sex is giving our children.
- ♦ Exploration on what we can do to change these trends and/or better prepare our children.

Tonja H. Krautter, Psy.D., LCSW has been a therapist for more than 15 years and a licensed clinical psychologist in California for 8 years. In 1998, she was given the Fox 5 Family-to-Family Award for outstanding clinical practice in the community, and in 2006 was awarded Top Mental Health Professional by the Consumer Research Council of America. Dr. Krautter has worked extensively with children and teens and specializes in the areas of eating disorders, cutting, and sexual practices with this population. In her private practice, she sees individuals, couples, and families, in addition to running groups focusing on eating disorders, rape crisis, domestic violence, self-esteem building, and social skills building. She is adjunct faculty at the Stanford School of Medicine, and is the author of a number of articles and the book, "When Your Baby Won't Stop Crying: A Mother's Guide to Colic". She has worked in schools, supervised therapist and psychiatrist interns, supervised counselors on rape crises at the YWCA, and done forensic counseling and writing for the courts.

Directions:

From 101: Take the Shoreline Blvd. Exit. Turn Left if you were heading South on 101, and turn Right if you were heading North on 101 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.

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 2010 Calendar of Events

South Region Luncheon

(1.5 CEU hrs. available, PCE 1134)

Using Clinical Hypnosis to Treat Insomnia, Anxiety and Other Challenges Commonly Faced by Teens and Young Adults—Presented by Jeffrey E. Lazarus, M.D.

Date: Friday, October 22

Place: Los Gatos Lodge, Los Gatos

Menu: TBD

Register: *Register using your credit card at www.scv-camft.org!* (See bottom of pages 10 and 11 for more information.)

Clinical hypnosis is effective for treating a variety of conditions that are not always well-managed by traditional medicine. Commonly treated conditions include insomnia, situational-specific anxiety, headaches, bed-wetting, tics, and pain.

During clinical hypnosis, or in utilizing its techniques, a patient is led through a series of guided imagery/visualization exercises that leave him or her feeling safe, relaxed, and alert. Once this open-to-change state is reached, the patient is encouraged to create individualized strategies and build skills to prevent or better control his or her challenges.

Learning a skill, not just taking a pill, is very empowering for individuals because it shows them that they have the ability to overcome their life's daily challenges.

Dr. Lazarus' talk presents specific tactics MFTs can utilize to assist their patients manage the above-mentioned challenges. His talk features video clips of a teenager undergoing hypnosis, as well as several case studies illustrating successful outcomes.

Jeffrey Lazarus, M.D., is a board-certified, Stanford-trained pediatrician who has been in clinical practice for over 25 years. Dr. Lazarus is a Fellow of the American Academy of Pediatrics and one of only 13 U.S. pediatricians certified as an approved consultant by the American Society of Clinical Hypnosis. He has been using clinical hypnosis successfully to treat children, adolescents, and college-age students, struggling with a wide range of problems, for 10 years.

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.

- ♦ 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. Send your payments, with your entrée selection noted, to the chapter by the Monday prior to the event.



A great way to create
your long-term
support network....

*North Region and
South Region
Newly Licensed
Support Groups
are a valuable tool
when you're just
getting started.*



Free Prelicensed Support Groups

South Region—The group meets the second Saturday of each month from 10:00 AM—12:00 PM. The current facilitator is **Judy Hanf, MFT**. The group is held at the

office of Verna Nelson—800 Pollard Rd., Ste B207, Los Gatos. Please call Judy at 408/440-6274 or e-mail her at 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 or 650/598-8877.

South Region—This support group meets the third Saturday of each month from 12:00 PM to 2:00 PM. The purpose of this group is to provide support to members who have recently become licensed. **Verna Nelson,**

MFT, is the current 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 408/379-774 or email her vernalnelson@gmail.com



Free Therapist Support Group

Canceled

The Therapist Support Group usually meets every month, but has recently decided to take a hiatus until further notice. The group is 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 have any questions.



I am very pleased to announce that

Joanne Shurter, MFT Intern

has joined my private practice in the Rose Garden area of San Jose. She has completed her intern hours and looks forward to licensure in the months just ahead. I will supervise her under my license until then.

Joanne is available for referrals for individuals, families and couples. She is available to see clients on a sliding scale. She can be reached at:

(408) 440-7457.

Please help me welcome Joanne as she begins her private practice.

Bill Lamb, MFT

Lic. MFC 35326
1939 The Alameda, San Jose, CA
95126
(408) 260-0921

Women's Group

Helping Women Access Their Inner Wisdom

- Assertiveness · Childhood concerns
- Life transitions
- Anxiety · Depression
- Personal growth
- Relationships · Self esteem

Wednesday evenings

Bascom Avenue, San Jose
near Hamilton Avenue

Facilitated by:

Claire Adalyn Wright

408-998-7098

Certified Group Psychotherapist
Licensed Marriage & Family Therapist
California License #MFC44491

Call for details and for a pre-group interview

BUDDHISM AND CONTEMPORARY PSYCHOLOGY CERTIFICATE PROGRAM

We invite you to join us in an in-depth study of Buddhist history, practices, philosophy and traditional psychology and an investigation of the relationship of these teachings to contemporary psychological theory and practice.

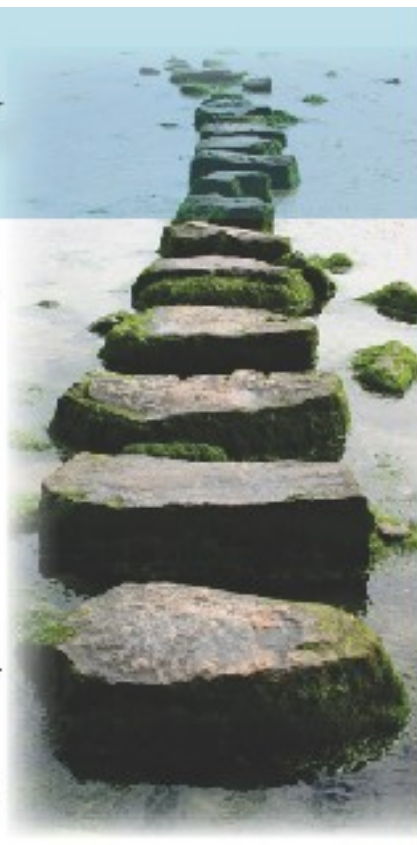
Our study will include a range of traditions and teachings, such as *Abhidharma* and mindfulness practices, *Yogacara* and the transformation of consciousness, *Madyamika* teachings of emptiness and no self.

Program begins early September Applications now being accepted. Space is limited. Seats will be offered pending application approval.

INSTITUTE OF BUDDHIST STUDIES
2140 DURANT AVENUE, BERKELEY, CA 94704

IBS is an affiliate school of the Graduate Theological Union providing graduate education in Buddhism and ministerial training.

For more information: tel. 510-809-1444 www.shin-ibs.edu



The interface between the rich tapestry of Buddhist teachings and psychotherapy is an increasingly important one for both the individual psychotherapist and for the practical integration of Buddhist teaching into contemporary Western society.

President's Column—
cont'd from page 1 -

there.

For those of you who do not know Pam well, I hope you will take the time to attend a North Region luncheon and introduce yourself. Her background includes more than 20 years of mindfulness practice and corporate management experience in a psychotherapy practice that emphasizes the insights and transformation available from being fully present in the moment. She is currently completing her MFT internship hours at Catholic Charities in San Mateo, and Process Therapy Institute in Los Gatos. Pam is a graduate of the Process Therapy Institute's "mirror training" program, and has completed an internship at the Children's Health Council in Palo Alto, working with severely emotionally disabled children. She has completed Mindfulness Based Stress Reduction training at El Camino Hospital, and is a member of Dr. Victor Yalom's existential therapy consultation group in San Francisco. Pam graduated from Notre Dame de Namur University in 2005, with an M.A. in Counseling Psychology.

We feel lucky to have Pam on our team in the north. Her dedication year after year is admirable, and the board of directors is thankful for her years of service to our chapter.

I would also like to take this opportunity to thank all of our valuable volunteers who work so hard to make our chapter better. So many people work behind the scenes to ensure that luncheons go well, that workshops are educational and interesting, and that the newsletter remains a valuable resource to our membership. Thank you all for your hard work and dedication to making our chapter successful!

Terryann Sanders
President, SCV-CAMFT
terrysanderslmft@sbcglobal.net
408 264-5802

**SCV-CAMFT Online—How Do You
Appear to Prospective Clients?—**

cont'd from page 1 -

tions that will portray a professional look without being too "corporate." A good photograph taken by a professional will give you the image you deserve and need to expand your business.

2. Update your scv-camft.org profile.

This is your opportunity to make a good first impression. Log into the website, click on the "edit profile" link on the My Account screen, and make sure that everything is up-to-date. Did you add an office address or change an office address? Have you taken any courses or expanded your education?

One of the most important parts of your profile is your personal statement. This is where you market yourself. Picture the ideal client in your mind. Now, "talk" to that client, and tell them about yourself--what you do and why you would be the best therapist for them. Write in a conversational, yet professional, tone.

Members get a "basic" listing with their membership. Consider upgrading to an "expanded" listing, which gives you the ability to upload a photo and increases the number of words for your personal statement from 20 to 600. The cost is \$100 a year.

You also can upgrade your membership to a "sponsor licensed" level, and get either the expanded web listing or two free 1/4 page display advertisements with your membership renewal.

Do you accept insurance? Check the list of insurance panels associated with your profile, and make sure this information is correct. Let us know if there is an insurance panel we need to add to the website.

Is your professional and education information correct? If you have attended certification classes, you can list up to three of these on your profile. Be sure to include the latest information. And be sure that your degrees are up-to-date.

3. Use the Chapter Exchange List Serve to promote your groups and workshops.

Your colleagues are a great source of referrals.. Be sure to use the Chapter Exchange List Serve, another valuable member benefit. Post your workshop or group to the Chapter Exchange List Serve, and the information will be sent to all members who have expressed an interest in receiving messages. *Please limit these announcements to two postings per workshop or special event, and two postings within a six month period for ongoing groups.*

Each day, all of the messages are compiled and sent in a daily digest to members (or individual posts, if members choose that method). It's a great way to promote your workshops and groups.

First impressions count, especially with new potential clients who are in need of professional services. Be sure to present yourself at your best. Update your profile now.

We'll be posting more marketing ideas on the website and in the newsletter.

Michael Jaret
SCV-CAMFT Webmaster

Michael Jaret runs one of the most highly regarded digital agencies, Jaret Media, with offices in Palo Alto and Denver. Formerly, Jaret was a marketing executive at Apple Computer, IBM, and a startup purchased by Microsoft. The Chapter is very happy to have Michael's expertise and forward thinking to help members build and maintain successful practices.

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, if you are interested in getting a free lunch while doing something that feels great!

We are thankful for the time authors have taken to write thoughtful articles. If you are interested in contributing to the SCV-CAMFT Newsletter, please submit your article on our website at www.scv-camft.org, or send an email to mail@scv-camft.org. We would be happy to review your submission!

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 not deadlines, which the production staff must observe—the 15th of every odd month. 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 e 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,?
- ⇒ What exactly is this article about? What are the 2 or 3 key points?
- ⇒ 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 email to mail@scv-camft.org.
- ⇒ For more information, email Vinutha Mohan, Editor, vinutham@gmail.com

EATING DISORDER TREATMENT

Individual Therapy

Group Therapy:

*Adult Women's Process Groups
Teen Groups*

Ongoing Workshops:

*For the Loved Ones of People with ED
Negative Thinking & ED*

Peer Consultation:

*Group meets 2nd Friday, every month
Individual case consultation available*

Terryann Sanders

1670 Hillsdale Avenue, Suite B

San Jose, CA 95124

408 264-5802

terryannsanders.com

terrysanderslmft@sbcglobal.net

Contemporary Psychoanalysis Consultation Group

1st and 3rd Fridays

1:30 – 3:00

\$40/session

This group is for clinicians in training, newly licensed, or interested in working in a deeper way. Through case presentations and readings we explore concepts that will enhance your understanding of challenging cases.

Kali Hess, MFT

MFC 31164

Director of Training, Center for Healthy Development; Candidate, Psychoanalytic Institute of Northern California.

www.kalihess.com

(650) 369-6304

Presented By Walt Jessen, Ph.D
14 hours of CEU's for MFT's are available

Awareness practices deepen the therapist's capacity to access his own experience, broadening the fresh possibility of intervention and the client feeling known.

When

Saturdays from 9 a.m. to 11 a.m.
Seven consecutive weeks beginning
November 6, 2010
Los Gatos, CA

Price

\$450.00

Each Saturday will cover a different topic, to open up a group process and learn a relevant meditation practice.

- ◆ Cultivation of the inner presence of the therapist and its effect on the client.
- ◆ Bringing forth an ability to flow through an experience instead of thinking or talking about thoughts.
- ◆ Exploration of how suffering has a lot to do with how we respond to our difficulties.
- ◆ Loosening the inner glue of "stuckness".
- ◆ Exploring connection to others and the value of the Tonglen practice in helping others.
- ◆ Bringing happiness/contentment to therapeutic work.
- ◆ The importance of concentration and mindfulness practices.

Walter Jessen, Ph.D. is a licensed psychologist whose specialties include brief therapy, meditation training, and innovative processes.

Registration: Call 408 358 0777 or E mail to WaltJessen@gmail.com

March Luncheon Review—by George Deabill, PhD, MFT

Review of the Presentation
“Awakening to the Present Tense in Psychotherapy.”

On Friday, March 26, 2010, Dr. Myrtle Heery, spoke to the SCV-CAMFT Chapter at Michael’s at Shoreline in Mountain View. Her specialty is in Group Work with an interest in issues of the Aging. Dr. Heery is a Psychology Professor at Sonoma State University and at The Institute of Transpersonal Psychology. She is both a Psychologist and a licensed MFT.

Most of the talk was about staying present with one’s self and with the patient as a psychotherapeutic style. Her work is from the model of Existential Humanistic Psychology. From the start, she taught about the importance of self-disclosure as a way of being real, in the moment, and modeling for a patient. The purpose of this is to further the relationship between the therapist and patient. She reminded us that the quality of the relationship is the most important part of psychotherapy according to the research on successful outcomes.

Dr. Heery was warm and engaging. From the beginning, she effectively involved the audience in the discussion. She talked about the layers of resistance in all people and recommended the acknowledgement of the resistance without judging. Patients who feel accepted are more open to the change they are wanting in their lives.

Mortality is a common thing in all lives. People want to have “meaning” in their lives. Acceptance leads to meaning, and this leads to making “choices” in our lives. It also leads to taking “responsibility” for our lives. People both feel a part of, and apart from, others. Meaning helps to lessen the sense of “isolation.” She told us to be curious and to ask pa-

tients about their experiences without judgment. She said that the body always holds resistance, so that we should first notice what our own bodies are telling us, then to notice the other.

Dr. Heery believes that group psychotherapy is the wave of the future in our field. She recommended that therapists get training in group psychotherapy. She offered a handout on an 18-month training that she is conducting (see www.humanstudies.com). Her style is being with the experience without much “analyzing,” which moves one into their head and away from their experience (our gut’s reaction).

The speaker told us that successful groups come from the therapist’s passion for the subject of the group. She mixes process and psycho-educational styles in her groups. Following the flow of a discussion can lead to process work. Successful groups are formed from the leader’s passion for the subject of the work. Retention of group members is also a result of the leader’s passion for the subject. Dr. Heery strongly recommended individual interviews before allowing someone to join a group (especially for those of us in a private practice). The leader should be very clear about the goals for the group ahead of time. She suggested that we run our goals by other practitioners for their feedback, and for our own clarity.

Someone asked about “open” versus “closed” groups. Dr. Heery believes that closed groups are best. They provide safety and containment for the patients. Also, the patient’s commitment to the group is extremely important and this is to be assessed in the interviews. Her groups tend to be for 8 weeks. She then reassesses the group and asks the patients to do

the same. Then, those who want to continue are asked to commit again for the next 8 weeks.

Another question was about what to do with group members who dominate or monopolize the sessions. Dr. Heery will move the energy around the room by asking the other members about their reactions to the talker “in the moment.” Then, she asks the talker about his or her reaction to the comments of the other members. Sadness is often the outcome of not being connected to the other group members.

Finally, Dr. Heery recommended always handing out a piece of paper at the end of the group with some advice or assignment. People leave with a sense of taking something away from each session.

Dr. Heery and colleague Dr. Gregg Richardson (a Neuropsychologist) have edited a new book entitled *Awakening to Aging, Glimpsing The Gifts of Aging*. Sixteen experts have contributed. They are from the fields of psychology, law, gerontology, and spiritual disciplines. The book is available on www.Amazon.com

George I. Deabill, PhD, MFT



The Essentials of Starting and Leading a Successful Psychotherapy Group

Presented by the Northern California Group Psychotherapy Society

Saturday, September 25, 2010, 10am to 1:15pm

Participants will learn:

- The essentials for starting a psychotherapy group including the selection, screening, and preparation of clients for group psychotherapy.
- Common pitfalls in forming and running groups.
- Methods for handling clinical dilemmas which arise in psychotherapy groups.
- Strategies for maximizing therapeutic factors and benefits of group psychotherapy.

Early registration is recommended as space is limited

Course fee: \$35 (\$25 for NCGPS members) pre-register by 9/18/2010. After 9/18, costs are \$40 (\$30 for NCGPS members) if space is available.

CE Units: 3 units for MFT's, RN's, and LCSW's. For California Psychologists, this course has been submitted to MCEPAA for approval.

Please mail your check: payable to NCGPS, send to Jamie Moran,

Nancy Wesson, Ph.D. (Psy9621) is a licensed psychologist in private practice for 24 years, with 20 years of experience leading psychotherapy groups and receives consultation from Dr. Irvin Yalom. For further information about her groups, visit www.wespsych.com.

Jamie Moran, LCSW (LCS 14447) is in private practice in San Francisco and Menlo Park, CA, and has led groups since 1984. He currently leads four long term groups weekly for gay and bisexual men. Jamie can be reached at www.jamiemoran.com.

LCSW, CGP, 425 Gough St., San Francisco, CA 94102.

Location: Bayside Business Plaza, Conference Room, 2665 Marine Way, Mountain View, CA 94043 (between Garcia and Casey Sts.).

For more information: Nancy Wesson, PhD, CGP, e-mail: Dr.NWesson@sbcglobal.net, (650) 965-7332; or Jamie Moran, LCSW, CGP, e-mail: Jammoran@aol.com, (650) 598-8877.

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 prices, effective August 1, 2005, for display advertisements for publication in SCV-CAMFT News. Please remember, you can always receive an additional discount by paying for multiple publications of your advertisement in advance.

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

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

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

GROUPS AND WORKSHOPS

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, 408/596-1770 or lauralcjohnson@gmail.com.

"Knowing Me, Loving Me"

Join a supportive group of women and learn to create more of what you want in your life, through therapeutic dialog and supportive relationship. Thursday evenings, \$40 session. www.relationshipharmony.com Contact Marialena at 408-702-7429

Is Anger Harming Your Relationship or Career?

It doesn't have to! Learn keys skills you need to break the anger habit. Ongoing Co-ed skills groups in San Mateo and San Francisco. Call Michael G. Quirke. M.F.T. @ 415 820-3943 or visit www.michaelquirke.com.

Psychoanalytic-oriented consultation group

Begin to think analytically through relevant readings and case discussion. Mondays 1:45-3:00, Palo Alto, \$45 weekly. Contact Diane Strongwater, MFT 408-737-1337 or Carol Harrus 650-328-8935.

Women's Process Group for Sexual Abuse/Trauma 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 x421

**SUPPORT GROUPS
TEEN GIRLS**

Friendships, feelings, communication, self-esteem, and stress using art and drama.

WOMEN—relationships, co-dependence, stress, transitions, parenting, balance and grief starting September and January. Lori Levitt, MFT #43329. 650/794-4828 www.lorilevittmft.com

GROUPS AND WORKSHOPS

Women's Therapy Group

Ongoing group for women who want to improve their relationship, 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, MFT, CGP at 408/998-7098 for details.

Men's Group Forming Now

Men's Group. Thursday nights in Los Gatos from 8:30PM until 9:30PM. Begins the third week of August. See website for more information: www.recoverybeginstoday.com Brad Koch, MFT

Contemporary Psychoanalysis Consultation Group

For clinicians who want to think about and work with their patients from a contemporary psychoanalytic perspective. Through case presentations and readings we will explore helpful concepts that will deepen your work. First and their Friday, \$40/session. Kali Hess, MFT 650-369-6304

Teaching Positive Discipline

Earn certification to facilitate Positive

GROUPS AND WORKSHOPS

Discipline workshops for parents. October 1 & 2 (+1.5 hours September 30). CEUs available. For details, www.taketimefortraining.com. Linda Krenicky, Certified Positive Discipline Trainer, Credentialed Parent Educator

New Sex Addiction Groups Forming!

"Facig the Shadow (resolving compulsive sexual behaviors)" and "Breaking Free of the Porn Trap (resolving compulsive pornography use)." Cycle on a 12 weeks basis. To Register: doce-laine@elainebrady.com or call Elaine Brady 408-260-9305.

ONGOING PSYCHOTHERAPY GROUPS

In this dynamic psychotherapy group experience, clients explore relationship patterns and learn about healthy connection with others. Issues such as depression, dating, shyness, codependency, ACOA, and self-esteem, are explored with the support and feedback of peers. Leader: Nancy Wesson, Ph.D. with consultation from Dr. Irvin Yalom, M.D. Contact: Nancy Wesson, Ph.D. at (650) 965-7332 or Dr.NWesson@sbcglobal.net. Articles about group: www.wespsych.com

**SANDPLAY and JUNGIAN
CONSULTATION GROUP**

Forming Now

Location: San Jose

When: One Friday a Month

Time: 10:00 a.m. to 12:00 p.m.

Group Size: Maximum of 6 People

Call for more Information:

Olivia Heathcote 408-920-2990
Jill Kaplan 650-364-4670

GROUPS AND WORKSHOPS

Men's Group

Join a group for professional men to provide support while exploring relationship issues, life goals, and learning to understand a man's role in contemporary society. Monday evenings, \$40/session. www.raeleneweaver.com
Contact Raelene 408-529-4078

FOR INTERNS

AFFORDABLE PSYCHOTHERAPY AVAILABLE

MFT graduate students and MFT trainees and inters—contact Mary Russo PhD, MFT
Doc_mary78@hotmail.com
408-920-1992

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.

Addiction Treatment / Eating Disorder Treatment

Sober Living By The Sea Newport Beach

- ♦ The Victorian House for Eating Disorder Treatment is a very supportive and caring sixty day program for women with eating disorders and women's issues
- ♦ Sunrise Recovery Ranch is a thirty day primary care facility located in the foothills of the San Bernadino Mountains
- ♦ The Rose of Newport Beach for Women is a thirty day primary treatment for women with a top notch clinical staff trained to deal with trauma and women's issues
- ♦ The Landing for Men is an exclusive thirty day primary treatment facility for men located right on the beach
- ♦ The T.E.A.C.H. Program for recovering students to earn accredited units at local colleges

All of these programs provide long term Extended Care. For more information please contact Dellena Hoyer CADCI—(916)213-4640
www.soberliving.com

FOR CLINICIANS

Business Help for Therapists

Never too late to use Quickbooks for business management; know income, do billing and monitor receivables. Makes tax prep easy. Free 30 minute consultation available.
LaVergne Poe—Business Services
(650)529-1489

Psychiatric Consultation Available

Psychiatric evaluation and medication treatment available for your clients. I do not do therapy, because that is your expertise. I have over 25 years experience with psychiatric med management. Misao Kusuda, M.D. 408-930-2256.
(408-930-CALM.)

Peer Eating Disorder Consultation Group

Peer eating disorder consultation group in San Jose. No fee. Meets on the second Friday of every month from 9:30-11:30 am. Contact Terryann Sanders @ 408-264-5802 or terry-sanderslmft@sbcglobal.net.

Intern looking for Private Practice Supervision

Registered intern with over 2200 hours looking for new supervision in private practice setting. Have my own growing client base, prefer to stay in the Los Gatos / Campbell areas but am open. Diane Patton, dpatton9@sbcglobal.net, 408-772-9967.

JOB OPPORTUNITIES

BUSINESS OPPORTUNITY FOR FORWARD—LOOKING THERAPIST

San Jose office in prime location on Saratoga Ave. Several other therapists will continue to rent while you take over management of your own business and therapy practice. Dr. Ed Momrow 408-249-8313

OFFICE SPACE

Atherton/Redwood City

Beautiful office with large windows, tree view, waiting room, call light in quiet building. Available Tuesdays, partial days Thursdays and Fridays, and weekends. Kali Hess 650-369-6304.

Atherton/Redwood City

Therapist's Office in Quiet Building—Office available 3/1. Quiet building with other professionals (mostly therapists). 164 sq. ft. \$490. Includes carpet, heating/AC, off-street parking, remodeled bathrooms, janitorial & utilities. Waiting room available. Requires 1 year lease. Also offices to share. Call Tom, 650/208-8624.

Great sublet in Los Gatos

Large, comfortable office in suite with newly decorated waiting room light waiting system, and microwave. Conveniently located near Hwy 17/Hwy 9. Monday day and evening (\$140/moth), Tuesday and Wednesday 8-5 (\$125/day/month). Call Victoria at 408-375-7320.

Los Gatos—A GREAT PLACE TO WORK!

Full days, hourly, nights and weekends. Beautiful, spacious offices in prime location off 85 and 17. Competitive rates. Call Gail Faris 408-356-1414 ext 4.

San Jose

Almaden Valley. Lovely private, quiet therapy office (approx 200 sq. ft.) available full-time in two-office suite with shared waiting room. Window, carpet, parking, full janitorial. Attractive professional building in great location. Monthly rent \$585.00. 408/858-0745.

SEEKING OFFICE SPACE IN DOWNTOWN SAN MATEO OR CLOSE BY

Need sublet downtown San Mateo on Tues or Weds. Prefer medium to large space with window(s), parking, waiting area. Please contact Gene Grossman, PhD 650-430-9111.

ONLINE PAYMENTS AVAILABLE VIA CREDIT CARD!

You may now use your credit card on the chapter's 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>).

MARKETING AND INFORMATION TABLE

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

- ◆ Workshops
- ◆ Office Space
- ◆ Job Opportunities
- ◆ Conferences

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

SCV-CAMFT News—ADVERTISING POLICY

Adopted by SCV-CAMFT, 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>

NEWSLETTER 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, zip code, each degree or licensure abbreviation (e.g. "Tom Jones, MFT, Ph.D." = four words).

NEWSLETTER DISPLAY ADS

- Display ads must be typeset, with a border, and not merely typewritten. See samples from 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.**



SCV-CAMFT News
Attention: Editor
P.O.Box 60814
Palo Alto, CA 94306

Creating a Community and Culture of Connection



Chapter Events

**Friday, September 24
11:30 AM — 1:30 PM**

Lunch served promptly at 11:45

Mid Region Luncheon
(1.5 CEU hrs. available, PCE 1134)

Michael's at Shoreline
2960 N. Shoreline Blvd
Mountain View, CA

*Cost: \$26.00 (CEUs add \$7, PCE 1134)
\$33.00 walk-in*

*More information on Page 10, or online
at www.scv-camft.org.*

***Payments Must be Received by
September 20, or the walk-in fee will
be charged.***

Dates to Remember

- ◆ September 15, 2010
Newsletter Deadline
- ◆ September 24, 2010
Mid Region Luncheon
- ◆ October 15, 2010
Legal and Ethical Workshop
- ◆ October 22, 2010
South Region Luncheon
- ◆ November 5, 2010
Annual Meeting

**Friday, October 22
11:30 AM — 1:30 PM**

Lunch served promptly at 11:45

South Region Luncheon
(1.5 CEU hrs. available, PCE 1134)

Los Gatos Lodge,
50 Los Gatos—Saratoga Road
Los Gatos, CA

*Cost: \$26.00 (CEUs add \$7, PCE 1134)
\$33.00 walk-in*

*More information on Page 10, or online
at www.scv-camft.org.*

***Payments Must be Received by
October 18, or the walk-in fee will
be charged.***

RESERVATIONS: YOU CAN NOW REGISTER ONLINE USING YOUR MASTERCARD OR VISA CREDIT CARD!

Go to our website at 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 cancellations policy.***