

SCV-CAMFT News

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

Volume 28, No. 1

www.scv-camft.org

January/February 2009

PRESIDENT'S COLUMN

— *Lara Windett, MFT*

Procrastination. That word describes how I have been managing writing – or not writing, or attempting to write – this first column. I usually procrastinate less, preferring action to inaction with task-oriented items, and fare worse attempting to manage change.

One big change for me this year was when my manager was transferred to another division – she was the reason I had the county job to begin with, and this was a difficult transition after working under her for six years. That's the county though... no change, no change, no change, and then BANG, a big change.

Fortunately, there is little change on the SCV-CAMFT board and I am thankful we have a positive team that continues to donate its time to better our chapter. I have two excellent presidents to follow: **Bonnie Faber** and **Russell Wilkie**. If I can do half the job they did, it will be an awesome year. Fortunately, Bonnie is remaining on the board in the past-president position. Others and I have tried to devise a way for Russell to remain on the board, but this is just not in the cards. I will miss him, and his calming presence, at the board meetings next year.

I am coming in as president with an almost-full board. We are fortunate to have **Terryann Sanders** as incoming president-elect, and **Claire Wright** is moving into the CFO position.

Our region chairs are in place, and our monthly luncheon program remains strong. **Verna Nelson**, our programs and evaluation director continues to work with her three committees to bring interesting speakers to three regions of the chapter, so that we can serve as many members as possible.

The chapter has a number of special events coming up in 2009. On February 21st, we will be holding the first-ever supervision workshop. Hugh Grubb will be presenting for licensed MFTs who want to supervise interns through this arduous process. Claire Wright and **Mary Kay Bigelow** have orchestrated another disaster preparedness training to be held March 13th and 14th. We will be hosting an alcohol and drug addiction seminar on June 26th, which will cover brain chemistry, as well as assessment and treatment of adolescents and adults. Some of my county colleagues and supervisors will be presenting at this event.

Chandrama Anderson, our technology and communications chair, and Russell Wilkie have been working to launch a new and fully-functional SCV-CAMFT website. We are very fortunate to have had Chandrama volunteer for this difficult-to-fill position.

Carol Marks is continuing as the ethics chair. Approximately 95 other mental health professionals and I attended the legal and ethical workshop with David Jensen on November 14th, 2008, which Carol produced. It was an excellent event, filled with relevant information, and held in a peaceful setting – Michael's at Shoreline.

Maureen Ross, working as the prelicensed and newly licensed chair, has facilitated launching a South Bay newly licensed support group, run by **Meg Keller**. The chapter offers a number of support groups for members, and Maureen continues to work with the group leaders to make these as valuable as possible.

Matt Larkin continues in the secretary position, which is critical to our documentation of monthly board meetings. **Nanette Freedland**, Business Development Director, has helped with event policies and procedures and will be working on our advertising policies.

Judith Hanf orchestrated the best-attended annual membership meeting in at least three years, and is continuing to develop ways to increase membership.

In closing, I imagine this year will be another busy one for the chapter. I am privileged to serve this organization and look forward to 2009.

INSIDE THIS ISSUE

- ◆ September Luncheon Review: "Give Grief a Voice: Creative Approaches to Treatment of Grief and Loss" — Page 3
- ◆ Reflections on Wellness: Retirement: The Ultimate in Self-Care? — Page 5
- ◆ My Local Psychoanalytic Training Experience — Page 9

Creating a Community and Culture of Connection

SCV-CAMFT CALENDAR

JANUARY

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

FEBRUARY

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

MARCH

- 13 **Two-Day Trauma Response
Training,** Mountain View
- 27 **Chapter Luncheon,**
Mid Region; Mountain View

APRIL

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

EDITORIAL STAFF

Kim Ives Bailey, Editor
650/737-1818

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

EDITORIAL COMMITTEE

Kim Ives Bailey
Russell Wilkie

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

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

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

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

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

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

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

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

Judith B. Hanf, Director (Membership)
408/985-8115 ext. 217
jab@hanfintl.com

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

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

Position Vacant,
Director (Special Events)

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

COMMITTEE CHAIRPERSONS

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

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

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

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

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

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

LIAISONS TO OTHER COMMUNITY AGENCIES

Alliance for the Mentally Ill:
Position Vacant

BBS:
Position Vacant

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

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



SCV-CAMFT News (ISSN#010092) is published bi-monthly in January, March, May, July, September and November for \$10 per year by the Santa Clara Valley Chapter of the California Association of Marriage and Family Therapists, 1722 Villa St. #4, Mountain View, CA 94041.

Periodicals Postage Paid at Palo Alto, CA, and at additional mailing offices. POSTMASTER: Send address changes to SCV-CAMFT News, 1722 Villa St. #4, Mountain View, CA 94041.

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

Please see advertising policy and information on page 23.

Unsolicited manuscripts are welcome but the Editorial Committee accepts no responsibility for their return. We reserve the right to edit all articles. Opinions expressed are those of the authors and do not necessarily represent views of SCV-CAMFT.

SEPTEMBER LUNCHEON REVIEW

“GIVE GRIEF A VOICE:

CREATIVE APPROACHES TO TREATMENT OF GRIEF AND LOSS”

PRESENTED BY MARTHA CLARK SCALA, MFT

— Reviewed by Amy E. Sargent

Many of us are familiar with Kubler-Ross's stages of grief, but as clinicians it can be difficult to know how to apply that knowledge in our therapeutic relationships. Martha Clark Scala, MFT, taught some useful tools for doing just that at the September 2008 SCV-CAMFT luncheon. From intake and assessment to treatment approaches and taboos, we walked through the sobering needs of grieving individuals.

Grief, as Scala describes it, is the presenting problem that nobody escapes. Questions to ask new clients would be: “What kinds of losses have you experienced recently?” “What kinds of losses have you experienced in your life?” “How were you impacted or not impacted by this loss?” “How did you respond, or not respond, to what happened?” Current losses can compound previous losses. It is good to keep in mind that there are issues that people grieve that may not require the loss of a loved one. Some examples could be losing one's virginity, a job, money, driver license, independence, ability, safety, etc. The list of possible losses goes on and on.

Scala advises therapists to handle their own grief by: 1) taking time off; 2) being in therapy; 3) seeking out clinical consultation; and, 4) paying attention to one's caseload in advance (it can be very difficult to personally grieve if you have a large caseload of grieving clients). Another suggestion, for therapist and clients alike: Do something creative.

Creative expression is not limited to a person's skill. As you suggest activities or artistic expressions for a client, you may be met with a lot of resistance. Try to give clients space to give expression to what they are experiencing and assure them that they need not show it to anyone. Perfectionism and self-censorship will be the clients' biggest hurdles. Yet the hope is for the benefits to surpass those obstacles. They will be able to externalize what is inside of them. Scala used the metaphor of allowing creativity to metabolize the grief. As one externalizes it, they allow the good from it to nourish them and are able to excrete anything un-useful. Possible benefits may include self-affirmation and allowing for previously untapped creativity to surface and to bring relief from trauma. We must treat trauma before we can treat the grief.

The treatment guidelines Scala provided were to listen, listen, and listen, and then reflect back to the client what you've heard. Refrain from giving advice or concrete suggestions unless asked. The exception is in crisis situations. Avoid platitudes. Tailor your interventions based on your assessment of the client's response. Encourage creative expression. Manage countertransference and seek consultation and support if necessary; and, as always, make appropriate referrals. The tangible suggestions offered in Scala's handout correlated with Kubler-Ross's stages.

In the *show and tell* stage (shock), the mourner needs to have his or her grief and loss seen and witnessed by others, to tell the story over and over again, and to memorialize the loss using tributes and eulogies. Encourage the client to give either an unrehearsed or

prepared monologue about the person or pet they have lost. Encourage them to augment their monologue with any visual or audio aids they want. Key ingredients are: talking about how he or she died and the client's unique relationship to him or her; sharing specific memories, be they positive, negative, or both; and revealing thoughts, feelings, and reactions in the aftermath of this death.

In the *busy* stage (denial), the mourner needs to take necessary action (disposal of body and belongings), to keep functioning, and to cope with difficult emotions. Creative activities for this stage can include creating a collage that captures images or elements of all the activities that need to be done or accomplished after someone dies or creating a sentence completion exercise with sentences that begin with something like: “I am coping with this loss by...” “I am NOT coping with this loss by...” “I am avoiding my feelings by...” or “If I stay busy, I don't have to notice...” Plan a time-out where all responsibilities can recede and sacred time can be created to slow down and absorb or integrate what has happened. Some clients may want their time-out to be alone, while others may want the company of people they trust.

Classes, Consultation, Psychotherapy and Psychoanalysis Palo Alto

I work from an Object Relations theory using primarily Winnicott, Bion and their followers. My focus in classes and consultation is on helping you to do deeper, more powerful and intimate work with your patients, while respecting their strengths and injuries.

Lynn Alexander, Psy.D.
Core faculty, training and supervising analyst
at Psychoanalytic Institute of Northern
California, faculty Palo Alto Psychoanalytic
Psychotherapy Training Program, faculty
Northern California Society for Psychoanalytic
Psychology.

650-328-8505

In the *mad* stage (anger), the mourner needs to acknowledge angry feelings toward the deceased, toward those who overlook their loss or treat them like they're "contagious," and toward those whose condolences seem empty or trite. Creative activities for clients in this stage can include: writing an uncensored letter to the deceased and unleashing the anger or other negative feelings they're feeling; creating a collage of good and bad photos of the person who has died; designing a universal badge, emblem, or protocol (like wearing black) that will signal to the world that you are grieving; or to set a timer for at least 10 minutes and perform an uninterrupted rant to unleash anger at whomever you're mad at.

In the *sad* stage (depression), the mourner needs to experience the pain and suffering of the loss, to acknowledge the empty space left by the deceased, to weather tough times (anniversaries, holidays, birthdays), and to hold on, attempt to stay connected, yet to let go. For clients in this stage, you may use sentence completion exercises that begin with: "I miss you because..." "I don't know what to do without you here because..." "I am lost when..." "I am sad that..." "I am lonely for..." Creative activities for this stage may include drawing or painting a particular place or part of your house where you specifically notice the dead person's absence or planning a ritual or activity to remember the deceased on the anniversary of his or her death, or on a holiday of particular importance to him or her.

In the *bad* stage (bargaining), the mourner needs to process guilt or regrets and to adjust to the absence of the deceased. Activities for this stage can include: writing a letter of apology that makes amends for whatever the client feels they may have done to contribute to this person's death and putting it under their pillow and inviting the person who has died to "respond" to them in their dreams; drawing or painting a picture that shows how their family or group has changed now that the person is gone; and finishing whatever conversation they might not have finished prior to the deceased's death.

In the *glad* stage (acceptance), the mourner needs to get through to the other side of grief, acknowledge and accept the loss, derive meaning from that loss, hold and share sweet memories of the deceased, and maintain connections to the deceased. Activities for this stage include: acknowledging what the person has gained or learned as a result of their loss and as a result of knowing that person; writing a thank-you letter to the deceased; creating a scrapbook that captures memories of their relationship; or planning how they will sustain their connection with the deceased.

The luncheon was a time for honoring those we've lost, those we work with who have grieved or are currently grieving, and a time for preparing to handle grief in the future – be it our own or our clients'. For additional information on this topic, or to reach Martha Clark Scala, MFT, you may visit her website at: www.mcscala.com. Please be sure to let her know if you found this information helpful.

MARKETING & INFORMATION TABLE

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

EATING DISORDER GROUPS

For Women

now forming in San Jose

Bulimia & Anorexia
Binge eating disorder
Night eating syndrome
Compulsive overeating

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

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

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

408 264-5802

Mindfulness Techniques

For Healing Depression

Come learn ways to pay attention and
break the cycle of chronic unhappiness.
Bring mindfulness practice into your life
and better manage your moods and
anxiety.

Meets for 8 weeks in San Mateo,

Beginning January 28, 2009

Cost: \$300

Enroll Now!

Call Moby Coquillard, MFT 650-348-2797

CEU's available. Provider #PCE3469

◆ REFLECTIONS ON WELLNESS ◆

RETIREMENT: THE ULTIMATE IN SELF-CARE?

— Jan Austin, MFT

“Facilitating transitions... involves developing new skills for negotiating the perilous passage across the ‘nowhere’ that separates the old life situation from the new.” William Bridges, M.D., *Transitions*

On August 31, 2007, at age 59, I retired from private practice, 2 months short of the 10-year anniversary of my licensing. What an interesting, informative, and very scary process it has been. During the 10 years, I built a practice that I love and became, over that time, more of myself doing the work with clients, and less of a person playing a role. I chose a fairly general practice, and was a facilitator for a weekly group of women with metastatic breast cancer at Breast Cancer Connections in Palo Alto. During the worst year in that group, 14 members died. In 2002, life seemed to imitate work, as I faced my own breast cancer.

My decision to retire began as frustration, mine and my husband’s, because I wanted to be in two places at once, and, try as I did, I couldn’t figure out how to do it. We had built a cabin in the mountains in 2003, and we loved being there with our view of Donner Lake. Wanting to be home for my clients every week began to give me a little trouble. For about a year, I thought about options, giving myself no deadlines or requirements. It was a gentle, meditative time of acceptance of both my frustration and my love of this work. Finally, I decided to retire.

Telling Clients, Getting Consultation

Once I had set the date, I felt strong and decisive. But, as you can imagine, that was not *all* I felt. What was I thinking? I love my clients and my work! Who am I if I am not a therapist? Was I just caving in to pressure from my husband’s frustration? That wouldn’t be good. I feared the loss of a sense of purpose, of my identity, of the loss of control that a nice 50-minute hour in my own office with clients brings. Who would ask for my wisdom now, and listen with hope and trust to my every word? How would I order my day?

Imagine the challenge of not letting these fears and worries seep into my clients’ work, as I told them about my plan and helped them make theirs! Plenty of consultation and thought went into this part of the year’s process. I told each client individually, face to face, about my plan to retire. I chose a date for each, based on my assessment of their clinical needs. I chose referrals for them individually as well. Only one client “left me” a couple of weeks after my announcement, after expressing her belief that I didn’t care as much now that I was a “short-timer.” With the others, I was able to process their thoughts and feelings about our time together, and about my leaving them. Many requested that I give them more homework assignments during our last few months. They seemed eager to make maximum use of the remaining, very precious, time.

When choosing my therapist referrals, I was attracted to therapists whom I knew to “kick a little therapeutic butt” (appropriately, of course). I found this curious, and then disturbing. I discovered that my long-held need to be liked affected my work perhaps more than I wanted to admit. Would my clients have made more progress toward their goals had I been willing to risk their angry or upset

feelings? I imagined getting their letters and phone calls, telling me how happy they were with their new therapists and how they regretted the time and money they wasted in therapy with me. Eventually, again with continued consultation and self-care, I returned from disturbed to curious.

Telling Colleagues, Moving On

Despite my fear of annihilation, I knew retiring was the right decision. My work with those who are dying has always helped me keep in mind the importance of doing what one *wants* to do. Once I began telling my fellow therapists about my plan to retire, their first question was always: “What are you going to do?” My answer was always the same: “I don’t know yet.” I loved the looks on the faces of the curious questioners, and used my interpretations of these reactions to continue my examination of my fears and desires.

Based on my experiences of past loss and change, I knew that I would need a fallow period where I grieved the end of this glorious chapter of my life, missed my clients quite viscerally, and figured out how I was going to manage the potential loss of my self-esteem. How much of that self-esteem was based on my work? I didn’t know. To avoid scaring myself too much during my initial separation from work, I went on a three-week trip a month after retiring. I knew the winter holidays that followed would keep me happy and busy through the end of that year. During this time I did some free “consultation” with a non-therapist who had created something called MindVisualizer, that he hoped to market to therapists.




I have just begun my second year of this new chapter, and my need for fallow time is waning. I don’t yet have a single answer to the frequently asked question, “What do you do all day?” A walking buddy recently told me that she’d just seen the movie *Vicky Christina Barcelona*, in which Scarlett Johansson’s character responds to that question, “I’m at liberty.” I’ve been trying that answer out since then, fully aware that my answer is not as important to the questioner as their question. This “at liberty” answer also helps me remember that I’m okay (and fully visible, apparently) without a title that defines me, and I can manage my relationships with others without the safety of the 50-minute hour. Oh yes, and I am keeping my license current, at least for now.

Jan Austin, MFT, while at liberty, is pursuing ways to use her expertise for continuing education and support of therapists.

◆
*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.*
◆

**Make a difference...
Join your North
Region Luncheon
Committee Today!**



-  Use your creativity to locate speakers and topic presentations
-  Use your organizing talents to manage luncheon locations
-  Develop your network on a committee of fellow MFT's

And Have Fun!

Contact Pam Eaken, Committee Chair
E-mail: eeekin_too@yahoo.com
Phone: 650-571-6342



Santa Clara Valley Chapter
California Association of Marriage and Family Therapists

REMINDER: LUNCHEON FEES INCREASED AUGUST 1ST, 2008

At the February 22nd board meeting, the SCV-CAMFT Board of Directors approved a proposal to increase the luncheon program fees starting August 1, 2008. The previous luncheon fee structure increase had been in effect since August 1, 2004. At that time, the meal fees were increased by just \$2, after several years without an increase.

We are happy to report to our membership that we have had record turnout at a number of luncheon events. Unfortunately, the fees collected have not covered SCV-CAMFT's operating costs for running these monthly events. The chapter has been subsidizing the loss experienced from the luncheons for many years.

The region chairs have worked to keep the luncheon costs down by moving to new venues and by negotiating yearly contracts. Board members, the region chairs, and their committee members will now handle all of the work at the luncheons to eliminate using a paid administrator. However, the cost of the venues and of the meals has increased in all of the regions and this will continue to occur.

The new fee structure puts an emphasis on increasing the difference between the cost to members and non-members to emphasize the benefits of membership. In the new structure, a chapter member who pre-registers will be paying just \$3 more for lunch and \$2 more for CEUs. A \$26 price for lunch, a quality presentation, a place to meet with other therapists and a chance to promote your business, is really a pretty good deal. The optional cost of \$7 for CEUs is quite competitive as well.

In order to offset some of the loss the chapter assumes by subsidizing the luncheon program, while keeping fees consistent across regions, the following changes will be implemented:

	Members		Non-Members	
	Old	New	Old	New
Pre-registered Meal	\$23	\$26	\$25	\$30
Walk-in Meal	\$26	\$33	\$28	\$33
Audit Fee	\$5	\$10	\$7	\$12
CEUs	\$5	\$7	\$7	\$10

(Non-members may join SCV-CAMFT at the door, and pay member rates.)

The board reviewed a number of scenarios in choosing the new fee structure with the goal of keeping membership costs as low as possible, while including a bit of room for future venue rate increases. Making the luncheon events a break-even program allows us to provide other services to chapter members, while also insuring that we do not need to increase rates further in the next couple of years.

The board continues to value member feedback and wants to be responsive to all chapter members. Please feel free to contact the board chair that covers our luncheon events, **Verna Nelson, Director of Programs and Evaluations**, or any other board member with your comments. Verna can be reached by e-mail at vnelsonmft@aol.com or you may call her at 408/379-7747. You may also contact the chapter at 408/235-0210 or by e-mail at mail@scv-camft.org.

PLEASE NOTE

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

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

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

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

SCV-CAMFT PROGRAM EVENTS

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

**“Working with Couples:
Using and Teaching Process Awareness”**
— Kathryn Ford, M.D.

Date: Friday, January 23, 2009, 11:30 AM – 1:30 PM
Place: Los Gatos Lodge, Los Gatos
Menu: Chicken Marsala *or* Meatloaf with Mashed Potatoes
or Green Salad w/ Gorgonzola, Walnuts, and Apples
Register: For reservation information see below and back
page. For information regarding the speaker contact
Karen Sumi, 408/323-9901.

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

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

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

Directions:

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

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

“The Ins and Outs of Family Law”
— Brook A. Blecher, J.D.

Date: Friday, February 27, 2009, 11:30 AM – 1:30 PM
Place: The Van’s Restaurant, Belmont
Menu: *To Be Determined At The Restaurant*
Register: For reservation information see below and back
page. For information regarding the speaker contact
Pamela Eaken, 650/571-6342.

Do you have clients in the middle of divorce or wrangling with custody issues? Brook Blecher, Family Law Attorney, covers the sticky wickets and legal processes of divorce and custody in the context of psychotherapy.

Brooke graduated from the University of California, Santa Barbara, and attended law school at Pepperdine School of Law. Prior to starting her own law firm, Brooke worked for over seven years at two highly-regarded Santa Clara County law firms. Brooke has handled all types of family law cases, including move-away cases, post-judgment modifications, complex, large assets cases, various child and spousal support cases, and custody matters, as well as dissolutions. Brooke is a member of the Arizona State Bar, California State Bar, Santa Clara County Bar Association, Family Law Executive Committee of the Santa Clara County Bar Association, Education Committee of the Santa Clara County Bar Association, and the San Jose Regional Standing Committee on Legislation of the Santa Clara County Bar Association. Brooke also serves as Judge Pro Tem for the Santa Clara County Superior Court.

Directions:

From 101: Take Ralston Ave. Go West on Ralston. Turn right on El Camino North. Stay on El Camino for about 3/4 mile (go past the 2nd signal — Davey Glen Rd.). The first left after Davey Glen Rd. is Belmont Ave. Go up the hill and Van’s is on the left.

From 280: Take Hwy 92 East. Take first exit left on Ralston. Take Ralston down to El Camino Real. Turn left on El Camino and drive for about 1/2 mile. Go past the 2nd signal (Davey Glen Rd.) about 1/10th mile. The first left after Davey Glen Rd. is Belmont Ave. Go up the hill and Van’s is on the left.

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

SCV-CAMFT 2009 CALENDAR OF EVENTS

January 15, 2009; Thursday

March/April Newsletter Deadline

January 23, 2009; Friday

South Region Luncheon/Board Meeting

*Working with Couples:
Using and Teaching Process Awareness*
Kathryn Ford, M.D.

February 21, 2009; Saturday

Supervision, Consultation, & Mentoring Workshop

*How You, as a Licensed Professional, Can
Positively Influence the Training of Future Clinicians*
Hugh Grubb, Psy.D., MFT

February 27, 2009; Friday

North Region Luncheon/Board Meeting

Treating Co-occurring Disorders
Clarise Blanchard, Ph.D.

March 13-14, 2009; Friday & Saturday

CISM Workshop

Group Crisis Intervention
Diane Myers, RN, MSN, CTS

March 15, 2009; Sunday

May/June Newsletter Deadline

March 27, 2009; Friday

Mid Region Luncheon/Board Meeting

*Psychopharmacology — Hot Off-the-Press:
The Latest Advances, Developments,
Warnings, and Precautions*
Saad A. Shakir, M.D.

April 24, 2009; Friday

South Region Luncheon/Board Meeting

*Essence and Identity:
Metaskills for Therapy and Life*
John Mizelle, MFT

May 15, 2009; Friday

July/August Newsletter Deadline

May 22, 2009; Friday

North Region Luncheon/Board Meeting

To Be Determined

June 26, 2009; Friday

Mid Region Workshop

*The Brain Science & Treatment of Addiction
in Teens and Adults*
Panel Interview with Industry Leaders

July 15, 2009; Wednesday

September/October Newsletter Deadline

July 24, 2009; Friday

South Region Luncheon/Board Meeting

To Be Determined

August 28, 2009; Friday

Mid Region Luncheon/Board Meeting

To Be Determined

September 15, 2009; Tuesday

November/December Newsletter Deadline

MY LOCAL PSYCHOANALYTIC TRAINING EXPERIENCE

— Carol L. Campbell, MFT

One of the great advantages to living in the Bay Area is that there are so many educational opportunities for psychotherapists interested in continuing their learning. For those of us interested in the psychoanalytic realm, the possibilities are especially rich. In the past, however, most such trainings have been offered primarily in San Francisco or Berkeley. Recently, what has been particularly satisfying to me is that concerted efforts are being made to bring high-quality psychoanalytic educational opportunities to the peninsula and the greater San Jose area.

In the fall of 2007, I was fortunate to be in the first class of an ongoing two-year program in Palo Alto for therapists wanting to get a thorough grounding in the basics of psychoanalytic psychotherapy. Sponsored by the venerable San Francisco Center for Psychoanalysis (formerly known as the San Francisco Psychoanalytic Institute) our new venture is called the Palo Alto Psychoanalytic Psychotherapy Training Program. (We affectionately refer to the program as PAPPTP, pronounced PAP-TAP.) PAPPTP is not a full-fledged analytic training program, but a certificate program in psychoanalytic psychotherapy. For some it can be an excellent step to prepare for applying to one of the institutes to become a candidate for formal analytic training.

The ten students in our class first gathered together informally in the home of the program's founding leader, Richard Almond, in late summer. I was struck by what a strong group we seemed to be. About half the group were respected friends from San Jose, and the rest were bright, intriguing MFTs and psychologists I had never met but was eager to know better. We had a wide range of clinical backgrounds. Some of us worked full time and already knew a lot about working psychoanalytically. Others had smaller practices and perhaps less experience, but were quite well-read and informed. Some of us were seeing patients on the couch, and others face to face. We all seemed to have good humor, along with a touch of anxiety.

We soon began our adventure together. Our classes are held on Friday mornings in the Psychiatry Building at Stanford University. Just being on a campus again felt inspiring to me, and I am grateful for the teachers that SFCP was able to recruit for us. It is the long-standing tradition of the psychoanalytic institutes that their teachers be volunteers, and such was the case for PAPPTP. Each Friday we have three different subjects taught by distinguished clinicians with various psychotherapy licenses who care enough about promoting psychoanalytic thinking and study that they give of their time to serve as our faculty. Just to meet and interact with them has been a rewarding experience for me, let alone to learn from and incorporate into my work the material we cover.

There are advantages and disadvantages to being the first class of a new program, as it always takes a while to iron out the kinks. After some rough spots in the road, student feedback was solicited and addressed with excellent results. Sometimes we got overwhelmed by the readings, so the assignments have been cut back to a much more manageable volume. Sometimes we were not pleased about the flow of the material, so now the courses dovetail quite a bit to cover topics that are easily blended simultaneously. Sometimes it seemed like too much focus on theory, so now we have more attention being paid to clinical material.

I have found that fitting PAPPTP into my busy life has worked well most of the time. There are no tests or quizzes, and the only papers required are ones we write in the second year. We prepare two case write-ups, incorporating what we have learned about development, diagnosis, defenses and anxiety, transference and countertransference, object relations, therapeutic relationships, etc. Another requirement of the program is that we see two different supervisors weekly for the two cases that will be written up at the end of the PAPPTP experience. There is no way to overstate the helpfulness to my clinical work of having received this supervision.

In addition to regular class meetings, we have scheduled several weekend meetings for time with noted clinicians whom PAPPTP is able to entice to spend a couple of hours with us. Then we toss in a potluck party once in a while, just because we enjoy one another's company and like to be personally supportive of one another.

All in all, I have thoroughly enjoyed my association with PAPPTP, and I strongly urge you to consider applying for the class beginning in fall 2009. Applications are available by contacting the San Francisco Center for Psychoanalysis at www.sf-cp.org. We have this wonderful training opportunity right in our backyard – let's use it, and learn to be much more effective therapists and human beings.

SCV-CAMFT IS SEEKING A FEW GOOD VOLUNTEERS

Seeking SCV-CAMFT Website Editorial Team

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

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

We look forward to your help and input.

AND...

Seeking SCV-CAMFT Editorial Committee Members

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

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

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

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

Presented by Hugh Grubb, Psy.D., MFT

Saturday, February 21, 2009

9:00 AM — 4:00 PM

(Registration Begins at 8:30 AM)

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

Who Should Attend?

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

You Will Learn:

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

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

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

Location:

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

Cost:

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

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

Directions:

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

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

Register early to save money and guarantee your place! For reservation information, contact 408/235-0210 or mail@scv-camft.org. For information on the workshop, please contact Bonnie Faber at 408/836-4110 or Lara Windett at 408/892-3925.

Cancellation Policy: Due to the contracted costs of offering this event, cancellations must be received at least 14 days prior to the date of the event in order to ensure a refund, less a \$35 administrative processing fee. Cancellations received after that date will be credited to your account if we are able to sell your seat for the event. By sending payment you are agreeing to this cancellation policy. We appreciate your cooperation. Cancellations may be sent to mail@scv-camft.org or left on the chapter's voicemail.

OCTOBER LUNCHEON REVIEW

“THE HEART OF UNCERTAINTY OR THE IMPORTANCE OF NOT BEING EARNEST”

PRESENTED BY HUGH GRUBB, PSY.D.

— Reviewed by Susan J. Rowland, MFT

I chose to write the luncheon review for SCV-CAMFT's October 2008 luncheon on Election Day, a perfect metaphor and moment to write a summary of Hugh Grubb's excellent presentation. Although the results of this historic event will address some parts of the lengthy uncertainty we have experienced, the daily unknown of the economy, energy concerns, and other global issues remain. How we conduct ourselves in this space is what sets us apart as individuals.

Likewise, no matter how confident we are in our understanding or experience as therapists, each time a client sits in our office the unknown is present. How do we create the space for mystery to reveal itself?

Externally we create a frame, those statements about how we will treat each other. We also offer an internal space; a manner of being together that encourages receptivity to curiosity. This inner space is difficult to keep open when we feel the need to do something.

Rushing to pin issues down quickly, we may miss hidden emotions that are present in the room – tucked safely under the story being told. Can I wonder about the feeling I am detecting within me as I hear the story? What is the mood that is arising in the room? Do I sense that what is being said is open for discovery or spoken to freeze an event and defend against what may want transformation?

Many of us *try* to do a good job. Hugh would offer the suggestion of *quit it and listen*. As with the appreciation of a piece of art, can we let ourselves suspend judgment as our client speaks, lingering and listening for how our experience moves us to respond?

When referring to practicing an instruction he once received of holding the first sentence a client speaks as the most revealing, Grubb became aware of losing the next 50 statements of the session. Can we learn to trust that we have heard what the patient has said, transforming the need for memory into reverie? We are the messengers, not the message. We show the patient what is evoked in another human being when we allow them to speak in their unique style. We remember that we are listening to the patient, not for the patient.

What tends to undermine this ability to listen in the uncertainty? The pressure of being productive or useful can trump our contemplative work. Can we value hesitation, ambiguity, even changing our minds? There may be pressure to do something our client will be grateful for; so we search through the session for an insight to offer, unable to wait for what genuinely moves us. We become, in essence, responsible for a productive conversation, forgetting that normal social rules are changed the moment a client enters the room. Our patients have the experience. We are not the ego that needs to make sense of it.

Hugh suggested that, at times, our theories are chosen and utilized to manage the difficult feelings of countertransference. We begin to feel uncertain and lean into our theories and follow the procedures taught, moving from being human to a false self that is

above the discomfort. Perhaps, we are snagged by a client's defense against what is being experienced and hastily respond. At this point, we must consider whether we also believe the client's feelings are unbearable. Are we anxious in the face of what is being expressed? Have we supported them in a genuine process of engaging the material? It is difficult to achieve balance – that of a healthy holding of the other and the difficult feelings we experience in doing so.

Grubb reminded us there need not be an attempt to disguise our role as therapists, but the danger comes in acting the role and undermining our authenticity. This profession places pressure upon us to become courageously human, bearing at times a heart that is uncertain. We must be human first, a therapist second, and a particular kind of therapist third. Thus, the question transforms from “Am I being a good therapist?” to “Am I being an authentic human being within the mystery of our time together?” Grubb challenged us to consider a quote from Adam Phillips that has challenged him, “A psychoanalyst has to learn how not to know what he is doing, and how to go on doing it.”

Susan Rowland is in private practice in Santa Clara.



**PROCESS
THERAPY
GROUPS**

Led by:

KIM IVES BAILEY, MFT
License No. MFC32076
CERTIFIED GROUP PSYCHOTHERAPIST
No. 43150
Supervised by Dr. Irvin Yalom

Burlingame
(650) 737-1818
www.counselingforyou.com

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

SCV-CAMFT PRESENTS

A Two-Day Trauma Response Network Training – 14 CEUs Group Crisis Intervention Critical Incident Stress Management

Presented by Diane Myers, RN, MSN, CTS

Friday, March 13th, and Saturday, March 14th, 2009

8:30 AM — 4:30 PM

(Registration Begins at 8:00AM on Friday, March 13th)

The Critical Incident Stress Management (CISM): Group Crisis Intervention training program is designed to present the core elements of a comprehensive, systematic, and multi-component crisis intervention curriculum. This two-day course will prepare participants to understand a wide range of crisis intervention services including pre- and post-incident crisis education, significant other support services, on-scene support services, crisis intervention for individuals, demobilizations after large scale traumatic incidents, small group defusings, and the group intervention known as Critical Incident Stress Debriefing (CISD).

This course will prepare participants to provide demobilizations, defusings, and the CISD. The need for appropriate follow-up services and referrals when necessary will also be covered. Considerable evidence gathered to date strongly supports the multi-component crisis intervention strategy, which will be discussed in this course.

Upon completion of this course, participants will be able to: Define stress, CIS, and PTSD; List the 10 basic interventions of CISM; and Define and describe in detail the CISM group processes of Demobilizations, Defusings, and Debriefings. Completion of The CISM: Group Crisis Intervention class and receipt of a certificate indicating full attendance (14 Contact Hours) qualifies as a CORE class in ICISF's Certificate of Specialized Training Program.

This is one of three courses required for anyone who wishes to be a member of a CAMFT Trauma Response Network. The other two classes are the Red Cross class in disaster response (all major disaster response goes through the Red Cross; therefore you must be a Red Cross volunteer to even get on site at a disaster), and In the Eye of the Storm offered by Diane Myers.

Diane Myers, RN, MSN, holds a Master's Degree in psychiatric nursing from Yale University, and is a licensed Psychiatric Mental Health Nurse and Clinical Nurse Specialist. She is a Board Certified Expert in Traumatic Stress, a Certified Trauma Specialist, and a Certified Traumatologist and Master Traumatologist graduate of Florida State University of Traumatology Institute.

In addition to 30 years of experience in disaster and critical incident stress management, she has written three books and over 50 publications and videotapes on intervention with disaster and traumatic events. You will not want to miss this opportunity to learn from her 20+ years of experience and expertise in CISM and Traumatic Stress. She is a popular speaker and endorsed by CAMFT.

Location:

Mountain View Fire Training Room
1000 Villa Street
Mountain View, CA 94041

Register *through* January 31st
Chapter Members \$225.00
Non-Members \$275.00

Cost:

Register *after* January 31st
Chapter Members \$250.00
Non-Members \$300.00

(14 Contact Hours; 14 CE Hours for California MFTs & LCSWs are Included!)

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

Register early to save money and guarantee your place! For reservation information, contact 408/235-0210 or mail@scv-camft.org. For information on the workshop, please contact Mary Kay Bigelow at 650/948-3400.

Cancellation Policy: Due to the contracted costs of offering this event, cancellations must be received at least 30 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 by e-mail to mail@scv-camft.org or left on the chapter's voicemail, 408/235-0210.

A WORD IS WORTH 1,000 PICTURES

— Sean Eric Armstrong

Happy New Year! If you're considering launching a new website for the New Year, or have been wondering whether or not your website needs a new look, please allow me to share the following anecdote and information. You may be surprised to discover that a new "look" is the last thing your site needs...

For almost two months, "Alma" went back and forth with her Web developer on which illustration to use on her business website's homepage. Should it be the lavender flowers? The blue-bell-carpeted scene of springtime in the woods? Or would the photo of the healthy-looking young yoga instructor best convey what the site was about?

All of Alma's friends and associates seemed to have a different opinion. And changing one illustration on the homepage meant other graphics on the site needed to be changed to reflect the "core" image of her business.

Sound familiar? It's a situation that replays itself every day in conversations between business owners and Web developers around the world.

Now there's no doubt that good graphic design can make or break a marketing campaign. A well-chosen, well-placed image can double, triple, or quadruple response rates. However, the design of your website is a whole different animal. Taking a close look at some recent research may offer a startling insight into what I'm talking about...

Nielsen Norman Group recently ran a battery of website usability studies using eye-tracking technology. In the studies, people were asked to perform a variety of tasks on different websites, such as "open an account" at an online financial institution or "find a local pizza restaurant" or "buy a black suit with a blue tie." While they were engaged in these tasks, hidden infrared cameras monitored their eye movements to see what they looked at and where their gaze was fixed. From the data, the researchers drew "heat maps" that showed which parts of each Web page were looked at the most. Areas colored red indicated where the study participants spent the greatest amount of time. Yellow and blue indicated fewer eye fixations. And gray areas were those that didn't attract any fixations.

In every case, statistically significant patterns emerged.

Here are three results that you should be aware of in order to make your website stronger and more appealing to your visitors:

- ◆ **Banners and ads are ignored.** People almost never pay attention to anything that *looks* like an advertisement, whether or not it actually *is* one. This is true of banners anywhere within a Web page.
- ◆ **Images are ignored.** Images receive similar scant attention fixations, with the exception of faces and "cleavage and other 'private' body parts."
- ◆ **Text is universally "interesting."** What all the study participants fixated on was plain text or written content.

Why Your Website "Design" Shouldn't Be Your Top Concern

Your website design *does* matter... but probably less than you think. And likely a lot less than your website designer thinks (or would like to bill you for).

Think of your website as a dinner plate and your articles and other content as the dinner. Sure, you want an overall presentation that's attractive. But the food is the most important part of the meal. The plate itself should not be garish or bland. It should complement the meal and showcase it in the best light possible.

According to many Web designers, websites consisting mainly of text and headlines – sites that look very similar to the longer direct-mail sales letters you receive in the mail – shouldn't work any more than a bumblebee should be able to fly (because it breaks every rule of aerodynamics). But fly they do. And some of those websites are among the most successful and profitable websites on the Internet.

It is important for all business owners with a website or Internet presence to know where people look when they visit a Web page. Most people are looking for information, facts, or advice. And they want a website that gets that job done. If they are engrossed in a story or buried deep in content, they don't want distractions and they don't want to look, or click, away.

Plus, if your most important content is "hiding" in a banner or graphic, you could be missing plenty of opportunities to turn site visitors into paying clients.

Recognize the power of words. If you're considering placing a photo or other graphic on your site, ask yourself whether, instead, there is a way to express what you're trying to communicate with

ART, SANDPLAY & EMOTION-BASED THERAPY

CHILDREN
Ages 3-12



Help a child cope with:

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

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

Call (408) 379-7747

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

words. Research and experience bear out that this will probably produce a better result.

What Does Matter?

Most website critiques focus on the look and feel of the site, its visual design and layout. But what matters primarily for most websites and to most people is text.

For this, there are a number of guidelines you can adopt:

- ◆ **Make it easy to skim-read your Web pages.** Online, people skim and scan for information. So break up your Web content with logical headings and subheadings. Use bullet points to break up paragraphs, and use bold type to make important words stand out.

Try skim-reading your Web pages yourself – or, better yet, have someone unfamiliar with your business do it for you. See if they have any trouble understanding the page and moving onto the next step (signing up for your e-mail newsletter or contacting you for a consultation).

- ◆ **Think “elevator speech.”** An “elevator speech” explains what you do, what your product or service does, and, especially, what it does for your client. And it does so in the time it takes to move between two floors in an elevator.

The first two paragraphs on any Web page should state the most important information in an easy-to-grasp way. If a site visitor reads those two paragraphs, there’s a better chance that they’ll continue reading the rest of the page.

- ◆ **Begin with useful information.** Beginning page titles, headings, subheads, paragraphs, and bullet points with information-carrying words will help your site visitors as they skim. People generally notice the first words of any block of text more than the later words. Make it simple for people to find what they need.

Creating content-rich rather than image-heavy websites is still unfashionable. Many designers still treat the Web more like printed advertising media and focus on graphical embellishments – which often end up being largely ignored. Even seasoned Web designers forget the power of words.

Above all else, make sure your website has useful, easy-to-skim information. Work with your graphic and Web designers to ensure that your design supports your content rather than overwhelms it. You’ll better serve your website visitors... and have a better chance of converting them into paying clients.

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



SCV-CAMFT IS SEEKING A FEW GOOD VOLUNTEERS

Seeking SCV-CAMFT Website Editorial Team

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

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

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

Seeking SCV-CAMFT Editorial Committee Members

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

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

Object Relations Trauma Class Palo Alto CE credits available

Learn how to understand and work with all aspects of helping your patients to heal from childhood or adult trauma, including when the trauma is repeated by self destructive behavior or with you as the victim.

This class is ongoing, enter at any time. There are readings each week, combined with a case conference to demonstrate both theory and technique.

Led by Lynn Alexander, Psy.D. Core faculty and training & supervising analyst at Psychoanalytic Institute of Northern California, faculty Palo Alto Psychoanalytic Psychotherapy Training Program, faculty Northern California Society for Psychoanalytic Psychology.
650-328-8505

FREE PRELICENSED SUPPORT GROUPS

North Region – 1777 Borel Place, Suite 210, San Mateo, CA 94402. Next meetings on January 9th and February 13th from 10:00 AM - 12:00 PM. Current Facilitator: **Peter E. Hess, MFT**. All trainees and interns are welcome. Please call or e-mail to let us know if you plan to attend for the first time or if you are a regular who will be absent. Contact Peter at 650/286-9113 or hesspeter@att.net for more information.

South Region – The group meets the second Saturday of each month from 10:00 AM - 12:00 PM. The current facilitator is **Verna Nelson, MFT**. The group is held on the border of Campbell and Los Gatos, close to the intersection of 85 and 880. Please call Verna at 408/379-7747 or e-mail her at VNelsonLMFT@aol.com, if you are interested in taking advantage of this valuable support group!

FREE NEWLY LICENSED SUPPORT GROUPS

North Region – The purpose of this group, which meets monthly, is to provide support to members who have recently become licensed.

Jamie Moran, LCSW, is the current group facilitator. The location is 661 Live Oak Avenue, Suite One, Menlo Park, CA 94025. To RSVP, and for further information about upcoming meeting dates and times, please contact Jamie Moran at Jammoran@aol.com or 650/598-8877.

South Region – This newly launched support group meets the third Saturday of each month from 1:00 PM - 3:00 PM (January 20th and February 21st). The purpose of this group is to provide support to members who have recently become licensed. **Meg Keller, MFT**, is the current group facilitator and meetings are held at Meg's office near the intersection of Almaden Expressway and Camden Avenue, 6475 Camden Avenue, Suite 102-B, San Jose, CA 95120. To RSVP, and for further information, please contact Meg Keller at megkeller@sbcglobal.net or 408/271-6999.

FREE THERAPIST SUPPORT GROUP

The meetings are held from 1:00 PM - 2:30 PM on the second Friday of each month (January 9th and February 13th), at JFK University Counseling Center, 572 Dunholme Way, Sunnyvale. Meetings are sponsored by the Well-Being Committee and hosted by **Ani Martin, MFT**, and **Mary Jo Trusso, MFT**. Please call Ani at 408/629-2234 or e-mail her at ani@mncservice.com, if you plan to attend.

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

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

SPREADSHEET AVAILABLE FOR COUNTING INTERN HOURS

— Susan Owicki, MFT

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

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

CHANGE OF STATUS

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

Congratulations!

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

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

CONGRATULATIONS TO
THE FOLLOWING
RECENTLY LICENSED MEMBERS:

- Sandra Hull, MFT
- Janelle Schmidt, MFT

WOULD YOU LIKE A FULL PRACTICE?

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

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

- Identify, understand and reach *your* ideal client population
- Build relationships with previous, current and prospective clients
- Promote your practice *and* your profession
- Bring abundance to your practice, your clients and the community




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

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

KETHYR SOLUTIONS
Questions answered. Problems solved.™

**Make a difference...
Join your North
Region Luncheon
Committee Today!**



-  Use your creativity to locate speakers and topic presentations
-  Use your organizing talents to manage luncheon locations
-  Develop your network on a committee of fellow MFT's

And Have Fun!

Contact Pam Eaken, Committee Chair
E-mail: eeekin_too@yahoo.com
Phone: 650-571-6342



Santa Clara Valley Chapter
California Association of Marriage and Family Therapists

SAVE THE DATE!! SAVE THE DATE!!

SCV-CAMFT PRESENTS The Brain Science & Treatment of Addiction in Teens and Adults

June 26, 2009
9:00 AM — 4:00 PM

This all day 6 CEU* workshop will cover:

- ◆ The brain science of addiction, what have we learned and what new research is teaching us.
- ◆ Assessment and Treatment of the Adolescent and Adult client.
- ◆ A panel interview with industry leaders. The panel speakers will each respond to a case presentation based in their area of specialty so that we can more fully understand the different perspectives in a multidisciplinary perspective. Our speakers vary from an expertise; we will have at least one of the following: Addiction Medicine MD, MFT, RN, LCSW. There will be time for audience questions.

Where: Michael's at Shoreline, Mountain View

Cost:

Register no later than March 15th:

Licensed SCV-CAMFT Members	\$110.00
Licensed Non-Members	\$130.00
Prelicensed SCV-CAMFT Members	\$75.00
Prelicensed Non-Members	\$80.00

Register between March 16th and June 1st

Licensed SCV-CAMFT Members	\$120.00
Licensed Non-Members	\$140.00
Prelicensed SCV-CAMFT Members	\$85.00
Prelicensed Non-Members	\$90.00

Register after June 1st

Licensed SCV-CAMFT Members	\$130.00
Licensed Non-Members	\$150.00
Prelicensed SCV-CAMFT Members	\$85.00
Prelicensed Non-Members	\$90.00

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

Register early to save money and guarantee your place!

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

*MFT/LCSW and CAADAC CEUs will be provided.

WE WELCOME THESE NEW AND RENEWING MEMBERS!

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

SPONSOR (\$135.00)

KENT C. CAMPBELL, MFT
JACQUELINE PAYNE, MFT
ANN L. STEVENSON, MFT
CHERYL ANN ZATKIN-STERES, MFT

SUSTAINING (\$110.00)

SUSAN E. FREDKIN, MFT
LYNDA GRUNDY, MFT
ANNE RASHID, MFT
LOUISE MARY SMITH, MFT

SUPPORTING (\$90.00)

SHARON AUCHARD, MFT
LAYNEE GILBERT, MFT
IRENE BELL KEENAN, PH.D.
CAROL L. MARKS, MFT
CONNIE J. PEARSON, MFT
VERNE S. RICE, MFT

REGULAR (\$70.00)

NATALIA NUNES ALMEIDA, MFT
COLLEEN P. ARNOLD, MFT
AUDRE BLEY, MFT
HELENE BRUN, MFT
CATHERINE A. CRAWFORD, MFT
NANCY L. ESTES, MFT
DENNIS B. FACCHINO, PH.D.
JERI FOREMAN, MFT
MARY D. FOSTON-ENGLISH, MFT
MICA FULLER, MFT
LINDA GALDIERI, MFT
LINDA B. GOLDSTEIN, MFT
BARBARA L. GROVER, MFT
TAMAR D. JACOBS, MFT
BERGET B. JELANE, MFT
MARTY KLEIN, PH.D.
SHEILA LEVIN, MFT
MARIA CHRISTINA LLOYD, MFT

REGULAR (CONT'D)

CYNTHIA L. McMAHON, MFT
ADRIAN R. MEDINA, MFT
BENJAMIN AARON MEDVED, MFT
DIANE L. MORRISSETTE, PH.D.
KARENA PETERSEN, MFT
DEBRA D. ROJAS, MFT
NANCY R. SAPERSTEIN, MFT
LAURA J. STOLL, MFT
WENDY L. WEGEFORTH, MFT
CARYN V. WHITE, MFT
KIMBALL ("KIM") WILLIAMS, MFT
JEFFREY T. YOST, MFT
RENA J. ZAHORSKY, MFT

PRELICENSED (\$40.00)

ANDREA CARANDANG
MARION B. CHIRI
TANYA GULEVICH
HEATHER HAMILTON
LAURIE HAMMOND
CARON B. HEIMBUCK
CYNTHIA A. HOFFMAN
LAURIE HOFFMAN
MARIA HORWICH
PAUL HOWARD
WINNIE H. KU
DIANA KUSHIN
STEFANI LARGENT
EMILYANN R. LEGRUE
RONIT LEV
JAYNE M. MARSH
ALAINA MARSHALL
TOM MARTIN
KIM M. MCGARVEY
LISA M. MILLER
LESA M. PASCALI

PRELICENSED (CONT'D)

GINA N. PHILLIPS
LAURA A. RAYBOULD
NANCY M. ROBERTS-KNIGHT
JANIS L. SEIBERLICH
JANET SIMS
MELANIE LYNN STAUFFER
ANN STOCKWELL
KAREN R. STURM
AMY R. SWENSON
LOUISE M. TAYLOR
ALISON TURNER
JULIE B. VICTORINE
KATE VIRET
MAALIEA R. WILBUR
LAURA L. WILSON

INACTIVE (\$40.00)

BARBARA A. BLOCK
SALLY CAPPUCCI



BENEFITS OF YOUR SCV-CAMFT MEMBERSHIP

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

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

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

GROUPS AND WORKSHOPS

Psychotherapy Groups for Gay & Bisexual Men, Menlo Park — Two psychodynamic process groups, focusing on intimacy, relationships and communication. Four-month initial commitment. Please call Jamie Moran, LCSW, CGP, 650/598-8877. www.jamiemoran.com.

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

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

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

GROUPS AND WORKSHOPS

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

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

Parent Support Group — For parents or family members of adolescents who abuse alcohol and/or drugs. Eight 90-minute sessions, 6:30-8:00PM, on Tuesday evenings, 1/20/09-3/10/09. Location: 1550 South Winchester Blvd, Suite 221, Campbell, CA. \$40/session for individual group members and \$65/session for 2 family members. Contact Judy Hanf, MFT, for additional information or to schedule required intake appointment at 408/440-6274.

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.

Affordable Mindfulness Stress Reduction Program — 8 Mondays, 7:00-8:30PM, and one all-day retreat. 19 CEUs. Contact Soudabeh Azizi, MFT, www.soudabehmft.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. Contact TFCC at 408/370-9990, info@teenfamilycounseling.org, or www.teenfamilycounseling.org.

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

ADVERTISING OPPORTUNITIES AND PRICES!

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

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

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

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

GROUPS AND WORKSHOPS

Children's Groups — The Center for Healthy Development (CHD) is offering groups for children of separated or divorced parents. Socialization groups are also forming. For information, please contact Julie Victorine, MFT Intern, at 408/985-8115 ext. 208.

Wish There Was an Alternative to the Typical "Anger Management Group"? — Learn key skills you need to break the anger habit. For free articles and information contact Michael G. Quirke, MFT, at 415/820-3943 or visit www.michaelgquirke.com.

Outpatient Sexual Addiction Groups — Mid-January 2009 a new Phase 1 (of 4 phases) of outpatient sexual addiction treatment is starting at The Addiction Recovery Center! Clients or Clinicians please call 409/491-9804 for more information.

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.

FOR CLINICIANS

Mindfulness Techniques for Healing Depression — 8-week class in Mindfulness Based Cognitive Therapy (MBCT). Next class starts January 28, 2009. Personally and professionally useful. CEUs available. Contact Moby Coquillard, MFT, 650/348-2797.

Yearning for Longer-Term, Deeper Work with Your Clients? — Psychoanalytic Case Consultation and Reading Group in the South Bay. All disciplines welcome. Led by Alan Kessler, Ph.D., Faculty San Francisco Center for Psychoanalysis. 408/868-9405.

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

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.

FOR CLINICIANS

New "Affairs II" Saturday Workshops For Therapists — Original Affairs workshop 9:30AM to 1:00PM, January 31. New Affairs II workshop 9:30AM to 1:00PM, February 28. \$75 per workshop includes 3 CEUs. Call Helene Brun, 650/949-2879, www.helenebrun.com.

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

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

Guidelines for Authors of Articles for the Chapter Newsletter

FORMAT FOR ARTICLES

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

STYLE OF SUBMISSIONS

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

IN GENERAL

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

FOR CLINICIANS

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, elainebrady.com, 408/260-9305, or docelaine@msn.com.

Would You Like A Full Practice? — Use the Internet to build your ideal practice quickly and inexpensively. There's no need to feel overwhelmed or underinformed. Contact Sean Eric Armstrong at 888/KETHYR-1, visit www.kethyr.com/therapists.htm, or e-mail sean@kethyr.com, for more information and a free consultation.

OFFICE SPACE

Campbell — Office to sublet. Spacious group room/counseling office available. Located at Hamilton and Winchester Blvd. Various hours of availability. Please call Debbie at 408/774-1009 if you are interested.

Los Altos — Three private window offices available as of 1/1/09 in quiet, custom-built five-office psychotherapy suite. Soundproofing, announce buttons, non-fluorescent lighting, individual temperature control, separate client exit, large kitchen/break area, adequate parking and inside toilet facilities. Near Loyola Corners, with easy access from 85, 280, or Foothill. \$950 - \$1050 per month. Call Peter Yessne, 408/340-8229.

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

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

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

OFFICE SPACE

San Jose — Practice-building opportunity. Saratoga Avenue at Campbell/Prospect. Well-appointed, peaceful office with waiting room and all amenities. Includes referrals from seasoned therapist. One to three days a week at very reasonable rent. 408/562-4878.

San Jose — Lovely office available for sublet on Mondays. Build your practice through referrals from friendly MFTs in the building. Conference room, fax, copier, refrigerator and microwave available. Moorpark Avenue at Saratoga. Barbara Griswold, 408/985-0846.

San Jose — Well-appointed office in attractive suite available by the day, block or hour; very convenient location, beautiful professional building, San Jose/Campbell, near both highways 17

OFFICE SPACE

and 85. Call Ruth Schifrin, 408/559-6974 ext. 4.

San Jose — Three offices available on prestigious The Alameda. Available individually or in combination on a monthly basis, including utilities, weekly janitorial. \$400-\$595/mo. On-site parking. No pets. No smoking. 408/307-8871.

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

SCV-CAMFT News — ADVERTISING POLICY

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

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

CLASSIFIED ADS:

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

DISPLAY ADS:

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

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

ADDITIONAL ADVERTISING POLICY

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

Chapter Events

Fri., January 23,

11:30 - 1:30 pm

Lunch served promptly at 11:45

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

Kathryn Ford, M.D.

Los Gatos Lodge

50 Los Gatos-Saratoga Rd, Los Gatos

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

*Menu: Chicken Marsala or Meatloaf with
Mashed Potatoes or Mixed Green Salad w/
Gorgonzola Cheese, Walnuts & Apples*

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

DATES TO REMEMBER

- January 15, 2009
Mar./Apr. Newsletter Deadline
- January 23, 2009
South Region Luncheon
- February 21, 2009
Supervision Workshop
- February 27, 2009
North Region Luncheon
- March 13-14, 2009
CISM Trauma Workshop

Fri., February 27,

11:30 - 1:30 pm

Lunch served promptly at 11:45

“The Ins and Outs of Family Law”

Brook A. Blecher, J.D.

The Van’s Restaurant

815 Belmont Ave, Belmont

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

Menu: To Be Determined At Restaurant

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

LUNCHEON RESERVATIONS: Please send check, payable to SCV-CAMFT, with entrée selection noted, to SCV-CAMFT, P.O. Box 60814, Palo Alto, CA 94306. You may also pay online using PayPal. Payment must be received by noon on the Monday before the luncheon. Reservations will be held until noon. Lunch will be served promptly at 11:45. If seating is available, “standby” persons can pay \$33.00 at the door to attend the luncheon. *Please note: telephone reservations cannot be accepted. Call the chapter voicemail, 408/235-0210, for reservation information and the chapter’s cancellation policy.*

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

SCV-CAMFT News

Attention: Editor

P.O. Box 60814

Palo Alto, CA 94306

PERIODICALS
U.S. POSTAGE
PAID
Palo Alto, CA
Permit #010092