

SCV-CAMFT News

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

Volume 29, No. 2

www.scv-camft.org

March/April 2010

PRESIDENT'S COLUMN

— Terryann Sanders, MFT



Ring in a New Year

I am pleased to ring in the new year with a new board of directors that are motivated to make 2010 an active and productive year. We have seven new board members this year, and five returning board members. I am excited to say our current board is made up of professionals in our field with a wide variety of backgrounds including electrical engineering, marketing, corporate management, software engineering, technical training in the computer industry, accounting, insurance, and human resources. There is also a wide variety of specialties among this new board, some of them including: working with those who are falsely accused of sexual abuse, eating disorders, learning disabilities, trauma, addictions, and critical incident stress management. I am very excited to work with the caliber of professionals who have volunteered their time to serve on our 2010-2012 board of directors. Please read further in this newsletter for detailed bios on our 2010 board of directors (please see page 3).

In planning for the new year, I have been reflecting on past accomplishments and reviewing 2009. Many people have made comments to me about the year 2009, and the many personal and professional challenges they faced. I agree that it was a challenging year, and I think the outgoing board of directors would also agree. I would like to take this opportunity to thank them for the wonderful things they accomplished despite the many challenges we faced.

One of the many things we focused on in 2009 was behind the scenes and not visible to our membership. This included looking at how we were running our chapter as a business, and making changes we felt would benefit our chapter in the long term. For example, we hired a new bookkeeper, Merrett Sheridan, to transfer our financial records from Quicken to QuickBooks, which will allow us to more easily process our financial reporting. Merrett will continue to do our bookkeeping on a monthly basis. We also hired a new webmaster, Michael Jaret, who will be responsible for keeping our website running smoothly and making updates and changes as necessary. As

most of you know, we launched a new website in 2009, thanks to the hard work of Sean Armstrong, Chandrama Anderson, and Lara Windett. They worked diligently to create a new website that is not only informative but user-friendly, and has helped make payments for luncheons, workshops, and membership dues quick and easy! Thanks to Sean, Chandrama, and Lara for making this such a success. If you have not checked out our new website (<http://www.scv-camft.org>), please take some time to explore and let us know your feedback.

I am sad to report that Sean Armstrong has resigned in his role as chapter coordinator as of February 26th, 2010. Most of you know Sean, as he has been the face of our organization, and the one you usually talk to when you have a question or need assistance. Sean has worked with us for many years and has been one of our most valuable assets. I am very grateful to Sean for all he has done for our chapter, and I will miss him. I wish him well in his future endeavors and know he will continue to thrive at what he does so well.

Another important 2009 accomplishment was the creation of our chapter's Web-based messaging system, The Chapter Exchange. This is a wonderful resource for our membership. I have been pleased to see members using The Chapter Exchange to find referrals for clients, to join and network with other therapists, and to inform members of groups or workshops that may be available. The Chapter Exchange is also a great place to encourage discussion about issues in our profession that may be important to us all. Please help us to make The Chapter Exchange the best it can be by using it often and appropriately.

I am looking forward to the new year with optimism and expectation of the wonderful things to come. I hope the new year brings all of our members good health and well-being. Please become an active part of your chapter by letting us know what you want or need and how we might improve our service to our members.

Terryann Sanders, M.S., MFT
<http://www.terryannsanders.com>
terrysanderslmft@sbcglobal.net

Creating a Community and Culture of Connection

SCV-CAMFT CALENDAR

MARCH

- 15 **Newsletter Deadline**
May/June Edition
- 26 **Chapter Luncheon,**
Mid Region; Mountain View

APRIL

- 9- **Eye of the Storm Workshop**
10 Mountain View
- 16 **Chapter Luncheon,**
South Region; Los Gatos

MAY

- 15 **Newsletter Deadline**
July/August Edition
- 21 **Chapter Luncheon,**
North Region; Belmont

JUNE

- 11 **Chapter Workshop,**
Mid Region; Mountain View

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
Bonnie L. Faber
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SANTA CLARA VALLEY CHAPTER CALIFORNIA ASSOCIATION OF MARRIAGE AND FAMILY THERAPISTS BOARD OF DIRECTORS

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

Nanette Freedland, President-Elect
650/947-4044
nanette@nanettefreedland.com

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

Shazad Contractor, Chief Financial Officer
408/564-6892
shazad@jjacoustics.com

Debra D. Rojas, Secretary
408/380-1222
debra@debrarojasmft.com

Tracy De Soto, Director (Business
Development) 650/279-2330
tracy@desotomft.com

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

Pamela Milliken, Director (Membership)
408/794-0440
pam@pamelamilliken.com

Judith E. McFarland, Director (Prelicensed &
Newly Licensed) 408/566-3119
jm@judithmcfarland.com

Merle Saber, Director (Programs &
Evaluation) 650/504-9904
merle@merlesaber.com

LaDonna M. Silva, Director (Special Events)
408/358-2218 ext. 421
amitiel@earthlink.net

Patricia J. Jordan, Director (Technology &
Communications) 650/941-2904
patricia-jordan@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:
Verna L. Nelson, 408/379-7747

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

LIAISONS TO OTHER COMMUNITY AGENCIES

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

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

BBS CONTACT INFORMATION

1625 N. Market Blvd. S #200
Sacramento, CA 95834
Phone: 916-574-7830
E-mail: bbswebmaster@bbs.ca.gov
Website: <http://www.bbs.ca.gov>

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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.

Meet the 2010-2012 SCV-CAMFT Board of Directors

President — Terryann Sanders, MFT

Terryann Sanders received her master's degree in Counseling Psychology from San Jose State University in 2001. She began her training at The Giarretto Institute, a sexual abuse treatment facility, working with victims and offenders and coordinating individual and group services for incarcerated teens. Terry moved on to working with children in a school setting, and a private practice specializing in psychological assessments for bariatric surgery, where she became interested in eating disorders. In 2006, she completed the eating disorder certificate program at JFK University. Today, she has a private practice in San Jose specializing in eating disorders and sexual abuse. She supervises two interns who work with her in private practice providing individual, family, and group counseling to adults and children.



Prior to Terry's career change, she worked in the corporate world for 15 years. In her role as an operations manager, she gained experience in managing personnel, creating and implementing training programs, and budgeting and staffing. While working her way through college she worked part time as an office manager for several small businesses, gaining experience in administration and bookkeeping. She currently does the bookkeeping for her husband's solar company, as well as her own private practice.

Throughout her years as an intern, CAMFT was a valuable resource for Terry that she utilized often. When the CFO position became available in March 2007, she was thrilled to have an opportunity to give back to the CAMFT organization by serving on the board of directors.



President-Elect — Nanette Freedland, MFT

— In 1977, Nanette received a masters degree from Lehigh University (Bethlehem, PA) specializing in counseling high-risk youth and young offenders. She was the director of several alternative programs that served newly desegregated school communities. Recruited in 1980 to California, Nanette helped facilitate the close of one urban high school and the transition of its students to other local suburban schools.

Nanette completed a second masters program at Santa Clara University in Counseling Psychology in 1987. She has had a private adult psychotherapy practice in the Los Altos/Mountain View area since 1989. In 2005, she completed the eating disorders certificate at JFK University. In 2007, she trained at the Beck Institute in Cognitive Behavioral Therapy and, in 2009, she completed an extensive two-part EMDR training program. Nanette has a general practice with an emphasis on women in transition, and uses these additional training experiences to better serve all her clients' needs.

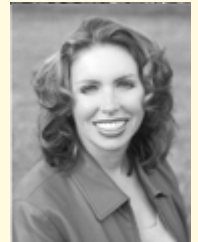
Nanette is excited to begin serving in January 2010 as the President-Elect of the board of directors. It will be a privilege to work with skilled and dedicated professionals who are committed to sustaining a thriving and successful organization.

Nanette has served on the SCV-CAMFT board of directors for the past two years and found it to be a very rewarding experience.

She also serves on several other local and regional non-profit boards, and knows that having strong leadership is critical to setting goals, establishing strategies, and managing outcomes. She looks forward to contributing her experience, enthusiasm, and energy over the next three years.

Past-President — Lara Windett, MFT

Lara Windett graduated from the University of Santa Clara in 2006 and was licensed in 2009. She currently has a private practice specializing in treating women's issues, eating disorders, anxiety, and depression. Lara has worked for Santa Clara County's Perinatal Substance Abuse Program for over seven years where she treats pregnant women and new mothers with substance abuse and dependence problems. She has specialized in methadone maintenance during pregnancy, as well as other non-opiate drug and alcohol problems in women who are pregnant/parenting young children. Most of her clients suffer from anxiety and depression and are going through the life transition of becoming parents.



She is interested in women's health and in treating the complex bio-psychosocial process of substance abuse and dependence, as well as attachment and trauma.

Prior to obtaining a master's in counseling psychology from Santa Clara University, Lara worked as a marketing professional for IBM, followed by a similar position for a small Internet start-up company. She has served on the SCV-CAMFT board as the membership director in 2006 & 2007, president-elect in 2008, president in 2009, and is now the organization's past-president.

Chief Financial Officer — Shazad Contractor, MFT

Shazad Contractor received his master's degree in counseling psychology from Santa Clara University in 2003 and was licensed as an MFT in May 2008. Though he is very new to the counseling profession, he looks forward to many years of working with clients and getting to know the local community of therapists.

He trained as an intern at the Bill Wilson Center and continued to volunteer at that agency as a licensed MFT until September 2009. He is now in private practice in San Jose. When he started working with teenage clients at Bill Wilson, he was pleasantly surprised to find that he got along well with this age group and was successful in making some positive changes in their lives. Later in the internship, he worked mostly with adult and couples clients.

Shazad was born in Mumbai, India, and first came to California (a long time ago!) to do his masters work in electrical engineering at Stanford University. He then completed his MBA, also at Stanford, in 1975 and became a CPA in 1978. He worked in a financial or consulting capacity from 1975 to the present in businesses of all sizes and in all industries. He really loves his work in both the business world and as a counselor. He currently has a full-time job as the Chief Operating Officer for a construction company during the day and works two evenings and some Saturdays at his counseling office. In addition, he has a private CPA practice advising clients on

(continued on next page)

their businesses and tax issues, including tax return preparation and managing their IRA portfolios. Despite his degrees in engineering, he only had one summer job doing any engineering work!

Shazad volunteered for SCV-CAMFT's CFO position because he wanted to be of service to the therapeutic community and because he did not want an MFT with no background in finance struggling with these tasks! He also sees this as an opportunity to get to know our local community of therapists and to become part of this local community. He looks forward to being of service to our chapter and our board.

Secretary — Debra D. Rojas, MFT — Debra Rojas received her master's degree in counseling psychology from Trinity College of Graduate Studies in 2004. She completed her internship at Chino Human Services counseling individuals, couples, and families and taught cooperative parenting for divorce classes for court-referred couples. Additionally, Debra was lead counselor for junior-high and high-school students in the school-based counseling program for the communities of Chino and Chino Hills.



Prior to becoming licensed as a marriage and family therapist, Debra owned Learning & Career Solutions in Riverside, California, where she assessed for learning differences and customized developmental learning programs for children and teens who struggle in school.

Debra has a private practice in Los Gatos. Her specialties include depression, anxiety, stress, grief, relationship issues, unexpected life changes, life stage transitions, blended families, and step-parenting. She is especially attuned to women's issues. Debra is certified as a hypnotherapist and in medical hypnosis. She accepts referrals from other therapists when appropriate and provides medical hypnosis only through referral and in coordination with a medical doctor.

Debra has been a member of CAMFT since 2002 and joined SCV-CAMFT in 2008 after relocating to the Bay Area. She is excited to serve on the board of directors as secretary and looks forward to networking with therapists in the chapter.



Director, Business Development — Tracy De Soto, MFT — Tracy De Soto graduated from John F. Kennedy University in 2005 with a master's degree in counseling psychology and a certificate in expressive art therapy. Tracy earned her advanced certification in transformational life coaching from the Institute of Transpersonal Psychology (ITP) in 2005. Tracy expects to complete her registered expressive art therapist certification with IEATA in the upcoming year.

Tracy completed the majority of her MFT internship at the John F. Kennedy Community Counseling Center, where she worked primarily with children and families. In addition, she enjoyed mentoring incoming trainees and volunteering every summer at John F. Kennedy's Expressive Arts Camp. She spent two years conducting individual and group therapy at various schools in the Cupertino Union School District. Tracy finished her internship at Community Solutions in Morgan Hill where she worked with individuals and families coping with severe and chronic mental disorders.

Today, Tracy maintains a private practice in downtown Burlingame where she provides expressive art therapy and transformational life coaching to a broad range of clientele. She also con-

ducts individual and group therapy at Washington Elementary School in Burlingame.

Tracy is honored to contribute her expertise and enthusiasm to several local organizations, including SCV-CAMFT as the director of business development and NorCATA (Northern California Association of Art Therapists) as secretary.

Director, Ethics — Carol Marks, MFT — Carol Marks was licensed as a marriage and family therapist in 1974 and has always practiced in Santa Clara County. She joined and became a very active member of the nine-county regional chapter, which predated the current Santa Clara Valley Chapter. In 1981, Carol was honored to be elected to the state board of directors, where she spent four exciting and fulfilling years in office.



While on the state board, Carol was membership chair for one year and then the chairperson of the state conference for the following three consecutive years. While the structure of the state board is vastly different today, she was able, at that time, to remain in a job that she dearly loved.

Carol has worked diligently to keep current with emerging therapies, emerging trends, and, even, discarded theories. For the past twenty years, she has focused a part of her practice on working with people who have been falsely accused of child and/or sexual abuse.

She began this work in 1985, because of a client who was falsely accused of molesting his young daughter (in the context of a highly conflicted divorce-custody battle). Carol soon learned that false allegations could, and did, arise in divorce cases, preschools, and many other milieus. She consulted with local and national experts, read the emerging literature, attended numerous conferences, worked with the media, educated attorneys, and testified as an expert witness when appropriate. This work has been both challenging and extremely gratifying.

Carol agreed to be on the current board, because she felt she was not interacting enough with her colleagues and was looking for a renewed involvement with the profession. She is most pleased to be the ethics director, because in the particular specialty that she has, she knows how critical it is to be ethical in our practice, know the standards that we are expected to meet, and be careful to do no harm. She has chosen to stay on the board as the ethics director because she has enjoyed working in this capacity so much.



Director, Membership — Pam Milliken, MFT — Pamela Milliken received her master of science in counseling psychology from California State University, Hayward, in 1997. She was a trainee at YFCC in Fremont where she began her career working with children in a school-based program, and individuals, families, and couples in the clinic program. She also interned at CSUH, in the Student Health Center. This provided experience working with college students on many varied issues. An internship at Catholic Charities rounded out her school and clinic experiences.

Pamela is now in private practice in Campbell, where she works with couples, individual adults, and adolescents. In addition, she has focused for the past nine years on her work with adults, both individually and in groups, who struggle with compulsive overeating and/or binge eating. She also works at a private school provid-

(continued on page 12)

◆ REFLECTIONS ON WELLNESS ◆

IN PURSUIT OF BALANCE: FINDING MY FOUNTAIN OF REPLENISHMENT AN INTERVIEW WITH HEENA A. PARIKH, MFT

— Cathy Hauer, MFT

Question: Why are you interested in being interviewed about wellness?

Answer: Simply, because “wellness” is something many of us take for granted. We’ve heard the words “wellness” or “self-care,” at least since graduate school, and we realize the importance of it for our clients. But in reality, we do not incorporate it into our daily life. From what I’ve seen, it is one of the biggest fundamental contradictions in our field! Anytime I hear the word “wellness,” it makes me pause and take a deep breath. So, I am hoping this can encourage other therapists to pause, take a deep breath, and reflect for themselves. We’re such good givers, but we forget to give to ourselves.

Question: What are some of your ideas about self-care for therapists?

Answer: For me, finding and discovering things that replenish me — my various identities — is very important to my self-care. To name some: as an individual, I enjoy yoga and music; as a partner, I enjoy cooking and friendship with my husband; as a mother, I enjoy hikes, sports, and crafts with my children; and, as a therapist, I rejuvenate when I can support a client in a meaningful way and am open to support for myself. I attend numerous chapter activities and various other support, consultation, and networking groups. I believe the more in touch I am with myself, the more in touch I am with my clients.

Question: What have you learned about yourself in terms of self-care?

Answer: Oh boy! I have definitely learned that it takes hard work. The short answer is I have had to learn to decipher my Asian-Indian culture and my American culture to understand the fact that first, it is okay to have the need for self-care, and then, how to balance that need emotionally, socially, and culturally. I have to be conscientious, consistent, assertive, and forgiving — all with myself! If I’m on overload, I can’t take care of myself or others.

Question: What else do you do for personal wellness?

Answer: I am learning to embrace the mindful, more grounded, side of me in relationships and situations. For example, I am able to allow more time and have a deeper appreciation in my relationships with my girlfriends and other women in my life. I am realizing the older we get, there is more candor and kindness, and above all, comfort of an inexplicable type. I also see this in the interactions among the women in the various groups I have facilitated over time.

Question: Have there been personal challenges to your wellness?

Answer: Of course. I recently lost a loved one who was young, healthy, and at the peak of his career. This loss really put things in perspective. When something starts to get me upset, I ask myself, “Does this really need to get to me like that? How can I deal with this differently?” So, yes, this personally is difficult, but is a very real place of growth for me as an individual and as a therapist.

Question: What’s been a really challenging professional wellness lesson?

Answer: Oh... I will not forget this! I vividly remember, early in my internship, working for a wrap-around services agency supporting foster children in their homes and communities. I had learned on paper about the acuity of the children’s issues; however, when I met them in person, they were just children, and the “parent” in me had to be restrained. This impacted my wellness in many ways! The most important lesson I learned was how to manage the reality of my profession with my personal feelings.

Question: How did you cope?

Answer: Honestly, it was quite difficult in the beginning. I realized that I was being incongruent, by being a “professional” outside, but it was tearing me up inside. I was able to utilize some very good consultation at the wrap-around services, by being open about my struggles. I also spoke to other wonderful clinicians in the field. And, I quickly realized the importance and implementation of self-care and boundaries!

Question: So, when you feel depleted now, what works to replenish you?

Answer: I am gaining more confidence in listening to my visceral cues and being mindful, and they point me in the direction of support — which identity of mine is feeling the depletion. Because we know as therapists that the client can’t go to one person for all of their needs, similarly neither can I. So, I am learning to utilize my community of support to replenish me as needed. I’m grateful for all the support and camaraderie that clinicians have offered me and the genuine respect they have towards one another. This definitely creates a fountain of replenishment for me!

Heena A. Parikh, MFT, sees individuals and couples in private practice in Los Altos, has trained for the Mental Health Response Team, and is starting a women’s group. Heena has been on the SCV-CAMFT Therapist Well-Being Committee and the chapter’s Mid-Region Committee. She may be contacted at <http://www.SFBayTherapist.com>.

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*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.*

◆

EATING DISORDER TREATMENT

Group Therapy:

*DBT Skills Building Groups
Adult Women's Process Groups
Teen Groups*

Individual & Family Therapy:

*Individual & family counseling
Loved ones support workshops
Parent & sibling support*

Peer Consultation:

*Group meets 2nd Friday of 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

CHD

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HEALTHY DEVELOPMENT

SINCE 1983

CHD offers long-term psychotherapy and counseling services. Our staff has experience treating the whole family, with particular expertise helping families through the transitions of separation and divorce. CHD staff is extensively trained in treating children who are distressed, as well as adolescents and adults confronting a variety of difficulties. We offer group and individual treatment. Most clients can be scheduled within 48 hours of initial referral.

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PSYCHOANALYTIC-ORIENTED CONSULTATION GROUP

Mondays 1:45 – 3:00

Palo Alto

\$45 weekly

Are you curious about how to work analytically? Whether you meet with clients once a week or multiple times a week, face-to-face or on the couch, you can think analytically by understanding the concepts of transference, countertransference, the unconscious, and the frame. We discuss relevant papers highlighted by clinical material from the group.

Leaders:

Carol Harrus, M.D., Adjunct Clinical Faculty, Stanford School of Medicine - Division of Child and Adolescent Psychiatry, Adv. Candidate, Psychoanalytic Institute of N. CA

Diane Strongwater, MFT, Graduate/Personal and Supervising Analyst, Psychoanalytic Institute of N. CA

For information contact:

Diane Strongwater 408-737-1337 or Carol Harrus 650-328-8935

SCV-CAMFT PROGRAM EVENTS

MID REGION LUNCHEON (1.5 CEU HRS. AVAILABLE, PCE I134)

“Awakening to Present Tense in Individual and Group Work with Aging Concerns”

— Myrtle Heery, Ph.D., MFT

Date: Friday, March 26, 2010, 11:30 AM – 1:30 PM
Place: Michael’s at Shoreline, Mountain View
Menu: Chicken Marsala *or* Crab and Shrimp Cannelloni *or* Vegetable Brochette
Register: **Register using your credit card at www.scv-camft.org!** (See below and back page for more information.) For information regarding the speaker contact **Wendy Wegeforth, 408/888-6630.**

This presentation is about working with adults using the present tense in psychotherapy, both in individual and group work with primary application to concerns of aging. The focus will be on increasing awareness and experiencing the use of the present tense from the existential-humanistic model of psychotherapy.

Discussion, questions and answers, and experience are part of increased awareness and its healing power in individual and group psychotherapy. Heery will also share ways to increase business by serving the largest aging population — baby boomers and their families.

Myrtle Heery, Ph.D., is an Associate Professor of Psychology at Sonoma State University and at the Institute of Transpersonal Psychology. She teaches classes on group process and group leadership, and is the Director of the International Institute of Humanistic Studies. Dr. Heery also leads two-year existential-humanistic trainings nationally and internationally.

Directions:

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

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

SOUTH REGION LUNCHEON (1.5 CEU HRS. AVAILABLE, PCE I134)

“Ensnared by the Web: Internet Addiction Across the Ages”

— Elaine Brady, Ph.D., MFT

Date: Friday, April 16, 2010, 11:30 AM – 1:30 PM
Place: Los Gatos Lodge, Los Gatos
Menu: *To Be Determined*
Register: **Register using your credit card at www.scv-camft.org!** (See below and back page for more information.) For information regarding the speaker contact **Verna Nelson, 408/379-7747.**

From six to sixty, a growing number of Internet users are becoming “addicted” to its psychoactive qualities and are suffering significant life consequences as a result.

Unfortunately, the “warp-speed” with which these Internet problems have developed has rapidly out-paced most therapist’s ability to understand and respond to them effectively. In this program, we will explore the unique world of cyberspace and those qualities that can lead to problematic Internet behaviors.

Dr. Brady will explain the psychoactive nature of the Internet and discuss those “user’s” most vulnerable to its addictive qualities. She will also review the three most prevalent forms of Internet Addiction — gaming, gambling, & cybersex — in terms of their impact, assessment, intervention and treatment. Resource & referral information will be provided.

Dr. Elaine Brady is a licensed marriage and family therapist with over twenty-five years of experience working with addiction issues. She is a Certified Addiction Specialist as well as a Certified Sex Addiction Therapist. Dr. Brady offers classes through Alliant International Institute and is a regular guest lecturer at local graduate schools. She has published numerous articles and is a frequent presenter at professional conferences.

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.

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

March 15, 2010; Monday

May/June Newsletter Deadline

March 26, 2010; Friday

Mid Region Luncheon/Board Meeting
*Awakening to Present Tense in
Individual and Group Work with Aging Concerns*
Myrtle Heery, Ph.D., MFT

April 9-10, 2010; Friday-Saturday

Two-Day Trauma Response Network Workshop
*In the Eye of the Storm...
Essentials for Disaster Mental Health*
Diane Myers, RN, MSN, CTS

April 16, 2010; Friday

South Region Luncheon/Board Meeting
*Ensnared by the Web:
Internet Addiction Across the Ages*
Elaine W. Brady, Ph.D., MFT

April 22-25, 2010; Thursday-Sunday

CAMFT Annual Conference
Sheraton Gateway, Los Angeles

May 15, 2010; Saturday

July/August Newsletter Deadline

May 21, 2010; Friday

North Region Luncheon/Board Meeting
To Be Determined

June 11, 2010; Friday

Mid Region Workshop
To Be Determined

July 15, 2010; Thursday

September/October Newsletter Deadline

July 23, 2010; Friday

South Region Luncheon/Board Meeting
To Be Determined

August 27, 2010; Friday

North Region Luncheon
To Be Determined

September 15, 2010; Wednesday

November/December Newsletter Deadline

PLEASE NOTE NEWSLETTER DEADLINES:

THE DEADLINE FOR NEWSLETTER SUBMISSIONS IS SIX WEEKS PRIOR TO PUBLICATION. (THE DEADLINE FOR THE MAY/JUNE ISSUE IS MARCH 15TH. THE DEADLINE FOR THE JULY/AUGUST ISSUE IS MAY 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.

MAY/JUNE 2010 ISSUE
DEADLINE: MARCH 15TH, 2010

JULY/AUGUST 2010 ISSUE
DEADLINE: MAY 15TH, 2010

September Luncheon Review

Healing from Sexual Assault: Today, Tomorrow, & the Rest of Their Lives

Presented by Jen Adler, M.A., NCC

— Reviewed by Amy Sargent, MFT

Our culture has embraced a myth about rape that is engrained in us. The myth is that rape generally happens in a dark alley somewhere, to a woman who is dressed provocatively, by a man from a minority group who is unknown to the victim and unable to get sex any other way but by force. Yet 75% of sexual assaults happen when the perpetrators are known to the victims. Between 40-60% of the perpetrators have someone in their life who would willingly have sex with them. In most cases victims and perpetrators are of the same ethnic group. These statistics should dispel this rape myth, yet it still lingers and can cause further harm to victims.

While a weapon is used in only 29% of cases, Jen Adler pointed out that trust is almost always the weapon used. Victims trust perpetrators, that perpetrators will not violate their boundaries, and that the world is a safe place. This trust freezes their ability to be assertive and stand up for themselves. If victims don't fight the assault they may in some way believe they consented or that it is their fault it happened.

If the perpetrator is known to the victim, it has the potential to take away the victims' support. Furthermore, if a person knows the perpetrator and didn't fight the assault, the victim can doubt that it was actually a rape. Adler states that rape is sex without consent. She asks clients "Did you say 'yes' knowing you could have just as easily said 'no'?" Not saying "no" doesn't mean saying "yes." This boundary violation wreaks havoc on victims' trust in others. Therapy can help to rebuild that trust, if the therapist role models someone who is trustworthy. Rape takes away victims' power and control. Counseling needs to give those back.

Adler states recovering from rape is a three-phase process. It is not something that happens quickly; in fact, she reports it takes an average of two years. It is not necessarily a linear process and the person recovering can, at any point, be thrown back into the earlier stages. A summary of those stages follows:

Stage One: Crisis Impact

Once the assault happens there is a passage of time in which victims function at the same level as before the assault happened. It can be minutes or days before the crisis impacts them. The belief is that victims use defense mechanisms, such as conscious or unconscious denial, dissociation, or they could be in shock about what happened. Sometimes the victim, believing that it's easier than being a victim of rape, will go back and have consensual sex with the perpetrator, which then further engrains the belief that she invited the rape.

Usually, when a police report is made, it is within the first 72 hours, which often is when a victim is still functioning at the same level as before the rape. This can lead to police reports being skewed toward disbelief that the crime actually occurred. There is also a potential for the loved-ones of a victim not to believe the crime occurred when the victim is acting "normal." These reactions can cause secondary harm to victims.

Stage Two: Reorganization Stage

Once a victim has been impacted by the crisis, she is thrown into a tumultuous rollercoaster ride of emotions. Symptoms generally include irritability and/or anger. She generally feels angry with herself. She may buy into society's view that she, in some way, invited the assault. It's an attempt to make sense of the assault and try to ensure that it won't happen again. If perpetrators rape the people they have access to, then it could happen to anyone at anytime. That is a scary realization, so it's easier to believe that there is something she can do to prevent it from happening again. If that's true, then, in her mind, there was something she could've done to prevent it from happening the first time. She may also feel anger toward the perpetrator, society, police, God, men in general, or her significant other for not protecting her.

There are many things victims do to attempt to regain control over their lives. She may develop an eating disorder. Bulimic or anorexic behavior allows her to control aspects of her life, overeating and gaining excess pounds may help her feel more invisible or less attractive in the hopes of not being re-victimized. She may enter into a cycle of re-victimization due to feeling powerless or having low self-esteem, which perpetrators pick up on and are drawn to. There may be a tendency toward promiscuous behavior due to low self-worth or because she believes that men may force her to have sex anyway so why not give it away freely first? Sex workers may be doing just that with the belief that they might as well get something in return from being used sexually.

Victims may also turn toward drugs and alcohol. Dissociation may incite self-harming behaviors, such as cutting. She may do this to ensure she is still alive even if she feels dead or numb on the inside. She may feel like it's the only way to get out the fear and anxiety, or she may want to look, on the outside, how she feels on the inside. Often, victims in this stage will have intrusive thoughts, flashbacks, or nightmares, which lead to a diagnosis of PTSD.

Other diagnoses may include anxiety disorders, such as OCD, or phobias due to her heightened fears and mistrust. Depression and substance abuse disorders are common.

A common misdiagnosis is Bipolar Disorder, because of rapid mood swings, a lot of irritability/anger, and potential manic symptoms, including promiscuity. Borderline Personality Disorder may be misdiagnosed as well, due to the anger, rage, mistrust, and difficulty in relationships. In the first year after sexual assault, 50% of marriages end and 90% of unmarried relationships break up. Given these statistics, it becomes obvious that a victim of sexual assault has relationship problems.

In therapy, we must help the client understand that behaviors are coping skills and reframe them as helpful. Such behaviors are attempts by the victim to regain power and control. She can accept the coping mechanisms as tools she has used, forgive herself for using them, and replace the negative coping mechanisms with more beneficial tools. She already blames herself, so our goal should be

to help her heal from that mentality — help her see what is good about what she has been doing, and what is bad about it... Adler uses this technique to discuss a healing triangle, which I'll address with counseling techniques below.

Stage Three: Resolution

There are three ways a person can resolve this type of abuse.

The first is that she heals from the abuse and returns to the same level of functioning as before the abuse.

The second is that she achieves a higher level of functioning. Either counseling helps her overcome additional issues from her past, her life changes in some way to make it better than it was previously, or she is now able to help others who have gone through similar abuse, which is gratifying for her.

In these two situations, the client has successfully resolved the abuse.

The third resolution leaves the person unhealed. Adler calls it the "walking wounded." She is functioning, but not well. She continues using the unhealthy coping mechanisms and can't function without them. She stays in the victim mentality and often stays in the cycle of re-victimization. Later, this reinforces her belief that the assault was her fault. If she has been raped or victimized more than once, she looks at the common denominator and further blames herself.

As therapists working with victims of sexual assault, we have tools that enable us to help move the client through the stages of healing. The first, and always most important, is the therapist-client relationship. We can be role models of respect, trustworthiness, and empathy toward the client. Operating from a mentality of how we might be able to give power and control back to the client can be empowering. Providing psycho-education can teach self-care, grounding, and relaxation techniques.

Another intervention is to make lists with your clients of the good and bad things at each stage of the healing triangle. One side of the triangle represents the pre-assault stage of the victim's life. Another represents the sexual assault event. The third represents the post-assault timeframe. Remember that the response will be very subjective. Exploring the events surrounding the assault in this way can be very therapeutic for the client.

Beware of the counseling pitfalls therapists may make. Those pitfalls include: further violating the client's boundaries; counter-transference issues; misunderstanding coping behaviors or the cycle of re-victimization; blaming the victim; and minimizing the abuse.

I found Adler's insights profound and her presentation commendable. She offered the contact information for the YWCA Rape Crisis Center, as not only a place to refer clients who have been assaulted (they can receive legal advocacy, eight sessions of peer counseling, and participation in support groups), but also as a resource for therapists who are looking for tools, book recommendations, or strategies of how best to work with clients who have been assaulted. The crisis center hotlines are: 408/287-3000 and 650/493-7273.



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- Daniel Siegal, M.D.*



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(Meet the 2010-2012 Board continued from page 4)

ing counseling to students and helping parents with parenting issues.

Before Pamela changed her career direction, she worked in the computer industry for over 16 years as a technical editor, trainer, and writer, and was a technical publications manager for over 10 years.

Pamela has been a member of CAMFT since her graduate school days. She is delighted to have the opportunity to be on the board of directors of SCV-CAMFT as membership director.

Director, Prelicensed & Newly Licensed —

Judith McFarland, MFT — Judith McFarland received her degree in counseling psychology from the University of San Francisco in 1995. Her training included on-site school-based counseling with Adolescent Counseling Services, Catholic Charities, and The Center for Human Development, working with children, teens, and their families, adolescent groups, as well as working with individual adults and couples at various agency clinics. In 2000, she began teaching and presenting bullying prevention programs for the Diocese of San Jose and at various public schools, and in 2003 she became an instructor and group facilitator for GoodParents, Inc., an organization dedicated to providing training and support for parents of teens. Today she maintains a private practice in Campbell, where her focus is on working with couples and individual adults.



Prior to her career change, Judith worked in a variety of positions in the insurance industry. She trained and managed personnel and was a litigation specialist handling psychiatric workers compensation claims.

Judith has always enjoyed teaching and mentoring, and is looking forward to helping newly licensed MFTs develop their practices as they face the challenges of our profession.



Director, Programs & Evaluation — Merle

Saber, MFT — Merle Saber received her master's degree in psychology (marriage, family & child counseling) from Golden Gate University in 1999. She began her training at Youth & Family Assistance working with children and families in outpatient clinic and school-based settings. Merle has worked with children who have experienced

trauma such as abuse or neglect. In addition, Merle has a specialty in working with infants and young children and their parents. Merle currently works as a Program Manager and Clinical Supervisor at Youth & Family Enrichment Services, a private, non-profit, mental health agency based in San Carlos, California. In her role as program manager, Merle is responsible for supervising employees and interns, managing the program's budget, and working collaboratively with other non-profit agencies and San Mateo County Mental Health. Merle also provides clinical supervision to individual trainees and interns, as well as facilitating two group supervisions for employees and interns.

Merle started her part-time, private practice, based in San Mateo, California, in January, 2008. Merle's practice focuses on working with children and families who have experienced trauma, as well as with adolescents and individual adults. Presenting issues include anxiety, depression, loss, grief, relationship struggles, and problems related to parenting and childhood disorders.

Prior to becoming a marriage and family therapist, Merle worked

in the corporate world. In her role as human resources manager, she gained experience in managing personnel, resolving personnel and management issues, recruiting staff, and managing employee benefits programs.

Merle joined CAMFT and SCV-CAMFT in 1997, as an MFT trainee. CAMFT has been a valuable resource as both an intern and licensed professional. In addition, SCV-CAMFT has offered Merle many volunteer and networking opportunities, including this opportunity to serve on it's board.

Director, Special Events — LaDonna Silva

— LaDonna Silva graduated from John F. Kennedy University with a masters degree in counseling psychology, specializing in holistic studies. This emphasis supports her love for the inclusive view of the whole being, including the mind, body, and spirit. During LaDonna's internship, she provided counseling services for the Bill Wilson Center, Centre for Living with Dying, YWCA, Recovery Connections, and Santa Clara Unified School District.



She is currently at the Process Therapy Institute, where she has completed her hours and is in the process of getting her license. LaDonna is actively part of the CISM (Critical Incident Stress Management) team run by the Centre for Living with Dying and is a first responder to critical incidents in the field.

LaDonna works primarily with adults, couples, adolescents, families, and runs an ongoing group for women that have experienced sexual trauma. Her special interests include grief, trauma, sexual abuse, intimacy/relationships, parenting, life transitions, and sexuality. LaDonna has been certified to teach the Process Model and enjoys exploring and teaching The Art of Being and Doing in the therapeutic setting. LaDonna taught this course at John F. Kennedy University in the summer of 2009 and is a current instructor for the Parent Project.

Some of her prior experience in human resources compliments her current board position as special events director. LaDonna enjoys bringing people together and invites our community to continue nurturing the process of lifelong learning and building connection with others in the community.

Director, Special Events — LaDonna Silva

— Tricia Jordan received her master's degree in counseling psychology from California Institute of Integral Studies in 2005. She began her training at the Process Therapy Institute where she provided therapy to individuals, children, and couples. During this time, Tricia also worked with children in a school setting where she discovered a passion for working with children.

Concurrently, Tricia worked with the Older Adult Transitions Service (O.A.T.S.), an intensive outpatient program at El Camino Hospital that addresses the special needs of the older adult patient who is experiencing an acute psychiatric illness. She held CBT groups and worked with individual clients. Following O.A.T.S., Tricia worked at the YWCA Counseling Services providing therapy to individuals, couples, and families in a clinic setting, and adolescents and teens in a school setting.

In 2006, Tricia began training with the Sensorimotor Psychotherapy Institute. She has now completed the one-year trauma training and the two-year attachment, developmental and trauma training. This training continued to develop Tricia's passion for integrat-

(continued on next page)

ing the body, sensation, and movement, with cognitive and emotion elements in the treatment of trauma and developmental issues.

Today, she has a private practice in Los Altos and works in the EMQ Families First residential setting with adolescents and teens.

Prior to Tricia's career change, she worked in the technology industry for over 25 years as a software engineer and manager. In her 15 years as engineering manager, she gained experience building and leading teams in high-pressure environments. While working her way through graduate school, she worked part time as a project manager in the technology industry.

When Tricia learned about the position of technology and communication director for the SCV-CAMFT board, she was excited to combine some of her skills from her previous profession with her new career.

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by a managed health care plan?

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

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

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

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

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Private Practice Success: Marketing Isn't a Four-Letter Word

— Sean Eric Armstrong

I've grown up around psychotherapists. In more ways than one, I've been raised by them. And I've been helping therapists market their practices for over a decade. I feel privileged to work with members of a profession who are truly interested in making the world a better place, one client at a time. And I love the work I do!

Unfortunately, I've found a large percentage of psychotherapists reluctant to view — let alone relate to — their practices from business and marketing perspectives.

This is hardly to say that most therapists exhibit these traits. Many of my therapist clients are adept business owners in their own right and our work together has been very successful, to say the least. But these clients have largely needed my technical expertise. What about the others? How can I help the numerous therapists who express an interest in growing their practices, but don't seem willing or able to objectively explore all the options available — those who perceive marketing as a tedious chore or unwanted expense, at best, and frightening, or even evil, at its worst?

I've been asking questions like these for quite awhile. Now, as I launch a new business dedicated to helping therapists achieve private practice success, I've decided to seek some direct answers and share them with you.

And who better to ask than one of my clients who's run a very successful private practice for almost two decades, Bea Armstrong, my mother!

Question: Is it just me or do a lot of psychotherapists find it difficult to relate to the business side of their practices and market themselves effectively?

Bea: There are a couple of aspects about many psychotherapists that at first amazed, and then confused, me. The first is their hesitancy — for want of a better word — to promote themselves and their practices.

The philosophy that most therapists seem to adhere to is that the work they do is sacred, and therefore shouldn't be sullied in the business or market place. Whoa! I certainly agree that helping people live a happier life is a very honorable profession, but I take umbrage with the latter half of that belief.

The market place, while it can have its rough and tumble aspects, is also a place where ideas vie for ascendancy. Where the best mouse trap wins. That might sound "cruel," as in "cruelly competitive," to some, but I certainly want to spend my hard-earned money on the best mouse trap, or car, or therapist. Just as I wanted my child to be taught by the best teachers. Wouldn't you?

A second aspect of therapists' beliefs that had me perplexed is that if you are doing well in this profession, that is, making a good or even an excellent income, you shouldn't be proud of yourself. I think the idea is that if you are proud, you will be seen as someone who is glad to take advantage of others' problems.

Since psychiatrists, and even most psychologists, don't seem to suffer from this same apparent guilt, and since those professions have been traditionally dominated by men, I wondered if this was mostly a female issue. I am unsure about that supposition, however,

because I have also seen male therapists suffer this same phenomenon.

Regardless of gender, wouldn't it make more sense for therapists to apply the win/win idea to themselves? That helping others doesn't have to mean hurting or costing self? In fact, the opposite, that helping others and helping oneself can go hand-in hand?

Question: It seems you're saying a lot of therapists have one or more negative belief systems regarding the financial success of their practices?

Bea: I think the idea of abundance (and I don't mean just financial abundance) is something that we want to pass along to our clients. And how can we do that if we don't apply that belief to ourselves? If we apologize or silently feel guilty for doing well, I'm sure our clients unconsciously pick that up. Then they're likely to be skeptical that they can be not only happy, but truly joyful. That they cannot just survive, but thrive.

Marketing your practice, your skills, is a way to bring an abundant practice to you. But I promise you that if you feel guilty about an abundant practice, you'll find a way to unhinge it. Just like lottery winners who are mired in a scarcity belief will quickly rid themselves of their quick gain. I know that what we believe, we do create.

Question: So, what do you believe? And how can other psychotherapists create similar success?

Bea: I believe that psychotherapy is a very honorable profession. I entered this profession determined to be the best that I could be at it. To learn as much as I could about psychology and the human mind and brain, and keep learning.

And I believe that it doesn't do me, nor my potential clients, any good if I hide my light... If I shy away from telling prospective clients that I believe that I can help them... If I make it difficult for them to find me.

So, I don't make it difficult. I've had a website for more than a decade. I update it periodically. I'm on a number of therapy directories that work for me. I'm active in various aspects of the field. And most of all, I know that I am supposed to be doing the work that I do. I love it. I'm good at it. And I'm proud of that.

So, what have I created? For the past decade, I've created a full practice. And, by that I mean 35-40 client sessions per week. Nor am I on any insurance panels. I decided when I got licensed 18 years ago that, rather than filling out forms, I preferred to be spending my time in sessions helping people. I often have a waiting list.

Question: Even in this economy?

Bea: Yes, even in this economy. Though this economy has affected me — I see more clients alternate weeks versus weekly than was the case previously.

I do slide my fee, but only about 5% to 10% of my clients slide. The rest are full-fee and that's \$145 for individuals, \$155 for couples. You do the math.

I know that not everyone in this profession has a scarcity men-

tality. I'm in a group practice with six other full-time therapists who also are doing very well. But it saddens me when I see or hear some of my colleagues come from that scarcity belief — and those same colleagues will say that you really can't make a good living in this profession.

Yes! You can! If you believe, and know, that you can.

Look around you. We do not live in a psychologically healthy society. There are many people who need your services. Need them badly. Let them know you can help them. And, don't apologize for that. We are able to make an excellent living doing work that we love to do that helps others. How much better can it get!?!?

Sean Eric Armstrong and Bea Armstrong, MFT, are pleased to announce the launch of The Therapy Marketing Institute (<http://www.therapymarketinginstitute.com>), an online marketing education and resource provider dedicated to helping a select group of therapists achieve private practice success.

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by a managed health care plan?

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

Online Payments Available via Credit Card!

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

**Make a difference...
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Santa Clara Valley Chapter
California Association of Marriage and Family Therapists

MARKETING & INFORMATION TABLE

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

- Workshops
- Office Space
- Job Opportunities
- Conferences

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

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 1670 Hillsdale Avenue, Suite B, San Jose, CA 95124. 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 - 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 408/379-7747 or vernalnelson@gmail.com.

FREE THERAPIST SUPPORT GROUP

The meetings are held from 1:00 PM - 2:30 PM on the second Friday of each month, 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 9:00AM to 11:30AM at the same location as, and immediately prior to, the chapter's monthly luncheon event.

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

In order to make the luncheon registration process as efficient as possible, please register early by sending your payments, with your entrée selection noted, to the chapter before the Monday prior to the event.

SPREADSHEET AVAILABLE FOR COUNTING INTERN HOURS

— Susan Owicki, MFT

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

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

CHANGE OF STATUS

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

Congratulations!

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

CONGRATULATIONS TO THE FOLLOWING RECENTLY LICENSED MEMBERS:

- Caron B. Heimbeck, MFT
- Tricia Jordan Mlnarik, MFT
- Laura A. Raybould, MFT
- Kaye-Ailsa F. Rowan, MFT

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 In the Eye of the Storm... Essentials for Disaster Mental Health

Presented by Diane Myers, RN, MSN, CTS

Friday, April 9th, and Saturday, April 10th, 2010

8:30 AM — 4:30 PM

(Registration Begins at 8:00AM on Friday, April 9th)

This course for licensed mental health professionals will prepare participants to:

- ◆ Identify and differentiate different types of disasters
- ◆ Describe the types of trauma caused by all disasters
- ◆ List common stress reactions to disaster
- ◆ Understand the psychological phases of disaster recovery
- ◆ Understand key concepts of disaster mental health
- ◆ List phase-appropriate disaster mental health services
- ◆ Become involved in organized disaster mental health efforts

This is one of three courses required for anyone who wishes to be a member of the CAMFT Trauma Response Network. (The other two are: one from the Red Cross and the CISM Critical Incident Stress Debriefing.) This workshop will provide participants with essential knowledge and skills for intervening effectively with mental health needs in the complex and intensive aftermath of a disaster.

Diane Myers a licensed Psychiatric Mental Health Nurse is a Faculty member of the International Critical Incident Stress Foundation, Inc. She is the author of three books and over 50 publications on trauma, disaster and critical incident stress. For her further credentials, visit www.icisf.org (Faculty).

(Speakers at SCV-CAMFT events are provided as a service to members & non-members of our chapter and represent their own professional work and opinions.)

Location:

City of Mountain View
Fire Department Auditorium
1000 Villa Street
Mountain View, CA 94041

Cost:

	Register <i>before</i> March 1st	Register <i>after</i> March 1st
Chapter Members	\$200.00	Chapter Members \$225.00
Non-Members	\$225.00	Non-Members \$250.00

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

Register online at <http://www.scv-camft.org/calendar/DisplayEvent.aspx?EventId=86>, by personal check, or by 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.

Space is limited! Must register by April 1st. 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 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. Cancellations may be sent by e-mail to mail@scv-camft.org or voicemail 408/235-0210.

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!

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: eeikin_too@yahoo.com
Phone: 650-571-6342



Santa Clara Valley Chapter
California Association of Marriage and Family Therapists

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.***

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 listserv, 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.
- ◆ **SCV-CAMFT's Mentoring Program** allows members at an early stage of professional development to connect with more experienced chapter members who offer support and guidance.
- ◆ **Involvement in Chapter Groups & Committees** allows you to effect solutions in an area that interests or concerns you. You are welcome to participate in any of the current groups (Therapist Well-Being, Newly Licensed Support, Pre-licensed Support), or committees (Website/Technology, Editorial, Marriage Parity, or Ethics), or to explore starting a new group or committee.
- ◆ **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.

Women's Group

Helping You Access Your Inner Wisdom

- Assertiveness • Childhood concerns
- Life transitions
- Personal growth
- Relationships • Self esteem

Wednesday evenings

**Bascom Avenue, San Jose
near Hamilton Avenue**

Facilitated by:

Claire Adalyn Wright

408-998-7098

Licensed Marriage & Family Therapist

California License #MFC44491

Call for details and for a pre-group interview

KIM IVES BAILEY, CGP, MFT

LAURIE HOFFMAN

Licensed Intern

now forming

ADOLESCENT THERAPY GROUP

AND

YOUNG ADULT THERAPY GROUP

Burlingame

(650) 737-1818

www.counselingforyou.com

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

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.

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.

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

Children's Divorce Support Groups — Addresses family changes and the dynamics of divorce as experienced by children. Allison Petersen, MFT Intern, Supervisor Jamie H. Duddy, MFT. Groups forming October/February/June. Contact Allison Petersen at allisonrpetersen@gmail.com or 650/532-0515.

Is Anger Harming Your Relationship or Career? — It doesn't have to. Learn key skills you need to break the anger habit. For free articles and information call Michael G. Quirke, MFT, 415/820-3943 or visit www.michaelgquirke.com.

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.

Trainee/Intern Group Therapy — Opening in the Trainee/Intern Therapy Group meeting monthly on Fridays 4:00-6:00PM. Hours count triple toward license. \$30. Contact Mary Deger SeEVERS, MA, MFT, 650/342-5099 or seEVERSmd@aol.com.

Anger Management — Is anger causing problems in your life? Learn skills to deal with anger in a healthy manner. Group forming in Santa Clara. Call Judy Hanf, MFT, at 408/440-6274 for further information.

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

GROUPS AND WORKSHOPS

Teen Girls' Groups AND Women's Support Group — TEENS - friendships, feelings, communication, self-esteem and stress using art/drama. WOMEN - relationships, co-dependence, stress, transitions, parenting, and health. Starting March 20th. Lori Levitt, MFT, MFC 43329. www.lorilevittmft.com. 650/794-4828.

Psychotherapy Groups for Young Adults (ages 20 to 35) and Adults (ages 35 to 65) — Three ongoing mixed gender process groups for people who wish to improve their interpersonal functioning. Some members struggle with anxiety and/or depression. Most have a history of unsatisfying relationships or long-standing patterns of social avoidance, withdrawal and isolation. Weekly meetings are facilitated by Alice Sklar, MFT, CGP. For information call 650/961-3482.

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

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.

Financial Counseling Available — If your client struggles with paying bills, can't budget and is overextended, I can help. Using a four-step process people move forward towards becoming financially responsible. For more information e-mail lavpoe@gmail.com.

New Office Location — Rosemary Lutus, MFT, has relocated her office to 400 Carlton Avenue, Suite 8, Los Gatos, CA 95032. New phone number: 408/356-4888. Accepting new referrals for Individuals, Teens, and Couples. Please visit: www.RosemaryLutus.com.

Sandplay and Jungian Consultation Group — Forming now. San Jose area, one Friday morning/month. Maximum 6 people. Call Olivia Heathcote at 408/920-2990 or Jill Kaplan at 650/364-4670 for more information.

FOR CLINICIANS

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

FOR INTERNS

Opening in Intern Therapy Group — Collect your hours faster! Group meets first Friday from 4:00 PM. Counts triples toward licensing hours. \$30 per session. Facilitator: Mary Deger SeEVERS, MA, MFT, 650/655-2718, or seEVERSmd@aol.com.

Our Non-Profit Agency Is Seeking Interns — Teen boys groups meet on Tues. and Wed. from 3:30-6:30. The girls group meets every Thurs. from 3:00-5:30. Supervision is every Thurs. from 9:30-11:30. Please send your resume to: peace2gether@yahoo.com.

JOB OPPORTUNITIES

Internship Opportunity in Hollister — Paid internship available in private practice. Hours are flexible. Clients and supervision will be provided. Bilingual therapist preferred/not required. For more information contact Monica DeVries, MFT, at 831/901-8435, or www.hollistercounseling.com.

OFFICE SPACE

Atherton/Redwood City — 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. 1 year lease. Call Tom, 650/208-8624.

Burlingame — Downtown, furnished office available to sublet in professional building in an excellent location. Cleaning service, kitchen, elevator, and storage space included. Available most days of the week. Contact Maria Rivas-Wolf, maria@peninsulatherapist.com, or 650/208-9815.

Campbell — Sunny office with storage available full time in three room office suite. Reasonable rent. Friendly atmosphere. Quiet location in professional complex near Pruneyard. Ample park-

OFFICE SPACE

ing and easy access 17/280/85. Armaghan Ghassemi, 510/676-5876.

Campbell — Attractive fully-equipped clinic room available to rent from 8:00 to 3:00 daily and weekends. Bright office, with window, includes shared waiting room, kitchen and large group room by arrangement. Second floor, wheelchair accessible location in downtown Campbell, close to light rail station. Great for therapist, life coaches, or trainers. \$20/hour, \$35/day, or \$150/month for one day a week. Call Susan 408/370-9990 ext 3#.

Los Altos — Large, sunny office in professional building available full time in April. Four office suite of mental health professionals includes shared waiting room, kitchen, and group room. Ground floor, wheelchair accessible with ample parking. Office has large floor-to-ceiling windows and an alcove for desk or bookshelves. Contact Jeff Yost, 650/562-3828.

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 Paris, 408/356-1414 ext. 4.

Los Gatos — Downtown suite, sunny, independent air/heating controls, adjoining wall soundproofed, leather couch and recliners, Sandplay/play therapy capacities, M, W, F, and Sat. Contact Pauline, 408/395-1144.

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.

San Jose — Beautiful part-time office in Craftsman style building. Friendly group practice. Wood floors, windows, elegantly furnished. Large waiting room, shared group room, fax/copier. Convenient location off 880. Contact Catherine Curtin, 408/993-3834.

San Jose — Alameda/Hedding: Private office/group room sublet with shared waiting room in quiet, beautifully decorated suite. 1st floor, 120sf, \$150/day, available 2/1. Great fwy access. Large serene group conference room, \$150/day seats 10-12. Call 408/893-4032 for availability. Deposit required.

OFFICE SPACE

San Jose — Be part of a supportive group in Willow Glen, newly remodeled. Space available Monday, Thursday, Friday, weekends. Call lights, weekly case consult, sandplay set-up, janitorial, utilities included. Jill, 650/364-4670.

San Jose — Furnished office in Willow Glen area. Close to 280/17. Large waiting room, wheel chair access, conference room, kitchen. Alliance Counseling Center, 408/293-4489 ext. 11.

San Mateo — Downtown, 520 South El Camino Real, like new, a shared sublease with another therapist, private office (and optional room with sink), shared waiting area, offstreet parking, 3 years left on lease. Contact Information: James Walker, 415/248-5388.

OFFICE SPACE

Pricing Rent: \$750 per month. Available Date: Thu., Dec 03, 2009. Deposit: TBD. Minimum Lease: One Year. Utilities Included: Full Service Property Location 520 South El Camino Real San Mateo, CA. Square Footage: 400. # of Private Offices: 2. Building Class: B. Attributes Office Amenities: Sink, Reception Area, Natural Light, Windows. Powered by www.vFlyer.com, VFLYER ID: 2964556, Photo Gallery.

Seeking Office Space — Within 10 miles of Santa Clara. Desire flexible, hourly arrangement for Thursday and Friday afternoons. Experienced licensed MFT specializing in women with PMD and children. Karen, 310/367-6037, yvonnekt@prodigy.net.

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>.

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).

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.

SCV-CAMFT News

Attention: Editor

P.O. Box 60814

Palo Alto, CA 94306

PERIODICALS
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Permit #010092

Chapter Events

Fri., March 26,

11:30 - 1:30 pm

Lunch served promptly at 11:45

“Awakening to Present Tense in Individual and Group Work with Aging Concerns”

Myrtle Heery, Ph.D., MFT

Michael’s at Shoreline

2960 N. Shoreline Blvd., Mountain View

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

Menu: Chicken Marsala or Crab and Shrimp Cannelloni or Vegetable Brochette

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

DATES TO REMEMBER

- March 15, 2010
May/Jun. Newsletter Deadline
- March 26, 2010
Mid Region Luncheon
- April 9-10, 2010
“Eye of the Storm” Training
- April 16, 2010
South Region Luncheon
- April 22-25, 2010
CAMFT Annual Conference

Fri., April 16,

11:30 - 1:30 pm

Lunch served promptly at 11:45

“Ensnared by the Web: Internet Addiction Across the Ages”

Elaine Brady, Ph.D., MFT

Los Gatos Lodge

50 Los Gatos-Saratoga Rd, Los Gatos

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

Menu: To Be Determined

Register with SCV-CAMFT (see below).
For information regarding the speaker contact Verna Nelson, 408/379-7747.

RESERVATIONS: *You can now register online using your 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 cancellation policy.**