

**A Publication of the
Glendale Area Mental Health Professionals Association
(818) 771-7680 www.psychotherapy.org/gamhpa
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GAMHPA News

On the back of this newsletter is a registration form for our third annual **continuing education conference**, to be held April 5, Saturday, 8:30am-3pm. The topic will be "Breaking the Frame/Expanding the Vision: Psychotherapy, Art Therapy, and the Arts." The event will be held at the McGroarty Arts Center in Tujunga. In addition to a panel of speakers and lunch, we are planning an experiential component. Please contact Larry Brooks, our Program Chair, at (818) 243-0839 or e-mail him at DrLBrooks@earthlink.net for further information. Past events have filled quickly. Including lunch, the cost is just \$45 for GAMHPA members, \$90 for non-members.

Pamela Toll, Board Member, will be spearheading some new ventures for GAMHPA and is discussing organizing some **social events, a mentoring program, or special interest groups** within GAMHPA.

If you have not yet joined GAMHPA, do so today to receive membership until January 2009. A **membership application** form is enclosed in this issue. Dues is a very reasonable \$65 per year for licensed mental health professionals, and all fees go back directly to member benefits. Take the conference and membership is just \$20 more! ?



Yahoo News

News About Our
New GAMHPA Yahoo E-List

Michelle Barone, M.A., M.F.T.,
GAMHPA Board Member,
Yahoo Group Moderator

Professional e-lists are becoming more popular and are proving to be quite useful for networking, sharing professional information, and stimulating conversation. For those in a private practice setting, e-lists are a nice way to stay in regular contact with colleagues and build a referral base.

Our Yahoo E-list is now up and running. We currently have 21 GAMHPA members enrolled. We have had some informative introductions from Martha Carr, Psy.D., L.M.F.T., Megan Bearce, M.F.T., Stacy-Colleen Nameth, L.C.S.W., and Sara Fraser, Ph.D. We also have had some discussions about professional goals and internet blogging.

If you are not yet a member of the Yahoo E-list, please go to www.gamhpa-subscribe@yahoo.com (yes, the letters of GAMHPA are in the wrong order)

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| ? Read | _____ | ? |
| ? Forward | _____ | ? |
| ? Return | _____ | ? |
| ? Keep | _____ | ? |
| ? Discuss | _____ | ? |

Calendar of Events

QUARTERLY NETWORKING LUNCHES

All are welcome.
Bring your business cards.

All lunches 12-1:30pm.
Reserve ahead at
(818) 551-1714.

Wednesday, June 18,
California Pizza Kitchen
101 N. Brand Blvd., Glendale.
Each person pays their own.

ANNUAL CONTINUING EDUCATION SEMINAR

April 5, Saturday, 8:30am-3pm
Breaking the Frame/Expanding
the Vision: Psychotherapy, Art
Therapy, and the Arts"
McGroarty Arts Center,
Tujunga

Registration: Larry Brooks at
(818) 243-0839 or
DrLBrooks@earthlink.net.

BOARD MEETINGS

Fridays, 9:30-11 a.m.
138 N. Brand Blvd., Ste. 300,
Glendale. All are welcome.

| | |
|--------|---------|
| Feb 29 | Jun 27 |
| Apr 11 | Sept 12 |
| | Nov 14 |

and click on "Join This Group." If you need help or detailed information about the sign up process, please e-mail me at michelle@michellebarone.net, or call (818) 951-7744. Please put "GAMHPA Yahoo Group Help" in the subject line.

See you online!

Editor's Note

Definition of "Electronic Mailing List"
From Wikipedia,
The Free Encyclopedia

"An electronic mailing list (sometimes written as elist or e-list) is a special usage of e-mail that allows for widespread distribution of information to many Internet users. It is similar to a traditional mailing list--a list of names and addresses--as might be kept by an organization for sending publications to its members or customers, but typically refers to four things: a list of e-mail addresses, the people ("subscribers") receiving mail at those addresses, the publications (e-mail messages) sent to those addresses, and a 'reflector,' which is a single e-mail address that, when designated as the recipient of a message, will send a copy of that message to all of the subscribers." ?



The Business of Practice

Jim De Santis, Ph.D.

Direct Mail: Treatment of Choice?

Where can you find someone to personally pick up a parcel at your door, transport it anywhere in the United States, and deliver it directly to the door of your reader in two to three days, all for under a dollar? The answer, of course, is at the United States Postal Service.

Although in mental health probably most of our marketing energy and time are focused in personal networking, direct mail can be a useful tool in building a private practice if thoughtfully planned and efficiently executed. Direct mail involves sending a written piece of advertising to a potential customer about what services you offer. Direct mail especially works if it helps you reach your target customer where they shop. Does your potential patient typically shop for someone like you through their family doctor? Their minister? Their chiropractor? Their school counselor? Their attorney? These intermediaries may be the best people to place your advertising.

Direct mail is probably not for general announcements, such as offering garden variety psychotherapy or announcing a new office location. I suspect most lovingly-prepared baronial cards announcing a new office opening unfortunately end up going directly into the round file. Direct mail is more apt to be useful, however, in niche marketing. It will

be salient if it offers specialized services, such as testing, biofeedback, groups, talks, or hypnosis, or if it addresses specialized demographic or diagnostic groups, like very young children or trauma victims. These days, announcing a particular insurance accepted may be relevant in a direct mail piece for generating referrals.

If there are only seven neurologists in town you need to reach then take each of them to lunch, but if you want to reach eighty-five private schools then consider direct mail. The advantage of direct mail is reaching a large number of referrers in a short amount of time at a very low unit cost.

The impact of direct mail depends on your response rate. The typically quoted response rate is two percent. Given this rate, you can estimate the size of a mailing needed to achieve the desired result. If, for example, you want to start a therapy group of six members, and you judge that it may take five inquiries before you fill each chair in your group, you may need to generate thirty phone calls before you can start your group. Then a mailing of 1500 pieces could be a reasonable projection. The cost of a postcard of this scale might be \$650. Sound expensive? Maybe not if the therapy group you start generates \$1300 per month in gross receipts thereafter. After all, good marketing should produce an exponential return on investment.

Your response rate can, however, vary significantly. Firstly, how carefully you have defined your recipient will affect whether your message reaches

your optimal customer. If you are planning to send a letter to physicians about your assessment services, should it go to all doctors in your community or just to pediatricians? Try to reach those who may see more potential patients with issues that are in line with your expertise. Secondly, how clearly you have described the service you offer and the associated benefits and advantages will influence your rate of response. If your basic message only attempts to sell the technical features of your services, such as your theoretical

The format for your direct mail piece can be a brochure or flier, with or without a cover letter and business cards, a periodic newsletter, or a postcard. But when to use which?

orientation, you are not likely to sell much service, except to highly sophisticated, pre-sold consumers. Instead focus on offering solutions to problems. Thirdly, how easily you have made it for the intended user to contact you will affect how many people are likely to respond. If they can, for example, read up on you in detail on your website and e-mail you from there, the consumer may be more inclined to seek services from you these days. Consider enclosing a self-addressed, stamped reply card if you think it will stimulate a better response. I have seen more than a few marketing fliers produced by mental health professionals excited with an idea who, in the rush to get their piece out, neglect the obvious: contact information. Prominently display your name, credentials, office

address, and business phone number. Double check them for accuracy.

Addresses for direct mail are generally stored in a computerized database which allows for easy indexing and filtering, formatting, and updating. You can certainly buy through a mailing list broker in the yellow pages a set of single-use self-adhesive address labels to affix to your promotional piece or a reusable database on a diskette to generate your own labels. The cost can vary considerably depending on how fresh the list (how well the list has been verified) and therefore on the likely number of returns as undeliverable. The larger the number of records you purchase, the lower the cost per address. The cost can range from a few pennies to more than fifty cents per address. Such lists may contain a dummy address

embedded by the seller to flag unauthorized uses, so photocopying a one-use-only set for re-use may subject you to penalties. Usually it is better to develop your own mailing list based on real-world contacts you have made. Build it from the people you know and the business cards you collect.

The format for your direct mail piece can be a brochure or flier, with or without a cover letter and business cards, a periodic newsletter, or a postcard. But when to use which? The advantage of a piece with multiple parts is that each component may have a different application. A cover letter introduces you professionally to your reader, the enclosure may be passed on to a potential patient referral. The

disadvantage is the greater cost and effort in generating and assembling the piece. The advantage of a postcard is the lower unit cost and the more simplified and, therefore, rapid the development of the piece. A postcard lowers the threshold of being read because it doesn't require being opened. The disadvantage of a postcard is less space to develop your marketing message.

Postcards can be printed on a home printer or copier four to a sheet on laser-scored 8½ x 11, 70lb cardstock, available through some office supply stores. A two-pass postcard puts your message on one side and the address information on the other. A one-pass postcard puts your message on the left side of the card and the address information on the right side. The postage rate for postcards is currently just 26 cents.

Most text editing computer programs will include a "mail-merge" feature, the process of inserting a personalization in the body of a mass-produced piece. For example, this process can take a form letter and, instead of saying "Dear Sir:" on each copy, it can insert a customized salutation pulled from your database: letter number one saying "Dear Mr. Smith," letter number two saying "Dear Ms. Jones," letter number three saying "Dear Dr. Johnson." These letters must then be carefully matched up with a matching envelope to the same addressee.

In most mailing situations, you will want to put the statement "Address Service Requested" on the outside, half an inch under the return address area. Doing so will prevent your mailing from being automatically forwarded; however, it will return the piece to you with a yellow label giving

you the addressee's new location so you can update your database with their new information for future mailings.

If you are sending out under 200 pieces, then you may want to assemble the project yourself or hire an enterprising teenager to help you. Direct mail researchers note that a piece is more likely to be opened when it is hand-addressed, has unusual postage, or has information printed on the outside. Don't get gaudy, however.

When your mailing exceeds 200 pieces within a single three-digit zip code, for example "912--", then it is better to go to a mailing house. These are companies which will collate, fold, stuff, address, and stamp your mail and deliver it to the post office. You can provide pre-printed mailing labels but they must be printed in zip code order to get the bulk mail postage rate, or you can provide a digital file of addresses and the mailing house will do the rest. Customarily the labor cost of this service is offset by the lower postage rate you pay for bulk, standard, or pre-sort mail. You can of course apply for a bulk mail permit yourself, but the labor of assembly is still likely to be daunting. Unlike first class mail currently at 41 cents, pre-sort mail is about half that. There are even greater savings if your piece is for a not-for-profit organization or if you print the pre-sort "indicia"—the box with the permit number—directly on your piece where a stamp usually goes. Pre-sort mail is the post office's lowest priority; it may take up to two weeks for your piece to reach its destination, so plan well ahead. I recommend beginning a mailing project like this about two months

before you intend it to reach its reader.

Direct mail shouldn't be relied upon as the only means to get out the word about your practice, but there may be no better way to achieve some types of results.

Jim De Santis, Ph.D., is a clinical psychologist in full time private practice in Glendale. He offers workshops and individualized consultation to mental health professionals on business and entrepreneurship. He can be reached at (818) 551-1714 or JJDeSantis@aol.com. ?

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626.585.8075 ext.108

Melissa Johnson, Ph.D. PSY13102

Top Reasons to Visit GAMHPA Online

1. Online Directory
2. Online Newsletter
3. Online Application Form
4. Links to Member Websites

psychotherapy.org/gamhpa

Winners of Free Advertising

In each issue of the newsletter, we randomly select six GAMHPA members who are awarded the opportunity to distribute their own practice brochure or flier as a newsletter insert at no charge. This benefit is worth \$225 in first-class postage to each winner.

Congratulations go to the following winners:

Steven Brawer, M.F.T.
 Judith Mendelson, Ph.D., M.F.T.
 Barbara Hancock, M.F.T.
 Kristin Cantella, M.F.T.
 Elisse Blinder, Ph.D.
 Anne Warman, Psy.D., M.F.T.

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NPI is a freestanding non-profit institute committed to an integrative study of diverse psychoanalytic schools of thought. Our collegial atmosphere invites curiosity, openness, critical thinking, and a sense of community. We offer small colloquiums of talented creative senior faculty and students. NPI's goal is to enable practitioners to deepen their work with patients while further developing their psychological selves.

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Or e-mail admin@npi.edu

Visit our website: www.npi.edu

Classified Advertising

GROUPS

CO-ADDICTS/CODEPENDENTS GROUP. For partners of sexual addicts. This weekly group allows partners to work through their feelings and problems associated with being the partner of a sexual addict. Partners find out about their role in the "problem" and learn about the disease of sexual addiction. Individual therapy is available, also. Dale K. Rose, M.F.T., (818) 783-1283.

CO-ED ADULT PERSONAL DEVELOPMENT GROUP. Growth group for high achievers who want more out of life—to find lasting intimacy, achieve career satisfaction, and expand friendships. Uses here-and-now interaction to increase self-awareness. Complements concurrent individual or conjoint psychotherapy. Wednesday, 6-7:30pm. Glendale. Jim De Santis, Ph.D., C.G.P., Lic. # PSY10315, (818) 551-1714.

CREATIVE PROCESS GROUP. A group for practicing and aspiring writers, musicians, visual artists, actors, etc., utilizing the "art as practice" Zen approach of Natalie Goldberg. This ongoing workshop will support and energize your creative process. Saturday, 10am-1pm. \$30 per meeting. South Pasadena location. Call Deborah McColl, M.A., M.F.T., at (626) 665-7363.

DEL MAR GIRL POWER. Groups for girls second grade through high school. Promote self-discovery, hardiness, growth-fostering relationships, and empowerment.

Social skills groups also available. Melissa Johnson, Ph.D. (PSY 13102), Institute for Girls' Development, (626) 585-8075, ext. 108.

FAMILY MEMBERS OF ALCOHOLICS/ADDICTS. Small open-ended, insight-oriented Process Group with 12-Step emphasis. Monday evenings, 6:30-8pm, Westside, Colleen Land, Psychotherapist, Addiction Specialist, Lic. # MFT70181, (310) 887-0553.

GAY MEN'S PERSONAL DEVELOPMENT GROUP. Growth and insight-oriented group addresses dating and relationships, career issues, life enrichment. Uses here-and-now interaction to increase self-awareness. Complements concurrent individual or conjoint psychotherapy. Thursday, 6-7:30pm. Glendale. Jim De Santis, Ph.D., C.G.P., Lic. # PSY10315, (818) 551-1714.

INSTITUTE FOR GIRLS DEVELOPMENT SUMMER WORKSHOP SERIES. A fun, in-depth experience in self-discovery and hardiness! 2007 Dates: third-fifth grade – July 9-20th; sixth-eighth grade – July 30-Aug 3; ninth-tenth grade – June 25-29. Activities include indoor and outdoor activities, arts and crafts, journaling and creative writing, skits and role-plays, Yoga, fun activities with guest experts. To learn more please refer to our website: www.InstituteforGirlsDevelopment.com or contact Robin S. Harpster, M.A., L.M.F.T., at (626) 585-8075 x109.

LESBIAN PROCESS GROUP. Ongoing, meets on the second and fourth Tuesday each month from 7-8:30pm. \$50 per month. Openings for 2 people. Maximum 8 women. Interview required. In Sherman

Oaks. Call Dr. Mathis, (818) 386-9028.

MEN'S PERSONAL DEVELOPMENT GROUP. Growth and insight oriented group addresses male-female relationships, career, self-care, and personal fulfillment. Uses here-and-now interaction to increase self-awareness. Complements concurrent individual or conjoint psychotherapy. Thursday, 7:45-9:15pm. Glendale. Jim De Santis, Ph.D., C.G.P., Lic. # PSY10315, (818) 551-1714.

PARENTING GROUP FOR PARENTS OF TEEN AND PRE-TEEN GIRLS. This 12-week group format combines parent education with sharing and support. This group is designed to help parents enhance their relationships with their teens. For more information contact Lisa Blum, Psy.D., Lic # PSY19790, at (626) 585-8075 x104.

SECOND HALF OF LIFE GROUP for women 48+ who are interested in deepening their relationship with the Self through creative activities designed to tap inner resources and promote individuation in a nurturing and supportive environment. Activities include art, music, movement, sand play, meditation, guided imagery, dream work, role play, as well as cognitive exercises and group discussion. Tuesday and Wednesday evening groups in Encino. Limited to six people per group. Concurrent or prior individual therapy recommended. Call Christi at (818) 759-1898.

SUPPORT GROUP FOR MEN GOING THROUGH SEPARATION AND DIVORCE. Starting January 2007. Meets Wednesday eves. 7:30-9pm. \$45 per session. For more information call Larry Brooks Ph.D., Lic. # PSY8161, at (818) 243-0839.

WOMEN COMING OUT 40ish AND BEYOND. This is a group for women who are coming out as lesbians a bit later in life, and/or who find themselves in a relationship with a woman and are struggling to understand what this means for their lives from here forward. Group is in Pasadena, Tuesdays 7:30pm, and cost is \$35/session. Contact Emily Moore, M.F.T., for information at (626) 793-1078.

YOUNG WOMEN'S PROGRAM at the Institute for Girls' Development (for women 18-30). Groups offered: Developing the Creative Self, Healing Body-Food-Soul, Relationships, Transforming Anxiety, Depression, and Stress, Healing from Trauma. Melissa Johnson, Ph.D (PSY13102) (626) 585-8075, ext 108. Program co-coordinator: Psychological Assistant Amy Willcoxon, Psy.D. (PSB 31585).

OFFICE SPACE

BURBANK. Attractive, fully furnished office space available on hourly, daily or monthly basis. All amenities supplied. Waiting room, reception room, call system. Convenient to studios, medical offices and freeways. Call Mimi Davis, M.F.T., at (818) 848-3022 or email miriamdavis@verizon.net.

BURBANK/TOLUCA LAKE. Designer decorated extra large waiting room and extra large office with two windows. Professional building with patient parking. Available mornings Monday, Wednesday, Thursday, and Friday, as well as Thursday afternoons. \$350 per month. Contact Elizabeth Taylor, Ph.D., (626) 792-1103.

EAGLE ROCK. Newly designed suite of three offices with spacious

waiting room in professional building off the 134 freeway. One 208 square foot office with built-in wall-sized shelving, available full time, is appropriate for groups. \$800 per month, including wireless internet connection. Contact Ann Montgomery, Ph.D., M.F.T., at (323) 982-9595.

GLENDALE. Office space available five mornings a week plus Monday and Friday all day. Beautifully decorated with view toward mountains and Pasadena. Receptionist, copier, and full kitchen. Landmark building, corner of Brand and Broadway. Call Tina Clarfield, Ph.D., (818) 507-1550.

GLENDALE. Attractive office space in beautifully restored building at 100 North Brand, corner of Broadway. Available immediately on a shared time basis. Space is open for Wednesday p.m., Thursday a.m. & p.m., Friday a.m. & p.m., & Saturdays. Cost approximately \$370 per month. May be seen by arrangement through call to William Clarke, M.S.W., at (818) 244-1935 or (805) 733-0533. Also may be seen through management office at Suite 200 through call to (818) 244-1935.

GLENDALE. Small, attractively furnished office with window. Pleasant waiting room with lighting system for clients. Office space available hourly or some days per week. Freeway convenient, near downtown area. Call Dr. Joy B. Davis, (818) 203-7672 or doctorjoy@earthlink.net.

GLENDORA. Attractive furnished/unfurnished office in therapy suite. Waiting room, small kitchenette area, off the 210 and 57 freeways. Call Judy McGehee, M.F.T., at (626) 963-3337 or email

jmcgeheepartners@verizen.net. Opportunity to be a part of the CEU programs.

MIRACLE MILE/FAIRFAX DISTRICT. Great location at Wilshire/Fairfax. Attractive two-suite office, fully furnished with all amenities, including parking. Available days, evening, and weekends. Please call Michelle at (323) 931-6025 x0 or e-mail at mcauleyl@sbcglobal.net.

MONTROSE. Office space is available in a comfortable, friendly office in downtown Montrose. The office features three consultation rooms, reception area, restroom, and kitchenette. There is plenty of free parking on the street. Blocks of time are available everyday from 8am to 4pm. Evening blocks are available on Mondays, Tuesdays, and Fridays. Weekends are also available. The first block of time is \$160 per month, and each additional block of time is \$80 per month. For information and to see the office, please call Susie Andruk at (818) 219-3006.

PASADENA. Beautiful, historic Pasadena office near freeways and Old Town. Spacious psychotherapy offices available part time, day, and evening hours. Call light system, waiting room, separate restroom, kitchen, fax, copy machine, DSL with firewall. Contact Harriet Callier, Institute for Girls' Development, (626) 585-8075, ext 106.

PASADENA. Office space available in newly renovated building in Pasadena's Playhouse District. Excellent location. Free parking, handicapped accessibility. Office space leased by the hour, day or 6 hour blocks of time. Spacious, pleasant offices. Opportunities for referrals. Contact Debbie Hedgecock, L.C.S.W., (626)

821-4028.

PASADENA. Part-time and full-time psychotherapy office available in a beautiful historic building near old town Pasadena. Waiting room with separate entrance/exit, reception area, soundproofing, and a light signal system. Please contact Linda Sancerino, M.F.T., (818) 246-5457 or Susanna Friedlander, Ph.D., (818) 548-4770 for further information.

PASADENA. Generous office space available in attractive suite in highly desirable building with quality professionals of varying expertise including psychiatrist, psychologist, and therapists. Hospitable environment. Fully furnished waiting room. Small kitchenette. Secure parking for you and your clients. Call Alejandra Suzuki, M.D., at (626) 396-9598.

PASADENA. Excellent location, historic professional building with handicap accessibility on Colorado at Madison. Comfortably furnished waiting room, large, bright, corner consultation room, reception area, internet connection, office equipment, and chart storage/billing area. Convenient parking. Office is available daily or by half day as of January 1, 2008. Please contact Richard Atkins, M.D. Leave a message with answering service at (818) 249-3770.

SOUTH PASADENA. A very comfortable private adult consultation room with windows and/or a fully equipt children's play room available for rent by the day or in 4-hour blocks of time. Waiting room with separate entrance/exit, visual access to waiting room, parking lot, refrigerator with drinks, microwave, snack closet, buzz system, wheelchair accessible, Internet access, and

bathrooms. Please contact Toni Cavanagh Johnson, Ph.D., at (626) 799-4522 or toni@tcavjohn.com.

GROUPS FOR PROFESSIONALS

COACH available for psychiatrists and M.S.W.s preparing for board exams. Francie Issenman, L.C.S.W., developed and wrote extensive material for the Association for Advanced Training in the Behavioral Sciences (AATBS) preparatory manuals for M.S.W.s preparing for the L.C.S.W. board examination. She also conducted the AATBS training seminars for M.S.W.s in both northern and southern California. Most recently she has been assisting psychiatrists in developing treatment planning and psychotherapeutic intervention skills in preparation for general as well as child psychiatric board exams. For individual or group coaching sessions, please call Francie Issenman, L.C.S.W., at (818) 759-3433.

MARKETING WORKSHOP. New series begins March 25. Not a one-size-fits-all, this how-to workshop is designed for mental health professionals and students/interns wanting to build a private practice. Twelve facilitated biweekly meetings, small group format uses practical lecture and discussion, action-oriented assignments, and peer support. 18 CEUs available for M.F.T.s and L.C.S.W.s. Glendale. Call Jim De Santis, Ph.D., at (818) 551-1714 for information or to register.

THERAPIST'S "GUIDE TO SELF CARE" GROUP. Helping others is our calling, but attending to our own needs is essential to achieving that professional objective. For the mental health professional who wants to create the life they truly want, this support group focuses on listening to

your own biopsychosocial "signals" to maximize the things you enjoy, create an environment you are happiest in, reserve ample time for re-creation, cultivate rewarding collegial relationships, and get more of your important tasks accomplished—in order to achieve personal satisfaction and well-being. On-going bi-weekly small group format, Wednesday, 10-11:30 a.m. Glendale. Jim De Santis, Ph.D., C.G.P., Lic. # PSY10315, (818) 551-1714.

SUPERVISION CONSULTATION GROUP. This group is for licensed mental health professionals who are interested in contemporary psychoanalytic theory. The goal of this group is to provide a place for open, creative discussion of case material with the objective of deepening one's therapeutic work, enhancing one's clinical understanding, and refining one's utilization of theory in practice. Therapists will have the chance to explore the personal dimension of doing therapy, looking at what they bring into the therapy room, their strengths, weaknesses, conflicts, and passions. Contact Larry Brooks, Ph.D., Lic. # PSY 8161 at (818) 243-0839.

SERVICES

ATTENTION DEFICIT DISORDER AND SPECIFIC LEARNING DISORDER. The Assessment Center offers psychoeducational testing to evaluate specific learning disorders, attention deficit/hyperactivity disorder, and emotional difficulties, both in children and adults. Reduce the stress and frustration of an undetected client problem. To discuss a case or receive a brochure, contact Jim De Santis, Ph.D., Lic. # PSY10315, at (818) 551-1714.

BUSINESS CONSULTATION. Private, individualized how-to for mental health professionals and students/interns wanting to start or build a private practice. Formulate goals, identify optimal niches and target markets, design ethical and effective marketing strategy, write effective advertising materials, and track results. Flexible format uses in-person meetings, telephone, and e-mail. Jim De Santis, Ph.D., at (818) 551-1714 or JJDeSantis@aol.com.

COMPREHENSIVE NEUROPSYCHOLOGICAL EVALUATIONS AVAILABLE IN ARMENIAN, FARSI, AND ENGLISH. Dementia examinations and differential diagnosis (e.g., Alzheimer's disease, multi-infarct dementia, depression, other cognitive disorders of the elderly). Unexplained cognitive decline (e.g., memory problems, attention/concentration problems). Other neurological disorders (e.g., seizure disorder, tumors, stroke, Parkinson's disease). Head injuries (e.g., motor vehicle accidents, falls). Psychodiagnostic assessments (e.g., determining degree of thought disorder, delusions). School performance difficulties (e.g., ADD/ADHD, learning disabilities). Competency evaluations (e.g., medical and financial decision-making capacity). Disability assessment (e.g., Worker's Compensation cases). Contact Audrey Khatchikian, Ph.D., at (818) 476-0066.

PRIVATE PRACTICE OFFICE FORMS. Field-tested, up-to-date fast-start kit of forms includes patient intake, financial agreements, HIPAA notice, consents and releases, and clinical assessment forms now available via CD-ROM, hard copy, or e-mail. For more information or to examine samples, visit hometown.aol.com/jjdesantis/

office.html or call Jim De Santis, Ph.D., at (818) 551-1714.

PROFESSIONAL DEVELOPMENT PROGRAMS. PDP is certified by the CAAA and the BBS to provide continuing education to Psychologists, Licensed Clinical Social Workers, and Marriage and Family Therapists. We work with small groups and agencies to design programs to meet your specific needs. Call (818) 243-0839, or e-mail ProDevProg@aol.com for information about our programs.

SPECIAL EDUCATION ADVOCACY. Services provided to parents needing help in obtaining special education services from public schools. This includes the initial assessment as well as supporting parents in the IEP process to make sure their children receive all of the services the child needs. Call Ed Brostoff at (323) 664-9312.

TREATMENT IN ARMENIAN, FARSI, AND ENGLISH: Individual and couple's psychotherapy. Contact Audrey Khatchikian, Ph.D., at (818) 476-0066.

PUBLICATIONS

"BEST THING I EVER DID FOR MY PRACTICE." Field-tested marketing system. How to start your own interdisciplinary professional association like GAMHPA as a successful method to build your own private practice. 226-page text available in ring-binder or on CD-ROM, includes 35 sample forms and cover letters. For further information or to place an order, visit the web at hometown.aol.com/jjdesantis/start.html or call Jim De Santis, Ph.D., at (818) 551-1714.

DIAGNOSTIC TESTING DIRECTORY. No cost to obtain a

copy or submit a listing. New directory for purposes of professional cross-referral, listing 220 psychologists throughout Los Angeles county who offer psychological assessment services, whether educational, neuropsychological, forensic, vocational, custody, or general psychiatric differential diagnosis. View or download from hometown.aol.com/jjdesantis/psychtest.html or call Jim De Santis, Ph.D., at (818) 551-1714 or e-mail to JJDeSantis@aol.com.

GAMHPA MEMBERS DIRECTORY. 117 mental health professionals in the Glendale area, cross-indexed by specialties and insurance accepted. This 65-page directory is available free to review or print from the following internet address: psychotherapy.org/gamhpa. Hard copy available by mail, call GAMHPA at (818) 771-7680.

GROUP THERAPIST DIRECTORY. Request a copy or submit your free listing. Concise, up-to-date directory of outpatient psychotherapy groups in Los Angeles county. 330 facilitators and 880 groups. Edited by a licensed psychologist and certified group psychotherapist. Web page has received over 15,000 hits from visitors. View or download from hometown.aol.com/jjdesantis/grplist.html or call Jim De Santis, Ph.D., at (818) 551-1714 or e-mail to JJDeSantis@aol.com.

PEDIATRIC PSYCHIATRIST DIRECTORY. Concise list of 200 child psychiatrists in Los Angeles county, available on the internet at hometown.aol.com/jjdesantis/pedpsychmd.html.

AFFILIATE AGENCIES

COLDWATER COUNSELING CENTER is a non-profit organization based in Studio City providing depth psychotherapy to adults and children on a sliding-scale basis. All therapists and interns have had, and continue to engage in, extensive personal analysis. The staff--mostly licensed M.F.T.s-- includes three Jungian analysts and a number of analysts-in-training. For information or a brochure, call (818) 508-0703, or visit us online at www.coldwatercounselingcenter.org.

FRONTPOINT CHILD AND FAMILY THERAPY. FrontPoint is an

organization of highly skilled licensed clinicians who specialize in helping children, adolescents, and their families reach their goals. Services include individual, family, and group therapy, parent consultation, play therapy, psychological testing/assessment, and psychiatric services. We also provide individual and couples therapy for adults, and group presentations and trainings for schools, churches, and parent organizations. Fee for service, sliding scale, and most PPO insurance programs accepted. Reduced rates available for psychology graduate students fulfilling their therapy requirement. For more information,

visit our website at www.FrontPoint.org, or call (626) 396-9502.

POSITIVE DIRECTIONS COMMUNITY COUNSELING CENTER, serving the Glendale area community since 1986, offers high-standard, low-fee, short- and long-term psychotherapy. Positive Directions is dedicated to providing excellent psychotherapy to clients who can't afford private practice fees. Substance abuse counseling is also available as well as information and referrals, sober social events, and a variety of self-help meetings. (818) 247-8180, dmccoll@vmhc.org. ?

Why Join GAMHPA?

- Publications* Directories with member names and practice information are published annually, placed on the desks of potential referrers in the community. Newsletters with member advertising and articles are circulated bimonthly to over 750 readers in the local professional community.
- Advertising* Classified ads are free to members. Members are randomly drawn to place their practice flier or promotional brochure with the newsletter at no charge—a \$225 value. Members receive discounts for display advertising, newsletter insert advertising, and mailing list address labels. Member websites are published in the newsletter.
- Visibility* Members can publish articles in the newsletter on professional topics. Members may present a talk to colleagues on a professional topic, advertised as an association program event.
- CEU/MCEP* Reduced rates to members for local continuing education units applicable toward professional licensure renewal.
- Multidisciplinary* Equal membership is offered to all licensed mental health professionals regardless of discipline, reflecting real patterns of professional referral in the community.
- Local* A geographically local membership base reflects how most client referrals are local.
- Inexpensive* Membership dues are lower than most professional associations. Just \$65 per year for licensed mental health professionals, \$45 for students, interns, and allied professionals.

Websites by GAMHPA Members

| | | |
|------------------------------|--|--|
| Michael Barnes, Ph.D. | www.michaelnbarnesphd.com | Private practice |
| Michelle Barone, M.F.T. | www.michellebarone.net | Private practice |
| Megan Bearce, M.F.T. | www.meganbearce.com | Private practice for gifted teens/adults |
| Kate Beiler, Psy.D. | www.katebeiler.com | Private practice |
| Rodney Boone, Ph.D. | www.cbtsocal.com | Cognitive behavioral therapy |
| Larry Brooks, Ph.D. | www.pdpce.com | Continuing education |
| Ed Brostoff | www.specialedhelp.com | Educational advocacy |
| Kristin Cantella, M.F.T. | www.kristincantella.com | Private practice |
| Martha Carr, M.F.T. | www.mcarrmft.com | Private practice |
| Michelle Cauley, L.C.S.W. | www.cauleyassociates.com | Private practice |
| Coldwater Counseling Center | www.coldwatercounselingcenter.org | Clinic |
| Lorraine Cummings, L.C.S.W. | www.caringwithpassion.com | Geriatric care management |
| Jim De Santis, Ph.D. | hometown.aol.com/jjdesantis | Testing, groups, business consultation |
| David D. Fox, Ph.D. | www.psychotherapy.org | Resource center & web hosting |
| Anita Frankel, M.F.T. | www.therapyinla.com/area3.html#anitif | Private practice |
| FrontPoint | www.frontpoint.org | Group practice |
| Enrico Gnaulati, Ph.D. | www.dr.gnaulati.net | Private practice |
| Ira Heilveil, Ph.D. | www.pacificchild.com | Nonpublic agency for children |
| Lorah Joe, L.C.S.W. | www.lorahjoe.com | Private practice |
| Melissa Johnson, Ph.D. | www.instituteforgirlsdevelopment.com | Group practice & resources about girls |
| Karin Meiselman, Ph.D. | www.meiselman.net | Private practice |
| Holly Miller, M.F.T. | www.hollytherapy.com | Private practice & art therapy |
| Thomas Oldenburger, L.C.S.W. | therapist.psychologytoday.com/42652 | Private practice |
| Craig Peterson, PsyD, MBA | www.apapo.org/drcraigpeterson | Private practice |
| Arghavan Sadeghi, M.F.T. | therapist.psychologytoday.com/38050 | Private practice |
| Charles Weinstein, Ph.D. | www.charlesweinsteinphd.com | Private practice |
| Andrew Whaling, M.F.T. | www.great-marriages-now.com | Marriage/relationship counseling |
| Kathleen Williams, Ph.D. | www.psychologist-losangeles.com | Private practice |
| Cathy Wright, L.C.S.W. | www.petgriefsupport.com | Pet loss bereavement services |

If you are a GAMHPA member and have a website you would like to submit for publication in this newsletter and placement as a link on the GAMHPA website, please contact David D. Fox, Ph.D., at (818) 246-3937.

GAMHPA

Glendale Area Mental Health Professionals Association
 Suite 300
 138 North Brand Boulevard
 Glendale, CA 91203-4618
 (818) 771-7680
www.psychotherapy.org/gamhpa

BOARD OF DIRECTORS

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 President, (818) 551-1714

Bonnie Cesak, R.N., L.C.S.W.,
 Membership/Directory Chair,
 Treasurer, (323) 255-3411

Larry Brooks, Ph.D.,
 Program Chair, Newsletter Editor,
 (818) 243-0839

Michelle Barone, M.A., M.F.T.,
 Yahoo Group Moderator,
 (818) 951-7744

Pamela Toll, Psy.D.,
 Events Chair,
 (626) 224-4563

MISSION

Our mission is to advance professional development through networking, continuing education, and public awareness. We offer equal membership to all licensed mental health professionals regardless of discipline. We are an interest group only and do not provide referrals to the community. We are not a profit-making organization.

MEMBERSHIP

Contact any Board member for an application form to join or download a copy from our website. Full Member dues for licensed mental

health professionals, \$65 per year. Associate Member dues for students, interns, organizations, and others, \$45 per year. Dues may be deducted as an ordinary and necessary business expense but not as a charitable contribution.

BENEFITS

Members receive a number of exclusive benefits. Members can present a talk or publish an article on a professional topic. They are listed in the annual membership directory, distributed to the business and professional community, including hundreds of colleagues in the mental health community and posted on our website.

Members can place free classified ads and receive discounted rates for display ads, newsletter flier inserts, and mailing list labels. Members are automatically entered in random drawings for free newsletter insert advertising and for publication of a professional bio in the newsletter. They receive reduced rates for continuing education.

NEWSLETTER

The GAMHPA Newsletter is customarily published bimonthly, distributed to the local mental health community, including Glendale, Burbank, Pasadena, La Crescenta, La Canada Flintridge, Los Feliz, and Silverlake. Contact us to be added to our mailing list. If you have moved, are planning to move, if we are sending your newsletter to a wrong address, or if you wish to discontinue delivery, please notify us.

EDITORIAL POLICIES

GAMHPA encourages members to contribute articles of scholarly or clinical interest for publication. We encourage submissions in computer-readable format. Submissions must be forwarded to the editor by the deadline. Opinions expressed in this newsletter are not necessarily those of the Association or its members. GAMHPA does not endorse any of the products or services advertised.

Newsletter Deadlines

| | |
|-----------------|---------|
| Apr/May Issue | Mar 21 |
| June/July Issue | May 17 |
| Aug/Sept Issue | July 19 |

ADVERTISING

Advertising for services by psychologists or psychological assistants must include the license number of the psychologist.

Advertising Rates

| Item | Member | Non-Mem |
|------------------------|--------|---------|
| Classified ad | Free | \$20 |
| 1/8-page display ad | \$25 | \$50 |
| 1/4-page display ad | \$45 | \$70 |
| 1/2-page display ad | \$65 | \$90 |
| Mailing list, printed | \$15 | \$25 |
| Mailing list on labels | \$25 | \$35 |
| Mailing list on disk | \$80 | \$80 |
| e-Mail list | \$15 | \$25 |
| Newsletter inserts | 17¢ | 29¢ |

Display ads must be camera-ready; submit one copy for each issue. To submit an insert—such as a flier or brochure—provide the number of copies to cover the mailing list. Make checks payable to “GAMHPA.” Due to publication processes, each newsletter is delivered approximately three to four weeks after a deadline.

GAMHPA Newsletter.
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Description of Small Group Workshops

- 1. Body Mind Connections.** Participants will have the opportunity to increase their awareness of the body mind connection, starting with a meditative exercise that gets them tuned in to their bodies, their subtle movements, and breath. Participants will move from that to larger movements that lead to personal exploration and/or to group interaction.
- 2. Collage.** Participants will use magazine photo collage to represent their feelings about their journey as mental health professionals. Through the use of imagery, participants will have a "hands on" experience of the art process from the position of creator and therapist to increase their understanding of the use of art in clinical practice.
- 3. Art as a Therapeutic Tool.** Participants will choose the name that was given to them at birth or a nickname or religious name or a combination of these. They will Scroll that name across paper in colors of their choice, decorate it, and/or write comments about it.
- 4. Evoking Emotional Memory.** Participants will be given ideas to evoke an emotional memory. They will use colored pencils/crayons and paper to express this memory. They will be encouraged to mix and match colors, shapes, words and the paper freely and playfully. The creations will be used to create a group project from which others can add comments and associations of their own.
- 5. In Search of Personal Myth.** We all have our personal myths that guide us/accompany us through our Life Journey. Where are we in our quest for individuation? Participants will use tissue paper as a medium to paint the symbolic expression of their journey at this particular point to better understand the path we call our Life.
- 6. The Poetry Path Toward Knowing the Self & Connecting with Others.** Participants will be invited to integrate Erickson's psychosocial developmental model with contemporary poetry through a process of reading, reflecting, writing, and voluntary sharing. "One day you finally knew / what you had to do, and began..." Mary Oliver, "The Journey."

Location: Conference will be held at the McGroarty Art Center, 7570 McGroarty Terrace, Tujunga.

CEU's: This conference is approved for 5 CEU's for MFT's and LCSW's and has been submitted to the MCEPAA for approval for psychologists.

For more information contact Larry Brooks, Ph.D., at (818) 243-0839 or drlbrooks@earthlink.net. Online application at www.psychotherapy.org/gamhpa

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Registration Form

**Breaking the Frame/Expanding the Vision: Psychotherapy, Art Therapy, and the Arts
Third Annual Conference
Saturday, April 5, 2008**

\$45.00 for GAMHPA members, \$90.00 for non-members. Make checks payable to "PDP," and mail with this form to 138 N. Brand Blvd., Ste. 300, Glendale, CA 91203. PDP will refund fee minus \$15.00 if cancellation occurs prior to March 15.

Name _____ License # _____

Address _____

Telephone _____ E-mail _____

Small Group Workshop Preferences (Please rank order your preferences as A, B, C, D, E, F). We will do our best to accommodate your preferences.

1 _____ 2 _____ 3 _____ 4 _____ 5 _____ 6 _____

Breaking the Frame/Expanding the Vision: Psychotherapy, Art Therapy, and the Arts

Saturday, April 5, 2008

Third Annual Conference

Co-sponsored by Professional Development Programs and the Glendale Area Mental Health Professionals Association

Program Schedule

- 8:30 – 9:00 Registration – coffee and pastries
- 9:00 – 9:30 **Opening Remarks**
Larry Brooks Ph.D.
- 9:30–10:30 **Art and Memory: Visual Memories of the Self**
Robin Vance, M.F.T., A.T.R.-B.C.
- 10:30 – 10:45 Morning Break
- 10:45 – 11:45 **Making Special: Artifacts of the Analyst's Self-Experience**
Rita Coufal, Psy.D., A.T.R.-B.C., L.M.F.T.
- 11:45 – 12:45 **A Conversation Between An Artist And A Psychologist**
Anne Bray, M.F.A., and Carol Blake, Ph.D., M.F.A.
- 12:45 – 1:30 Lunch (provided)
- 1:30 - 3:00 Small Group Workshops
- 1 - **Body Mind Connections: A Movement Therapy Experiential Workshop**
Elisse Blinder, Ph.D., M.A. in Movement Therapy
 - 2 - **Collage**
Nick Ryan, M.F.T., A.T.R.-B.C., Psychoanalytic Candidate ICP
 - 3 - **Art as a Therapeutic Tool**
Sangeeta Levy, Ph.D., L.M.F.T., A.T.R.
 - 4 - **Evoking Emotional Memory**
Nazare Magaz, Ph.D., Psychoanalytic Candidate ICP
 - 5 - **In Search of Personal Myth**
Anne Warman, Psy.D., L.M.F.T.
 - 6 - **The Poetry Path Toward Knowing the Self & Connecting with Others**
Sharon Rizk, Psy.D., L.M.F.T.