

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

If you did not join already this year, there is still time. We publish a **mid-year update** to the directory with any new members who have joined. Page 12 lists the exclusive benefits of GAMHPA membership.

Twenty local area colleagues have joined GAMHPA this year. Their names are listed in the adjoining box at the right of this page. Please offer them all a hearty welcome.

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This issue, Larry Brooks, our newsletter editor, takes a much deserved break but will be back to his regular column next issue.

The upcoming Aging and Long-Term Care seminar fulfills the new **mandated BBS and MCEP requirement**. See the enclosed green flier for registration and full details. ?

Calendar of Events

CONTINUING EDUCATION

AGING AND LONG-TERM CARE

Bonnie Cesak, LCSW, RN
 Sunday, November 14, 2004
 9-12pm, Glendale Adventist Medical Center

GAMHPA members receive \$25 discount off the regular \$70 enrollment fee. Register by calling (818) 771-7680.

2004 BOARD MEETINGS

September 10 December 10
 October 22

New Members

We offer a special welcome to our newest GAMHPA members who joined in 2004:

- Thomas Beck, M.D.
- Frances Brown, L.C.S.W.
- Michelle Cauley, M.S.W.
- Karen Cohen, M.S., L.M.F.T.,
C.C.B.T., C.G.P.
- Joy Davis, Ph.D.
- John Deirmenjian, M.D.
- James Gagne, M.D.
- Shirley Geller, Ph.D.
- Mariah Gomez-Falcon, Ph.D.
- Edith Gore, M.F.T.
- Debbie Hedgecock, L.C.S.W.
- Brockton D. Hill, M.F.T.
- Renata Kerris, M.F.T.
- Eric Levander, M.D.
- Marcel Mendoza, M.F.T.
- Elany Mueller, M.F.T.
- Michael R. Obarski, Ph.D.
- Nick Ryan, M.F.T.
- Judy Schmidt, M.F.T.
- Christi Taylor-Jones, M.F.T.

From: _____

Request Circulation

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

A Conversation With . . .

By Gloria Ashby Dahlquist, L.M.F.T.



**Andrew Whaling,
L.M.F.T.**

*When did you first
know you wanted to
be a therapist?*

WHALING: After finishing therapy for the first time in my late thirties I took several career counseling tests. I was surprised to notice social services as a strength. Following that I took several courses in adult development and family dynamics. Those courses put me on the path to changing schools and becoming a therapist.

What experiences in childhood do you suppose influenced your becoming a therapist?

WHALING: I grew up in a family where all of the physical needs were cared for and most of the emotional needs were ignored or disparaged. As an adult I spent 20 years in business, moving through aerospace, publishing, and computers. On this journey I discovered the difficulty in trying to be successful with an impoverished emotional life. Going into therapy soon after becoming president of a computer software company opened the door to feelings, self-care, and healthy conflict management. This therapeutic healing of childhood deficits was the first step in becoming a therapist.

Whom do you regard as your biggest supporter and/or inspiration?

WHALING: In terms of inspiration, I have learned from so many different approaches and people that I really

can't point to one person as being a beacon or North Star. In terms of support, it's my wife Judy. I work five nights a week, which makes her a single parent most evenings with our 12 and 14 year old boys, helping with homework and managing schedules. Without her understanding and acceptance, my practice wouldn't be possible.

Where did you study?

WHALING: At San Diego State University I received a degree in Physics, followed by a masters in Operations Management from UCLA's School of Management (now Anderson School of Management). Almost 20 years later I received a masters in Theology from Fuller Seminary, followed by a third masters in Marriage and Family Counseling from California Family Study Center (now Phillips Institute).

What do you like most about being a therapist?

WHALING: It's extremely gratifying to see people grow and change. Every once in awhile I can be sitting here and look at someone as they start contemplating a different way of living their life. Without saying a word, their face changes. And I see in that change a different person, a person I've never seen before. I always treasure those moments. It gives me a sense of, okay, now I know where they're going though it may still take them awhile to get there. I'm also really fortunate to work with so many high functioning clients. I run a Single Adult Group on Sunday nights, and many people find me through that group. By the time someone has enough courage to go to a group of singles, a lot of their therapeutic needs have been met. Very often they're coming to the group because

of their therapist's recommendation. So the few people from the group who don't have a therapist and become clients of mine, are usually high functioning.

What discourages you about your profession?

WHALING: I think there are two things: Managed Care and marketing. I don't enjoy paperwork or self-promotion, yet they're both necessary.

What is your general philosophy about your work?

WHALING: Unless someone is clearly lost or evasive, I tend to follow the client. Wherever the client wants to go, that's where we go. Yet at the same time, I've been told, I'm reasonably directive. I'm willing to talk about myself and my own experiences where it seems appropriate, will let them know how their story impacts me as a human being, and talk about why the direction they're going might or might not be a good idea.

In terms of philosophy, I tend to use Cognitive-Behavioral most of the time. Then again with some clients I move into what would probably be called my own version of Redecision Therapy. That involves floating back into the past along the lines of the feelings that are now present, to locate and heal the wound from the past.

(Article continues on page 3.)

A CONVERSATION WITH . . .**Andrew Whaling, L.M.F.T.**

(Article continues from page 2.)

Is self-care an important component of your work, and if so, what are your favorite restorative activities?

WHALING: I have a date at least once a week with my wife and get together with friends and colleagues for lunch regularly. I belong to a church community and enjoy family outings. I also regularly read several alternative health care newsletters. I guess I've been health conscious most of my life.

How would you describe your favorite kind of client?

WHALING: I really enjoy clients who are in their 30s who are starting to look at and evaluate how life really works. It's a combination of standard therapy for healing and mentoring for personal growth. Very often that will include some work on how to manage their career, how to get

along at the office, how to approach their work so they can receive a promotion. That's when I get to take advantage of the fact that I spent 20 years in business. I find it very gratifying to be there at a time when someone is searching and ready to grow, and having the privilege of being involved in their transformation.

What is the primary thing you would want people to know about you?

WHALING: As you've probably noticed, I enjoy two specialties that are very different. One is working with singles who do not want to be single. To this end every Sunday night I lead a singles group called Seminars for Singles, which focuses on improving relationships. I also facilitate 12-week Relationship Groups which focus on strategies for dating, making better choices in a partner, and developing a healthy relationship. The other specialty is working with people who are dealing with problems at work--how to handle their job, politics and priorities

in a way that's going to improve their mental health and career.

If you wish to contact Andy Whaling, L.M.F.T., about groups or for any other reason, he can be reached at (626) 564-0480 or emailed at singledirections@hotmail.com.



Our columnist, Gloria Ashby Dahlquist, is a Licensed Marital & Family Therapist. Her successful fee-for-service private practice is in Toluca Lake. She works

primarily with Gifted Adults and Highly Sensitive Persons who are survivors of childhood abuse or neglect. She tips her hat to James Lipton, host of the popular TV show, "Inside the Actor's Studio," and to her husband and grandchildren, who inspire. ?

Websites by GAMHPA Members

Larry Brooks, Ph.D.	http://www.pdpce.com	Continuing education
Martha Carr, M.F.T.	http://www.mcarmft.com	Private Practice
Sharon Deacon, Ph.D.	http://www.drdeacon.com	Group practice
Jim De Santis, Ph.D.	http://hometown.aol.com/jjdesantis	Testing, group therapy, workshops
David D. Fox, Ph.D.	http://www.psychotherapy.org	Resource center & web hosting
Ira Heilveil, Ph.D.	http://www.pacificchild.com	Nonpublic agency for children
Melissa Johnson, Ph.D.	http://www.girlpowernow.com/	Group practice & non-profit program
Larry Nadig, Ph.D., M.F.T.	http://www.professionalcharges.com	Credit card services
Andrew Whaling, M.F.T.	http://www.great-marriages-now.com	Marriage/relationship counseling
Andrew Whaling, M.F.T.	http://www.singledirections.com	Singles seminars

If you are a GAMHPA member and operate a website that you would like to submit for publication in this newsletter and placement as a link on the GAMHPA website at www.psychotherapy.org/gamhpa, please contact David D. Fox, Ph.D., GAMHPA Webmaster, at (818) 246-3937 or at DavidFox@psychotherapy.org.



The Business of Practice

By Jim De Santis, Ph.D.

Nobody Wants to Buy Therapy

Therapy can be expensive, time-consuming, uncomfortable, and laborious. Nobody really wants to buy therapy—what they want is to buy results.

In the business world, customers are not interested in the features of a product or service. They are not focused on whether the Camry boasts four cylinders or six but in the resulting power and acceleration they will feel on the road. Customers aren't interested in how Coca-Cola is manufactured or in what kind of truck it was delivered but in how it tastes. Customers are interested in outcomes. Those in business for themselves who do not understand this fundamental principle will founder in their attempt to sell otherwise perfectly good products and services.

Clearly, some more psychologically-minded patients may want to buy process work or insight and some less sophisticated patients may buy on the basis of convenience or price alone, yet we professionals in the mental health field are often too eager to tout the features of our work in an attempt to promote what we offer. We may emphasize modalities: "I do mostly individual therapy," "I run groups," "I do psych testing," "I see couples," etc. We may cite theoretical orientations: "I'm eclectic," "I'm cognitive," "I'm psychodynamic," etc. We may point to our credentials: "I'm doctoral-level," "I was trained at such-and-such

school," "I'm certified in the use of technique X," etc. These all essentially are *features*.

Most laypeople seeking mental health services neither know nor care about these aspects of what we do, unless they have already been indoctrinated into viewing these criteria as predicting outcomes. However, what customers are naturally interested in is benefits and advantages.

Business-wise, benefits refer to the meeting of expectations, needs, and wants of the customer. Conducting and citing outcome studies is one means of identifying and articulating benefits. We need not be this concrete, however. One set of desired outcomes typical of the opening phases of treatment is the off-set of a problem or a symptom. Framed in the positive rather than the negative, outcomes may include having a satisfying marriage, socially adjusted and academically successful children, and a rewarding career. These kinds of outcomes are meaningful to people.

Because outcomes are impossible to predict, ethics requires us to avoid guaranteeing specific outcomes in specific cases; success depends on many factors including motivation, effort, and life circumstances. Treatment can result in changes not originally intended such as changes in behavior, employment, or relationships. There is no guarantee that psychotherapy will yield positive or intended results--matters can get worse as well as better. Furthermore, not all expectations are realistic, desirable, or even ethical to attempt to meet.

On the other hand, providing fully informed consent may equally obligate us to cite potential positive outcomes which we and our patients

often are intentionally striving to achieve. Most people who receive treatment do benefit.

In addition to benefits, customers are interested in advantages, which are those ways in which we can be favorably distinguished relative to our competitors. This does not mean somehow criticizing or diminishing our colleagues the way some businesses sell detergent. Moreover, while most ethical codes state in one form or another that we cannot justifiably promote our services as unique, there are aspects of our work that may be distinguishing. Sometimes this is achieved through one's personal life experience base or demographic characteristics. A therapist who is bicultural or who has served in times of disaster may offer something distinct from similarly-trained colleagues.

Beside colleagues, among our competitors are, for example, the sought-after although short-term effects of recreational drugs and alcohol or the pleasure associated with vacations and new car purchases. In a business sense, such things may compete against us for the customer's dollar in the pursuit of well-being. Also, the competition may be the local sliding-scale mental health clinic or the managed care preferred provider panel. In each case, clarify the advantages you offer over the competition. For example, the two cardinal advantages of fee-for-service therapy over using a third-party payor are greater privacy and greater control. These kinds of advantages are meaningful to people.

Good marketing avoids discussion of features and emphasizes benefits and advantages based on an understanding of customer needs and expectations. Nobody really wants to buy psychological services—what we all want are results. ?

Kellogg Ad

Speer Ad

Classified Advertising

GROUPS

AMAC GROUP. (Adults Molested as Children) Small, open-ended women's group, Burbank. Stability & previous or concurrent individual treatment needed. \$180 per month, negotiable. Kathy Downing, M.F.T., (818) 845-0151. Primary therapist's inquiries welcome.

ANGER MANAGEMENT FOR ADULTS. This is a group for men and women who would like to learn how to recognize and utilize their anger in a more constructive way through facilitated discussion and experiential exercises. In a supportive environment, you will learn what your anger will be telling you and how you can appropriately channel it for higher self-esteem and more satisfying relationships. Mondays 7-8:30pm. Fee: \$20.00 per session. California Family Counseling Center, Encino, (818) 386-5690, x474.

ANGER MANAGEMENT GROUP. A 12-week anger management group is held at Valley Community Clinic at 6801 Coldwater Canyon in North Hollywood on Tuesdays from 5-6:30pm and on Wednesday's from 11-12:30. The fee is based on a sliding scale. For more information contact Barbara Ballenger, M.F.T., at (818) 763-1718, ext. 352.

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. Compliments 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 and the inspiring book, *Trust the Process: an Artist's Guide to Letting Go*, by Shaun McNiff. This 16-week workshop will support and energize your creative process through experiencing the "deep ecology of creation." Emphasizes the development of daily meditation practice. Saturday, 10am-1pm. \$22 per meeting. South Pasadena location. Call Deborah McColl, M.A., M.F.T., at (213) 896-5127.

THE DEL MAR GIRL POWER PROGRAM promotes resilience, self-discovery, and empowerment in preteen and teen girls. Groups available for 4th and 5th graders, middle and high school girls, and seniors heading for college. Workshops and consultations available for parents as well. Contact Melissa Johnson, Ph.D., Lic. #13102 (626) 585-8075.

FAMILY MEMBERS OF ALCOHOLICS/ADDICTS. Small open-ended, insight-oriented Process Group with 12-Step emphasis.

Winners of Free Advertising

In each issue of the newsletter, we publish six randomly drawn names of members who are awarded the privilege of distributing their own marketing brochure or flier as an insert with the newsletter at no charge—an \$80 value.

Congratulations to:

Michael Barnes, Ph.D.
Brian Conlan, L.C.S.W.
Jerry Dash, Ph.D.
Mary Anne Gallagher, Ph.D.
Mimi Hanzel, Ph.D.
Sylvia K. Landon, M.F.T.

Monday evenings, 7-9pm, Westside, Colleen Land, Psychotherapist, Addiction Specialist, Lic. #MFT70181, (310) 887-0553.

GAY MEN'S PERSONAL DEVELOPMENT GROUP. Growth and insight-oriented group addresses life enrichment, self-esteem, and personal relationships. Tuesday, 6-7:30pm. Glendale. Jim De Santis, Ph.D., C.G.P., Lic. #PSY10315, (818) 551-1714.

GRIEF GROUP FOR TEENS. When someone close has died, teens can benefit from sharing support, coping with feelings, and working towards healing in this 16-week group. Contact Debra Kuperberg, M.F.T. Intern (IMF 34287), in the office of Melissa Johnson, Ph.D., Lic. #13102, (626) 585-8075.

GROUP FOR LESBIANS WHO ARE PARENTS. Time limited educational and support group for lesbian mothers. Answer questions, share ideas, dispel myths, learn about research, improve parenting skills. Groups forming for mothers of teen and pre-teen children and mothers of new children. Location in Pasadena, cost \$35/session with a commitment to 4-session blocks. Contact Chris D. Cooper, Ph.D., Lic. #PSY17395 at (626) 293-5252.

HEALING AFTER LOSS: THE JOURNEY TOWARD ACCEPTANCE AND RENEWAL. A support group designed to aid in the healing after a loss. In this group you will share feelings associated with loss and explore ways to heal and renew. This group is both educational and experiential. Tuesday 6-7:30pm. Fee: \$35.00 per session. California Family Counseling Center, Encino, (818) 386-5690, x456.

MEN'S GROUP FOR ENDING DOMESTIC VIOLENCE. A group for men who wish to stop angry, controlling or violent behavior. We offer support for facing pain and confusion and the opportunity for growth and change. This group follows probation guidelines for court referrals. Mondays 7-9pm. Fee: \$40 per session, sliding scale available. California Family Counseling Center, Encino, (818) 386-5690, x437.

MEN'S GROWTH & SUPPORT GROUP. 1-1/2 year old established Burbank men's group presently has one opening. Dynamic process and insight oriented group working on self-enrichment, mutual respect, and insight. This ongoing weekly group has excellent cohesion and works in an atmosphere of safety. Interview or brochure by contacting Andrew Sway, M.A., L.M.F.T., Lic.

#MFC34846, (818) 829-7900.

MEN'S PERSONAL DEVELOPMENT GROUP. Growth and insight oriented group addresses male-female relationships, work life, coping, and roles. Thursday, 6-7:30pm. Glendale. Jim De Santis, Ph.D., C.G.P., Lic. #PSY10315, (818) 551-1714.

MEN'S GROWTH-SUPPORT PROCESS GROUP. Monday 7-8:30 PM. New group starting. Safe environment. \$45/session with discounts available. Call for referral, brochure, or intake assessment appointment. Andy Sway, MA, LMFT, MFC34846, (818) 829-7900.

OPTIONS TO ANGER FOR TEENS: AN ANGER MANAGEMENT AND VIOLENCE PREVENTION GROUP. Interactive program is designed for today's teenager. This is a structured series of meetings where adolescents will learn how to recognize their escalating feelings of tension and frustration that can lead to anger and violence. Ongoing group meets Thursday 7-8:30pm. Fee: \$20 per session. California Family Counseling Center, Encino, (818) 386-5690 x481.

PARENTING GROUP (English). "Parenting is not about being perfect, it's about being Effective." In a supportive group with other parents, using the STEP guide you will learn: what your children want when they misbehave; how to handle emotions: your children's and your own; ways to use encouragement to build self-confidence and self-esteem; how to really listen to your child. Monday 7-8:30pm. Fee: \$25/individual, \$40/couple (per session). Discount if paid in full: \$160/8 weeks/individual, \$280/8 weeks couple. California

Family Counseling Center, Encino, (818) 386-5690, x460.

PERSONAL GROWTH AND SUPPORT GROUP. Leaderless, introspective, longstanding, seeks new members, male and female. No charge. Meets alternate Saturdays in members' homes. Contact Gil Speer at (323) 661-7769, gilstchr@aol.com.

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, dreamwork, 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) 906-0406 x3.

SINGLES 12 WEEK RELATIONSHIP GROUP. A 12-week time-limited co-ed group allowing singles to prioritize their personal lives, connect with other thoughtful singles and discover what needs to be done to move towards dating more or developing a loving long-term relationship. Issues usually include letting go of unhealthy relationships sooner, building trust in self and others, making better choices, limit-setting, healing past hurts, and knowing where to go/what to do to "get out there" in safe, productive ways. Groups last 12 weeks, with a new group forming every six weeks, \$40/week. Monday evenings from 8:15-9:45pm or Wednesday evenings 7:15-8:45pm in downtown Pasadena. Call Andrew Whaling, M.F.T., at (626) 564-0480.

SMOKING CESSATION. A 7-week group to stop smoking is held at Valley Community Clinic at 6801 Coldwater Canyon in North Hollywood. There is a very small nominal fee based on a sliding scale. For more information contact Barbara Ballenger, M.F.T. at (818) 763-1718, ext. 352.

STRESS MANAGEMENT TRAINING. An education and process oriented training course to help participants understand the physiology and psychology of stress and learn skills to manage physical, emotional, and behavioral reactivity. For men and women with chronic health conditions as well as those overwhelmed by fear, anxiety, and anger due to a variety of life events. This is an ongoing 12-session course. Participants may join at any time. Tuesdays from 6:15-7:30pm in Pasadena. For more information please contact Michael Obarski, Ph.D., or Peter Sepsis, M.S., M.P.H., at (626) 943-4084.

SUPPORT GROUP FOR PARENTS OF CHILDREN WITH ADHD. This group will offer education and support to parents whose children have Attention Deficit Disorder. This group will help parents strategize their way through the maze of information and support services available for their child. As a parent of two ADHD children, Susan can speak with empathy and experience. She will offer valuable tools for dealing with problems related to discipline, organization, self-esteem, and school work. She will also teach parents how to advocate for their child in various environments. Fee: \$35 per week. Call Susan Papalia, M.F.T., member of CHADD, at (626) 798-5073.

WOMEN'S SUPPORT GROUP. For women ages 30-55 who have had brief interventions in individual treatment and would like ongoing therapy that focuses on personal growth, interpersonal relationships, and ongoing improvement in symptoms of mild to moderate depression and/or anxiety. This group is designed to provide both support and insight for growth. Glendale. Call Bonnie Lowry, M.A., M.F.T., for details, (818) 240-0340.

YOU AND YOUR TEEN - A PARENTING GROUP. This 16-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 Melissa Johnson, Ph.D., Lic. #13102, (626) 585-8075.

OFFICE SPACE

ATWATER. Office available at Los Feliz Boulevard location in suite of five psychotherapists. Hourly, part-time, or full-time available. Contact David Willoughby, at (323) 661-4270.

BURBANK. Spacious and windowed office. Comfortably furnished with play therapy supplies available to share. Freeway convenient and central to SFV, LA, Hollywood, SGV. Ample free street & residential parking. All therapist suite with signal lights, refrigerator, microwave and waiting room. \$11/hr or \$130/day monthly. Discounts for multiple day/week monthly commitment. Andy Sway, LMFT. Cell: 818/620-3307, VM-pager (818) 829-7900.

BURBANK/TOLUCA LAKE. Part time space available. Three office suite with waiting room, beautifully furnished in antiques. Charming brick

building in heart of media district. Call Annie, (818) 558-3922.

BURBANK/TOLUCA LAKE/NORTH HOLLYWOOD. Call lights, well-furnished, security. Convenient to San Fernando Valley, Los Feliz, Glendale, Hollywood Hills. Sublet part time, various days, evenings; all offices windowed. Kathy Downing, (818) 845-0151.

GLENDALE. Multidisciplinary group practice has office space for rent in large, centrally located suite near the juncture of Glendale and Burbank. The suite contains signal lights, fax, large waiting room with separate rest room for clients, kitchen, and separate exit. Psychiatric consultation available. One large window office is available Mondays and Thursdays. A large office and group room will be available June 1st, three days a week. Cost for one day is \$125 per month. Please contact Brian Conlan, L.C.S.W., or Manohar Shinde, M.D., at (818) 956-0101.

GLENDALE. Psychotherapy office for rent. Prime downtown Glendale location in The Exchange. Looking for clinician with five or more years of professional experience to rent a full-time windowed office in a suite with a group of well-established psychotherapists. Opportunity for cross-referrals and collegial relationships. Waiting room, call light system, acoustical insulation, kitchen. Handicap-accessible. Near restaurants & shops. Covered off-street parking. Close to three freeways--134, 5, 2. Contact Jim De Santis, Ph.D., at (818) 551-1714 or JJDeSantis@aol.com.

MIRACLE MILE LOS ANGELES. Great location on Miracle Mile. New psychotherapy office, fully furnished with all amenities. Available days,

evenings, and weekends. Parking available. Monthly rate is \$275.00. Call Lorah Joe, (323) 353-8546.

PASADENA. Great location, near freeways and Old Town, available mornings plus Friday and Saturday. Mountain views, new furniture, your own indoor parking space. Receptionist, large waiting room, separate exits, easy freeway access and parking lot for clients. A quiet building, wonderful staff, with the following 24/7: security, use of different size group rooms, or conference rooms to see clients outside of regular hours, kitchen, brewed coffee, fax and copiers. Please call Andrew Whaling, M.F.T., at (626) 564-0480.

PASADENA. Part 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 Susanna Friedlander, Ph.D., at (818) 548-4770, or Linda Sanserino, M.F.T., (818) 246-5457 for further information.

PASADENA. Office space to lease by the hour or day, part-time. Large office. Convenient location, free parking for clients, handicapped accessibility, FAX/phone. Spacious office great for child therapist as well as therapists just starting out. Located in Playhouse district of Pasadena. Opportunities for referrals. Contact Debbie Hedgecock, L.C.S.W., at (626) 821-4028.

SILVERLAKE. Office hours available in two desirable spaces. 1) Wednesday afternoon and Saturday hours in large second-floor space in well-located building (w/o wheelchair access), near popular eateries; 2)

Large variety of hours, cozy space in chiropractic suite, also near popular cafes and shops. Anita Frankel, M.A., M.F.T., (323) 661-0297 or afrankel@earthlink.net.

WILSHIRE DISTRICT: Between USC and Larchmont Village, 3 miles southwest of (2) Fwy dead end. Attractive/view office suitable for group therapy. Affordable, ideal second office or practice-building location, security too. Call Rhea Johnson (Tues-Sats), (213) 388-0262.

GROUPS FOR PROFESSIONALS

COACH available for psychiatrists and MSWs 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 MSWs preparing for the LCSW oral board examination. She also conducted the AATBS training seminars for MSWs 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 FOR MENTAL HEALTH PROFESSIONALS.

Third year of successful how-to workshops designed for mental health professionals and students wanting to build a private practice. 12 facilitated meetings biweekly. Action-oriented small group using a didactic, peer support, and homework format. Now offering Tuesday morning, Thursday evening, or Saturday afternoon sections. 18 CEUs

available for MFTs and LCSWs. Glendale location. Call (818) 551-1714 for information or to register today.

SUPERVISION CONSULTATION GROUP. Earn Continuing education hours while participating in a small, time-limited group that provides supervision and support to clinical supervisors. Contact Larry Brooks, Ph.D., Lic. # PSY8161, at (818) 243-0839.

SERVICES

ACCEPT ATM, DEBIT AND CREDIT CARD PAYMENTS for your professional services. Service developed by psychologists specifically for mental health professionals. Very easy to use. Fair rates, no long-term contract, no expensive equipment to buy or lease. Check it out at: www.ProfessionalCharges.com, or contact Larry Nadig, Ph.D., at (818) 240-8295.

ATTENTION DEFICIT DISORDER AND LEARNING DISABILITIES. The Assessment Center offers psychoeducational testing for specific learning disabilities, 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 us at (818) 551-1714. (Lic. #PSY10315).

NUTRITIONAL THERAPIES for anxiety, depression, OCD, ADD, and mania, addressing the underlying causes of these problems such as PMS, Menopausal Syndrome, yeast (Candida), parasites, food reactions, chronic fatigue, fibromyalgia, and heavy metal toxicity. Can be used to augment medication or in place of it.

Contact Nancy Mullan, M.D., at (818) 954-9267.

PROFESSIONAL DEVELOPMENT PROGRAMS. PDP is certified by the CPAA 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.

PSYCHOLOGICAL ASSESSMENT. Psychological assessments provided are designed to help with diagnosis and treatment planning for clients age 18 and over. This can be especially helpful with new clients or clients with a complex presentation. Fees are reasonable, and reports are comprehensive, integrating material from interview and a battery of tests selected to answer your diagnostic and treatment questions. Contact Chris D. Cooper, Ph.D., Lic. #PSY17395, at (626) 293-5252.

SPEAK SPANISH CONFIDENTLY! Expand your practice and employment opportunities. Native Spanish Speaking MFTI (and former language teacher) interviewing now for 12 students, including interns, psychotherapists, psychologists and/or Social Workers for intensive 6 month Spanish class. Two groups beginning July 2004 in Silverlake/Los Feliz area and Westside. For more information, call Guillermo Brzostowski, M.A., (323) 342-9866 or (323) 663-2998.

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.

PUBLICATIONS

BUY-ONE-GET-ONE-FREE book offer! Order "Adoption Forum" by Kasey Hamner (List Price: \$17.95) and receive "Whose Child?" by Kasey Hamner (List Price: \$14.95) free!! \$17.95 + \$4.50 S&H + \$1.48 = \$23.93. Send Check/Money Order payable to Triad Publishing. Mailing address: Triad Publishing, PO Box 299, Verdugo City, CA, 91046. Or, send your order by email to: TriadPublishing@comcast.net and we will send invoice with shipment. Phone/Fax: 818-293-1505, Website: www.KaseyHamner.com.

GROUP THERAPIST DIRECTORY. List therapy groups that you facilitate. Concise, up-to-date directory of outpatient psychotherapy groups in the Los Angeles metropolitan area. Over 200 facilitators and 400 groups already listed. Edited by a licensed psychologist & certified group psychotherapist. Web page has received over 2,000 hits from visitors. View or download from the internet at <http://hometown.aol.com/jjdesantis/grplist.html> or call (818) 551-1714 to request a copy or place your free listing.

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.

INSIGHT TREATMENT PROGRAMS. An intensive outpatient adolescent program for teens and their families. Four-day program modalities include individual, family, and group process. Parent participation is required. Consultation and assessments available for parents. For more information contact Daniel Leon, L.C.S.W., at (626) 564-2703.

POSITIVE DIRECTIONS COMMUNITY COUNSELING CENTER, serving the Glendale area community since 1986, offers high-standard, low-fee, short- and long-term psychotherapy. With the exceptional ratio of one supervisor per three interns, 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, CounselPD@AOL.com.

T.H.A.W. A safe harbor in which to continue the healing process through classes in creative expression, including body image, body movement, yoga, writing, tai chi, and acting. For women who have suffered from physical or emotional abuse, including domestic violence, rape, and incest. Clinically supervised. Sliding-scale fees. Tuesday, Thursday, Friday. 9am-1pm. For intake evaluations, contact Wendy Clarke, M.A., or Leslie deBeauvais, at Theater of Hope for Abused Women, (818) 766-9702. ?

GAMHPA

Glendale Area Mental Health Professionals Association
Suite 300
138 North Brand Boulevard
Glendale, CA 91203-2620
(818) 771-7680
www.psychotherapy.org/gamhpa

The mission of the Glendale Area Mental Health Professionals Association 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.

BOARD OF DIRECTORS

Jim De Santis, Ph.D.,
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(626) 798-5073

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Program Chair, Newsletter Editor,
(818) 243-0839

Gloria Ashby Dahlquist, M.F.T.,
Member at Large,
Newsletter Columnist
(818) 766-9348

MEMBERSHIP

Contact our Membership Chair for an application form to join. Full Member dues for licensed mental health professionals, \$60 per year.

Associate Member dues for students, interns, organizations, and others, \$40 per year. Dues may be deducted as an ordinary and necessary business expense but not as a charitable contribution.

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 members directory distributed to the business and professional community, including 550 colleagues in the mental health community and posted on our website. They 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. Members 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 Canada, Los Feliz, and Silverlake. Contact us to be added to our mailing list. If you moved, plan to move, or we are sending your newsletter to a wrong address, please notify us with your correct address. If you are receiving this newsletter and wish to discontinue delivery, please let us know.

GAMHPA encourages members to contribute articles of scholarly or clinical interest for publication. Authors should clarify questions of suitable content with the editor prior to submission. 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 Submission Deadlines

Sept 17 Oct/Nov Newsletter
Nov 18 Dec/Jan Newsletter

ADVERTISING

Deliver advertising by the submission deadline to the editor. 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	\$15
1/8-page display ad	\$20	\$45
1/4-page display ad	\$40	\$65
1/2-page display ad	\$60	\$85
Mailing list, printed	\$10	\$20
Mailing list on labels	\$20	\$30
Mailing list on disk	\$75	\$75
e-Mail list	\$10	\$20
Newsletter inserts	15¢	25¢

Display ads must be camera-ready; please submit one copy for each issue in which it will appear. To submit a newsletter insert—such as a flier, brochure, or postcard—provide a sufficient number of copies to cover the mailing list. Postcard and brochure inserts must be no larger than 3 3/4" x 9 1/8". Make checks payable to "GAMHPA." Please note that due to publication processes, each issue of the newsletter is delivered approximately three to four weeks after our submission deadline.

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Why Join GAMHPA?

Many of our Newsletter readers and Membership Directory recipients believe they are members of GAMHPA when they are not. In fact, 80% of our circulation are not members. If you have not completed an application or renewal and paid dues annually, then you are not a member. You can determine if you are a member by looking at the mailing label on the envelope. Only members receive the following additional benefits.

- Publications** Directories with member names and practice information are published annually, placed on the desks of over 500 potential referrers in the community. Newsletters with member advertising and articles are circulated bimonthly to over 500 readers in the local professional community.
- Advertising** Running classified ads for groups, services, and office space are free to members. Members are randomly awarded the opportunity to bundle their practice flier or promotional brochure with the newsletter at no charge—an \$80 value. Members receive discounts for display advertising, newsletter insert advertising, and mailing list address labels.
- Visibility** Members can publish articles in the newsletter on professional topics to gain collegial exposure and respect. Members are randomly selected to be featured in a biographical interview in the newsletter. 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 good 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 the fact that most client referrals are local.
- Inexpensive** Membership dues are lower than most professional associations. Just \$60 per year for licensed mental health professionals, \$40 for students, interns, allied professionals, and organizations.
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For a membership application form or to renew your expired membership, call GAMHPA at (818) 771-7680 or visit <http://www.psychotherapy.org/gamhpa>.