

A Publication of the
Glendale Area Mental Health Professionals Association
(818) 771-7680 www.psychotherapy.org/gamhpa
Aug/Sept 2006 ? Volume XIV Number 4 ? Circulation 655

GAMHPA News

The GAMHPA Membership Directory, a local referral resource for over a decade, has been updated for 2006. Soon to be mailed to members, it is now available on the internet for download at www.psychotherapy.org/gamhpa. Many thanks to Bonnie Cesak, our Membership Chair for accomplishing this challenging assignment. Thanks also to David Fox, our former Membership Chair for his assistance.

In this issue, Gloria Dahlquist, our columnist, interviews GAMHPA member, Lorah Joe, L.C.S.W. Our readership continue to provide us with feedback that these biographical sketches are interesting and informative.

Jim De Santis provides another installment in a series on the business aspects of private practice: competencies required for marketing mental health services.

Our next quarterly networking lunch will be in October at Notte Luna in Glendale. Please see the calendar of events for details.

Our next continuing education event is being planned for early 2007 on the topic of diagnostic dilemmas. If you would like to contribute to the planning of this event, please contact Larry Brooks, our program chair. ?

Calendar of Events

QUARTERLY NETWORKING LUNCHES

All lunches in Glendale.
12-1:30pm, Wednesdays.
Separate tabs. Call ahead to reserve at (818) 551-1714.

Oct 18, Notte Luna Restaurant,
113 N. Maryland Ave.

CONTINUING EDUCATION

"Diagnostic Dilemmas"
Planned for early 2007.
CEUs will be offered.
Contact Larry Brooks for details at (818) 243-0839.

BOARD MEETINGS

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

September 15
November 10

Call ahead to let us know you are coming at (818) 551-1714.

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A Conversation With . . .

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



**Lorah Joe,
L.C.S.W.**

When did you first know you wanted to be a social worker?

When I was 14, in ninth grade. We were discussing career day, and various career options. We learned what we needed to do in order to stay on the path we chose. My school was very good at fostering hope and dreams. At that time I knew I wanted to work with children because I was active in my community performing as Candy Striper at a local hospital, participating in Girl Scouts and Traffic Reserve. Counseling seemed to be a good fit for me.

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

I grew up in a family that prides themselves on helping others. My parents took in a few of my cousins because their family home life was unstable. My parents helped them to secure an education, live within a home structure that provided limit setting and parental guidance. So from elementary age, my home was open to other family members that needed help. I have a sister four years older, and she and I learned to

share our toys, games, books, etc. My parent's values and beliefs around helping other was a huge influence on me.

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

My mother and father. They're both very hard working adults who come from very poor backgrounds. My father comes from a family of 13, and my mother comes from a family of 11. As they each grew older and worked very hard, they attained a vast amount of wealth and they are proud to have comfortable material things of worth, but also very much appreciate the quality of life and what is most important to them, which is family. My father was born in Louisiana and

psychology at University of California Santa Barbara. Then I went to University of Southern California for my Master of Social Work in 1998. UC Santa Barbara has a very good sociology program, and during my study, I was introduced to the concept of residential care and treatment, which is dedicated to improve the lives of individuals who are unable to live at home. I worked at a place called Devereaux in Santa Barbara, a multi-service treatment facility specializing in residential and outpatient services for children and adults who suffer from developmental disabilities. I was employed as an Independent Living Skills Counselor and as a Job Coach. I also became a volunteer for an outside group home as a homework tutor /mentor specializing in Math, English, and Science. So from early on in my career, I became immersed in the quality of care and treatment of others in need.

I sincerely believe in the concept of joining with the family and coming to an understanding what their experiences mean to them.

grew up in Portland, Oregon during the 50s, where life on the west coast offered more opportunities for blacks and their families. When he became an adult, he moved to Oakland, California, where he met my mother. My mother grew up in Oakland. They married and started their family there.

Where did you study?

I graduated from Skyline High School in Oakland, California. I received my bachelore's degree in sociology and

The opportunity to work with so many different populations (age, ethnicity, families, children, individuals) and to understand what their needs are, their strengths, what they are aspiring to and what their real potential is untouched. I look forward to witnessing their growth and their ability to enhance their lives positively. In return, I have the pleasure to get to know them and feel rewarded for helping them attain their goals.

What discourages you about your profession?

The fact that the need to help is never ending. There is never a point at which there is not someone who is in need of help. There are families, children, individuals in constant need of help. It would be wonderful if our society were free of hunger, poverty, abuse, neglect, oppression of any kind, children without parents, etc. There is just no end to it. At the same time, I am grateful that there are people who share my belief and mission that these people can be serviced with an array of community resources and support. It is a wonderful feeling to see how our community stretches out to help people in need.

What is your general philosophy about your work?

I am solution focused. I go in with a mindset that the people I am meeting need coping skills and solutions to their misery. The work is about trusting the process that they themselves can discover the answers to their problems, and there will be people available to help them through their struggles. When working with families I have been influenced by Salvadore Minuchin. I sincerely believe in the concept of joining with the family and coming to an understanding what their experiences mean to them. I see myself as a link between the problem and the solution.

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

Extremely. I take care of me. Well being is the key to mental health. I

exercise, eat well, enjoy life with loved ones and live through my body, energy and mind. I have a three-year-old son and enjoy being a mother, traveling, cooking and writing. My work is very demanding and it takes a lot of energy to help someone else. I am always striving to be conscious of self care and my mental health.

How would you describe your favorite kind of client?

Motivated, eager and willing to take chances, and consistent would be my favorite, however, realistically, adolescents give me the most reward. They continue to explore and push boundaries with self and others in regards to independence, socialization skills, autonomy and the need to be heard. I am always amazed by their resilience and strength to survive amidst heartache, despair and life disappointments.

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

My work is what helps me appreciate the lives of others and myself. As a result, I am writing an illustrated children's book about what it means from a child's perspective to live in foster care.

Lorah Joe, L.C.S.W., is in private practice at 6210 Wilshire Blvd., Suite 207, Los Angeles 90048. She can be reached at (323) 931-6025. Also, she serves as Residential Clinical Director at Penny Lane Centers in North Hills, California.



Our columnist, Gloria Ashby Dahlquist, is a Licensed Marital & Family Therapist. Her successful fee-for-service private practice is in Toluca Lake, California. She works primarily with Gifted Adults and Highly Sensitive Persons who are survivors of childhood abuse or neglect. She may be contacted at (818) 766-9348 or gloriadahlquist@aol.com. ?

Winners of Free Advertising

In each issue of the newsletter, we select randomly-drawn members who are awarded the opportunity of distributing their own practice brochure or flier as a newsletter insert at no charge—worth over \$250 in postage costs alone.

This month, congratulations go to the following winners:

Eileen Beirich, M.F.T.
Tina Clarfield R.N. Ph.D.,
M.F.T.
Miriam Davis, M.F.T.
Laura Filip L.C.S.W.
Shiela Goss, M.F.T.
Steven Horwitz, M.D.



The Business of Practice

By Jim De Santis, Ph.D.

Your Marketing Competencies

What abilities do you need to market your practice well? Several factors should be evaluated in order to answer this question.

Assuming you already know who is your optimal customer, where do they shop? That is, what are the marketing channels your optimal customer will turn to in order to find your services?

Standard examples in business include yellow pages display advertising, mail-order catalogues, and television commercials. In the mental health arena, common channels include local yellow pages ads as well as mental health insurance customer service "800" numbers, both of which have significant limitations in reaching optimal fee-for-service clients. Word-of-mouth remains a much-respected, although uneven, channel for finding a therapist. Increasingly, the internet is now being relied upon to research products and services and make comparative shopping choices.

Remember, when using the term "customer" in the mental health private practice context, we don't necessarily mean "client" or end-user. The optimal mental health "customer" may in fact more than likely be a referral source or to a lesser extent a third-party decision-

maker. Your optimal customer may be someone to whom a potential client comes for good judgement, experience, and guidance, such as a health professional, religious leader, or legal or financial advisor. While a third-party decision-maker may often be an institutional payor, they can also be a parent who is footing the bill. So, for example, if we offer a specialty niche within the mental health field, our optimal customer may be those professional colleagues who do not share the same domain of expertise but who offer complimentary services. In this example, the professional conference environment or the office rolodex may be how the customer "shops."

Once your optimal customer's shopping behavior is mapped, the next factor to consider is what are the underlying competencies that are needed to access and use these marketing channels well?

Once your optimal customer's shopping behavior is mapped, the next factor to consider is what are the underlying competencies that are needed by you to access and use these marketing channels to reach your customer with your message? Conceptually, some typical examples of marketing competencies include confidence and assertiveness, self-esteem, verbal fluency, decisiveness, and the ability to negotiate. How do these express themselves in the marketing enterprise? Are you better

at public speaking? At networking? Phone calls? Writing? Graphic arts? Organizing groups of people? Community volunteer work? Teaching?

Once these competencies are identified, ask yourself whether you have these competencies? Confidence, self-esteem, and assertiveness are often our stock in trade, yet we may not readily apply these in our own marketing endeavors. Can you be assertive at social networking mixers or do you tend to gravitate to familiar people? Can you accept compliments from referrers when they report you have helped them or do you un-do praise?

Are you consistent about booking public-speaking engagements or do you have trouble promoting yourself to new organizations? Can you negotiate fees and contracts flexibly or do you usually underbid yourself? Do you tend to procrastinate over making phone contacts with people or are you comfortable with initiating "cold calls"? Can you ask directly for referrals or do you feel it is shameful to not have a full client-load already?

"Work" is what we do when we wish we were doing something else. What marketing activities do you enjoy? If you know what these are and draw on them, you can maintain your marketing activities effortlessly throughout your professional career. Is it a pleasure dropping in? Do you like providing introductions between colleagues? Do you enjoy cooperative efforts with medical or educational communities in town? Is it fun to host events? Is seeing your

writing in print a pleasure? Are one-to-one meetings with colleagues something you look forward to? Do you like selling that involves technology? Do like to speak extemporaneously in front of civic groups?

If your competencies match your customer's shopping behavior, and you enjoy these competencies, then you have found a highly efficient marketing channel. If you don't have competencies that are called for by the type of client you seek and the shopping behavior they use, don't give up. You may have to consider how to develop those skills that are needed; can you cultivate these competencies through training and

practice? Or can you innovate on ways to reach your customer? The best approach to networking is identifying how and where your optimal customer naturally shops and drawing on your strongest marketing competencies to put your message in front of them.

Jim De Santis is a clinical psychologist in full time private practice in Glendale. He offers workshops and individualized consultation to professionals on business and entrepreneurship. He can be reached at (818) 551-1714. ?

Websites by GAMHPA Members

Larry Brooks, Ph.D.

www.pdpce.com

Continuing education

Martha Carr, M.F.T.

www.mcarrmft.com

Private practice

Lorraine Cummings, L.C.S.W.

[www.caring with passion.com](http://www.caringwithpassion.com)

Geriatric care management

Jim De Santis, Ph.D.

hometown.aol.com/jjdesantis

Testing, groups, business consultation

Rosalie Finer, Ph.D.

www.rosaliefiner.com

Private practice

David D. Fox, Ph.D.

www.psychotherapy.org

Resource center & web hosting

Ira Heilveil, Ph.D.

www.pacificchild.com

Nonpublic agency for children

Melissa Johnson, Ph.D.

www.girlpowernow.com/

Information & resources regarding girls

Melissa Johnson, Ph.D.

www.instituteforgirlsdevelopment.com

Private practice focusing on girls

FrontPoint

www.frontpoint.org

Group practice

Deborah McColl, M.F.T.

www.deborahmcollmfcc.com

Private practice, arts group, chem-dep

Karin Meiselman, Ph.D.

www.meiselman.net

Private practice

Andrew Whaling, M.F.T.

www.great-marriages-now.com

Marriage/relationship counseling

Andrew Whaling, M.F.T.

www.singledirections.com

Singles seminars

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.

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.

CHILDRENS SOCIAL SKILLS GROUP. Ongoing small group designed for latency-age children, focusing on improving relationships with friends and family members. Through activities and discussion, the group allows youth age 7-11 to learn and practice newly-developing skills in a safe, supportive environment. Compliments concurrent individual or family psychotherapy for your clients. \$50 per session. Pasadena. For consultation about a case, contact Rosalie Finer, Ph.D., Lic. # 10877, (818) 786-3491.

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,

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Empowering Girls For Life
through programs and services for girls, their families
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- Eating Disorder Program (teens and young adults)
- Young Women's Program (women 18-30)
- Parents Finding Solutions (counseling, groups & workshops)
- Assessment Services
- Summer Workshop Programs (3rd-9th grades)

Contact the Institute Team at:

626.585.8075

95 N. Marengo Avenue, Suite 205, Pasadena
www.InstituteForGirlsDevelopment.com

Melissa Johnson, Ph.D., PSY 13102

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. 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, hardness, 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 coming out, dating and relationships, HIV status, career issues, life enrichment. Uses here-and-now interaction to increase self-awareness. Compliments concurrent individual or conjoint psychotherapy. Thursday, 6-7:30pm. Glendale. Jim De Santis, Ph.D., C.G.P., Lic. #PSY10315, (818) 551-1714.

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.

INSTITUTE FOR GIRLS' DEVELOPMENT SUMMER WORKSHOP SERIES. A fun, in-depth experience in self-discovery and hardiness! 2006 Theme: Mind, Body and Spirit! Third -fifth grade meet Monday-Friday July 10-21. Sixth-eighth grade meet Monday-Friday July 24-August 4. Entering ninth grade meet Monday-Friday August 7-11. 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. (MFC 41937), at (626) 585-8075.

MEN'S GROWTH-SUPPORT PROCESS GROUP. Wednesday 7-8:30pm. New group starting. Safe environment. \$45/session with discounts available. Call for referral, brochure, or intake assessment appointment. Andy Sway, M.A., L.M.F.T., MFC34846, (818) 563-1152.

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. Compliments concurrent individual or conjoint psychotherapy. Thursday, 7:45-9:15pm. Glendale. Jim De Santis, Ph.D., C.G.P., Lic. #PSY10315, (818) 551-1714.

MIXED ADULT PSYCHOTHERAPY GROUP. Ongoing small group for high functioning adults interested in personal growth through the intersubjective experience. Development of interpersonal insight, effective self-expression, increased capacity for trust and intimacy. Compliments concurrent individual or conjoint psychotherapy for your clients. \$50 per session. Pasadena. For consultation about a case, contact Rosalie Finer, Ph.D., Lic. # 10877, (818) 786-3491.

PARENT SUPPORT GROUP. For parents of children and teens who are difficult, spirited, academically struggling or underachieving. In a safe and nurturing environment, the group provides both a psychoeducational and supportive format for parents to

better understand and address their child's unique needs, learn about barriers to academic achievement and develop effective strategies for behavioral management. Dr. Finer has significant experience in working with challenging youth as well as their families both within schools and clinical settings. Compliments concurrent individual, conjoint, or family therapy for your clients. \$50 per session. Pasadena. For more information, contact Rosalie Finer, Ph.D., Lic. #PSY10877, at (818) 786-3491.

PARENTS FINDING SOLUTIONS. Several ongoing weekly groups for parents including parents of teens, parents of girls with ADHD. Contact Dr. Lisa Blum (PSY 19790), Institute for Girls' Development, (626) 585-8075, ext. 108.

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) 759-1898.

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 7:30-8:45pm in Pasadena. For more information please contact Michael Obarski, Ph.D., or Peter Sepsis, M.S., M.P.H., at (626) 943-4084.

WOMEN'S 10-WEEK DIVORCE SUPPORT GROUP. Designed for women in all stages of divorce. Discover the meaning in this life transition. Through storytelling, dreams, artwork, writing, sandtray, and other activities, members explore the vastness of their own psyches and the resources it offers for healing and renewal. Based on the idea that divorce is an initiation/individuation experience and thus offers an opportunity for psychological and spiritual growth. Call Christi at (818) 759-1898.

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.

2006 GAMHPA Membership Directory

**Now Available
On the Web**

**120 members
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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-Coordinators: Psychological Assistants Amy Willcoxon, Psy.D. (PSB 31585) and Georgina Smith, Ph.D. (PSB 31320).

OFFICE SPACE

BURBANK/TOLUCA LAKE. Heart of the Media District, beautifully furnished office with window in two office suites. Available daytime

Monday, day and evening Wednesday, Friday, and Sunday. \$150.00 per month for one day. Please contact Shelia Goss, M.F.T., (818) 348-8568.

GLENDALE. Office space available 5 mornings a week plus Monday & Friday all day. Beautifully decorated with view toward mountains and Pasadena. Receptionist, copier, and full kitchen. Landmark building, corner of Brand & Broadway. Call Tina Clarfield, Ph.D., (818) 507-1550.

GLENDALE. Office space available Tuesdays and Saturday mornings in busy northeast Glendale/Montrose psychotherapy office. Second floor,

windowed office in the 1809 medical building, across the street from Verdugo Hills Hospital. Warmly decorated waiting room, reception area, call system, bathroom in the suite, accessible parking, possible referrals and growth potential. \$175 a month Tuesdays, or \$200 a month Tuesdays and Saturdays. Call Marie, (818) 957-8385.

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 6.

PASADENA. Psychotherapy office in charming Victorian house. Large bay window overlooking rose garden. Xerox machine, refrigerator, microwave, and coffee maker. Ample free parking. Available one day + evening/week. Jacqueline (626) 577-4733.

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.

SHERMAN OAKS. Full time or split 50:50. Window office. Free parking. Secure building. Unfurnished. Signal light. Attractive waiting area, kitchen, fax/copier. Congenial environment.

Close to freeway. Call (818) 783-0781.

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 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.

CONSULTATION PROCESS GROUP. Ongoing small group focuses on professional development for licensed psychotherapists through emotionally safe intersubjective process approach to understand your impact on clients, including increased awareness of countertransference, tolerance for affect, ability for empathic confrontation, and capacity for interpretive depth. Group will be facilitated by licensed clinical psychologist with significant experience in training and consultation. \$50 per session. Pasadena. Rosalie Finer, Ph.D., Lic. # 10877, (818) 786-3491.

MARKETING WORKSHOP. Starts September 12. How-to workshop designed for mental health professionals and students/interns

wanting to build a private practice. 12 facilitated meetings biweekly. Small group format uses practical lecture & discussion, action-oriented assignments, and peer support. Now offering Tuesday morning series with 18 CEUs available for MFTs and LCSWs. Glendale location. Call Jim De Santis, Ph.D., at (818) 551-1714 for information or to register today.

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

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 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. Jim De Santis, Ph.D., at (818) 551-1714 or JJDeSantis@aol.com.

CHILD AND FAMILY CONSULTATION. Consultation to professionals seeking to expand child and family psychotherapy skills. Three decades of experience with child development and parenting issues. Diagnostic and clinical processes develop awareness of character strengths and talents as well as problem areas. Continuing education units available. Frances Brown, L.C.S.W., (818) 780-9086.

COMPREHENSIVE NEUROPSYCHOLOGICAL EVALUATIONS (AVAILABLE IN ARMENIAN, FARSI, & 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 & financial decision-making capacity). Disability assessment (e.g., Worker's Compensation cases). Contact Audrey Khatchikian, Ph.D., at (818) 476-0066.

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.

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 download from the internet. For more information or to examine samples, visit <http://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 CPAAA 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.

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, & ENGLISH: Individual and couple's psychotherapy. Contact Audrey Khatchikian, Ph.D., at (818) 476-0066.

PUBLICATIONS

"BEST THING I EVER DID FOR MY PRACTICE." Successful, field-tested private practice marketing system. For further information or to order, visit the web at <http://hometown.aol.com/jjdesantis/start.html> or call Jim De Santis, Ph.D., at (818) 551-1714.

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.

DIAGNOSTIC TESTING

DIRECTORY. No cost to obtain a copy or submit a listing. New directory for purposes of professional cross-referral, listing 200 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 <http://hometown.aol.com/jjdesantis/psychtest.html> or call Jim De Santis, Ph.D., at (818) 551-1714 or e-mail to JJDeSantis@aol.com.

GROUP THERAPIST DIRECTORY. Request a copy or submit your free listing. Concise, up-to-date directory of outpatient psychotherapy groups in Los Angeles county. 300 facilitators and 800 groups, and growing. Edited by a licensed psychologist & certified group psychotherapist. Web page has received over 9,000 hits from visitors. View or download from <http://hometown.aol.com/jjdesantis/grplist.html> or call Jim De Santis, Ph.D., at (818) 551-1714 or e-mail to JJDeSantis@aol.com.

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.

FRONTPONT CHILD & 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, & group therapy, parent consultation, playtherapy, psychological testing/assessment, & 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.

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. 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. T.H.A.W. Theater of Hope for Abused Women, 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-lpm. For intake evaluations, contact Wendy Clarke, M.A., or Leslie deBeauvais at (818) 766-9702. ?

GAMHPA

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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, \$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.

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. 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. 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 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.

2006 Newsletter Deadlines

Sept 22	Oct/Nov Issue
Nov. 17	Dec/Jan Issue

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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