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GAMHPA News

The GAMHPA Newsletter is now in its fourteenth year—and chock-full of current information about the local professional community—ads, websites, articles, events.

In this issue, we have an opportunity to learn first-hand about our newsletter columnist and board member, Gloria Ashby Dahlquist, L.M.F.T. In his business series, Jim De Santis, Ph.D., examines several marketing principles that are applicable to the thriving solo private practice mental health professional.

Our Board is developing another continuing education event on the model of our very successful prior pharmacology workshop. Our next will be mid-year on the subject of differential diagnosis. Look for announcements.

In the coming quarter, our 2006 GAMHPA membership directory will be coming out—with new web-based features. ?

Calendar of Events

QUARTERLY NETWORKING LUNCHES

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

May 17, Panda Inn
July 26, Fortune Inn

BOARD MEETINGS

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

April 7	July 21
May 19	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.



**Gloria
Ashby
Dahlquist,
LMFT**

[Editor's Note: A number of our readers have asked our columnist to introduce herself, and in this issue she graciously accepts the request.]

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

In my 30s, my personal psychotherapy helped me realize how exciting change can be. I figured out that getting to witness others' growth would be very affirming. And I resolved that I would one day create work that was harmonious with my values. At that time I was working as a typographer and graphic designer and wasn't finding it as fulfilling as I hoped work could be.

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

I was one of five siblings and an identical twin, the second-born-intuitive-always-reading-the-subtext-kid. I was busy, with so much to process! My father was a World War II bombardier who flew too many missions over Germany and suffered untreated post traumatic stress

disorder. Of course, we children didn't know that at the time. His trauma was the foundation of the emotional climate in our home. We were economically poor, but emotionally rich. I didn't feel oppressed by the poverty, because I didn't have anything to compare it with. I did however feel oppressed by the negative emotions. At an early age I was trying to figure out ways to make things better. My greatest ally was my twin, and I now know that our quiet emotional closeness is the reason it is so easy and natural for me to form intimate therapeutic relationships with my clients.

"It's one thing to have insight ... the hard part is making the choice to change behaviors and tolerate the enormous discomfort that entails."

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

My husband's positive, can-do attitude inspires me. When he meets an obstacle in his path, he doesn't give up until he has found a way around it, over it, under it, or through it. All that with a sense of humor, too! He is just completely himself. Another person who inspires me is a healer named Renee Adams, whom I have known for 25 years. She inspires me to be patient, kind, courageous, truthful, searching, nonjudgmental and to never leave myself (not that I always succeed!).

Where did you study?

A small Midwestern liberal arts college named William Jewell in Liberty, Missouri (B.A.) Twenty years later I completed my masters degree in Marital and Family Therapy at Phillips Graduate Institute. I did additional training at the Los Angeles Institute and Society for Psychoanalytic Studies.

What do you like most about being a therapist?

Meeting and working with the most amazingly courageous and spiritual beings. Each one's life is a work of art in progress. Each hour is different, alive, unfolding newness. Witnessing that "stumbling into grace," as Emmylou Harris says.

What discourages you about your profession?

In the past I became discouraged over wrestling with insurance companies. The solution I found is to develop a successful fee-for-service practice. On a completely different level, sometimes I get discouraged listening to the unspeakable things human beings do to each other and themselves. The good part of that is I've learned what my limitations are, and how to take care of me! A quote I keep nearby from Goethe goes: "A man should hear a little music, read a little poetry, and see a fine picture every day of his life, in order that worldly cares may not obliterate the sense of the beautiful which God has planted in the human soul."

What is your general philosophy about your work?

Theoretically, I appreciate and am informed by the work of John Bowlby, Donald Winnicott, and Ronald Fairbairn. Pragmatically, I'm influenced by Marsha Linehan, also Allen Wheelis. What he expresses in his book, *How People Change*, coincided with my own experience. He explains how hard it is to implement change in one's life. It's one thing to have insight ... the hard part is making the choice to change behaviors and tolerate the enormous discomfort that entails. And if deciding not to change, being conscious about why, and at peace with the reasons why we cannot.

I believe it's important to create a relationship with the client and offer a safe, healing environment so that one can be unselfconscious, self-accepting and humble. Shame and fear have to be confronted and rooted out.

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

Yes! Being a highly sensitive person myself, I have learned all kinds of tools to manage my tendency to become over-aroused (thank you, Elaine Aron!). I garden, read voraciously, do yoga and acupuncture, dog walks, interior design, lunch with friends and colleagues, hang out with the grandkids, laugh with my husband. We love to take road trips near and far. My ongoing personal therapy is indispensable, providing a continuity that I value so much. And music, yes, music.

How would you describe your favorite kind of client?

Hard-working in therapy, not willing to accept having a miserable life! Unafraid to work deeply and connect with their spiritual essence. Wanting to prosper and thrive on every level of wholeness. Gifted Adults, Highly Sensitive Persons, Artists, Writers, Actors, Therapists, Body Workers, Healers.

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

I love my work. If you or someone you know might identify with my comments, I hope we may one day meet or otherwise begin a conversation and/or therapeutic relationship.



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 gloriadahquist@aol.com. ?

Who Can Benefit from Joining GAMHPA?

Mental health professionals of all disciplines, students and interns in graduate school in training to become licensed mental health professionals, clinics and hospitals that offer mental health services, and professionals in allied fields can all benefit from membership. Both established and newly-licensed clinicians can benefit.

GAMHPA offers the potential for accelerating and enhancing the natural process of practice development for clinicians by creating promotional opportunities and broadening a referral base. The organization can decrease professional isolation by introducing colleagues to each other in the local professional community. GAMHPA can keep clinicians more informed about current and local business and professional issues in the field of mental health through its established channels of communication.

Contact any Board member for an application form to join or download a copy from the internet at the following address: psychotherapy.org/gamhpa.



The Business of Practice

By Jim De Santis, Ph.D.

Marketing "Tactics"

There are a number of concepts in marketing that may on the surface appear unseemly to the clinician until we understand their ready application to the mental health private practice.

"Customer Retention"

It is often cited as cheaper to keep an existing customer than to find a new one. Many types of businesses seek return business.

While in mental health our objective is often to obsolete ourselves—that is, to help the client work through their issues, internalize the therapist, and no longer need our service—there are nonetheless highly appropriate repeat uses for a therapist over time. Nicholas Cummings, Ph.D., former president of the American Psychological Association, coined the term, "brief intermittent therapy throughout the life-span." It can be entirely appropriate and ethical at the conclusion of a course of treatment to point out future developmental transitions or future stressors when it is recommended that the client call to restart treatment. Clients sometimes come back to a trusted therapist to handle a newly emerging issue in life like contemplating marriage, anticipating the arrival of a first child,

facing divorce, considering a career change, or preparing for a geographical relocation. Our profession can be viewed like others that are sought on an as-needed or periodic basis, such as an accountant, attorney, or dentist.

Consider developing methods of cultivating repeat business from your optimal customer. Where not specifically contraindicated, our client may benefit from alternate services we can provide that they may not be aware we offer. An office resume as part of your intake materials may be valuable in informing incoming clients of additional services you provide, such as groups, conjoint therapy, hypnosis, or testing.

"Increasing the breadth of sources of income to your practice will spread and therefore reduce your financial risk as well as increase your versatility and resilience in the marketplace."

"Value-Added"

A customer's expectations at the point of entry are a baseline. When we meet the customer's expectations we are simply providing good service—service comparable to our colleagues.

We can exceed the expectations of the customer to create an advantage over our competitor. Certainly there are circumstances where client's expectations are appropriately thwarted for clinical reasons or declined for ethical reasons; however,

there are also instances where we can ethically and effectively provide more than expected or offer something special.

This may or may not mean offering something free of charge, literally "increasing the value of." Some classic examples of value-added in the mental health private practice are homework sheets, resource directories, self-tests, book recommendations, article reprints, tapes, and reports. Some office amenities and ambience similarly may classify as value-added, such as a waiting-room beverage service, a lending library, an aquarium, or a children's corner.

Of course, we can also add to our value by updating our training and experience, learning new aspects of our work, or earning additional degrees in the field.

"Diversification"

Increasing the breadth of sources of income to your practice will spread and therefore reduce your financial risk as an entrepreneur as well as increase your versatility and resilience in the marketplace. There are two ways of doing this: extending to new customers and extending to new services.

Identify logical extensions of existing services to new customers. What are as-yet unaccessed clients who can benefit from a service you already offer? Examine your client-base and consider other diagnostic groups, demographic groups, or geographical locations you can offer your existing service.

Identify logical extensions of services that you already offer. What are the as-yet unmet needs of your existing clients? Some examples are between-session telephone consultations, kits or manuals, or workshops.

"Product Repackaging"

A special case of diversification is product repackaging. Repackaging an existing product can create a new choice for a customer. You can change the unit size, the setting, the method of delivery, the intensity or frequency, the length or term of service, or the fee.

The best example in our field of a standard product is the 50-minute hour. There are many variations to this format that can increase the likelihood of clients accessing service.

Perhaps the most common adjustment is an increase or decrease in the interval between psychotherapy sessions in response to the level of acuity of a patient. Some clients, including in particular some reticent adolescents, respond well to a time-limited contract of a certain number of therapy sessions, after which a clinical reassessment is made.

Some clients' willingness to access service is increased by the availability of a 25-minute session with a pro-rated fee. Couples sometimes like the safety and thoroughness offered by a 90-minute session. Some alternative settings for mental health service, depending on such factors as the diagnostic problem and the payor source, include in-home service, weekend retreats, and classroom

observations.

The marketing tools of customer retention, value-added, diversification, and product repackaging each offer an opportunity to analyze the effectiveness of our business and develop new opportunities to deliver ethical, high quality mental health services to our community, while maximizing our own potential for financial security and professional fulfillment. ?

Websites by GAMHPA Members

Michelle Barone, MFT	www.michellebarone.net	Private practice
Larry Brooks, Ph.D.	www.pdpce.com	Continuing education
Martha Carr, M.F.T.	www.mcarrmft.com	Private practice
Sharon Deacon, Ph.D.	www.drdeacon.com	Group practice
Jim De Santis, Ph.D.	hometown.aol.com/jjdesantis	Testing, groups, practice development
David D. Fox, Ph.D.	www.psychotherapy.org	Resource center & web hosting
James Gagne, M.D., Q.M.E.	www.drgagne.com	Private practice and articles
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.deborahmccollmft.com	Private practice, arts group, chem-dep
Karin Meiselman, Ph.D.	www.meiselman.net	Private practice
Larry Nadig, Ph.D., M.F.T.	www.professionalcharges.com	Credit card services
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.

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. 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 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.InstituteForGirsDevelopment.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.

PARENTING THE "DIFFICULT" CHILD. A 10-week support group offering parents of spirited, difficult, or challenging children/youth a nurturing environment to better understand and address their child's unique needs. The group provides both a psychoeducational and supportive environment for parents to process their experiences. Dr. Finer and Dr. Gould have significant experience in working with challenging youth as well as their families both within school and private practice settings. Pasadena area. For more information, contact Rosalie Finer, Ph.D., Lic. #PSY10877, or Michelyn Gould, Psy.D., Lic. #PSY17294, 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.

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.

SOCIAL SKILL DEVELOPMENT AND ENHANCEMENT GROUPS. Small groups designed for children and adolescents striving to improve relationships with friends and family members. Group is both educational and experiential, allowing youth to learn and practice newly developing skills in a safe, supportive environment. Pasadena area. Please call Rosalie Finer, Ph.D., Lic. #PSY10877, or Michelyn Gould,

Psy.D., Lic. #PSY17294, at (818) 786-3491.

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.

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.

WHAT TO DO WHEN THE CHALLENGE OF SCHOOL IS TOO MUCH FOR YOUR CHILD? An ongoing group designed to assist parents in supporting their children who are struggling or underachieving

at school will be meeting in the San Gabriel Valley area. Within a safe and nurturing environment, participants will gain knowledge about barriers to learning (including the special struggles of gifted and learning disabled children), develop effective strategies for helping their children, and become aware of community resources that offer academic and emotional support to students.

Group leaders are Rosalie Finer, Ph.D., a clinical psychologist with significant experience in working with schools and addressing children's school-related issues, and Rachel Fall, M.S., a licensed educational psychologist with extensive experience working within the general and special education realms. For more information, contact Rosalie Finer, Ph.D. (PSY 10877) at (818) 786-3491.

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.

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 Assistants Amy Willcoxon, Psy.D. (PSB 31585) and Georgina Smith, Ph.D. (PSB 31320).

OFFICE SPACE

BURBANK/TOLUCA LAKE. Office space available in beautifully decorated therapist suite with waiting room. Full- or part-time in charming brick building in heart of the Media District. Contact Barbara Hancock, M.F.T., MFC #24941, (818) 556-5223.

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 for rent full-time and part-time with window in central Glendale location. Beautiful new suite of offices built for therapists. Call lights, waiting room, copier, and separate exit. Established group of therapists. Close freeway access, elevator, in attractive complex with view of trees. Call Jeffrey Lance, Ph.D., (818) 265-4052.

MIRACLE MILE. Great location at Wilshire/Fairfax. Attractive two-suite office fully furnished with all amenities, including parking. Available days, evenings, and weekends. E-mail Michelle at mcauley1@sbcglobal.net or call (323) 931-6025.

MONTROSE. Attractive, furnished office in therapy suite with three other offices, has Monday, Wednesday, and Thursday available to sublet. Friendly office mates include psychologist, M.F.T., and L.C.S.W.'s. Call light, nicely furnished waiting room, adult and child-friendly.

Contact Ann Kosinski, L.C.S.W., (818) 244-9352.

OLD TOWN PASADENA. Newly constructed office with upgrades, available immediately, full or part-time, furnished or unfurnished, waiting room, separate patient exit, call light system, soundproofing, fax, copy machine. Free patient parking close by. Please call Dr. Peter Radestock at (626) 583-8440.

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. 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.

WILSHIRE DISTRICT. Between USC and Larchmont Village, 3 miles southwest of (2) Freeway dead-end. Attractive/view office suitable for group therapy. Affordable, ideal second office, with security, too. Call Rhea Johnson (Tues-Sat), (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 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 WORKSHOP. How-to workshops 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 or Saturday afternoon sections 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.

PROCESS ORIENTED CONSULTATION GROUP. Process-oriented consultation group designed for licensed mental health professionals seeking a safe environment to confer with other mental health providers regarding cases, countertransference, and other professional development issues. Group will be facilitated by licensed clinical psychologists with significant emphasis on training and consultation. Pasadena Area. Please call Rosalie

Finer, Ph.D. (License # PSY10877) or Michelyn Gould, Psy.D. (License # 17294) at (818) 786-3491.

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 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, and track results. Jim De Santis, Ph.D., at (818) 551-1714.

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.

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 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.

PUBLICATIONS

"BEST THING I EVER DID FOR MY PRACTICE." Successful, field-tested private practice marketing system. Complete development pack includes 226-page manual on CD-ROM with sample forms and marketing letters. 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

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DIAGNOSTIC TESTING

DIRECTORY. New directory being developed for purposes of professional cross-referral, listing psychologists who offer psychological assessment services, whether educational, neuropsychological, forensic, vocational, custody, or general psychiatric differential diagnosis. No cost to submit a listing. For further information, 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 today. Concise, up-to-date directory of outpatient psychotherapy groups in the Los Angeles metropolitan area. Over 250 facilitators and 600 groups, and growing. Edited by a licensed psychologist & certified group psychotherapist. Web page has received over 7,000 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.

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 & 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-1pm. For intake evaluations, contact Wendy Clarke, M.A., or Leslie deBeauvais at (818) 766-9702. ?

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 \$140 in postage costs alone.

Congratulations to:

Michelle Barone, L.M.F.T.
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Patricia Kennedy, L.M.F.T.
Marie Poore, L.M.F.T.
Bonnie Tauber, Psy.D.
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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 Canada, 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

March 24	April/May Issue
May 26	June/July Issue

ADVERTISING

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

Advertising Rates

Item	Member Non-Mem	
	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; 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.

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