

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

Bonnie Cesak, our Membership Chair, is putting the finishing touches on our latest membership referral resource directory, which will be going out to the professional community and be posted on our website very soon. Be on the lookout.

Michelle Barone, our newest Board Member, is developing a Yahoo Group, or internet list serve, for the GAMHPA membership. Members with e-mail addresses will soon be receiving an announcement about this new service for networking.

Larry Brooks, our Program Chair, is spearheading our next continuing education event for the Spring of 2008. The subject will be psychotherapy and the arts. If you are interested in presenting, please contact him.

Our most recent quarterly networking luncheon at Fortune Inn was well attended. We had 16 people come to lunch, many new to the event. Lots of business cards and promotional pieces were distributed. Please calendar our next quarterly networking luncheon for October 17 at Acapulco Restaurant on Pacific in Glendale. ?

## Calendar of Events

### QUARTERLY NETWORKING LUNCHES

All lunches 12-1:30pm.  
Everyone pays their own.  
Call ahead to reserve.  
(818) 551-1714.

October 17, Wednesday  
Acapulco Mexican Restaurant  
722 N. Pacific Ave., Glendale

### BOARD MEETINGS

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

Sept 14  
Nov 16

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

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### PLEASE ROUTE

From: \_\_\_\_\_

*Request*                      *Circulation*

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



## The Business of Practice

By Jim De Santis, Ph.D.

Public Speaking is a Vehicle for Marketing Your Services

Classes and public talks are an effective method to market your professional services. Speaking gives you visibility and status of being a legitimate authority. It creates the opportunity for you to show that you are professional, business-like, organized, skilled, articulate, and thoughtful. It can allow you to demonstrate what you offer of value.

### Before Your Talk

For marketing purposes, speak on subjects that you want more business of in your practice. Target your talks to audiences that are highly likely to produce referrals to your practice, either because they are potential clients, decision-makers, or optimal referrers.

To avoid creating a negative impression, don't charge for your presentations if you are going to talk a lot about your practice or your services.

Make sure you know who your audience will be and how long you will be expected to speak.

Prepare in a short paragraph a biographical narrative about your education, training, and experience,

so that your host can introduce you well.

Prepare the content of your talk well in advance. Put your talk on paper in outline form.

Practice your talk to estimate its length and to gauge your pace. Mark your outline at intervals with the time you should arrive at each section to help you know if you are on track or not. Identify choppy areas, and polish your presentation style.

Offer value in your presentation. Do not give talks that are essentially a sales pitch for your services.

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Speaking is a way to help customers find you, to teach them about what you do, and to show them that you are an excellent clinician.

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### At Your Talk

Dress professionally but comfortably so you can concentrate on your audience and your presentation.

Arrive early enough to check out the facility and make any necessary adjustments and to be able to circulate and introduce yourself to participants and dignitaries.

Bring and set out your marketing materials in sufficient quantities for your audience to take as they file in or mingle at the break.

Have some means available to collect contact information from your audience. Place a clipboard or sign-in sheet for people to request further information from you or to be placed on your mailing list. Follow-up by contacting those on the list.

Audio record your presentations. First, these can be used to listen to yourself and refine your speaking style. Later, these can be used as independent products to sell or value-added products to give away in your practice.

### During Your Talk

At the outset, discuss logistics, including turning off cell phones, location of bathrooms, if and when there will be an intermission, how you want people to submit questions.

During your talk, pay attention to climate and ask for an adjustment if the room becomes uncomfortable.

Avoid verbal mannerisms, like "well," "uh," "um," and "ya know." Don't be afraid of silence.

At the beginning of your talk ask your audience what questions they will want answered by you in your presentation. Be sure to address them at some point during your talk.

Tell them what you are going to tell them, then tell them, then tell them what you just told them. That is, structure your presentation into sections: Introduction, Body, Conclusion.

Use graphic organizers. Bring visual aids such as charts, posters, pictures, or an actual product if there is one. Use a chalkboard, sketch pad, easel, or projector.

Whenever possible, don't tell, instead show. Mix a discussion of principles with real-world examples. Be interactive; ask questions and poll the audience to elicit participation. Be experiential whenever possible. If you can engage the audience in an exercise, so much the better, such as a guided imagery, small group demo, or paper-and-pencil exercise.

Don't lecture directly from your notes. Refer to your notes to stay on track, but don't read from your notes. An extemporaneous speaking style will hold your audience's attention much better. Ad lib and you will look more natural. Play with the subject matter. If you are having fun, the audience will have fun, even with a serious topic.

Be flexible enough to change your talk if necessary, based on the interest of the audience, based on creative ideas that may occur to you, or based on supporting material you may want to add.

Be energetic and interactive. Circulate as you talk. Don't stand in one place too long. Move up and down the rows or between the tables in the room. Make eye contact. Shift your attention around the room. Speak loudly enough to reach the last person in the back of the room.

Keep within your time constraints. Don't let questions from the audience derail the central direction or the timing of your presentation.

Keep ethics in mind in terms of not presenting cases with identifying information, not promising results, not representing your skills as unique if they are not, not using fear to sell, and not misrepresenting your qualifications.

Offer handouts for the purpose of not just outlining your talk but for delivering genuine resource materials to your audience. Have your contact information printed on everything you bring. If you did not author your handout, credit the author, but you can include "provided courtesy of" and add your name. This allows a potential patient or referrer to find you later after your talk.

#### After Your Talk

Plan your talk leaving sufficient time at the conclusion for questions and discussion. Plan your time so you can linger after the talk to be approached with discrete questions from audience members who might not otherwise ask publicly during the formal portion of your talk.

Be sure every member of your audience leaves with some printed material about you.

Public speaking is a way to help potential customers find you, to teach them about what you do, and to show them that you are an excellent clinician. It is an effective way of generating qualified referrals to your practice.

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Jim De Santis, Ph.D., 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 or JJDeSantis@aol.com. ?

## Top Reasons to Visit GAMHPA Online

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

[psychotherapy.org/gamhpa](http://psychotherapy.org/gamhpa)

## Classified Advertising

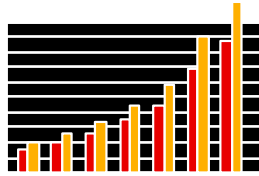
### GROUPS

AMAC GROUP. (Adults Molested as Children) Small, open-ended women's group, Burbank. Stability and 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. Complements 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,



## MARKETING WORKSHOP FOR MENTAL HEALTH PROFESSIONALS

New Series Begins September 2007

Practical discussion, action-oriented assignments, and customized advice. Formulate your goals, identify target markets, design ethical and effective marketing strategy, and track results.

Appropriate for recently licensed or relocated, students and interns, re-entering the private sector, wanting to increase net income, not seeing patients you work with best.

Twelve 90-minute meetings convene every other week in a small group format—no more than 8 participants. A workbook is included. A free 30-minute follow-up phone consultation is available upon completion of the course.

Recognized for 18 units of BBS continuing education credit for Marriage and Family Therapists and Licensed Clinical Social Workers.

### What Participants Have Said

“Thought-provoking.” “Expanded my horizons.” “A helpful process.” “I enjoyed the balance of practical information and philosophy-centered discussion.”

“I truly found all the materials and knowledge invaluable.” “The homework kept me focused, challenged, and inspired.”

“I always leave the workshop uplifted.” “I really enjoyed this course, would recommend it to others, and have done so.”

“This program was very helpful in developing my identity as a business woman. I feel much more confident about running and managing my practice as a result.”

“For those of us who were never aware, we now hear the opportunity when it arises; it arises everywhere. I'm very grateful for this.”

Call or click for schedule and fees or to register.

Jim De Santis, Ph.D., 138 North Brand Boulevard, Suite 300, Glendale  
hometown.aol.com/jjdesantis (818) 551-1714

and expand friendships. Uses here-and-now interaction to increase self-awareness. Complements concurrent individual or conjoint psychotherapy. Wednesday, 6-7:30pm. Glendale. Jim De Santis, Ph.D., C.G.P., Lic. #PSY10315, (818) 551-1714.

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

DEL MAR GIRL POWER. Groups for girls second grade through high school. Promote self-discovery,

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

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

GAY MEN'S PERSONAL DEVELOPMENT GROUP. Growth and insight-oriented group addresses coming out, dating and relationships, HIV status, career issues, life enrichment. Uses here-and-now interaction to increase self-awareness. Complements concurrent individual or conjoint psychotherapy. Thursday,

6-7:30pm. Glendale. Jim De Santis, Ph.D., C.G.P., Lic. #PSY10315, (818) 551-1714. INSTITUTE FOR GIRLS DEVELOPMENT SUMMER WORKSHOP SERIES. A fun, in-depth experience in self-discovery and hardiness! 2007 Dates: third-fifth grade – July 9-20th; sixth-eighth grade – July 30-Aug 3; ninth-tenth grade – June 25-29. Activities include indoor and outdoor activities, arts and crafts, journaling and creative writing, skits and role-plays, Yoga, fun activities with guest experts. To learn more please refer to our website: [www.InstituteforGirlsDevelopment.com](http://www.InstituteforGirlsDevelopment.com) or contact Robin S. Harpster, M.A., L.M.F.T., at (626) 585-8075 x109.

LESBIAN PROCESS GROUP. Ongoing, meets on the second and fourth Tuesday each month from 7-8:30pm. \$50 per month. Openings

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## **2<sup>nd</sup> Annual Networking Gala**

**for mental health professionals**

**Hosted by Elaine Cole, MFT**

**Sunday October 7, 2007 @ Noon to 2 p.m.**

**4558 Sherman Oaks Ave., Suite A, Sherman Oaks, CA 91403**

**You bring your business cards and marketing materials.**

**I'll provide lunch and Mimosas.**

**We'll share successes, ideas, referrals.**

**It will be fun! Fascinating! Fruitful!**

**(It's free, really free!)**

**RSVP by 9-15-07**

**310-278-9997**

**[www.ElaineCole.com](http://www.ElaineCole.com)**

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for 2 people. Maximum 8 women. Interview required. In Sherman Oaks. Call Dr. Mathis, (818) 386-9028.

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., Lic. # 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. Complements concurrent individual or conjoint psychotherapy. Thursday, 7:45-9:15pm. Glendale. Jim De Santis,

Ph.D., C.G.P., Lic. #PSY10315, (818) 551-1714.

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. Complements 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. Complements 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.

PARENTING GROUP FOR PARENTS OF TEEN AND PRE-TEEN GIRLS. This 12-week group format combines parent education with sharing and support. This group is designed to help parents enhance their relationships with their teens. For more information contact Lisa

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### CONTINUING EDUCATION WORKSHOPS

Clinical Supervision: A Contemporary Psychoanalytic Approach

Date: Oct 20, 2007 9AM – 4PM 6 CEU'S \$140

The Therapist's Journey:

A workshop to explore the personal-professional dimensions of being a therapist

Date: Nov 10, 2007 9AM – 12PM 3 CEU'S \$80

### WEEKLY GROUP SUPERVISION

Weekly Supervision - for licensed mental health professionals who are interested in contemporary psychoanalytic theory.

Continuing Education workshops are approved by the BBS and have been submitted to MCEPAA for approval for psychologists.

Workshops and supervision led by Larry Brooks, Ph.D.

To register or for additional information call (818) 243-0839 or e-mail [drlbrooks@earthlink.net](mailto:drlbrooks@earthlink.net)

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Blum, Psy.D., Lic # PSY19790, at (626) 585-8075 x104.

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 or 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, dream work, role play, as well as cognitive exercises and group discussion. Tuesday and Wednesday evening groups in Encino. Limited to six people per group. Concurrent or prior individual therapy recommended. Call Christi at (818) 759-1898.

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

THRIVING IN RETIREMENT GROUP. On-going group forming now for retired people who want to make the most of this next phase of life. Discussions will focus on identity, roles, relationships, leisure activities, and fulfillment outside of work. Tuesdays 1-2:30pm, Pasadena. Contact Pamela Toll, Psy.D., Lic. #PSY20373, (626) 224-4563.

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

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.

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

### **OFFICE SPACE**

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

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

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

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

MIRACLE MILE/FAIRFAX DISTRICT. Great location at Wilshire/Fairfax. Attractive two-suite office, fully furnished with all amenities, including parking. Available days, evening, and weekends. Please call Michelle at (323) 931-6025 x0 or e-mail at mcauley1@sbcglobal.net.

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

PASADENA. Office space available in newly renovated building in Pasadena's Playhouse District. Excellent location. Free parking, handicapped accessibility. Office space leased by the hour, day or 6 hour blocks of time. Spacious, pleasant offices. Opportunities for referrals. Contact Debbie Hedgecock, L.C.S.W., (626) 821-4028.

PASADENA. Part-time and full-time psychotherapy office available in a beautiful historic building near old town Pasadena. Waiting room with separate entrance/exit, reception area, soundproofing, and a light signal system. Please contact Linda

Sancerino, M.F.T., (818) 246-5457 or Susanna Friedlander, Ph.D., (818) 548-4770 for further information.

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

### GROUPS FOR PROFESSIONALS

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

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. Not a one-size-fits-all, this how-to workshop is designed for mental health professionals and students/interns wanting to build a private practice. Twelve facilitated biweekly meetings, small group format uses practical lecture and

## Winners of Free Advertising

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

Congratulations go to the following winners for August/September:

Bonnie Abel, Ph.D.  
Jerry Dash, Ph.D.  
Carolina Huete-Lehman, M.F.T.  
Reese Lawton, Ph.D.  
Michael Obarski, Ph.D.  
Edward Spangler, M.F.T.



discussion, action-oriented assignments, and peer support. 18 CEUs available for M.F.T.s and L.C.S.W.s. Glendale. Call Jim De Santis, Ph.D., at (818) 551-1714 for information or to register.

**THERAPISTS "GUIDE TO SELF CARE" GROUP.** Helping others is our calling, but attending to our own needs is essential to achieving that professional objective. For the mental health professional who wants to create the life they truly want, this support group focuses on listening to your own biopsychosocial "signals" to maximize the things you enjoy, create an environment you are happiest in, reserve ample time for re-creation, cultivate rewarding collegial relationships, and get more of your important tasks accomplished—in order to achieve personal satisfaction and well-being. On-going bi-weekly small group format, Wednesday, 10-11:30 a.m. Glendale. Jim De Santis, Ph.D., C.G.P., Lic. #PSY10315, (818) 551-1714.

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

## SERVICES

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

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

**COMPREHENSIVE NEUROPSYCHOLOGICAL EVALUATIONS AVAILABLE IN ARMENIAN, FARSI, AND ENGLISH.** Dementia examinations and differential diagnosis (e.g., Alzheimer's disease, multi-infarct dementia, depression, other cognitive disorders of the elderly). Unexplained cognitive decline (e.g., memory problems, attention/concentration problems). Other neurological disorders (e.g., seizure disorder, tumors, stroke, Parkinson's disease). Head injuries (e.g., motor vehicle accidents, falls). Psychodiagnostic assessments (e.g., determining degree of thought disorder, delusions). School performance difficulties (e.g.,

ADD/ADHD, learning disabilities). Competency evaluations (e.g., medical and financial decision-making capacity). Disability assessment (e.g., Worker's Compensation cases). Contact Audrey Khatchikian, Ph.D., at (818) 476-0066.

**PRIVATE PRACTICE OFFICE FORMS.** Field-tested, up-to-date fast-start kit of forms includes patient intake, financial agreements, HIPAA notice, consents and releases, and clinical assessment forms now available via CD-ROM, hard copy, or download from the internet. For more information or to examine samples, visit [hometown.aol.com/jjdesantis/office.html](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 CAAA and the BBS to provide continuing education to Psychologists, Licensed Clinical Social Workers, and Marriage and Family Therapists. We work with small groups and agencies to design programs to meet your specific needs. Call (818) 243-0839, or e-mail [ProDevProg@aol.com](mailto: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, AND ENGLISH:** Individual and couple's psychotherapy. Contact Audrey Khatchikian, Ph.D., at (818) 476-0066.

**PUBLICATIONS**

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

**DIAGNOSTIC TESTING DIRECTORY.** No cost to obtain a copy or submit a listing. New directory for purposes of professional cross-referral, listing 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 [hometown.aol.com/jjdesantis/](http://hometown.aol.com/jjdesantis/)

[psychtest.html](http://psychtest.html) or call Jim De Santis, Ph.D., at (818) 551-1714 or e-mail to [JJDeSantis@aol.com](mailto:JJDeSantis@aol.com).

**GAMHPA MEMBERS DIRECTORY.** 125 mental health professionals in the Glendale area, cross-indexed by specialties and insurance accepted. This 72-page directory is available free to review or print from the following internet address: [psychotherapy.org/gamhpa](http://psychotherapy.org/gamhpa). Hard copy available by mail by calling GAMHPA at (818) 771-7680.

**GROUP THERAPIST DIRECTORY.** Request a copy or submit your free listing. Concise, up-to-date directory of outpatient psychotherapy groups in Los Angeles county. 330 facilitators and 880 groups. Edited by a licensed psychologist and certified group psychotherapist. Web page has received over 13,000 hits from visitors. View or download from [hometown.aol.com/jjdesantis/grplist.html](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](mailto:JJDeSantis@aol.com).

**PEDIATRIC PSYCHIATRIST DIRECTORY.** Concise list of 200 child psychiatrists in Los Angeles county, available on the internet at [hometown.aol.com/jjdesantis/pedpsychmd.html](http://hometown.aol.com/jjdesantis/pedpsychmd.html).

**AFFILIATE AGENCIES**

**COLDWATER COUNSELING CENTER** is a non-profit organization based in Studio City providing depth psychotherapy to adults and children on a sliding-scale basis. All therapists and interns have had, and continue to engage in, extensive personal analysis. The staff--mostly licensed M.F.T.s--includes three Jungian analysts and a number of analysts-in-training. For

information or a brochure, call (818) 508-0703, or visit us online at [www.coldwatercounselingcenter.org](http://www.coldwatercounselingcenter.org).

**FRONTPOINT CHILD AND FAMILY THERAPY.** FrontPoint is an organization of highly skilled licensed clinicians who specialize in helping children, adolescents, and their families reach their goals. Services include individual, family, and group therapy, parent consultation, play therapy, psychological testing/assessment, and psychiatric services. We also provide individual and couples therapy for adults, and group presentations and trainings for schools, churches, and parent organizations. Fee for service, sliding scale, and most PPO insurance programs accepted. Reduced rates available for psychology graduate students fulfilling their therapy requirement. For more information, visit our website at [www.FrontPoint.org](http://www.FrontPoint.org), or call (626) 396-9502.

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

## Websites by GAMHPA Members

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

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

## GAMHPA

Glendale Area Mental Health  
Professionals Association  
Suite 300

138 North Brand Boulevard  
Glendale, CA 91203-4618  
(818) 771-7680  
www.psychotherapy.org/gamhpa

### BOARD OF DIRECTORS

Jim De Santis, Ph.D.,  
President, (818) 551-1714

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Membership/Directory Chair,  
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Program Chair, Newsletter Editor,  
(818) 243-0839

Michelle Barone, M.A., M.F.T.,  
List Serve Chair,  
(818) 951-7744

### 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.

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

### NEWSLETTER

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

### EDITORIAL POLICIES

GAMHPA encourages members to contribute articles of scholarly or clinical interest for publication. We

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

#### Newsletter Deadlines

Oct/Nov Issue	Sept 21
Dec/Jan Issue	Nov 16

### ADVERTISING

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

#### Advertising Rates

<u>Item</u>	<u>Member</u>	<u>Non-Mem</u>
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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