

**A Publication of the
Glendale Area Mental Health Professionals Association
(818) 771-7680 www.psychotherapy.org/gamhpa
August/September 2009 Volume XVIII Number 5
Circulation: Print 807, E-Mail 1748**

GAMHPA News

Our upcoming annual conference, Psychology and Technology, being organized by Larry Brooks, will be held Saturday, November 7, 8:30-4:30, at Huntington Memorial Hospital. See details and registration information in the attachment accompanying this newsletter.

The next networking luncheon will be in September. You need not be a member to attend. To coincide with the next board meeting, this lunch will take place on Friday, September 25, instead of the usual Wednesday. Please see the calendar for details. The food at Notte Luna Italian Restaurant is excellent, the atmosphere quiet, the company outstanding, and the networking opportunities even better. We hope you'll join us.

Our new 2009 GAMHPA Members Directory has now been distributed by e-mail to over 500 mental health professionals in the area. It is also posted on our association website at psychotherapy.org/gamhpa where it can be downloaded at no charge.

Our annual membership drive begins now for 2010. An application form is included with this issue. Many of our readers assume they are automatically a member simply because they receive this newsletter,

but membership requires a simple one-page application and just a low, low \$70 dues per year.

GAMHPA members receive a number of exclusive benefits. Members are listed in directory, distributed to the professional mental health community and on our website. Members can place free classified ads and receive discounted rates for display ads, newsletter flier inserts, and sets of mailing list labels. Members are automatically entered in drawings for free advertising. New members can submit a professional biography for publication in the newsletter. Members have access to our internet discussion group. Members receive reduced rates for continuing education, including our upcoming conference. If you have not already done so, please consider joining today.

In this issue of the newsletter, Larry Brooks has written a think-piece raising some salient questions about the impact of the internet on us, in anticipation of the November conference. In a complimentary piece, Alan Karbelnig offers concerns about the preservation of individuality. And Jim De Santis comments on what not to do in marketing a private practice.

In This Issue

About GAMHPA	16
Affiliate Agencies	14
Article: Individuality	4
Board of Directors	16
Business	6
Calendar of Events	3
Classified Advertising	10
Editorial	2
How to Join	16
News	1
Newsletter Policies	16
Office Space	12
Our Mission	16
Publications	14
Services for Professionals	12
Therapy Groups	10
Websites of Members	15
Winners of Free Advertising	5

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From the Editor's Couch

Larry Brooks, Ph.D.

Technology and Identity:
What Is the Computer Doing to Us?

"One rule that characterizes the development of technology is that the trajectory of new technology is unpredictable."

– Mark Poster,
What's The Matter With The Internet

I wake up most mornings, make coffee, shower, shave, and go to my MacBook. I read news headlines, check email, go to facebook and make a move in the online chess and scrabble game I am playing with my daughter, peruse my 40th high school reunion facebook page, check my banking, possibly record a dream, and do some writing. My entire creative, personal, and professional life is stored on my computer and backed up on a hard drive. I ride this most seductive wave of technology as I submit my writing, research, memory, and social relationships to the structure of the computer and the extensive networking capacity of the Internet.

The more I outsource myself to the computer and the virtual world the better I feel. I spend more time with this marvelous machine than I do with any single individual. I love my MacBook more than I have ever loved any machine. And this love is a term of devotion to a quid pro quo unequalled in my other interactions. Most mornings the seamless Mac

operating system carries me from one application to the next like the more than good enough mother I never had. The occasional appearance of the rotating beach ball that can signify a crash jolts me like the abrupt withdrawal of the nipple from a nursing infant. I feel that my Mac has made me a more effective professional and perhaps a better person. The easier it is to use technology, the more difficult it is to fathom.

Forty years ago Marshall McLuhan presciently wrote, "The medium is the message." This iconic phrase

Forty years ago Marshall McLuhan presciently wrote, "The medium is the message." This iconic phrase captures an essential aspect of technology.

captures an essential aspect of technology. When we use a tool that extends our capacities and empowers us, whether phone, car, eye-glass, or networked computer, it also changes us. The process of change occurs subtly within the shadowy parameters of the "medium" that exert influence not directly as content often does, but outside awareness. The question that McLuhan poses is not what technology can do for us, but what is it doing to us.

Computers and the Internet have dramatically changed the architecture and geography of our culture. Since

the adaptation of the Internet for public use in the 90's, there has been massive transformation of society that has altered how we do business, how we get our news, listen to music, watch movies, and communicate with others. What is the effect of these macro changes on the individual's private experience of Self, cognitive functions, and his/her interpersonal relationships? Mark Poster, in his book What's The Matter With The Internet, states that "the Internet forebodes a reconstruction of the basic elements of human culture."

"Toto, I've got a feeling we're not in Kansas anymore."

– Frank Baum's "Dorothy,"
The Wizard of Oz

Should we rest easy in this foreboding as the networked computer increasingly mediates our relationships to the world? Technological innovation historically has triggered two contrasting responses: one that idealizes the potential for change, and one that fears and resists

change. Each position exerts a strong bias that interferes with a critical understanding of the impact of technology. To move beyond the limitations of this either/or perspective requires a dialectical approach that maintains the tension between these two opposing positions without prematurely resolving them, an approach that can see how the positive and negative are inextricably intertwined.

Let me pose some questions for examination and discussion that will hopefully deepen our understanding of the impact of the networked

computer and its supplemental technologies on our daily lives and internal states.

What are the most salient aspects of technology affecting individuals?

Has the Internet destabilized existing human experience and social-cultural modes of expression?

How has technology changed the experience of and the conceptualization of identity?

What is the relationship between anonymity of online presence and what seems to be a compelling drive toward self-disclosure?

How are cognitive functions and language structures being changed?

Should we be concerned, as Nicolas Carr provocatively asks in an article in the Atlantic Monthly, "Is Google making us stupid?"

What new cultural, social forms are emerging?

What is the transformative potential of the Internet?

In an article written by William Deresiewicz, entitled "The End of Solitude," he wonders if the power of the internet's connectivity inadvertently leads to the "production of loneliness."

Larry Brooks, Ph.D., is the Program Chair, Newsletter Editor, and Past President of the Glendale Area Mental Health Professionals Association. Dr. Brooks is coordinating the November conference, Psychology and

Technology. He has been licensed as a psychologist for 25 years and is in private practice in Glendale. He is certified by the BBS and MCEPAA to offer continuing education. He can be reached at (818) 243-0839 or DrLarryBrooks.com.

Calendar of Events

PSYCHOLOGY AND TECHNOLOGY CONFERENCE

Saturday, November 7, 2009
8:30-4:30
Huntington Memorial Hospital
Pasadena

For further details, contact
Larry Brooks, (818) 243-0839 or
DrLBrooks@earthlink.net

QUARTERLY NETWORKING LUNCH

Friday, September 25
Notte Luna Italian Restaurant
113 N. Maryland Ave., Glendale

All lunches 12-1:30pm
All are welcome.
Each person pays their own.
Bring your business cards.
Reserve ahead with Jim De Santis
at (818) 551-1714.

BOARD MEETINGS

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

Sept 25 (new date)
Nov 13 (new date)

Privileging Individuality: The Psychotherapists' Sacred Duty



Alan Karbelnig,
Ph.D.

(Bolstered by Soren Kirkegaard's lament that "ours is a paltry age because it lacks passion," Dr. Alan Karbelnig writes this essay to provoke thoughtful reaction from his colleagues. Alan is a Training and Supervising psychoanalyst at the New Center for Psychoanalysis and the Newport Psychoanalytic Institute. He practices psychoanalytic psychotherapy and forensic psychology in South Pasadena.)

If you view psychological conditions as distinct "disease" entities, then you likely appreciate the existence of cognitive behavioral psychotherapists. They develop skill in categorizing aspects of human experience that comport with DSM-IV disorders. They identify empirically validated mechanisms for treating such psychiatric entities. They research and publish studies on the effectiveness of their interventions. But even the most conservative cognitive behaviorists would not consider their approaches to be

holistic, to involve the "whole person." Instead, although they might use kinder words, they treat their patients like some variation of machines that, after some thought-adjustments, can be returned tranquilly to society.

Psychodynamic practitioners, in contrast, listen to the persons who consult them as whole beings, as sentient subjects. They realize that, whereas persons might seek help for "erectile dysfunction," psychotherapy sessions may uncover more global relational difficulties. They understand that, whereas other persons might present with "depression," the therapy encounters might reveal a profound disinterest in their life work,

This search for the subject is nothing less than a sacred duty, particularly in view of contemporary society's near-destruction of individuality.

or previously unknown conflicts with their family or friends. Similarly, they might help persons with "anxiety disorders" discover that their nervousness betrays an insufficient sense of identity, meaning, or emotional security. All of these underlying subjective themes can become altered through the structured interpersonal process called psychoanalytic psychotherapy.

Despite their various inter-school conflicts, these psychodynamic practitioners share a focus on

individuality. To one extent or another, they find guidance in the pursuit of what psychoanalyst and philosopher Jacques Lacan called the subject (who the person really is) rather than the ego (who the person thinks he or she is). This search for the subject is nothing less than a sacred duty, particularly in view of contemporary society's near-destruction of individuality.

This threat to distinct personhood becomes readily evident when watching late night television. As you have likely witnessed yourself, television commercials pawn medications for every "ailment"—physical, mental, or cultural. They display actors showing a range of emotion, from sadness to nervousness to excitement to exhaustion; they then name these as depression, anxiety, mania, or fatigue; they then suggest that your doctor can provide you with the Lexapro, Xanax, Lamictal or Provigil to eliminate these "disorders."

The process of naming various mental states, and even identifying them as abnormal, begins in earliest childhood. We are inculcated into the mythology of our families—regardless of our true natures. If the family values education and we struggle academically, then we are sent to tutors, offered special remedial materials, and shuffled off to private schools. If mild, compliant behavior is sought, and we are intense by nature, then we are referred for special education, or perhaps given psychoactive substances to modulate our passions.

Once we leave the family home, we become immersed in a more intensive, all-encompassing propaganda program. The mass media encourages the atrophy of all critical thinking abilities. We are barraged with information defining our experiences. We are told what bodily smells are bad, what behaviors are problematic, and what habits are self-destructive. These mass informational campaigns severely damage individuals' capacity for finding themselves.

In contrast, psychodynamic psychotherapists focus more broadly on the search for individuals' desires, feelings, thoughts, attitudes, memories, and dreams. They help the individuals who seek their assistance to find the meanings contained therein. As such, these practitioners will always be ill-equipped to target "diagnostically related groups." They will always fit poorly into the evidence based medicine model. Their work towards the liberation of human individuality—ironically just like individuality itself—will never be subject to neat packaging comparable to "the little blue pill." While the clarion calls for scientifically-based approaches dominate the popular discourse, these professionals will quietly continue to pursue meaning and individuality—features of the human experience that defy categorization and therefore measurement.

Winners of Free Advertising

In each issue of the newsletter, we randomly select and announce six GAMHPA members, each of whom is awarded the opportunity to distribute a practice brochure or flier as a newsletter insert at no charge. Please contact the Newsletter Editor to make arrangements.

This benefit is worth the equivalent of over \$300 in first-class postage to each winner.

Congratulations go to the following winners:

Susan Andruk, M.F.T.
Suzanne Boyle, M.F.T.
Deborah Buckwalter, Ph.D.
John Juarez
Kay Kates, M.F.T.
Aracelli May, L.C.S.W.



The Business of Practice

Jim De Santis, Ph.D.

What Not to Do To Market Your Practice

There are plenty of tips and principles on how to effectively promote your private practice. Then there are errors we may make that are significant time and money wasters. Here is a short list of all-too-frequent mistakes that more often than not result in frustration and disappointment.

Hang Out a Shingle and Wait

Time was when there were insufficient clinicians in the world and just announcing your presence in a community may have been enough to make the phone ring. Instead, marketing a practice now does take conscious thought and deliberate effort. However, you can probably do better than most of your colleagues because few of us were taught in graduate school how to market at all.

Baronial Card Office Announcements

Another version of hanging out a shingle, fledgling clinicians with a traditional bent may send out the offset printed 4x5 card, "Is Pleased to Announce the Opening of Her Private Practice." The baronial card is essentially requesting referrals, but the readers lacks contextual information

and motivation to make a referral. Instead, get out of the office and meet and greet.

Mail Out Twenty Fliers

Something perhaps more sophisticated than hanging out a shingle, mailing out or handing out a fist full of fliers is insufficient in terms of its scale. The typical response rate for a direct mailing campaign is about 2-4%. Also, a typical response from a flier might be a tentative inquiry, and tentative inquiries do not all convert into actual clients appearing at your door. Dedicated clients who will pay for ongoing service and work in treatment until their issues are resolved are relatively rare. Instead, if you do a mailing, the numbers have to be substantial, on the order of hundreds and hundreds.

Yes, yes, people shop on the internet.
But they don't shop everywhere on the internet.

Four-Color Glossy Brochures

A variant of the flier, brochures can be a great way to generate business, but heavy investments on production should be avoided for several reasons. For one reason, some prospective clients may be turned off by the slick nature of an expensive brochure. Secondly, the cost of an expensive brochure may outweigh

the actual value unless it has been field-tested first. Thirdly, if you try to lower the cost of an elegant brochure by ordering large quantities, you may be stuck with something you cannot easily modify later. Instead, produce your own materials, in small quantities, photocopied on simple stock, and track the results.

Develop a State-of-the-Art Website

Yes, people shop for almost everything on the internet, from books to doctors to camping gear to batteries. It's a great way to find exactly what you need. Avoid taking a lot of time to establish a foothold on the internet. Instead, publish even a single home page or consider joining an existing directory. Over time, post your resume, list of services and fees, and so forth. Later, you can add additional value to your site by writing content, such as thoughtful articles about the services you enjoy providing and about how you think people change, grow, and achieve happiness.

Join All The Internet Directories

Yes, yes, people shop on the internet. But they don't shop everywhere on the internet. So don't try to join every directory. Some directories have such few listings that their draw will forever be limited. Instead, try using several first, and then join just one or two of the biggest, simplest, and least expensive.

Big Yellow Pages Display Ad

The research suggests that the only yellow pages ad that works is the largest display ad in the book.

Plumbers and attorneys know this; just look at the size and placement of their ads. If you do this kind of advertising, your ad should be professionally produced, it should contain a picture of you, you should be smiling, and the ad should offer a free initial consultation. However, prepare yourself for impulse-driven calls for urgent crisis work and additionally for a high rate of no-shows. Instead, stick to the basic one-line in-column listing so prospective clients who are already sold on your services can find you in the book if they only have your name.

Lots of One-On-One Lunch

We are creatures of habit. The majority of us who have been trained as individual therapists may be most comfortable with one-at-a-time collegial relationships. The two hour one-on-one lunch may slow your marketing effectiveness too much. Instead, keep it short. Coffee? Or spend two hours at a lunch with twelve colleagues instead of twelve hours of lunch with six colleagues.

Networking Outside Your Catchment Area

You may cultivate a national reputation, be named to national association boards and committees, and still wonder why your practice is foundering at home. It's great to volunteer; this is socially interested community service. However, for purposes of practice promotion, all referrals are local referrals. Instead, hyper-visibility in ones local community is vastly more effective and far less costly in developing and maintaining a private practice.

Network Television and Radio Appearances

Another version of networking outside your catchment area, you can hire a professional agent. spend hours preparing for nationally televised interviews, believing your visibility will hit big. Instead, media exposure should be local and repeated, such as hosting a cable show or radio question and answer, otherwise you're not apt to reap benefits in terms of building a private practice. People shop locally.

Public Speaking To Groups You Don't Treat

As content experts, we can be invited to give a presentation to a group, spend a great deal of preparation time to speak, and do a great job, only to wonder why we did it. Public speaking and teaching are great pro bono activities but should be clearly understood as this if in fact you are not speaking to a population that either you treat or who are optimal referrers for the kind of client that you treat. Instead, at least for purposes of marketing, target your public speaking engagements to audiences that you treat or to professionals who may refer optimal clients to you.

Lower Your Fee Based on a Feeling

"No good deed goes unpunished." If you lower a fee to avoid losing a client, you may later regret the decision if it is made on the basis of felt personal inadequacy or financial desperation on your part. "Oh, I need to fill the hour." "Oh, this person says they can't afford it." "Oh, I don't know if I can be of much help to them anyway." Lowering a fee should be based on actual need of a

client, not a game of charades. Instead, calculate a structured fee schedule and stick with it. My own sliding scale is a simple chart based on total household income and the number of people that income supports.

Contact High-Risk Groups

It is pointedly stated in the ethical principles of most disciplines that direct solicitation of distressed individuals is unethical, a version of ambulance-chasing. We really should not advertise directly to, say, a list of people who have recently filed for bankruptcy, or new immigrants, or parents of learning-disabled children. Instead, there are a lot of marketing methods that put you in front of your target audience and let them make an informed choice, through public speaking, teaching, writing, networking, and doing good clinical work.

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



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- Seminars held in Pasadena on Wednesdays—30 weeks
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- Application Fee: \$50.00
- Tuition: \$700 each trimester
- Classes Begin: September 30, 2009
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- Consultation groups meet weekly
- Contact the ICP office for an application

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Glendale Area

**Mental Health
Professionals
Association**

**PSYCHOLOGY AND TECHNOLOGY:
A CONFERENCE**

Huntington Memorial Hospital, Pasadena
Saturday, November 7, 2009, 8:30-4:30

Forty years ago Marshall McLuhan presciently wrote, “The medium is the message.” This iconic phrase captures an essential aspect of technology. When we use a tool that extends our capacities and empowers us, whether phone, car, eye-glass, or networked computer, it also changes us.

- What is the impact of today’s technology on psychological development?*
- How is it affecting the practice of psychotherapy?*
- What do clinicians need to know and do to technologically optimize their practice?*
- How can our clients benefit from our use of technology?*

This day-long gathering will provide a framework to think about the practical, philosophical, personal, and ethical implications of using today’s technology.

Contact Larry Brooks at (818) 243-0839 or DrLBrooks@earthlink.net for registration or details.

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Glendale Area

Mental Health Professionals Association

Enter the Digital Mental Health Community

GAMHPA Yahoo Group

Forum for GAMHPA members to widely distribute information about their services, groups, office rentals, referral needs, and much more.

A great way to connect and get to know fellow members!

To visit, go to
health.groups.yahoo.com/group/gampha

Glendale Area

Mental Health Professionals Association

Top Reasons to Visit GAMHPA Online

1. Links to Member Websites
2. Online June/July 2009 Newsletter
3. Online 2009 Directory
4. Online 2009 Application Form

psychotherapy.org/gamhpa

Classified Advertising

GROUPS

BEREAVEMENT SUPPORT GROUP. If you have suffered a loss, no need to grieve alone. Please call to join a bereavement group where you can find support in this difficult time of your life. For more information, please call Dawn Krikyan, RN, MSN, PMHCNS-BC, at (626) 399-6646.

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

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

CREATIVE PROCESS GROUP. A group for practicing and aspiring writers, musicians, visual artists, actors, etc., utilizing the "art as practice" Zen approach of Natalie Goldberg. This ongoing workshop will support and energize your creative process. Saturday, 10am-1pm. \$30 per meeting. South

Pasadena location. Call Deborah McColl, M.A., M.F.T., at (626) 665-7363.

DEL MAR GIRL POWER. Groups for girls second grade through high school. Promote self-discovery, hardiness, growth-fostering relationships, and empowerment. Social skills groups also available. Melissa Johnson, Ph.D., Lic # PSY 13102, Institute for Girls' Development, (626) 585-8075, ext. 108.

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

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

LESBIAN PROCESS GROUP. Ongoing, meets on the second and fourth Tuesday each month from 7-8:30pm. \$50 per month. Openings for 2 people. Maximum 8 women. Interview required. In Sherman Oaks. Call Dr. Mathis, (818) 386-9028.

MEN'S PERSONAL DEVELOPMENT GROUP. Growth and insight oriented group addresses male-female relationships, career, self-care, and personal fulfillment. Uses here-and-now interaction to increase self-awareness. Complements concurrent individual or conjoint psychotherapy.

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

MOVING THROUGH BEREAVEMENT. Ongoing supportive and educational group uses here-and-now discussion, as well as cognitive, psychodynamic, and biopsychosocial perspectives to optimize self-care and coping. Complements concurrent individual or conjoint psychotherapy for your clients. Consultation about a case, call Bonnie Cesak, LCSW, RN, (Lic. # 18570), Glendale, (818) 240-1355.

NAMI GLENDALE. National Alliance on Mental Illness provides support, education, and advocacy to families and friends who have a loved one with a severe persistent mental illness. We have a weekly support group on Tuesday evenings at 6pm at Verdugo Mental Health Center, 1540 E. Colorado St., and a Spanish-speaking support group that meets the second and fourth Tuesdays at the same time and place. For further information, visit www.namiglendale.org or call (323) 654-3844.

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

PERSONAL GROWTH GROUP. Enhance individual therapy. Provide couples who are willing to work individually alternatives for self-development. Offer clients a place to practice deepening their intimate relating. Openings are now available

in on-going group for high achieving men and women seeking more satisfying relationships and meaningful life work. We explore how the choices we make are influenced by our level of self-awareness. Wednesday, 6:30-8pm. \$45/group. Contact Suzy Boyle, L.M.F.T., Lic # MFC25347, at (626) 577-9352. Providing insight-oriented therapy in Pasadena since 1990.

PSYCHOTHERAPIST THERAPY GROUP. Finally a therapy group just for therapists! Interns/Trainees welcome. This is NOT a supervision group. Feminist therapy perspective. Come be creative, get support, and enjoy an intimate process group that is a closed group of 8 or less. This is a great, cost effective means of obtaining psychotherapy and a good way to experience the group process first hand! Must be willing to commit to minimum 6 months and attend regularly. Contact Cynthia Henrie, M.F.T., BCETS, License # MFC 41617, (323) 829-3568.

SASS GROUP. Sexual Abuse/Assault Survivor's Support Group for women who have been sexually abused, experienced incest, raped, sexually assaulted, exposed to adult sexuality too young, used in child pornography, or who have been or who are currently being stalked. Closed group of 6 or less. Must be willing to make a minimum of a 6 month commitment to the group and attend on a regular basis. Group meets every other Saturday 1-3pm. Contact Cynthia Henrie, M.F.T., BCETS, License # MFC 41617, (323) 829-3568.

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.

SIGNIFICANT OTHERS SUPPORT GROUP. Group for women whose significant other has a gender identity issue or is gender variant. Partners may be transsexuals, transgender, intersexed, cross-dressers, gender-queer, transvestites.... They can be either male-to-female or female-to-male. Group meets every 2-3 weeks depending upon availability of group members. Closed group of 6 or less. Must be willing to make a minimum of a 6 month commitment to the group and attend on a regular basis. Contact Cynthia Henrie, M.F.T., BCETS, License # MFC 41617, (323) 829-3568.

SUPPORT GROUP FOR WOMEN. You are invited to work out your issues in a warm and supportive environment. For more information, please call Dawn Krikyan, R.N., M.S.N., PMHCNS-BC, at (626) 399-6646.

SURVIVORS' GROUP (AMAC). "Treatment of choice" for molest/incest (per research). High-functioning women's group, \$225 per month, prefer therapist's referral, collaboration. Minimums: 6 months' previous therapy, 6 weeks' minimum commitment, two initial interviews required. Kathy Downing, L.M.F.T., Lic. # 24403, 20 years' group experience, (818) 845-0151.

SURVIVOR'S GROUP. Group for women who have posttraumatic stress disorder and are survivors of childhood abuse or are survivors of traumatic events. This group is a process group. Excellent for getting support and learning effective coping skills and strategies. Closed group of 6 or less. Must be willing to make a minimum of a 6 month commitment to the group and attend on a regular basis. Meets every Wednesday 8-10pm. Contact Cynthia Henrie, M.F.T., BCETS, License # MFC 41617, (323) 829-3568.

THRIVING WITH DIABETES. Ongoing supportive and educational group uses here-and-now discussion, as well as cognitive, psychodynamic, and biopsychosocial perspectives to optimize self-care and coping. Complements concurrent individual or conjoint psychotherapy for your clients. Consultation about a case, call Bonnie Cesak, L.C.S.W., R.N., (Lic. # 18570), Glendale, (818) 240-1355.

TRANSWOMAN SUPPORT GROUP. Group for transsexual women who are in the process of transitioning from male-to-female who are at different phases of their transitioning process. Age of group members is currently between 30-60. Highly supportive process group! Closed group of 6 or less. Must be willing to make a minimum of a 6 month commitment to the group and attend on a regular basis. Meets every other Saturday from 10am-12pm. Contact Cynthia Henrie, M.F.T., BCETS, License # MFC 41617, (323) 829-3568.

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 DIVORCE SUPPORT GROUP. Women in their 40s and 50s who are divorced, or are in the process of divorcing, are cordially invited to join this group, moderated by an experienced divorce mediator. Monday evenings, limited to 6 participants. Call for more details and enrollment information. Referrals welcome. Elisse Blinder, Ph.D., Lic. # PSY11598, (626) 795-9718.

WOMEN'S MIDLIFE PASSAGES. Ongoing supportive and educational group uses here-and-now discussion, as well as cognitive, psychodynamic, and biopsychosocial perspectives to optimize self-care and coping. Complements concurrent individual or conjoint psychotherapy for your clients. Consultation about a case, call Bonnie Cesak, LCSW, RN, (Lic. # 18570), Glendale, (818) 240-1355.

WRITER'S GROUP. Monthly group for screenwriters, poets, playwrights, comedy writers, journalists, lyricists, authors. Identifying and overcoming obstacles to productivity, peer support and accountability for forward movement in your craft. Goal is quality, timely output with personal satisfaction. Wednesday, 5-6 pm. Glendale. Jim De Santis, Ph.D., C.G.P., Lic. # PSY10315, (818) 551-1714.

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. Beautiful, spacious office in a well-maintained suite. Less than a mile from the studios and one block west of the 5 freeway. New carpeting, private restroom, large balcony, and easy parking. A smaller office is also available. Please call (818) 848-5653.

EAGLE ROCK. Psychotherapy office in a quiet, attractive, professional building on Figueroa at the 134 Freeway. Large windowed, 200 square foot office in a suite with waiting room and three offices. Wireless internet connection included. \$800 a month. Office will be available at the end of October or the beginning of November 2009. Please call Dr. Ann Montgomery, 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.

LA CANADA-FLINTRIDGE. For Lease: Professional office in La Canada-Flintridge. 800 square feet divided into reception area, large office, back room, and restroom. Great location near the corner of Oceanview Blvd. at 2258 Foothill Blvd. Ample free street-level parking in complex for clients. Lease rate is \$2,200 per month including water. Excellent freeway access. To inquire, please call (818) 248-8998.

PASADENA. Wonderful building, location, parking, handicap accessible, waiting room, and call light. Mondays, Tuesdays, and every day after 6:15. Joan Scott, Ph.D., (626) 796-1158, jnscottphd@sbcglobal.net, or Lydia Glass, Ph.D., (626) 792-4153, lydiaglass@msn.com.

PASADENA. Comfortable, part-time, furnished psychotherapy office. Lovely view of courtyard with fountain, large waiting room, kitchen. Great location with client and therapist parking. Please contact Paula Denney, M.F.T., at (626) 795-2270 or pauladenney@earthlink.net.

SILVERLAKE. Great location! Weekday and weekend hours available in our Rowena Avenue office. First floor, no stairs, easy access. A quiet and comfortable suite with a charming interior design, shared with a solo chiropractor. Near Coffee Table, Trader Joe's, Gelson's. Anita Frankel M.F.T., Silverlake Psychotherapy Associates: (323) 661-0297 or afrankel@earthlink.net.

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 GROUP.

Discussion of case material with a focus on a Contemporary Relational Psychoanalytic perspective. Reading provided if desired. Location is 10-15 minutes from Glendale, 20 minutes from Pasadena, at 1800 Silverwood Terrace, Los Angeles. Call Elaine Silberman, Ph.D., Psy.D., (323) 664-8240 or e-mail esilbos@aol.com to inquire further.

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 small group meetings use practical lecture and discussion, action-oriented assignments, and peer support. 18 CEUs available for M.F.T.s and L.C.S.W.s. Glendale. Call (818) 551-1714 for information or to register.

THERAPIST'S SELF CARE GROUP. Helping others is our calling, but attending to our own needs is essential to achieving our objectives. For the mental health professional who wants to create the life they truly want, 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. 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. For experienced licensed mental health professionals interested

in contemporary psychoanalytic theory. The goal of this small group (limited to 5) is to provide a place for open, creative discussion of case material with the objectives of deepening one's therapeutic work, enhancing one's clinical understanding, refining one's ability to apply theory to practice, and more effectively using one's self in the clinical encounter. Contact Larry Brooks, Ph.D., Lic. # PSY8161 at (818) 243-0839 and check out drlarrybrooks.com.

SUPERVISION CONSULTATION GROUP FOR THERAPISTS STARTING OUT IN PRIVATE PRACTICE. Targeted to clinicians with less than 5 years of post-licensure experience. This small group (limited to 5) will provide a setting to strengthen clinical skills as well as deal with the personal/professional challenges of being in private practice. It will utilize a contemporary psychoanalytic framework to discuss clinical material with objectives of deepening one's therapeutic work, enhancing one's clinical understanding, refining one's application of theory to practice, and more effectively using one's self in the clinical encounter. Contact Larry Brooks, Ph.D., Lic. # PSY8161 at (818) 243-0839 and check out drlarrybrooks.com.

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.

DR. AUDREY KHATCHIKIAN, PH.D. Now accepting Blue Shield and Medicare for neuropsychological evaluations and treatments. Please call (818) 476-0077.

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. CD-ROM, paper copy, or e-mail. For more information or to examine samples, visit JJDeSantis.org or call (818) 551-1714.

PROFESSIONAL DEVELOPMENT PROGRAMS. PDP is certified by the MCEPAA and BBS to provide continuing education to Psychologists, Social Workers, and Marriage and Family Therapists. PDP works with small groups of clinicians and agencies to design programs to meet your specific training needs. Call Dr. Larry Brooks at (818) 243-0839 or drlbrooks@earthlink.net or check out the website at DrLarryBrooks.com.

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

CHILD PSYCHIATRIST DIRECTORY. Concise list of 250 physicians who provide psychiatric services to children and adolescents throughout in Los Angeles county, available on the internet at JJDeSantis.org.

DIAGNOSTIC TESTING DIRECTORY. No cost to obtain a copy or submit a listing. New directory for purposes of professional

cross-referral, listing 230 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 JJDeSantis.org call (818) 551-1714, or e-mail to JJDeSantis@aol.com.

EASTERN SAN GABRIEL VALLEY DIRECTORY. Hard to find a qualified referral further east? New directory of mental health professionals out beyond the 605 freeway from Azusa to Pomona, cross-indexed by specialties, services, and insurance accepted. 30-page resource free to view or download at JJDeSantis.org.

GAMHPA MEMBERS DIRECTORY. Over 125 mental health professionals in the Glendale area, cross-indexed by specialties, services, and insurance accepted. This 65-page resource is available free from the following internet address: psychotherapy.org/gamhpa.

GROUP THERAPY DIRECTORY. Request a free copy or submit your free listing. Concise, up-to-date directory of outpatient psychotherapy groups in Los Angeles county. 480 facilitators and 1,200 groups. Edited by a licensed psychologist and certified group psychotherapist. Web page has received 20,000 hits from visitors. View or download from TheGroupList.org.

AFFILIATE AGENCIES

COLDWATER COUNSELING CENTER is a non-profit organization based in Studio City providing depth psychotherapy to adults and children on a sliding-scale basis. All therapists and interns have had, and continue to engage in, extensive personal analysis.

The staff—mostly licensed M.F.T.s—includes three Jungian analysts and a number of analysts-in-training. For information or a brochure, call (818) 508-0703, or visit us online at www.coldwatercounselingcenter.org.

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

NAMI GLENDALE. National Alliance on Mental Illness provides support, education, and advocacy to families and friends who have a loved one with a severe persistent mental illness. We have a weekly support group on Tuesday evenings at 6pm at Verdugo Mental Health Center, 1540 E. Colorado St., and a Spanish-speaking support group that meets the second and fourth Tuesdays at the same time and place. For further information, visit www.namiglendale.org or call (323) 654-3844.

Websites by GAMHPA Members

Tom Badzey	www.tombadzey.com	Student/intern
Michael Barnes, Ph.D.	www.michaelnbarnesphd.com	Private practice
Michelle Barone, M.F.T.	www.michellebarone.net	Private practice
Megan Bearce, M.F.T.	www.meganbearce.com	Private practice for gifted teens/adults
Kate Beiler, Psy.D.	www.katebeiler.com	Private practice
Elissa Blinder, Ph.D.	www.peacefuldissolutions.com	Private practice
Rodney Boone, Ph.D.	www.cbtsocal.com	Cognitive behavioral therapy
Larry Brooks, Ph.D.	drlarrybrooks.com	Private practice & continuing education
Ed Brostoff	www.specialedhelp.com	Educational advocacy
Deborah Buckwalter, Ph.D.	www.personagroup.com	Private practice
Kim Carlson	www.kcpsychotherapy.com	Intern
Martha Carr, M.F.T.	www.mcarrmft.com	Private practice
Michelle Cauley, L.C.S.W.	www.cauleyassociates.com	Private practice
Chris Cooper, Ph.D.	www.chriscooperphd.com	Private practice
Coldwater Counseling Center	www.coldwatercounselingcenter.org	Clinic
Lorraine Cummings, L.C.S.W.	www.caringwithpassion.com	Geriatric care management
Jim De Santis, Ph.D.	www.jjdesantis.org	Testing, groups, business consultation
Margot Desannoy, M.F.T.	willowspringscenter.com	Youth residential treatment program
David D. Fox, Ph.D.	www.psychotherapy.org	Resource center & web hosting
Anita Frankel, M.F.T.	www.therapyinla.com/area3.html#anitaf	Private practice
FrontPoint	www.frontpoint.org	Group practice
Enrico Gnaulati, Ph.D.	www.dr.gnaulati.net	Private practice
Ira Heilveil, Ph.D.	www.pacificchild.com	Nonpublic agency for children
Cynthia Henrie, M.F.T.	Www.therapist4me.com	Sexuality, gender, & feminist therapy
Melissa Johnson, Ph.D.	www.instituteforgirlsdevelopment.com	Group practice & resources about girls
John Juarez	www.pasadenamediation.com	Mediation
Aracelli May, LCSW, M.Ed.	www.aracellimay.com	Private practice
Karin Meiselman, Ph.D.	www.meiselman.net	Private practice
Holly Miller, M.F.T.	www.hollytherapy.com	Private practice & art therapy
Emily Moore, M.F.T.	www.emilymooremft.com	Private practice
Stacy-Colleen Nameth, LCSW	www.tellyourstorytherapy.com	Private practice
Glenn Peters, Ph.D.	www.therapyinla.com	Group practice
Craig Peterson, PsyD, MBA	www.drcraigpeterson.com	Private practice
Linda Goodman Pillsbury, LCSW	www.lgpillsbury.com	Private practice, EMDR
Linda Povernny, Ph.D., LCSW	www.povernnyandassociates.com	Private practice
Lee Stoltzfus, Ph.D.	www.lifemanagementsystems4u.com	Private practice
Megan Torrey-Payne, L.C.S.W.	www.megantorreypayne.com	Private practice
Anne Warman, Psy.D., M.F.T.	therapist.psychologytoday.com/45189	Private practice
Charles Weinstein, Ph.D.	www.charlesweinsteinphd.com	Private practice
Andrew Whaling, M.F.T.	www.great-marriages-now.com	Marriage/relationship counseling
Kathleen Williams, Ph.D.	www.psychologist-losangeles.com	Private practice

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, send your link to David D. Fox, Ph.D., GAMHPA Webmaster, at DavidFox@psychotherapy.org.

GAMHPA

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BOARD OF DIRECTORS

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President, (818) 551-1714

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(818) 665-9645

Martha Carr, Psy.D., M.F.T.
(818) 559-7261

MISSION

GAMHPA was founded in 1992 by a few local area mental health professionals in private practice. Within several years, it grew to over 100 members. 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, reflecting real patterns of professional referral. 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, \$70 per year. Associate Member dues for students, interns, and others, \$45 per year. Organizations, \$125 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 local professional mental health community and posted on our website. They have access to our internet discussion group.

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. They receive reduced rates for continuing education. New members can submit a brief professional biography for publication in the newsletter.

NEWSLETTER

The GAMHPA Newsletter is customarily published bimonthly and 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 25
Dec/Jan Issue	Nov 20

ADVERTISING

All advertising questions should be directed to the Editor. Classified ads will run for two issues, display ads for one issue. Advertising for services by psychologists or psychological assistants must include the license number of the psychologist. Display ads must be camera-ready; submit one copy for each issue. To submit an insert—such as a flier or brochure—provide sufficient copies to cover the print circulation, noted on the masthead. Due to publication processes, each newsletter is delivered approximately three to four weeks after our deadline.

Advertising Rates

Item	Member	Non-Mem
Classified ad	Free	\$25
1/8-page display ad	\$25	\$50
1/4-page display ad	\$50	\$75
1/2-page display ad	\$65	\$90
Mailing list, printed	\$15	\$25
Mailing list on labels	\$30	\$40
Mailing list on disk	\$70	\$80
e-Mail list	\$20	\$30
Newsletter inserts	19¢	32¢

GAMHPA Newsletter.
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