

**A Publication of the
Glendale Area Mental Health Professionals Association
(818) 771-7680 www.psychotherapy.org/gamhpa
Apr/May 2006 ? Volume XIV Number 2 ? Circulation 385**

GAMHPA News

Our next continuing education event is tentatively planned for the fall season and will cover the subject of diagnostic dilemmas. If you would like to help in the planning of this event, please contact Larry Brooks, our program chair.

In this issue, Gloria Dahlquist, our columnist, interviews GAMHPA member Jennifer Jones in depth. Also, please welcome new GAMHPA member, Hsing-Fang Chang, who provides a professional biography. Any new member can submit a synopsis for publication in this newsletter.

Jim De Santis, provides another installment in his series on the business aspects of private practice: the selection and marketing of clinical specializations based on an evaluation of their profitability.

Our next quarterly networking lunch will be Wednesday, May 17, at Panda Inn on Wilson east of Brand in Glendale. ?

Calendar of Events

QUARTERLY NETWORKING LUNCHES

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

May 17, Panda Inn
July 26, Fortune Inn

BOARD MEETINGS

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

May 19 September 15
July 21 November 10

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

In This Issue

About GAMHPA	12
Affiliate Agencies	11
Benefits of Membership	12
Board Meeting Schedule	1
Board of Directors	12
Calendar of Events	1
Classified Advertising	7
Feature: Business of Practice ...	5
Feature: Member Interview	2
Feature: New Member Bio	4
GAMHPA News	1
How to Advertise	12
How to Join GAMHPA	12
Member Websites	6
Office Space	9
Professional Services	9
Publications	11
Therapy Groups	7
Winners of Free Advertising	4

From: _____

Request Circulation

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

A Conversation With . . .

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

Jennifer Jones, M.Ed., L.M.F.T.

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

When I started college I thought I wanted to be a psychologist. I grew up in Texas and went to A&M, an engineering school. I grew up in a family of engineers. I kind of knew what I always wanted, but like most of us was scared and didn't have a name for it. I went on and got my communications degree and was going to become a professor. When I started teaching communication, I realized what I really wanted to be doing and knew I was now ready to embark on that. I started my therapy training then. And it's been interesting to integrate the two areas together. It's been a very long process.

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

How much time do you have (laughter)? A couple of things. From the beginning, I've always been very analytical. I wanted to know about meanings. I was very curious, and never quite satisfied with what people told me. I wanted to know the why. As I've continued as a therapist and a person, I see that's not always the best question. I mean, it's an

important one, but it's not the only thing dictating who we are. I'm learning how to find other questions now that are just as important. I grew up as an adopted child from infancy. I felt very different from my family. There was always a separateness that allowed me to be an observer. I also wanted to rescue my family. You know, all those things we don't want to admit anymore. I saw things that they didn't, and it was very frustrating. But they just wouldn't listen to me as I tried to shove it down their throats. This may have made me as a child want to be a teacher, something big and important.

...“Listening is my gift. It’s my job to listen to what someone is trying to understand in themselves. And then be with them while they are trying to articulate that.”

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

I grew up in George Bush country, where the norm was you grow up, get married, have kids. I didn't have any big role models for the kinds of things I was attracted to, like artists, writers, thinkers, and so on.

My biggest supporter has been my husband, although I don't always want to admit that (laughter). I've also sought out people along the way, professional people who have helped me and inspired me...teachers and supervisors. I was inspired early on by feminists like Carol Gilligan, so I have to nod to them. If I hadn't had

them I might have taken a much easier route in life. Well, maybe easier on one level anyway.

Where did you study?

My undergraduate work was at Texas A&M, a very conservative school, which is very different from where I'm at now. Then I went to the University of South Florida in Tampa, which was about the most exotic place I could get to (from College Station, Texas). I got my masters degree in communication there. It was a fascinating place, because it was away from what I knew. After moving to Austin, Texas, and getting married and having two kids, I tried to pursue my degree in counseling. Then we moved to Raleigh, North Carolina where I got my counseling degree. I augmented my coursework there with studies in developmental psychology, and I also did career counseling work there. Since being in Los Angeles, I have studied mind/body healing, mindfulness

training, and psychoanalytic studies. It's very exciting being in this environment where so much is easily available. I'm seeing the limits of working simply with people's belief systems. In working with cancer patients I'm seeing they need something that works like, yesterday.

What do you like most about being a therapist?

I'll give you a quote my husband said one time that I thought was very interesting. This was after seeing me in a very successful career counseling practice, because I was very, very good at that, not to toot my own horn. But I knew it would never be

deeply satisfying to me. He said, "For you, it seems like career counseling is a real solid marriage, but doing therapy is like a roller coaster ride, with its ups and downs, its difficulty, and its challenges." Being a therapist is fascinating to me both emotionally and intellectually. It challenges my perfectionistic tendencies, and requires me to look into my self. It's really hard! There's so much to learn, and there will always be a learning gap. But I got started kind of early—I'm still young and my family is young. I really like taking on hard, complex pursuits. I look at my own belly button a lot—you have to. It's an asset in this profession. It's also tiring, though. One can't do that all the time. I see this as a life long profession because there's too much to learn to ever get done. I like that.

What discourages you about your profession?

I feel quite privileged since I have moved to Glendale. By not having to support myself alone, I was able to start in private practice earlier on (than I would I have been able to otherwise). I also knew that I was older, I had kids, and had real, concrete limitations in terms of the time that I could give to it. I think if it had been necessary for me to work in clinics with little or no pay, that might have been discouraging. It's so different here from Texas. Here people are receptive to therapy, and seek it out willingly. In Texas there are fewer opportunities, and there is still a lot of stigma against mental illness. I guess I would say that if I went elsewhere, I might be discouraged, but not here.

What is your general philosophy about your work?

People come to me for different purposes, because I work in different settings: private practice and in a hospital. My job is to really listen, really listen to what their reason is for coming to see me. And then use my training and theoretical knowledge to help me listen to them. I feel that listening is my gift. It's my job to listen to what someone is trying to understand in themselves. And then be with them while they are trying to articulate that. What I can offer is information, but the main thing is to be with them while they get to where they want to be.

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

That's very important. I was an intern for a long time, out of necessity because I had two small children. So my situation required me to have patience. And also an element of self-care, because I could only work so much. I struggled with self-care in my "mother-life" while that dominated my time, and now it has shifted to self-care in my professional life as well. If I don't have it, because I listen so deeply and am so affectively open, if I don't have a place to let that out, it's bad. It can lead to me feeling overwhelmed or frantic. I'm sharing that because I see what happens when I don't have the self-care, and what happens when I do. Besides needing having a place to process my own stuff, I need physical activity because I've always been an athlete. But the main thing is to have caring attachments so that I can lighten myself of intense emotions that I pick up. I feel that I'm professionally negligent if I don't self-care. If my goal is to do a good job, why would I not? I feel very adamant about it.

How would you describe your favorite kind of client?

My tendency is to like clients who are like me. Ha! They're easy. But what I really like are clients that I can't quite access easily. Because then they always teach me something. Clients that aren't interested in insight are for me the most difficult clients. The challenge is to find what they are offering me and what they have to teach me, instead of turning away from them. That's what I love about them.

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

That I believe it is important to really listen to each person, and to commit to being as fully present as possible with them. To bring all of my learning to bear in the moment, but to not assume that I have the answers. I like to be with people in intense life situations because it is a moment that I feel privileged to be part of with someone. It is their moment, but they need another to be with them. That's most important to me.

What question did I not ask that you were hoping I would ask?

One thought I had is that the reason I like to read your column is that I like to see what type of work people are doing so I can network with them and refer to them.

Jennifer Jones, M.Ed., L.M.F.T., is in private practice in Glendale and specializes in cancer patient support, bereavement, death & dying, trauma, career development, infertility, and adoption issues. She is with Glendale

Adventist Medical Center Cancer Center, developing *Focus on Healing*, a Psycho-Social Support Program for Oncology Patients, Caregivers and Staff. In this capacity, she is also working with others to create a clinical internship program for practitioners interested in developing skills in psycho-oncology.



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

works primarily with Gifted Adults and Highly Sensitive Persons who are survivors of childhood abuse or neglect. She may be contacted at (818) 766-9348 or gloriadahquist@aol.com.

Welcome New GAMHPA Member



Hsing-Fang Chang, Ph.D.

Dear Members,

I am a bilingual (Chinese-English) licensed psychologist located in the San Gabriel Valley. My career in Psychology started when I came to the U.S. for graduate study in 1993. I got a masters degree in Educational Psychology from the University of Minnesota, Twin Cities, and a Ph.D. in Counseling Psychology from the University of Southern California, Los Angeles. I specialize in multicultural counseling, acculturation, and immigration issues. I conduct individual and couples therapy to culturally diverse clients with depression, anxiety, and various personal, social, and developmental issues. I have worked in three different university counseling centers (USC, Caltech, UC Davis), and also collaborated with international student services on university campuses. In addition to treating young adults at universities, I also treated chronically mentally ill adults. My most recent full-time job was at Verdugo Mental Health Center treating outpatient clients as well as clients in the Day Treatment program. Currently I am a full-time mom of a 5-month old baby, and have a part-time private

practice in Pasadena. While working on joining some insurance networks, I am taking clients on a sliding-scale basis. I am happy to be a member of GAMHPA, and I look forward to meeting some of you at the luncheons.

Dr. Chang's practice is located at 711 Walnut St., Suite 309, in Pasadena. She can be contacted at (626) 203-8326. ?

Winners of Free Advertising

In each issue of the newsletter, we select randomly drawn members who are awarded the opportunity of distributing their own practice brochure or flier as a newsletter insert at no charge—worth \$140 in postage costs alone.

Congratulations to:

Guillermo Brzostowski, M.A.
Chris Cooper, Ph.D.
Laura Filip, L.C.S.W.
Edith Gore, M.F.T.
Elizabeth Kostrey, M.D.
Judy Schmidt, M.F.T.



The Business of Practice

By Jim De Santis, Ph.D.

Optimizing the Profitability of Niches

One advantage of our professional degrees is that we have latitude in what we can do within our profession. Most mental health professionals in practice offer more than one kind of mental health service. While many may offer individual psychotherapy, for example, we may specialize in a particular theoretical approach, a particular demographic population, or a particular diagnostic group. Also, we may offer other treatment modalities like conjoint or family therapy; we may offer specialized assessment services like testing; we may offer consultative or educational services to groups or organizations. From a business perspective, an important step in successfully marketing a private practice is choosing which specializations, or niches, to emphasize in our marketing efforts.

Niche marketing involves several essential prerequisites. First and foremost is competence. Ethically and legally, specializations must lie within the scope of one's professional competence, based on education, training, experience, and licensure.

Secondly, as professionals we are in a position of special responsibility to the community. We ethically have a social responsibility to provide services that are relevant and needed, regardless of personal gain, for example by offering some of our services pro bono.

Thirdly, specialization should, though too often does not, involve careful consideration of what brings career satisfaction to the professional. Is your practice fun? Without some degree of personal fulfillment, we can neither sustain our energies over the length of our professional careers nor model healthy, balanced living for our clients.

"After assessing your professional skill, social responsibility, and personal satisfaction in providing a specific service to the community, profitability is an important factor in selecting which professional services to market in your practice."

But beyond these requirements come a series of criteria focused on the marketability of a service from a strictly business standpoint. These criteria can be used to evaluate which among several niches have the better potential for profitability.

1. Does the customer have money to spend? Recognizing that the customer may not be the patient, per se, but can be a third party-payor, the entrepreneur must consider to what extent the service will be sought with the least objections about affordability.

Among considerations are the affluence of the payor, such as the availability of discretionary income for growth-oriented therapy. If you sell something too few can afford, you are reducing your likelihood of overall profit.

2. Will the customer pay a premium for quality? People for whom price is not a primary consideration are likely to seek out and pay specifically for high quality, such as expertise, whether it be in law, auto mechanics, or mental health. If you offer something of the very highest quality available that commands a premium over the competition, you are likely to increase your profit margin.

3. Are there large numbers of potential customers in your catchment area, and 4., Is competition for the customer low? Based on fundamental principles of economics, sales are stimulated by high demand for low supply. If you sell something that appeals to many and is available from few, you are maximizing your profit potential by ensuring your customer base. How many therapists in your geographical area offer precisely the same service as you?

5. Is reaching the customer easy? Can you only reach your customer through paid mass media? The cheaper, faster, and simpler it is to let the customer know that you are available and what you offer, the lower your marketing overhead is likely to be and the greater your return on any marketing expenditure.

6. Is your credibility with the customer high? Does the customer already respect who you are and what you do? Will the customer understand how to evaluate your credentials and be ready to access your services? The more credible you are to your target market, the less time or money must be reinvested in the effort to sell.

7. Is your experience with the customer high? Extensive experience with a particular type of customer is likely to give you a relative advantage in terms of understanding how the customer shops and what the customer needs to know in order to make an informed choice in comfort. Less resources consequently will be necessary to allocate to marketing overhead.

8. Does the customer have a high need for your service? The higher the absolute need, the easier a service or product is to sell. For example, many parents are likely to seek out services for their children before making other discretionary expenditures because their children are a priority. The easier a service is to sell, the less time, money, or effort are required to make a sale, and more resources can be conserved as business profit.

9. Does the customer know they need what you offer? McDonald's does not sell hamburgers. When the customer walks into the restaurant, they already know what they want, the burger was sold long ago. If the customer already knows about your service, you will have less to do to educate your customer about its

benefits. The more education a customer needs in order to make a purchase, the more profit must be redirected into the marketing enterprise.

After assessing your professional skill, social responsibility, and personal satisfaction in providing a specific service to the community, profitability is an important factor in selecting which professional services to market in your practice. Optimal niches can be chosen by sizing up the competition and the available potential customer base, judging the customer's familiarity and respect for the service, the customer's willingness and capacity to pay for the service, and how easy it is to reach the customer with your marketing message. ?

Websites by GAMHPA Members

Michelle Barone, MFT	www.michellebarone.net	Private practice
Larry Brooks, Ph.D.	www.pdpce.com	Continuing education
Martha Carr, M.F.T.	www.mcarmmft.com	Private practice
Sharon Deacon, Ph.D.	www.drdeacon.com	Group practice
Jim De Santis, Ph.D.	hometown.aol.com/jjdesantis	Testing, groups, business consultation
David D. Fox, Ph.D.	www.psychotherapy.org	Resource center & web hosting
James Gagne, M.D., Q.M.E.	www.drgagne.com	Private practice and articles
Ira Heilveil, Ph.D.	www.pacificchild.com	Nonpublic agency for children
Melissa Johnson, Ph.D.	www.girlpowernow.com/	Information & resources regarding girls
Melissa Johnson, Ph.D.	www.instituteforgirlsdevelopment.com	Private practice focusing on girls
FrontPoint	www.frontpoint.org	Group practice
Deborah McColl, M.F.T.	www.deborahmccollmftcc.com	Private practice, arts group, chem-dep
Karin Meiselman, Ph.D.	www.meiselman.net	Private practice
Larry Nadig, Ph.D., M.F.T.	www.professionalcharges.com	Credit card services
Andrew Whaling, M.F.T.	www.great-marriages-now.com	Marriage/relationship counseling
Andrew Whaling, M.F.T.	www.singledirections.com	Singles seminars

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

Classified Advertising

GROUPS

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

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

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

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

THE CLARITY BEHAVIORAL HEALTH GROUP, INC.

New large group practice is recruiting for licensed masters and doctorate level clinicians with a minimum of three years experience. Practice offices located in La Canada and Sherman Oaks.

Must have 4-8 hour continuous time availability and seeking part time work. Managed care friendly and managed care experience preferred. Outcome based experience required.

Health benefits are available based on clinical participation.

Please e-mail your Curriculum Vitae to:

brillianthealing@msn.com
ClarityBHG@yahoo.com

Howard Richard Wax, President
The Clarity Behavioral Health Group, Inc.
4419 Van Nuys Blvd., Ste. 302

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

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

GAY MEN'S PERSONAL DEVELOPMENT GROUP. Growth and insight-oriented group addresses

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

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

INSTITUTE FOR GIRLS' DEVELOPMENT SUMMER WORKSHOP SERIES. A fun, in-depth experience in self-discovery and hardiness! 2006 Theme: Mind, Body and Spirit! Third-fifth grade meet Monday-Friday July 10-21. Sixth-eighth grade meet Monday-Friday July 24-August 4. Entering ninth grade meet Monday-Friday August 7-11. Activities include indoor and outdoor activities, arts and crafts, journaling and creative writing, skits and role-plays, Yoga, fun activities with guest experts. To learn more please refer to our website: www.InstituteForGirsDevelopment.com or contact Robin S. Harpster, M.A. (MFC 41937), at (626) 585-8075.

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

MEN'S PERSONAL DEVELOPMENT GROUP. Growth and insight oriented group addresses male-female relationships, career, self-care, and personal fulfillment. Uses here-and-now interaction to increase self-awareness. Compliments concurrent individual or conjoint psychotherapy. Thursday, 7:45-9:15pm. Glendale. Jim De Santis, Ph.D., C.G.P., Lic. #PSY10315, (818) 551-1714.

PARENTING THE "DIFFICULT" CHILD. A 10-week support group offering parents of spirited, difficult, or challenging children/youth a nurturing environment to better understand and address their child's unique needs. The group provides both a psychoeducational and supportive environment for parents to process their experiences. Dr. Finer and Dr.

Gould have significant experience in working with challenging youth as well as their families both within school and private practice settings. Pasadena area. For more information, contact Rosalie Finer, Ph.D., Lic. #PSY10877, or Michelyn Gould, Psy.D., Lic. #PSY17294, at (818) 786-3491.

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

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

SECOND HALF OF LIFE GROUP for women 48+ who are interested in deepening their relationship with the Self through creative activities designed to tap inner resources and promote individuation in a nurturing and supportive environment. Activities include art, music, movement, sand play, meditation, guided imagery, dreamwork, role play, as well as cognitive exercises and group discussion. Tuesday and Wednesday evening groups in Encino. Limited to six people per group. Concurrent or prior individual therapy recommended. Call Christi at (818) 759-1898.

SINGLES 12 WEEK RELATIONSHIP GROUP. A 12-week time-limited co-ed group allowing singles to prioritize their personal lives, connect with other thoughtful singles and discover what needs to be done to move towards dating more or developing a loving long-term relationship. Issues usually include

letting go of unhealthy relationships sooner, building trust in self and others, making better choices, limit-setting, healing past hurts, and knowing where to go/what to do to "get out there" in safe, productive ways. Groups last 12 weeks, with a new group forming every six weeks, \$40/week. Monday evenings from 8:15-9:45pm or Wednesday evenings 7:15-8:45pm in downtown Pasadena. Call Andrew Whaling, M.F.T., at (626) 564-0480.

SOCIAL SKILL DEVELOPMENT AND ENHANCEMENT GROUPS. Small groups designed for children and adolescents striving to improve relationships with friends and family members. Group is both educational and experiential, allowing youth to learn and practice newly developing skills in a safe, supportive environment. Pasadena area. Please call Rosalie Finer, Ph.D., Lic. #PSY10877, or Michelyn Gould, Psy.D., Lic. #PSY17294, at (818) 786-3491.

STRESS MANAGEMENT TRAINING. An education- and process-oriented training course to help participants understand the physiology and psychology of stress and learn skills to manage physical, emotional, and behavioral reactivity. For men and women with chronic health conditions as well as those overwhelmed by fear, anxiety, and anger due to a variety of life events. This is an ongoing 12-session course. Participants may join at any time. Tuesdays from 7:30-8:45pm in Pasadena. For more information please contact Michael Obarski, Ph.D., or Peter Sepsis, M.S., M.P.H., at (626) 943-4084.

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

who are struggling or underachieving at school will be meeting in the San Gabriel Valley area. Within a safe and nurturing environment, participants will gain knowledge about barriers to learning (including the special struggles of gifted and learning disabled children), develop effective strategies for helping their children, and become aware of community resources that offer academic and emotional support to students. Group leaders are Rosalie Finer, Ph.D., a clinical psychologist with significant experience in working with schools and addressing children's school-related issues, and Rachel Fall, M.S., a licensed educational psychologist with extensive experience working within the general and special education realms. For more information, contact Rosalie Finer, Ph.D. (PSY 10877) at (818) 786-3491.

YOU AND YOUR TEEN - A PARENTING GROUP. This 16-week group format combines parent education with sharing and support. This group is designed to help parents enhance their relationships with their teens. For more information, contact Melissa Johnson, Ph.D., Lic. #13102, (626) 585-8075.

YOUNG WOMEN'S PROGRAM at the Institute for Girls' Development (for women 18 – 30). Groups offered: Developing the Creative Self, Healing Body-Food-Soul, Relationships, Transforming Anxiety, Depression, and Stress, Healing from Trauma. Melissa Johnson, Ph.D (PSY 13102) (626) 585-8075, ext 108. Program Co-Coordinator: Psychological Assistants Amy Willcoxon, Psy.D. (PSB 31585) and Georgina Smith, Ph.D. (PSB 31320).

OFFICE SPACE

BURBANK/TOLUCA LAKE. Office space available in beautifully

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

BURBANK/TOLUCA LAKE. Heart of the Media District, beautifully furnished office with window in two office suites. Available daytime Monday, day and evening Wednesday, Friday, and Sunday. \$150.00 per month for one day. Please contact Shelia Goss, M.F.T., (818) 348-8568.

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

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

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

PASADENA. Beautiful, historic Pasadena office near freeways and Old Town. Spacious psychotherapy offices available part time, day, and evening hours. Call light system, waiting room, separate restroom, kitchen, fax, copy machine, DSL with firewall. Contact Harriet Callier,

Institute for Girls' Development, (626) 585-8075, ext 6.

WILSHIRE DISTRICT. Between USC and Larchmont Village, 3 miles southwest of (2) Freeway dead-end. Attractive/view office suitable for group therapy. Affordable, ideal second office, with security, too. Call Rhea Johnson (Tues-Sat), (213) 388-0262.

GROUPS FOR PROFESSIONALS

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

MARKETING WORKSHOP. How-to workshops designed for mental health professionals and students/interns wanting to build a private practice. 12 facilitated meetings biweekly. Small group format uses practical lecture & discussion, action-oriented assignments, and peer support. Now offering Tuesday morning or Saturday afternoon sections with 18 CEUs available for MFTs and LCSWs. Glendale location. Call Jim De Santis, Ph.D., at (818) 551-1714 for information or to register today.

PROCESS ORIENTED CONSULTATION GROUP.

Process-oriented consultation group designed for licensed mental health professionals seeking a safe environment to confer with other mental health providers regarding cases, countertransference, and other professional development issues. Group will be facilitated by licensed clinical psychologists with significant emphasis on training and consultation. Pasadena Area. Please call Rosalie Finer, Ph.D. (License # PSY10877) or Michelyn Gould, Psy.D. (License #17294) at (818) 786-3491.

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

SERVICES

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

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

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

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

NUTRITIONAL THERAPIES for anxiety, depression, OCD, ADD, and mania, addressing the underlying causes of these problems such as PMS, Menopausal Syndrome, yeast (Candida), parasites, food reactions, chronic fatigue, fibromyalgia, and heavy metal toxicity. Can be used to augment medication or in place of it. Contact Nancy Mullan, M.D., at (818) 954-9267.

PRIVATE PRACTICE OFFICE FORMS. Field-tested, up-to-date fast-start kit of forms includes patient intake, financial agreements, HIPAA notice, consents and releases, and clinical assessment forms now available via CD-ROM, hard copy, or download from the internet. For more information or to examine samples, visit <http://hometown.aol.com/jjdesantis/office.html> or call Jim De Santis, Ph.D., at (818) 551-1714.

PROFESSIONAL DEVELOPMENT PROGRAMS. PDP is certified by the CPAAA and the BBS to provide continuing education to Psychologists, Licensed Clinical Social Workers, and Marriage and Family Therapists. We work with small groups and agencies to design programs to meet your specific needs. Call (818) 243-0839, or e-mail ProDevProg@aol.com for information about our programs.

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

SPECIAL EDUCATION ADVOCACY. Services provided to parents needing help in obtaining special education services from public schools. This includes the initial assessment as well as supporting parents in the IEP process to make sure their children receive all of the services the child needs. Call Ed Brostoff at (323) 664-9312.

PUBLICATIONS

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

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

DIAGNOSTIC TESTING DIRECTORY. No cost to obtain a copy or submit a listing. New directory for purposes of professional cross-referral, listing 200 psychologists throughout Los Angeles county who offer psychological assessment services, whether educational, neuropsychological, forensic, vocational, custody, or general psychiatric differential diagnosis. View or download from <http://hometown.aol.com/jjdesantis/psychtest.html> or call Jim De Santis, Ph.D., at (818) 551-1714 or e-mail to JJDeSantis@aol.com.

GROUP THERAPIST DIRECTORY. Request a copy or submit your free listing. Concise, up-to-date directory of outpatient psychotherapy groups in Los Angeles county. 300 facilitators and 800 groups, and growing. Edited by a licensed psychologist & certified group psychotherapist. Web page

has received over 8,000 hits from visitors. View or download from <http://hometown.aol.com/jjdesantis/grplist.html> or call Jim De Santis, Ph.D., at (818) 551-1714 or e-mail to JJDeSantis@aol.com.

AFFILIATE AGENCIES

COLDWATER COUNSELING CENTER is a non-profit organization based in Studio City providing depth psychotherapy to adults and children on a sliding-scale basis. All therapists and interns have had, and continue to engage in, extensive personal analysis. The staff--mostly licensed M.F.T.s--includes three Jungian analysts and a number of analysts-in-training. For information or a brochure, call (818) 508-0703, or visit us online at www.coldwatercounselingcenter.org.

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

INSIGHT TREATMENT PROGRAMS. An intensive outpatient adolescent program for teens and their families. Four-day program modalities include individual, family, and group process. Parent

participation is required. Consultation and assessments available for parents. For more information contact Daniel Leon, L.C.S.W., at (626) 564-2703.

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

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

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

Susan Papalia, L.M.F.T.,
 Vice President, (626) 798-5073

Bonnie Cesak, R.N., L.C.S.W.,
 Membership Chair, Directory Chair,
 (323) 255-3411

Larry Brooks, Ph.D.,
 Program Chair, Newsletter Editor,
 (818) 243-0839

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

James Gagne, M.D., Q.M.E.,
 Sponsorship Chair,
 (818) 790-4300

Karen Cohen, MS, LMFT,
 CBT, CGP, MAC,
 Community Liaison,
 (818) 400-1001

MISSION

Our mission is to advance professional development through networking, continuing education, and public awareness. We offer equal membership to all licensed mental health professionals regardless of discipline. We are an interest group only and do not provide referrals to the community. We are not a profit-making organization.

MEMBERSHIP

Contact any Board member for an application form to join or download a copy from our website. Full Member dues for licensed mental health professionals, \$60 per year. Associate Member dues for students, interns, organizations, and others, \$40 per year. Dues may be deducted as an ordinary and necessary business expense but not as a charitable contribution.

BENEFITS

Members receive a number of exclusive benefits. Members can present a talk or publish an article on a professional topic. They are listed in the annual membership directory, distributed to the business and professional community, including hundreds of colleagues in the mental health community and posted on our website. They can place free classified ads and receive discounted rates for display ads, newsletter flier inserts, and mailing list labels. Members are automatically entered in random drawings for free newsletter insert advertising and for publication of a professional bio in the newsletter. They receive reduced rates for continuing education.

NEWSLETTER

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

EDITORIAL POLICIES

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

2006 Newsletter Deadlines

May 26	June/July Issue
July 21	Aug/Sept Issue

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	20¢	30¢

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.
 Copyright © 2006 GAMHPA.
 All rights reserved. ?