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Glendale Area Mental Health Professionals Association
(818) 771-7680 www.psychotherapy.org/gamhpa
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GAMHPA News

GAMHPA will be hosting a social networking event at Descanso Gardens in June. Please see Pamela Toll's invitation on this page for details. The last event was dinner at the Panda Inn Restaurant.

2008 Membership Directories will be published in June, and members should be getting their copies in the mail soon thereafter. If you are not a member but would like a free copy, please contact Bonnie Cesak.

Our next business networking lunch will be in September at the new Americana on Brand in Glendale. We will meet at the Granville Restaurant. Contact Jim De Santis to reserve.

Larry Brooks is planning our next conference for 2009 with the topic of technology and mental health. If you are interested in helping coordinate or have an area of interest that you would like to present, please contact him. ?



Pamela Toll, Psy.D.

Please join us for the next GAMHPA Social Networking Event to be held at Descanso Gardens, 1418 Descanso Drive, La Canada, 91011, on Sunday, June 29th.

Parking is free. General admission is \$7, seniors and students are \$5, kids 5-12 are \$2, and under 5 are free.

We will gather at the entrance at 10 am and then enjoy walking and talking for about two hours. If you'd like to join us for lunch, we can eat at the cafe around noon. Then at 2 pm Bonne Musique Zydeco will be playing a free concert of bayou music.

Please RSVP to drpamelatoll@aol.com so I'll know how many people we are waiting for.

Our first gathering at Panda Inn was a great success, and I hope to see some new faces at this event. ?

Social Networking News

In This Issue

About GAMHPA	12
Advertising Policies	12
Affiliate Agencies	10
Board Meeting Schedule	2
Board of Directors	12
Business Feature	3
Calendar of Events	2
Classified Advertising	6
Editorial Policies	12
Member Benefits	12
Membership Information	12
Networking Events	2
New Member Introductions	2
News of the Association	1
Office Space	7
Professional Services	8
Publications	9
Social Networking News	1
Therapy Groups	6
Websites	11
Winners of Free Advertising	5

PLEASE ROUTE

From: _____

Request *Circulation*

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

Welcome to New GAMHPA Member

year candidate at Newport Psychoanalytic Institute in Pasadena in a Doctor of Psychology of Psychoanalysis degree Program. I am proud to be a nurse and in the mental health profession as I do it with a lot of love and passion.

Dawn Krikyan, M.S.N., A.P.R.N., BC
50 W. Lemon Ave., Ste. 23
Monrovia, CA 91016

Dawn Krikyan, M.S.N., A.P.R.N., B.C.

I am a Board Certified Adult, Child/Adolescent Clinical Nurse Specialist in Psychiatric/Mental Health Nursing, in private practice in Monrovia. I am introducing myself to the community. I obtained an Associate of Science degree in Nursing from Pasadena City College; continued my education with California State University, Los Angeles, and obtained a Master of Science degree in Psychiatric/Mental Health Nursing from California State University, Los Angeles. I am also a pediatric nurse and have been working with this population for 13 years. My nursing background gives me the tools to understand the clients' physiology and psychology and my Armenian cultural background helps me understand the impact of culture on the clients' life.

As a Clinical Nurse Specialist I work with individuals, children/adolescents, families, couples, and groups. My interest areas are eating disorders, depression, trauma, anxiety disorders, parent coaching, and working with children and adolescents. In addition, I am a third

Calendar of Events

SOCIAL NETWORKING EVENTS

Walk, Lunch, & Concert
Descanso Gardens
1418 Descanso Drive
La Canada
Sunday, June 29

Register with Pamela Toll, Psy.D.
Leave your name, phone, & the
number attending at
(626) 224-4563 or
drpamelatoll@aol.com

Significant others and guests are
welcome.

QUARTERLY NETWORKING LUNCHES

Wednesday, September 17
Granville at the Americana
Glendale

All are welcome.
Bring your business cards.

All lunches 12-1:30pm
Each person pays their own.
Reserve ahead at
(818) 551-1714.

BOARD MEETINGS

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

Sep 12 Nov 14



The Business of Practice

Jim De Santis, Ph.D.

If You Build It, They Will Come

Referrals happen every day, lots. If you are not getting the amount or type of referrals you want, then you probably are not in the stream of consciousness of your optimal referrer.

Where do optimal referrers look? Personal contact, certainly. Word of mouth, certainly. Another channel is some kind of list, whether on paper or from the internet. There are lots of lists. Pick a diagnosis. Pick a third-party payor. Pick a patient population. Pick a treatment approach. Pick a practice discipline. There probably is a directory out there. If you are not on the list but you qualify, then join and get your practice information into the list as soon as possible. But if you offer something for which there is no comprehensive directory, take heart. Need begets opportunity.

I've personally found that creating specialized referral resource lists is a great way to generate referrals. I discovered this by accident. I facilitate therapy groups and, with some regularity, cross-refer my clients to other group therapists. Groups constantly emerge and dissolve. There was no simple way of knowing who was facilitating groups in my community, so I made the necessary

phone call inquiries, tracked leads I was given and made the necessary referrals. But I also jotted down who was doing what group out there. Each time I made a referral, my list of information grew. Ten, twenty, fifty groups. Colleagues began to identify me as someone to go to for this information. Colleagues began to ask for copies of my little list. Now my group therapy directory lists 800 groups facilitated by 300 mental health professionals across Los Angeles county. I posted it on the internet, and as of last count the webpage has logged 18,000 hits. That's about 370 viewers a month.

"This is cool," I thought. Isaac Asimov is quoted as saying, "The most exciting

Yes, yes. Some inner voice will say, "That's too hard." But it's not really any harder than making a grocery list.

phrase to hear in science, the one that heralds new discoveries, is not 'Eureka!' (I found it!) but 'That's funny...'" Information is the new wealth.

Why was this so exciting? Being the publisher placed me at the hub of referral inquiry traffic. The directory had "wow" impact because it was a single place to find the most information. Why would anyone go anywhere else for this information? Publishing a specialized directory placed me in the forefront of my optimal customers' thinking—colleagues who need to refer to a group.

So I started to ask myself, "What else do I notice that colleagues seem to need with some regularity and have trouble finding?" With few exceptions, every private practice clinician provides individual therapy, treats anxiety and depression, uses some mix of cognitive and dynamic approaches. These don't distinguish anyone. The yellow pages will do just fine here.

But I realized that you can't readily identify clinicians who offer psychological testing, let alone what referral question they address or what type of testing they offer. Many who do testing, like myself, specialize. So my next directory was of

psychologists who offer psychological testing. Result: 2,000 hits, 130 per month. Then I considered yet another referral that's hard for clinicians to make is to a child psychiatrist. "Know any child psychiatrists?" You can find only a few in the yellow pages. So my next directory was of child and adolescent psychiatrists. Result: 5,000 hits, 270 per month.

How does my practice benefit from these lists? Maybe not in a direct way. However, MD's refer for therapy and testing. Assessors make recommendations for treatment. Assessors refer to each other when they're swamped or don't see a particular population. And so on. People will hold onto a directory far longer than your business card and keep it closer at hand.

Think there are no specializations left to create a directory for? How many of us readily have at hand a list of specialists in family therapy, play

therapy, sex therapy, infants and toddlers, high conflict divorce, sensory-motor integration, trauma, chronic pain, parent education, hypnotherapy, teens, biofeedback, bereavement, geropsychology, second language proficiency, reproductive issues, biracial or bicultural issues, artists, executive coaches...?

You may know one or two of each of these; however, with what frequency do you receive calls for a specialization that is just outside of the local area? Know someone in Santa Clarita? Torrance? Whittier? Orange County?

So, here's the formula. Step one. What service, diagnostic group, demographic group, treatment modality, etc., do you do skillfully and enjoy doing, that people want and need and are willing to pay a premium for expertise, and typically have a hard time locating? Step two. Identify all the clinicians whom you may think are your competitors and write their names and phone numbers down. It doesn't have to be a formal or polished list, it should just be a good working list. Step three. Let people know you have a list, and circulate it as widely as you can. Do this for at least two years. Do it for free.

Yes, yes. Some inner voice will say, "That's too hard." But it's not really any harder than making a grocery list. "It's not income producing." Not directly. Most income production requires marketing, networking, time, effort. "That's giving away my best customers to my competitors." Nonsense. It is showing your customer just how resourceful you are. Merchants who look hungry

scare away customers. "That's doing something for nothing." It's inexpensive, effective, targeted advertising. It's "value-added." It's called "good will in the community."

Ideally a directory will strive to meet a few specific criteria. First, it should be comprehensive in breadth. Include as many clinicians with the specialty as possible. Make an exhaustive search for specialists within a catchment area that you define, based on the geographic limits within which 95% of your referrals come and go. General Motors owns the largest share of the American car market. Why? Because they offer the widest base of products. Their motto should be, "What do you want? We have it all right here. Why would you go anywhere else?"

Second, it should be simple to use. Keep the information on each clinician concise and relevant to the user; each datum that you add beyond the basics will add to your burden later when you need to make corrections or periodic updates. Name, license/degree, and contact phone number may be sufficient. Forget trying to track office hours, fee schedules, etc., which change all the time.

Third, if at all possible, your list should be uploaded on the internet and entered into as many search engines as possible. More and more people are using the internet to find what they need. Witness the success of Amazon, Google, eBay, and Yahoo.

Fourth, do not under any circumstances charge a fee, neither for listing nor for access to the list. Once a fee is involved, even if minimal, it creates a threshold that begins to exclude listees, referrers, or customers. You undermine your own unique

position in the marketplace. Furthermore, you don't want to create the impression that you are accepting a fee for referrals.

One caveat: your list should include a short disclaimer that listing does not imply (a) a verification of credentials, (b) an endorsement, or (c) a guarantee of appropriateness to a specific client.

Sure, I get plenty of calls that on their surface seem a nuisance. "Do you know someone who...?" Sometimes I have to stop and think, "Here's an opportunity to offer value, to people who use the directory as well as those who are in the directory." I'm creating professional visibility in the community. I'm demonstrating value as a helpful, knowledgeable resource. I'm keeping in the stream of consciousness of my referring colleagues. I'm drawing and aggregating traffic toward my practice. I'm often the first to get the call and maybe the first to offer an appointment if I can take the referral. Everybody wins. Win, win, win. Samuel Clemens is quoted as saying, "Always do right. This will gratify some people and astonish the rest." So, build it and they will come. Enlightened self-interest.

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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- Summer Workshop Programs (3rd grade–High School)

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www.InstituteForGirlsDevelopment.com

626.585.8075 ext.108

Melissa Johnson, Ph.D. PSY13102

Top Reasons to Visit GAMHPA Online

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

psychotherapy.org/gamhpa

Winners of Free Advertising

In each issue of the newsletter, we randomly select six GAMHPA members who are awarded the opportunity to distribute their own practice brochure or flier as a newsletter insert at no charge. This benefit is worth \$300 in first-class postage to each winner.

Congratulations go to the following winners:

Ed Brostoff
William Clarke, M.S.W.
Susanna Friedlander, Ph.D.
Deborah Hedgecock, L.C.S.W.
Tamara Klumpe, Ph.D.
Allison Levine, L.M.F.T., C.E.D.S.

Newport Psychoanalytic Institute Pasadena / Orange County

NPI is a freestanding non-profit institute committed to an integrative study of diverse psychoanalytic schools of thought. Our collegial atmosphere invites curiosity, openness, critical thinking, and a sense of community. We offer small colloquiums of talented creative senior faculty and students. NPI's goal is to enable practitioners to deepen their work with patients while further developing their psychological selves.

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For further information
Contact NPI: (714) 505-9080 or (626) 796-2776
Or e-mail admin@npi.edu Visit our website: www.npi.edu



The National Alliance on Mental Illness (NAMI) provides support, advocacy and education to families and loved ones affected by mental illness. We meet weekly on Tuesday evenings at 6:00 PM at 1550 E. Colorado St. Glendale, CA. for more detailed information about our program call (323) 654-3844 or visit www.namiglendale.org

Classified Advertising

GROUPS

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. (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.

INSTITUTE FOR GIRLS DEVELOPMENT SUMMER WORKSHOP SERIES. A fun, in-depth experience in self-discovery and hardiness! 2007 Dates: third-fifth grade – July 9-20th; sixth-eighth grade – July 30-Aug 3; ninth-tenth grade – June 25-29. Activities include indoor and outdoor activities, arts and crafts, journaling and creative writing, skits and role-plays, Yoga, fun activities with guest experts. To learn more please refer to our website: www.InstituteforGirls

Development.com or contact Robin S. Harpster, M.A., L.M.F.T., at (626) 585-8075 x109.

LESBIAN PROCESS GROUP.

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

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.

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.

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

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.

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

GLENDALE. Attractive office space in beautifully restored building at 100 North Brand, corner of Broadway. Available immediately on a shared time basis. Space is open for Wednesday p.m., Thursday a.m. & p.m., Friday a.m. & p.m., & Saturdays. Cost approximately \$370 per month. May be seen by arrangement through call to William Clarke, M.S.W., at (818) 244-1935 or (805) 733-0533. Also may be seen through management office at Suite 200 through call to (818) 244-1935.

GLENDALE. Small, attractive furnished office with window. Pleasant waiting room with lighting system for clients. Office space available hourly or some days per week. 134 Freeway convenient, near downtown area. Contact Dr. Joy B. Davis, (818) 203-7672 or doctorjoy@earthlink.net.

GLENDORA. Attractive furnished/unfurnished office in therapy suite. Waiting room, small kitchenette area, off the 210 and 57 freeways. Call Judy McGehee, M.F.T., at (626) 963-3337 or email jmcgeheepartners@verizen.net. Opportunity to be a part of the CEU programs.

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

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

PASADENA. Located in historic professional building on Colorado and Madison. Attractive bright corner office, comfortably furnished. Spacious solo practice office large enough for group therapy, with waiting room and call light. Office available days and part-time. Contact Suzy Boyle, L.M.F.T., at (626) 577-9352.

SOUTH PASADENA. A very comfortable private adult consultation room with windows and/or a fully equipt children's play room available for rent by the day or in 4-hour blocks of time. Waiting room with separate entrance/exit, visual access to waiting room, parking lot, refrigerator with drinks, microwave, snack closet, buzz system, wheelchair accessible, Internet access, and bathrooms. Please contact Toni Cavanagh Johnson, Ph.D., at (626) 799-4522 or toni@tcavjohn.com.

TOLUCA LAKE MEDIA DISTRICT, BURBANK. Large nicely furnished office in a two office suite available part-time. Spacious waiting room, call-lights, kitchen with microwave, refrigerator, copier. Wireless internet. Great soundproofing and air conditioning until evening. Easy parking. Available Mondays and Tuesdays all day and evenings. (818) 559-7261 or e-mail martha.a.carr@gmail.com.

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.

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

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

SERVICES

ATTENTION DEFICIT DISORDER AND SPECIFIC LEARNING DISORDER. The Assessment Center offers psychoeducational

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

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

COMPREHENSIVE NEUROPSYCHOLOGICAL EVALUATIONS AVAILABLE IN ARMENIAN, FARSI, AND ENGLISH. Dementia examinations and differential diagnosis (e.g., Alzheimer's disease, multi-infarct dementia, depression, other cognitive disorders of the elderly). Unexplained cognitive decline (e.g., memory problems, attention/concentration problems). Other neurological disorders (e.g., seizure disorder, tumors, stroke, Parkinson's disease). Head injuries (e.g., motor vehicle accidents, falls). Psychodiagnostic assessments (e.g., determining degree of thought disorder, delusions). School performance difficulties (e.g., ADD/ADHD, learning disabilities). Competency evaluations (e.g., medical and financial decision-making capacity). Disability assessment (e.g., Worker's Compensation cases).

Contact Audrey Khatchikian, Ph.D., at (818) 476-0066.

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 now available via CD-ROM, hard copy, or e-mail. For more information or to examine samples, visit hometown.aol.com/jjdesantis/office.html or call (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.

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

TREATMENT IN ARMENIAN, FARSI, AND ENGLISH: Individual and couple's psychotherapy. Contact Audrey Khatchikian, Ph.D., at (818)

476-0066.

PUBLICATIONS

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

DIAGNOSTIC TESTING DIRECTORY. No cost to obtain a copy or submit a listing. New directory for purposes of professional cross-referral, listing 220 psychologists throughout Los Angeles county who offer psychological assessment services, whether educational, neuropsychological, forensic, vocational, custody, or general psychiatric differential diagnosis. View or download from hometown.aol.com/jjdesantis/psychtest.html, call (818) 551-1714, or e-mail to JJDeSantis@aol.com.

GAMHPA MEMBERS DIRECTORY. 117 mental health professionals in the Glendale area, cross-indexed by specialties and insurance accepted. This 65-page directory is available free to review or print from the following internet address: psychotherapy.org/gamhpa. Paper copy available by mail, call GAMHPA at (818) 771-7680.

GROUP THERAPIST DIRECTORY. Request a copy or submit your free listing. Concise, up-to-date directory of outpatient psychotherapy groups in

Los Angeles county. 330 facilitators and 880 groups. Edited by a licensed psychologist and certified group psychotherapist. Web page has received over 16,000 hits from visitors. View or download from hometown.aol.com/jjdesantis/grplist.html, call (818) 551-1714, or e-mail JJDeSantis@aol.com.

PEDIATRIC PSYCHIATRIST DIRECTORY. Concise list of 200 child psychiatrists in Los Angeles county, available on the internet at hometown.aol.com/jjdesantis/pedpsychmd.html.

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.

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. ?

Websites by GAMHPA Members

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
Rodney Boone, Ph.D.	www.cbtsocal.com	Cognitive behavioral therapy
Larry Brooks, Ph.D.	www.pdpce.com	Continuing education
Ed Brostoff	www.specialedhelp.com	Educational advocacy
Kristin Cantella, M.F.T.	www.kristincantella.com	Private practice
Martha Carr, M.F.T.	www.mcarrmft.com	Private practice
Michelle Cauley, L.C.S.W.	www.cauleyassociates.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.	hometown.aol.com/jjdesantis	Testing, groups, business consultation
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
Glendale Memorial Hospital	www.glendalememorial.com	Behavioral health services
Enrico Gnaulati, Ph.D.	www.dr.gnaulati.net	Private practice
Ira Heilveil, Ph.D.	www.pacificchild.com	Nonpublic agency for children
Lorah Joe, L.C.S.W.	www.lorahjoe.com	Private practice
Melissa Johnson, Ph.D.	www.instituteforgirlsdevelopment.com	Group practice & resources about girls
Karin Meiselman, Ph.D.	www.meiselman.net	Private practice
Holly Miller, M.F.T.	www.hollytherapy.com	Private practice & art therapy
Newport Psychoanalytic Inst	www.npi.edu	Training institute
Thomas Oldenburger, L.C.S.W.	therapist.psychologytoday.com/42652	Private practice
Craig Peterson, PsyD, MBA	www.apapo.org/drcraigpeterson	Private practice
Arghavan Sadeghi, M.F.T.	therapist.psychologytoday.com/38050	Private practice
Megan Torrey-Payne, L.C.S.W.	www.megantorreypayne.com	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
Cathy Wright, L.C.S.W.	www.petgriefsupport.com	Pet loss bereavement services

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

GAMHPA

Glendale Area Mental Health Professionals Association
 Suite 300
 138 North Brand Boulevard
 Glendale, CA 91203-4618
 (818) 771-7680
www.psychotherapy.org/gamhpa

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 (818) 243-0839

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 Yahoo Group Moderator,
 (818) 951-7744

Pamela Toll, Psy.D.,
 Social Events Chair,
 (626) 224-4563

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. 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, \$65 per year. Associate Member dues for students, interns, organizations, and others, \$45 per year. Dues may be deducted as an ordinary and necessary business expense but not as a charitable contribution.

BENEFITS

Members receive a number of exclusive benefits. Members can present a talk or publish an article on a professional topic. They are listed in the annual membership directory, distributed to the business and professional community, including hundreds of colleagues in the mental health community and posted on our website.

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

NEWSLETTER

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

EDITORIAL POLICIES

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

Newsletter Deadlines

Aug/Sept Issue	July 19
Oct/Nov Issue	Sept 19
Dec/Jan Issue	Nov 21

ADVERTISING

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

Advertising Rates

<u>Item</u>	<u>Member</u>	<u>Non-Mem</u>
Classified ad	Free	\$20
1/8-page display ad	\$25	\$50
1/4-page display ad	\$45	\$70
1/2-page display ad	\$65	\$90
Mailing list, printed	\$15	\$25
Mailing list on labels	\$25	\$35
Mailing list on disk	\$80	\$80
e-Mail list	\$15	\$25
Newsletter inserts	17¢	29¢

Display ads must be camera-ready; submit one copy for each issue. To submit an insert—such as a flier or brochure—provide the number of copies to cover the mailing list. Make checks payable to “GAMHPA.” Due to publication processes, each newsletter is delivered approximately three to four weeks after a deadline.

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