



Sacramento Valley Chapter

California Association of Marriage & Family Therapists

Newsletter Editor: Dezaree Finch, MFT Registered Intern

newslettereditor@sacramentovalleycamft.org

January 2011



BOARD OF DIRECTORS

President:

Kami Storck, MFT

Secretary:

Anna Osborn, MFT

Treasurer:

James Curry, MFTI

Past President:

Darlene Davis, MFT

Members-At-Large:

Kathy Green, MFTI

Susan Landes, MFT

Program Chair:

Eva Tak, MFTI

Hospitality Co-Chairs:

Lorain Tremayne, MFTI

Open

Pre-License Chair:

Catherine Zanzi, MFTI

Membership Chair:

Jeannette Phelan, MFT

Newsletter Editor:

Dezaree Finch, MFTI

Trauma Response Chair:

Open

SVC-CAMFT shall focus on relationship building with clients, our members, and our community. Our Chapter serves members in furthering professional excellence as agents of change in enhancing individual and family life and in exerting a positive, humanizing impact on the larger society.

Letter from the Board

I hope everyone had a peaceful and joyous holiday season and are beginning to look to 2011 for new and exciting beginnings. I want to say thank you to everyone who supported and assisted me in making 2010 a great year for SVC-CAMFT. We are one of the strongest chapters in California. Once again I must say how much the experience of serving as President has been fulfilling and amazing. The people I meet and the enthusiasm I see from members is hard to describe. I was proud to serve with the 2010 board and look forward to watch from the sidelines as a new president takes over for 2011. When I first stepped up 4 years ago I really had no idea what I was getting into and now finishing up another term as President I have to say it was a great experience and in some ways is hard to step down. (Don't get me wrong there is a part that says yippee!) What I do look forward to is spending more time getting to know members and actually listening to the presentations without wondering; is the food running out, is the coffee hot, how's the microphone working?! So this year I invite all members to come to a meeting, fellowship, learn, and enjoy some well deserved time away from the office. I throw out a challenge to myself and to others to meet someone new each and every day of 2011 and build community!

On another note, remember to come to the January 21st general meeting starting at 9a (prior to our regular monthly meeting starting at 9:30a) for our yearly voting in of our treasury budget and introduction of new board members for 2011.

Take care,

Darlene Davis

SVC-CAMFT President 2010

Calendar of Events

To see future events, please visit www.sacramentovalleycamft.org

November Presentation Summary

Optimize Your Practice for Online Visibility

Dana Lookadoo, Consultant, Trainer, and Founder of Yo Yo SEO Consulting Agency

Search engine optimization consultant, Dana Lookadoo of Yo Yo SEO, briefed attendees on the advance in online marketing launched by top search engines, such as, Google, Bing, and Yahoo.

“It entirely changes the way we tell our clients to market online,” she stated.

Searches are now keyed to rankings (also known as reviews), such that, after sponsored results, a search results page will position first those profiles with the most rankings. The results appearing last on the page are “organic results,” meaning search results based on keywords only.

Only online is organic out.

For practitioners, the take-aways were clear: 1) A Google profile is the touchstone in the new search environment; 2) language must be keyed to clients’ search language (e.g. what they say to you when they’re calling for help or in the first session); 3) the “thought leader” position gets you ranked and allows engagement with target populations online.

But online ranking can push against ethical violations such as soliciting testimonials from clients. In a follow-up telephone consultation, CAMFT attorney Doug Lee clarified that unsolicited testimonials were acceptable, but solicited testimonials were not acceptable. The legal team is reviewing the issue.

Two attendees reported that online reputation can be managed without breaking confidentiality: If a ranking or review is false, contact the Browser and report an “incorrect posting.”

Find Lookadoo’s presentation by visiting www.sacramentovalleycamft.org and clicking on “SEO” in the right hand corner of the webpage.

Submitted by Merille Glover, MA, MFT



Pre-Licensed Members' Meeting

Date: Friday, January 21, 2011, 8:00 am-8:45 am

****Please Note: This meeting will begin half an hour earlier, at 8:00 a.m., due to our yearly voting in of our treasury budget and introduction of new board members for 2011 at 9:00 a.m. (All SVC-CAMFT members, including pre-licensed members, are encouraged to attend the voting session prior to the breakfast meeting.)**

Location: University of Phoenix, 2860 Gateway Oaks Drive, Sacramento 95833, Room 102. Please visit our website at www.sacramentovalleycamft.org for map and directions.

Speaker: Jan Chess, MFT, PhD

Topic: "Using Expressive Arts to Treat Trauma"

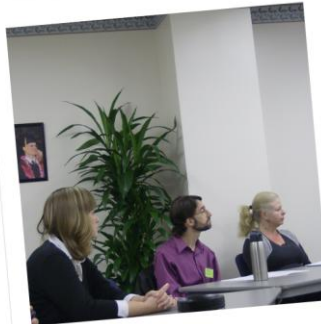
Happy New Year to all of the pre-licensed Members of SVC-CAMFT! Thank you to those of you who attended the pre-licensed potluck in November! It was fun to see you there, and good to get to know you. Look for another pre-licensed potluck coming up in late Spring.

Don't forget to sign up to attend the monthly SVC-CAMFT breakfast meetings. You can go to www.sacramentovalleycamft.org to sign up and pay through PayPal. Sign up by Tuesday the week of the meeting to get the best price.

I look forward to seeing you at our meetings! Feel free to email me if you have any questions.

Cheers to a wonderful 2011!

Catherine Zanzi, MFT Intern
SVC-CAMFT Pre-licensed Chair
prelicensechair@sacramentovalleycamft.org



January Monthly Breakfast Meeting

Date: Friday, January 21, 2010, 9:00 am-12:00 noon

****Please Note:** This meeting will begin half an hour early, at 9:00 a.m., due to our yearly voting in of our treasury budget and introduction of new board members for 2011 (All SVC-CAMFT members, including pre-licensed members, are encouraged to attend the voting session prior to the breakfast meeting.)

Location: University of Phoenix, 2860 Gateway Oaks Drive, Sacramento 95833. Please visit our website at www.sacramentovalleycamft.org for map and directions.

Speaker: Lucie Tetrault, MFT, Psychotherapist, Teacher, and Consultant

Topic: Taking Care of Business: Preparing a Professional Will

Have you ever considered what will happen if you couldn't make it into your office tomorrow due to an unexpected emergency? Who would contact your clients to let them know what was going on? What about your appointment book, client files and outgoing voicemail message: does anyone else know how to access your confidential client information and how to make sense of your tracking systems? A Professional Will is a written plan detailing what you'd like to have happen if you were incapacitated or died with little warning. It is meant to help your designated colleagues respond promptly and professionally to the needs of your clients and to address the various issues involved in closing your practice.

If you haven't thought much about these questions, you certainly are not alone. During this presentation, I will go over all the elements of a Professional Will and together we will discuss some of the fine points of getting our professional houses in order. There will be plenty of written materials to take home, a checklist to track your progress and advice on keeping your files up to date. Do consider coming with at least one colleague who might be willing to be part of your Emergency Response Team – those fellow therapists you've selected to handle your affairs in case you can't.

This presentation promises to give you what you need to get started with taking care of the business aspects of your responsibility to plan for continuity of care. And you will receive 2 CEUs that you can use towards your bi-annual Law & Ethics requirements too!

Lucie Tetrault, MFT, is a psychotherapist, teacher and consultant with offices in Oakland and Nevada City. She specializes in depth therapy and she loves to work with couples of all kinds. She has a longstanding commitment to educating the therapist community about the importance of Professional Wills.

Cost: \$20 for licensed members, \$15 for pre-licensed members, and \$30 for non-members if paying before the Wednesday of each meeting. If you sign up after Tuesday of the meeting week, the meeting will be an additional \$5. The meetings include a full hot buffet style breakfast that is catered and 2 CEU'S. For those of you paying at the door please be prepared to pay via cash or check, as we cannot take credit cards on-site. A \$5.00 charge will be added for "at-the-door" registrations.

Reservations required: You can register and pre-pay online at www.sacramentovalleycamft.org, or contact Laura Frederick at (916) 350-1577 or email membership@sacramentovalleycamft.org to register and pay at the door. Please help us contain the cost of presentations by making reservations in a timely manner (by Tuesday before the meeting). This is much appreciated.

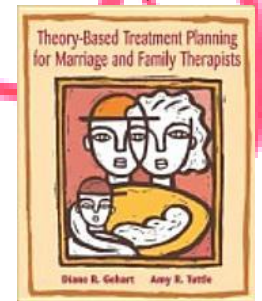
*Disclaimer: University of Phoenix is a trade name and registered trademark of the Apollo Group, Inc. Its use herein by SVC- CAMFT to identify the event location is not intended to imply affiliation with, sponsorship or endorsement of the event by University of Phoenix or Apollo Group, Inc.

Psyched About Books and Movies



Welcome to "Psyched about Books and Movies!" Each month we include a book or movie review by one of our readers. Please see below for guidelines on submitting a review.

Happy reading!
Catherine Zanzi, MFT Intern
Pre-Licensed Chair



Title: Theory-Based Treatment Planning for Marriage and Family Therapists

Author: Diane R. Gehart and Amy R Tuttle

Copyright: 2003

Reviewer: Eva Tak, MFT Registered Intern

SVC-CAMFT Board Member, Eva Tak, writes, "I want to share an excellent resource for preparing for the BBS exam!" This book outlines the various orientations, along with treatment planning exercises at the end of each chapter. I wish I had this in my graduate program or with supervision, and definitely before my last testing! The reader is provided with a concise outline of the significant concepts and highlights of the major theoretical orientations. The chapters include intergenerational treatment plans for individuals, couples, and families; as well as exercises at the end of each chapter. This is a helpful resource for those preparing for their licensing exam and supervisors to assist their interns in organizing theory based treatment planning. The book is easy to follow, clearly written, and the appendix contains useful video and internet resources.

Book/Movie Review Submission Policy

All reviews are not to exceed 1000 key strokes.

Your review should include the title, a short synopsis about why you like or dislike it, and the author's name & publication date. You can also include a picture of the book and/or movie. After review, we will publish your review in our next newsletter. Reviews submitted that are longer than 1000 characters will be returned for editing. It is best to type your review in a Microsoft Word document to note how many key strokes (characters with spaces), how big your review is, and for your own record keeping. You can then copy and paste it into the online [form submission \(click here\)](#). [Click here to learn more about checking your review for key strokes, spelling, grammar, and size.](#)

It is your responsibility to check for spelling and grammar errors.

Reviews must be received **by the 20th** of the month in order to appear in the next newsletter. **You can submit your review by:**

Visiting our webpage: www.sacramentovalleycamft.org
Mailing it in: P.O. Box 163385, Sacramento, CA 95816
Emailing Catherine Zanzi: czanzi@frontiernet.net



Advertising & Announcements

Divorce Done Differently

Family Law Center, a Professional Corporation,
Attorneys at Law

Carol F. Delzer, CFLS, MFT
President, Attorney-Mediator
"Divorce Done Differently"

1722 Professional Drive, Sacramento
916-488-5088 www.FamilyLawCenter.us

Family Law Services: including divorce mediation, collaborative family law, limited legal services, child custody, legal separation, co-parent plans, child and spousal support, property and retirement division.

Attorneys at Family Law Center are committed to changing the way people obtain a divorce or co-parent plan and help to resolve conflict in a meaningful and satisfying way.

FREE COUNSELING! REALLY!

This is my toughest time slot to fill! As much as people need the free counseling, people feel better about paying for something, and also other people who need it do not know that there is free counseling out there. I understand. THAT IS WHERE YOU COME IN! Friends and colleagues, I have one opening to offer up to 12 sessions of free counseling to those who cannot afford to pay for counseling. There is no catch or difference in the quality of service I would provide to them. If more sessions were still needed after the 12 sessions were complete, I would be willing to negotiate an amount with them and see them on another day and time. Contact Dezaree Finch at 530-848-1561, dezareecounsels@dezareefinch.com, and read more about me at www.dezareefinch.com.

Addiction-Free Pain Management® Certification School

I'm very excited to announce that we are once again presenting my **Addiction-Free Pain Management® Certification School** in Sacramento on February 24-26, 2011 again in our new office space at 4200 North Freeway, Suite #3 in Sacramento. If you are living with chronic pain or working with others who are and you'd like to receive education for helping people with chronic pain and coexisting disorders, including addiction, please join us. To learn more about this and my other upcoming trainings you can check out our Calendar page at:

<http://www.addiction-free.com/calendar.html>

The cost for this three day school is \$425.00 with an early registration rate of \$395.00 if enrolled by January 15, 2011. Members of SVC-CAMFT will receive an additional \$20.00 discount by calling Ellen at (916) 575-9961 and she will assist you.

Advertising Policy for the Newsletter

All ads and reviews are not to exceed 1000 key strokes. Chapter members advertise at no cost. Non-members can advertise about employment opportunities at no cost. Non-members, non employment-related ads follow these rates:

\$10 for 200 key strokes
\$20 for 201-600 key strokes
\$30 for 601-1000 key strokes

Full page and 1/2 page ads are not accepted.

All ads contain text only; no graphics will be included.

Ads submitted that are longer than 1000 characters will be returned for editing. It is best to type your ad in a Microsoft Word document to note how many characters, how big your ad is, and for your own record keeping. Please visit our site to find more information how to use Microsoft word for editing. You can then copy and paste it on our [online submission form](#)(*click here*).

It is your responsibility to check for spelling and grammar errors.

Ads must be received **by the 25th** of the month in order to appear in the next newsletter. Ads are placed in the order that they are received.

You can submit and pay for your ad by:

Visiting our webpage: www.sacramentovalleycamft.org

Mailing in payment: P.O. Box 163385, Sacramento, CA 95816

Emailing the Newsletter Editor: newslettereditor@sacramentovalleycamft.org

Thank you for contributing to the newsletter!

SVC-CAMFT

CONTACT US

MAIL:
P.O. Box 163385
Sacramento, CA 95816
PHONE:
(916) 916.350.1577
EMAIL:

president@sacramentovalleycamft.org

We're on the Web!

See us at:

www.sacramentovalleycamft.org

To post to the listserve, please write to this

Email:

svccamft-owner@yahoogroups.com