

Marin County psychological Association

A chapter of the
California Psychological Association

On-line Newsletter, August 2004
Volume I, Number 1

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927-7566

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456-1777

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421-3030

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518-7999

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Heidi Cary, Ph.D., MFT
927-8820

Newsletter – rotating

This issue: Sue Fleckles, Ph.D.

Public Education & Marketing

Barbara Khurana, Ph.D.
460-9030

Student Member

Joy Stevenson.
459-5999X411

EDITOR'S COLUMN SUE FLECKLES, Ph.D.

This is very exciting. We are publishing our first on-line newsletter. This edition, I know, will have a lot of room for improvement! I'd like suggestions and comments from anyone who reads it. Since we have not done this before, we know we will have lots to learn! WE plan to have another edition mid-October, and a third edition mid-December. By next year we will all be used to this, and hopefully many of the "kinks" will have been solved.

I have a number of articles from outside the association which are quite interesting. I hope you enjoy this first edition of our on-line newsletter.

For our next newsletter, Nick Nichols, Ph.D., has agreed to write an article on the history of MCPA; our heartfelt thanks go to the effort he is putting forward! Also there is a chance that the two other on-line newsletters for the year may be done by two other E.C. members, both of whom have also served as Newsletter Editor in the past.

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President's Message
Sue Fleckles, Ph.D.

My vision for this year has been to streamline MCPA so that it operates more efficiently, offers more benefits to members, keeps things up-to-date, and generally is open to changes and improvements. We have a terrifically dynamic Executive Committee, with most members considering changes carefully, doing a lot of extra work between EC meetings, and committing a great deal of time to the Association. We could not ask for more! Our Secretary, Ann Buscho, Ph.D., recently questioned a member of another, very successful, organization, about why they have been so successful in the past year. One of his responses was: "...I think the President's main job should be recruiting a good Board, so I would choose a (President) based on that ability." We have a **great Board** this year. **Heartfelt thanks to the people serving on the Board!**

We have used email to consider many problems as they came up, so that we did not need to wait until the next EC Meeting to discuss them. We have discussed membership meetings, membership problems, the newsletter, and a retreat.

When I first saw our current membership packet last November, I knew we had to do something; it had grown and grown over the years. Our Membership Chair, Heidi Cary, Ph.D., MFT, has been putting in a lot of work over the past several years, keeping track of new members, updating renewals, preparing lists and labels of the membership. It would be impossible to redo it, along with all the other duties involved. We discovered we did not

have a welcoming letter, and put one together. Roberta Seifert, Ph.D., our Past President, volunteered to be on Heidi's committee, mainly to be involved in membership recruitment. Meanwhile, Heidi has entered all the data from the old membership program to Excel – Whew! The whole Board worked on these problems, discussing and developing new ways to deal with and change the way we were getting things done (or not). We also discovered that not all checks for membership were going to Heidi, so that glitch was also solved – Thanks, Julie, Mark, Fred, and Roberta.

We worked hard on the process of the Newsletter, and we think we have the right solution for us for right now. This particular issue will not be as great as the forthcoming issues. I am leaving for vacation tomorrow, and this has taken longer than I anticipated. However, we will have a beginning! This covers many items: We can have a longer Newsletter, and hopefully it will grow in the next few months. We are reducing our expenses a GREAT deal. The Newsletter will be more informative, more interesting, and more fun, I hope. I had thought I would be able to put pictures in this one; I do not have the time right now to do them right. We will, though!

The Board has agreed to devote six hours to a retreat on October 3rd. During this time we will look at some items to consider for both long and short term planning. Some of the items we will probably be considering will include more meetings and benefits for members, recruitment of new members, enlarging our Association membership and being more cost-effective. I would really like for us to represent all (or least

most) of the Psychologists in Marin County. Some ideas include an open house, to meet and greet, as Carolyn Bray, Ph.D. attended in San Francisco. Sunday evening get-togethers (soirees, as Pari Anvar, Ph.D. called them), without specific topics, twice a month, got dropped along the way somewhere, and I would like to see them start up again. Perhaps two consultation groups to augment the two we have, since many people can not make the days and times for the current ones. The Practice Forums, planned by Joy Stevenson, will be up and running soon, I hope. Next year perhaps they can run all year long, perhaps every other month – we had several glitches this year around available dates.

Our Executive Committee has been very active in serving you this year, putting in a lot of time, thought, and energy. I, for one, am very grateful! Stay tuned – there will be more to come.

[President-Elect's](#)
[Message](#)
[Grace Rogers, Ph.D.](#)

This has been an active year for both me, as President-Elect, and for our Board. The various challenges of adapting to the age of communicating more electronically and how that impacts the human quality of what we do looks to be with us for a while. It makes it even more important to get together for events that focus on who we are that are independent of meeting outside requirements mandated by other boards and the law. And yet this too is challenging.

To date we have had 2 of this year's events, and your feedback is important to the organization in its planning of future events and directions. Please put

your thoughts down and email to me at Rogersphd@juno.com.

Our first event was a dinner speaker meeting with Alex Caldwell, Ph.D., the genius behind the Caldwell report as well as a very personable colleague who shared much of himself and his time at the Guernica Restaurant the end of last April. This event was attended by Mental Health professionals from several disciplines as well as some friends and spouses of attendees. Thus it was an interesting and diverse group. I encourage this breadth of attendance for future speaker events.

Then as June dawned we hosted a multi-disciplinary speaker dinner event designed to be alternatively hosted by the various Mental Health disciplines in the county (specifically MCPA, Marin-CAMFT, and the Northern California Psychiatric Society). The LCSW professionals are always included, however they have not as yet hosted the event. The speaker has traditionally been chosen from within the hosting organization's discipline. As you can imagine, coordinating the mechanism for reaching people, finding a speaker, matching the various expectations, and zeroing in on a date and place pose complex problems and dilemmas. This year was no exception to that and I can't thank Joel Crohn, Ph.D., our speaker, enough for all he did to contribute to this year's events. He put his heart and soul into his presentation and shared some of the enormous wisdom he has to offer.

Future calendar dates, and MARK YOUR CALENDARS now, include our second MCPA Speaker-dinner meeting scheduled for September 17th, also a Friday evening, at the Inn Marin. Phil Erdberg, Ph.D. has agreed to join us then and speak about "Risk Assessment versus Violence Prediction." Dr.

Erdberg is very distinguished in our field and we are most lucky indeed that he was able to find a time on his calendar that matched ours. This evening promises to be not only informative and professionally enriching, but also fun. Also the Board is planning a facilitated Board retreat October 3 with the goal to identify and prioritize our future work.

Finally, we have scheduled the Business meeting for Saturday, November 20th, and the Holiday party for Friday, December 3rd. Below is a list of the dates only:

Friday, Sept. 17: Speaker Dinner Meeting
Sunday, Oct. 3: Board Retreat
Saturday, Nov. 20 Business Meeting
Friday, Dec. 3: Holiday Party

[Minutes of the MCPA
Executive Committee
Meeting
6/2/04](#)

The Meeting was called to order at 7:30 p.m.

Attending: Sue Fleckles, Ph.D., Grace Rogers, Ph.D., Roberta Seifert, Ph.D., Fred Rozendal, Ph.D., Mark Kamena, Ph.D., Ann Buscho, Ph.D., Heidi Cary, Ph.D., MFT, and Christine Gazulis, Ph.D

Excused: Barbara Khurana, Ph.D., Carolyn Bray, Ph.D., Barbara Nova, Ph.D., Joy Stevenson,

Absent: Sylvia Mills, Ph.D

Sue Fleckles, Ph.D., presented the President's report. Sue announced that she hoped we could begin an on-line newsletter quite soon, and Christine suggested no more print newsletters as of now. She agreed to try it. Discussion ensued about the possibilities of uploading the directory also. Several members will look into this possibility. The Committee considered if we would

be able to find a volunteer who knows desktop publishing, who can put together our newsletters in an attractive format that can be posted on the website.

Committee members discussed ways to use the internet website to benefit members, increase membership, and to generate income for MCPA. This topic will be researched and discussed in upcoming meetings.

In Carolyn's absence, it was announced that the CE workshop date has been changed to October 23. CPA will help, and they will get 40% of the net profit. MCPA will get 60%.

Sue requested that as many of the board members as possible attend the Speaker Dinner Meeting. She also discussed the updating of the current list-serv, and the possibility of a retreat. A day-long retreat was proposed to allow committee members an opportunity to discuss long-term planning for MCPA. Possible date for this is 9/18/04. Grace Rogers will contact EC members by email to confirm this date. Once it is confirmed, Ann Buscho will find a facilitator at no cost. An agenda will be developed with the President prior to the retreat.

Grace Rogers, Ph.D., reported on the upcoming Joint Marin Professionals Speaker-Dinner, June 4, 2004 at the Embassy Suites, where Joel Crohn will speak on "A Systemic Approach to Raising Ethical Children." Over 60 people have signed up; it is possible MCPA will lose money on this event.

Roberta Seifert, Ph.D. reported on the information she has received from Paul Mattiuzzi on our present web-site.

Fred Rozendal, Ph.D., presented the Treasurer's report.

Mark Kamena, Ph.D. reported that he has no new news from Governmental Affairs.

Christine Gazulis, Ph.D., presented her report on I & R. Since 1/1/04, there have been 79 calls, resulting in 21 referrals (13 full fee referrals and 7 mid-range fee, as well as one referral for testing.).

Heidi Cary, Ph.D., MFT, reported at there are about 87 paid memberships. Problems with the software and with confirming new memberships were presented and then discussed by the committee. Some members felt that the membership data needs to be transferred to Excel for portability, as others asked about the possibility of a new and better program.

Mail will be picked up by Roberta Seifert and forwarded to the appropriate committees. New members will receive a welcome letter, sent out by Heidi and signed by the President. They will work out this letter, starting with the letter Mark sent out as a place to start.

The next meeting is scheduled for 7/28/04.

Meeting adjourned at 9:00 PM.
Respectfully submitted,
Ann Buscho, Ph.D.
Secretary

Minutes of the
M.C.P.A Executive
Committee
7/28/04

Present: Sue Fleckles, Ph.D., Grace Rogers, Ph.D., Roberta Seifert, Ph.D., Fred Rozendal Ph.D., Sylvia Mills Ph.D., Carolyn Bray Ph.D., Heidi Cary, Ph.D. MFT, Tana Clark, Ph.D.

Excused: Mark Kamena, Ph.D., Ann Buscho, Ph.D., Joy Stevenson

Absent: Barbara Khurana, Ph.D., Bethany Miller, Psy.D.

1. President's Report, Sue Fleckles, Ph.D.

- Sue is doing the newsletter and hopes for articles from each member of the EC. She hopes it will be available on line for everyone in about 2 weeks.
- Rogers motioned to offer 5% discounted cost on _ page ad and 10% on full page ad in same size PDF or email attachment format if this same size ad runs for 3 consecutive issues. Seconded by Clark. M/S/P.
- EC members are expected to join MCPA events, such as attending our Speaker-Dinner meetings, our Annual Meeting and our Holiday Party.
- We are having a board retreat 10/3/04 from 10 to 4, with the agenda to be developed later
- The EC regrets to accept the resignation of Barbara Nova, Ph.D. Thank you Barbara for all of your very valuable work on the Directory. We will miss you!!!
- The EC extends an apology to Joy Stevenson, our valuable student representative, for our oversight in acknowledging her membership.

2. President-Elect Report, Grace Rogers, Ph.D.

- Upcoming dates include:
 - Our next Speaker Dinner meeting: Friday, September 17th with Phil Erdberg, Ph.D. at the

Inn Marin starting at 6:30 p.m. He will be speaking on Risk Assessment versus Violence Prediction. General members and their guests from the mental health community are welcome. Outreach for this event to be to the professional community outside of Marin.

- Our annual meeting: Saturday, November 20 for a dinner business meeting. Place to be announced
- Saturday, October 23rd, Law and Ethics Conference (see either our website or Carolyn Bray's article elsewhere in this newsletter for details). 6 CEUs approved.
- Holiday Party: A member benefit. Friday December 3rd. We are planning this early this year so as to minimize competition from other holiday events. This is a member benefit so regular members and (one each) guests are \$25.00 each, and students are \$10.00 each (student guests are \$25.00). Advance reservation and payment required. Attendees are requested to bring a

gift to donate for a needy child in the county if they so choose.

- Looking for copies of back minutes dating from 1999.
3. Past-President Report, Roberta Seifert, Ph.D.
 - No Report
 4. Treasurer Report, Fred Rozendal, Ph.D.
 - \$10,110.65 cash on hand. This represents a decline from 2003 of \$2,207.82 and from 2002 of \$4,213.67. Concern that we continue to build our reserves back up. General agreement that we are not a business or profit-oriented venture, and, while it is important to keep our reserves up, we are not a for-profit organization.
 - Overall we are below budget in both expenses (\$8,689.42) and income (\$6,169.90), but it appears that our upcoming continuing education program will not lead to a loss and may well lead to a profit.
 5. Continuing Education Report, Carolyn Bray, Ph.D.
 - 6 CEU unit Law and Ethics conference, Saturday October 23 from 8:30 to 4:00 by Eric Harris, Ed.D., J.D., and co-sponsored by MCPA, APA, and APA. Actually we may stand to gain the most from this as we are responsible for almost no expenses and gain 60% of the profit. The course counts for the Law & Ethics requirement.

- Disaster Response report, Tana Clark, Ph.D.
 - Has done **extensive** investigation and attended many meetings both locally and beyond of other Disaster Response individuals and organizations.
 - Recommending consistency in the county, and thus coordinate with the American Red Cross. This would involve the board signing a Statement of Understanding. Each present board member was given a copy of this Statement to prepare for a vote next meeting.
 - Once in place, Tana would be in charge of the Psychologist group.
6. Ethics Report, Sylvia Mills, Ph.D. Talked about the professional obligation to write a collegial letter when aware of an ethical violation of a colleague.
7. Membership Report, Heidi Cary, Ph.D.
- Proposal for streamlining, that all checks initially go to the membership chair, including those from I&R.
 - New members should get welcome packet, including letter that includes information about committee, events, etc., Seifert will work with Cary on developing this packet.
 - New member information forms need to be sent to membership.
 - She (Heidi) has single-handedly transferred all data into Excel. Data has been

updated into the Mail List program as a back up.

- Membership is currently at 90 members.
- Recruitment of another committee member. Seifert agreed to this position with an emphasis on recruiting new members. President Elect will handle mailing labels in the future.

Respectfully submitted,
Grace Rogers, Ph.D.,
Acting Secretary for Ann Buscho, Ph.D.

**Governmental (and
other) Affairs**
By Mark Kamena, Ph.D.

Supervision

The California Board of Psychology (BOP) recently approved new regulations for Supervised Professional Experience. The new guidelines require the supervisor to be available to the trainee by telephone, pager, etc., all of the time, but do not require an onsite presence. Thus, a supervisor need not be onsite 50% of the time as was previously required.

Continuing Education

The BOP approved regulations which increase from 8 to 18 CE hours of distance learning allowable credits each licensure cycle. It almost approved allowing all 36 hours as being allowable from distance learning. The latter proposal will be considered at the August BOP meeting.

Invitation to join the California Psychological Association

James McKeever, Ph.D., President of the Washington State Psychological Association, recently discussed the benefits of joining WSPA. I feel that these ideas apply equally to our

California experience. He observed that the association was an organic entity, created through our personal involvement. Such interpersonal interactions create a sense of community that acts to buffer stress, build resilience and provides meaning to what we do.

We are tied to our busy clinical practices and intellectual endeavors. We juggle time among our personal lives, including time with friends and families. Simultaneously, mental health services have been under sustained attack for several years, affecting both our patients' access to services and our own ability to deliver services in a financial viable way. It seems increasingly hard to find balance in our lives. Under such circumstances, how do we justify contributing our hard-earned money for CPA, APA, and MCPA dues, other psychological organizations, CE offerings, books and journals, and so on? When we are trying to squeeze extra patients or professional activities into packed schedules, how can we justify taking time to attend CPA activities or committee meetings, engage in lobbying for psychology on either the state or federal level, or representing psychology in the media?

Yes, we do make sacrifices when we join together in a cause. However, I am struck by how much all of us have gained by these sacrifices. The sense of joining together with others in a fight for a profession and a mission that we all hold dear, the friends we have made by coming together, and the contributions we all feel we are making to our profession, our state and our country have enriched our lives immeasurably. Psychology is a community of wonderfully, creative, dedicated individuals who devote untold hours organizations that we are proud of

because they speak so strongly for psychology as a profession and a field of study. It is not by chance that those who have already made substantial contributions to CPA keep coming back to make further contributions. When we stand together we are stronger, and each of us who has contributed to CPA feels this strength and this sense of community.

I invite each of you to join in the work of CPA in whatever way you are able. While CPA continually strives to work efficiently and keep the costs of membership down, there is no way we can do the work we do without your financial contribution. And if you know other psychologists who are not members, try to get them to join too. We are stronger when we have more voices.

CPA's new contact information is as follows:

3835 North Freeway Blvd, Suite 240
Sacramento, CA 95834

New Phone Numbers:

CPA: (916) 286-7979

CPA Fax: (916) 286-7971

MCEP: (916) 286-7980

MCEP Fax: (916) 286-7985

CPA website: www.calpsychlink.org

MCPA website: www.marin.calpsy.net

LAW AND ETHICS SEMINAR
CAROLYN BRAY, PH.D.
CONTINUING EDUCATION

The Marin County Psychological Association (**MCPA**), in conjunction with the California Psychological Association (**CPA**), and The American Psychological Association Insurance Trust (**APAIT**) are presenting an interesting, informative, and engaging seminar entitled "**Ethical Decision Making and Risk Management in Clinical Practice.**"

Title: Ethical Decision Making and Risk Management in Clinical Practice

Presenter: Eric Harris, Ed.D, J.D.

Sponsor: California Psychological Association, Marin County Psychological Association, and American Psychological Association Insurance Trust

Location: Four Points Sheraton, San Rafael, California

Date & Time: October 23, 2004 from 8:30 AM to 4:00 PM

Registration Fees:

Dual Member (CPA and Chapter) \$125.00

Single) Member (CPA or Chapter) \$135.00

Non-Member \$175.00

Student Member (CPA or Chapter) \$ 50.00

Student Non-Member
\$75.00

This workshop meets the 4-hour Ethics and Law requirement for license renewal in California and attendees who are **APAIT Subscribers receive 15% premium discount on professional liability insurance.**

Eric Harris, Ed.D., J.D., licensed psychologist and attorney, is a consultant to the Trust and is the legal counsel to the Massachusetts Psychological Association.

Workshop Description: This workshop focuses on the fundamental "how tos" of ethical decision making when confronted by ethical dilemmas. Participants will have the opportunity to apply the basic legal strategies and ethical principles in psychological practice to specific ethical dilemmas by interacting with other colleagues in the form of group discussions.

Brochures will be sent out soon. To receive a brochure earlier, ask questions, or to register contact:

Annie DeMaria-Norris
Director Membership Services
California Psychological Association
3835 North Freeway Boulevard,
Suite 240

Sacramento, CA 95834-1955

(916) 286-7979

(916) 286-7971 Fax

Or go online:

www.calpsychlink.org

SHRINK RAP ON FILM:
JUNK FOOD FOR THOUGHT--
SUPERSIZE ME and
COFFEE AND CIGARETTES
Sue Hulley, Ph.D.

Summertime and the livin' is greasy!

Time to hit the movie junk food--how 'bout a QP, fries, coffee, and a cigarette! The only fly in the ointment is Morgan Spurlock. He piled up a lot of loot producing videos, commercials, and corporate image pieces, then turned around and spent it to write, produce, and star in Supersize Me (he even wrote a song for it!). According to Spurlock, the inspiration for Supersize took shape on Thanksgiving Day 2002, when, lying on the couch after gorging on turkey and fixings, he happened upon a TV news story about two teenagers unsuccessfully suing McDonald's. Suddenly his feeling of fullness and his response to the lawsuit story creatively merged in his mind. The girls lost their suit because they hadn't been able to prove that eating McDonald's food had been bad for their health; Spurlock would see if he could prove it.

I have to admit, he went about his "research project" in a way that we as psychologists would have to admire.

First, he got amazingly thorough workups from three doctors documenting that he was a prime physical specimen. Then (to the horror of his vegan chef girlfriend) he plunged into a month-long regimen of three meals a day at the "Scottish place," keeping careful notes on what, where, and when. Each day, he limited himself to only as much exercise as an average American, in the form of walking. Throughout the month he had regular checkups with the docs and a personal trainer.

Finding the restaurants within walking distance wasn't hard initially, given that Spurlock was living in New York City; he had his choice of several McD's close at hand. Once over the initial phase, which included upchucking his first king-sized meal, Spurlock got into a rhythm (oh, the "supersize me" refers to one of Spurlock's rules for the month-- that whenever he was asked if he wanted the supersize, he would agree--surprisingly, this happened only nine times).

In typical documentary fashion, Spurlock interrupts his story frequently with information on relevant topics, including: the increasing size of American restaurant portions--especially junk food--over the years; the privatization of school lunch programs; the avalanche of TV food advertising aimed at children; the low quality of the USDA recommended diet; etc. His clips were fascinating, and in some instances--especially the bits about the school lunches and the loss of most elementary school PE programs--scary.

I have to admit to a sneaking fondness for Spurlock, even as he was knocking my fries. He's a good-natured guy with a sense of humor. I felt sorry for his girlfriend, too; she told us how

their sex life was suffering way before the end of the month, and not just because he'd gained a lot of weight. Who knew junk food could hit you in the libido? And to hear Spurlock's doctors tell it, some internal organs were pretty shot by then too.

Fortunately, Jim Jarmusch doesn't have this goody-goody attitude. In fact, he seems to be at the other end of the curve--in love with both java and smokes. I haven't seen any of his earlier movies, but have heard that Jarmusch is a sophisticated character more at home in Europe than the U.S. You couldn't prove otherwise by this movie.

Oh, did I mention that it was shot in black and white?

Jarmusch used a lot of his friends (people like Bill Murray and Steve Coogan), and worked over this series of vignettes for almost twenty years before finally releasing the result. Not surprisingly, some of them seem like something we would find in a movie time capsule.

Take "Renee," in which an attractive, well made-up young woman sits at a small table leafing through a magazine and, of course, smoking and drinking coffee. She even sports black tights and a sulky manner. Everything fairly screams "auteur." It wasn't clear to me whether it is a joke that all she wants, apparently, is to be alone with her gun magazine (yes, gun magazine). Lots of facial close-ups complete the 70's feel, enhanced of course by the black and whiteness of it all (or is it blackness and whiteness?)...Ouch! I just realized--coffee is black and cigarettes are white--uh oh....shades of Ingmar Bergman!!!

Some other segments feature variously Iggy Pop and Tom Waits "doing" cigarettes, Cate Blanchette

meeting with her tough, resentful Australian cousin (check the casting here for a cute twist), and two black hip-hop figures with acronym names--both something like DZA--upbraiding Bill Murray for his coffee abuse while giving him nutrition tips.

There are some strange and memorable moments, times when Jarmusch is venturing into bizarre, interesting territory.

Too often, however, for me, what some admirers describe as "Zen" was experienced mostly as "lame". I thought that in Zen, silence or slowness is purposeful in some way rather than being the result of nobody having anything to say. And many times what the characters did say appeared just plain inane. The movie illustrated the dangers of improvising; most of the time it just didn't catch fire.

Of course it might help if you are "in" enough to get Jarmusch's references. In the skit with Alfred Molina and Steve Coogan, for example, we were invited to try to figure out which of the two (they used their real names) was "hotter" and/or better connected. Given that Steve Coogan is just taking off--as Phineas Fogg in the new remake of Around the World in 80 Days--the issue was timely. How many more of these in-jokes there were I have no way of knowing...

Jarmusch also challenged himself to create within a limited palette. Each scene contains only two or three people, coffee, cigarettes, a table (often the same table, viewed from above, featuring black and white squares), and essential paraphernalia and props. I picture him asking himself, "How much diversity/continuity can I achieve given these strictures?"

A fair amount, if you consider the range of his characters--young, hip, black, nerdy, old, movie stars, unknowns... Thematically, however, there was a lot of continuity. In the world of Coffee and Cigarettes, people keep reaching out toward each other with mixed or painful results. Most have parallel conversations, misunderstand each other, or disagree--overtly or covertly--and almost every scene ends with the mutual difficulties far from over. You just know, for example, that once the camera stops rolling, the two older men who seem like Rodney Dangerfield are going to start fighting again about whether or not the one on the right should be smoking.

Translated into "little man in the chair" terms, I would imagine the little guy looking asleep for Coffee (I know what you're thinking--he needs caffeine). In other words, this latest Jarmusch "oeuvre" is something for only the die-hard fan.

Supersize, on the other hand, would rate the little guy at least clapping (I checked--he is clapping). And in addition to being a creative, well-executed, and enjoyable to watch movie, the film has an interesting website in typical McDonald's shades which mimics the business's format--you are offered, among other things, a choice of three sizes of trailers.

Whatever you choose, I hope you have a supersize good time at the movies this summer (but watch yourself at the concession stand, or "supersize me" could become your new identity).

Harm Online?
Understanding Healthy
Internet Use
Joanie Gillispie, Ph.D.

Can The Internet Be Harmful?

Are your patients or family members having problems with their internet behaviors? Are their children spending too much time on line, playing violent role playing games, or being exposed to sites with adult content? Are cyber friends taking the place of face-to-face relationships? Is your patient, or their significant other, having a cyber affair or spending too much time on eBay? Is internet addiction real? How do we as clinicians help our patients become aware of potential problems online and guide them towards a healthier cyber life?

No one knows the long-term effects that our cyber habits have on our thinking, emotions, relationships, and behaviors. The psychology of how we interact with the internet is just beginning to emerge from the following areas: Addiction research, Communication Theory, Cognitive Science, and social modeling theory. We need to know more about the power of this technology, specifically how our constant use may shape our identity, worldview, psychological health, and social behaviors.

How much time on line is too much? Can the amount of time we spend on the internet interfere with, or alter in some way, our psychological or social identities? Do online behaviors translate to offline behaviors? Will frequent re-exposure to certain web sites (e.g., child pornography, violent games, gambling, eBay, socially marginalized chat rooms) alter personality or one's ability for

impulse control? Is the internet addictive?

From Couch Potato to Mouse Potato

We live in an addiction prone culture that makes the internet thrive. We can now find out almost anything online. With internet technology, new faster, and more, are better. But is it really? On a systems level, how much time does it take to upgrade, recover from crashes, and protect ourselves from worms, viruses, or identity thieves?

On a psychological level, the emotional hooks inherent in new generations of technology increase the potential of problem use. Interacting with the internet provides constant stimulation and a high level of cruise control. In addition, the ability to connect with an ever-expanding group of cyber friends provides a sense of belonging and connection often more intense than real life relationships. However, the personas that we project into cyberspace and the social skills learned online may not contribute to negotiating successful offline relationships that are bound by time and place. The match.com phenomenon is a good example of how difficult it is to morph from cyber to real dating. Check out the new dating service trust.com. It screens out felons and married people for you! The ability to read facial expressions and body language, to improve listening skills, to modulate voice tone, and to connect physically are lacking in cyber relationships but a very necessary component for *in person* social skills. Is this how we want our kids to learn social skills?

Our children are very literally being raised on the computer. What does this mean for the development of self in relation to others? Children admit that they spend hours everyday in chat

rooms, playing games, or surfing when their parents *think* they are doing homework. Teenagers especially are curious and tend to push limits as a means of asserting independence and exploring their identities. On the internet, there *are* no limits. Kids as young as 11 and 12 report that they readily view adult sexual materials, engage in gaming by using their parents' credit cards, and talk intimately to people they don't know without their parents' knowledge. Telling youngsters not to do something that is fun, that "everyone else is doing", and that enhances their power, has never worked very well. Parents and teachers simply cannot censor, ignore, or monitor older kids' cyber lives enough because most young people with a computer savvy friend can hyperlink around any block. It's a great challenge. How do we help children and teenagers, and indeed ourselves, learn life-long, healthy internet behaviors when adults don't know either?

From Brain To Behavior?

Understanding the structure and function of our neuro-anatomy is a start. Leonard Shlain, M.D. (chief of laparoscopic neuro-surgery at CPMC) states: "the internet has revolutionized our modern culture in the way we process information and communicate with each other". In neurological terms, the structure and function of the brain are changing in response to how we process word and image. Both the left brain's logical sequencing and verbal abilities are utilized simultaneously with the right lobe's excellent capacity to make sense of visual images, emotion, and divergent stimuli. Our propensity to learn by scaffolding and association is also enhanced by how we use search engines as a meta cognitive tool. Perhaps

the most interesting potential brain change is reflected in how we write and express our thoughts. Using a Keyboard with two hands engages *both* hemispheres of the brain instead of just the lobe opposite from our right or left hand, the of our profession and begin a hand we (used to) use for writing. Shlain believes that hemispheric lateralization emerged first from spear throwing and then with the emergence of one-handed writing. Humans then made a quantum cultural leap on all levels.

What does it mean now that we write utilizing both hemispheres simultaneously? In young children, will the keyboard prompt new neural pathways that alter thinking strategies and perhaps even our psychology? Can there ever be any limits to what we are exposed to online? As mental health clinicians, let's use the tools dialogue with our patients and each other about this awesome technology. We need to know more.

Dr. Joanie Gillispie is in the process of gathering data on the psychology of internet use that will help to answer this question. Interviews from a variety of experts in computer science, neuroscientists, communication theorists, psychologists, teachers, and kids are being compiled. If you are interested in contributing information or being interviewed as a mental health practitioner who helps their patients learn healthy models of internet use, please call 415 380-9985 or email her: drjoanie@hotmail.com.

REQUEST FROM THE
NATIONAL GUARD
SENT BY Sallie
Hildebrandt, Ph.D., CPA
President

"Dear Dr. Hildebrandt:

"I am writing on behalf of the thousands of California National Guardsmen who are currently deployed. As you know we are experiencing the largest deployment of Guard and Reserve soldiers since World War II.

"As these soldiers return home, often after a year away in a combat zone, there is much that can be done to help ease their return into civilian life.

"The California National Guard has an active program, along with the Veteran's Administration, to provide needed services to our Guardsmen. However, California is a big state and our Citizen-Soldiers live everywhere.

"I ask that you solicit your members to see who would be willing to see a Guard Soldier and/or family one time pro bono. The psychologist would only do an evaluation and reassure the person about the normalcy of the behavior, or if needed, refer them on for treatment at a Veteran's Administration facility. Your volunteers would ensure that every California Guard Soldier would have a local source to turn to initially. This is not a political issue or statement for your members, but an opportunity to help individual California Citizen Soldiers and the community.

"Thank you for your help."

Editor's note: Stephen M. Wyman, M.D., Brigadier General (R), Special Assistant To the Adjutant General, California National Guard then proceeds to ask us to contact him with our names and addresses if willing to participate to him at Military Department, 9800

Goethe Road, Box 9, Sacramento, CA
95826-3561.

'We will compile a list. Again, for all the Guard Soldiers, thank you!'

PERSPECTIVES ON
VIOLENCE IN OUR CULTURE
Grace Rogers, Ph.D.

Violence is a word that I hear clearly from many corners of our culture in increasing intensity since the Columbine tragedy. At that time I was asked to join a group of individuals who were concerned about what it was in our culture that "allowed" Columbine to happen. Their concerns founded a non-profit called the Violence Prevention Forum. VPF's mission is to help create an empathic and caring society by raising awareness and promoting understanding of the root causes of violence and thus help prevent it.

What is clear is this is a complex topic and what consistently comes home to me is that early experiences are of critical importance. No matter what avenue I explore from resilience to the development of the capacity for empathy the presence of an important caring and nurturing figure in one's life comes up over and over. Piri Thomas in his book "On These Mean Streets" talks about how early loving experiences from his mother "inoculated" him from a trajectory that was taking him through Sing Sing without redemption. James Gilligan in his work with incarcerated men talks about the role of shame in violence. The experience of shame can result in a very strong sense of dis-ease. Very often early well meaning nurturing figures will give the message that a youngster needs to be protected from something so s/he won't experience shame. However, what is really

happening is the youngster is picking up the message that s/he OUGHT to be ashamed about something that had no such meaning before. Thus their own sense of their integrity feels attacked, and a perceived “attack” on one’s integrity underlies much of bullying behavior. Dr. Barry from Baylor University in a film made for the state of California to promote public health -- violence can be considered a public health problem -- makes the point that one of the reasons communities in Canada who watch as much violent videos as Americans and yet have less violence is that there is much less domestic violence in Canada. He emphasizes that as long as our children grow up in violent environments they will grow up to be violent. Debra Niehoff in “The Biology of Violence” notes that “positive exchanges between the brain and the environment push the individual toward socially acceptable behavior.”

So, for me, nurturing is being there for our youth at a level that meets their developmental needs. This means learning how we need to interact with them, reading with them, exploring ideas with them, spending time with them, delighting in what we can learn from them, and letting them know that we are truly glad that they were born. As infants we need to hold them in our arms, and not relegate them too much to various carriers, especially when they are eating or in need of comfort. There is nothing that beats caring human touch. There are two current books that stand out for me that can really help parents and community members understand what they can do to promote healthy development and family relationships. One is “Parenting from the Inside Out: How a deeper self-understanding can

help you raise children who thrive” by Daniel J. Siegel and Mary Hartzell; and the other is “Stop Arguing with your Kids: How to win the battle of wills by making your children feel heard.” By Michael P. Nichols.

BOOK REVIEW:
ESSENTIALS OF PRIVATE
PRACTICE:
Streamlining Costs,
Procedures, and
Policies for Less
Stress by Holly A.
Hunt, Ph.D.
Reviewed by Sandra Levy
Ceren, Ph.D.

This book is a practical comprehensive guide that should be welcomed and mandatory reading for the newly licensed professional. The seasoned private practitioner will also find tips to cut costs, and reduce the stress of clerical duties pervasive in the demanding managed care and insurance environment.

Dr. Hunt provides a well organized, detailed range of strategies gleaned from her established practice which has helped to streamline costs, procedures and policies, and much more aimed at reducing practitioner stress. In considering group practices, caution is urged as are billing services. The reader is well advised to investigate the pros and cons. This book makes a fine companion, answering the vital questions to which most experienced professional had to find the answers, the hard way-- by trial and error.

Dr. Hunt has thoroughly researched the essential ingredients that make a practice easy to navigate. She takes the reader by the hand and describes what

has worked best for her practice. Hunt demonstrates the importance of applying daily procedures such as verifying insurance benefits, billing insurance and receiving prompt payment. Developing a clear organizational system of is the key to success as Hunt clearly shows. Establishing an office is made easier when you know the ingredients to look for. The book covers all these basics. Step by step, she shows how to arrange a new practice from appropriate selection of an office including safety and reasonable access to transportation, parking, temperature controls, utilities, restrooms, leases, a communication system that is efficient and cost effective, and tips to reduce expenses.

The new practitioner is cautioned to have an income base and to plan for monthly costs including one's own medical insurance. There are tips on how to find the best and less costly services. Hunt provides worksheets that may also be helpful to seasoned practitioners.

Streamlining for your first appointment is a must-read chapter. Hunt points out the need to decipher a patient's presenting agenda from the hidden agenda. For example, if the patient presents work-related stress he may be seeking a letter or court appearances from you. It is important to know if your practice is appropriate for the client. The importance of establishing your fee immediately is critical and can be done on the phone, "Your fee will be _____. A check or cash will be fine."

Hunt shows the importance of a discussion of self-pay, sliding scale and insurance before the initial session.

The necessity of checking insurance benefits cannot be overstated and should be done by both the patient and the practitioner. Hunt provides a list of

important questions to ask the insurance company. (Although some insurance companies and managed care companies will routinely delay or deny payments.) Hunt thoroughly attends to every detail, and documents every contact made with every individual at an insurance or managed care company when calling to receive authorization or payment.

Billing Insurance is another must-read chapter. The reader will be guided by the step by step approach. As a long time psychologist in private practice, I found the section describing billing methods including computer, electronic, paper and insurance website informative and helpful.

Dr. Hunt offers wise finance management tips such as keeping your finances on computer software program. Hunt avoids collection woes by requesting payment at the beginning of each session. For practical reasons, she does not recommend the use of collection agencies. It is often not worth the problems that may ensue from litigious, disgruntled patients. ESSENTIALS OF PRIVATE PRACTICE clearly demonstrates the importance of creating and maintaining a well organized practice structured in ways that work best for you. Hunt provides excellent practical strategies gleaned from her own experience. Highly recommended reading. An absolute necessity for the new practitioner.

W.W. Norton & Co., November 2004,
List Price: \$18.95

Sandra Levy Ceren, Ph.D., Diplomate,
American Board of Family Psychology,
Fellow, Academy Family Psychology

**"Expanding and
Protecting Our
Profession"**
**GILBERT NEWMAN FOR CPA
PRESIDENT-ELECT**
**By Gilbert Newman,
Ph.D.**

**THESE AREN'T PROMISES - THIS
IS WHAT I'M DOING...**

Protecting Licensing Laws

I'll help protect our professional licensing laws. I don't want psychology being regulated by the same Board as masters level clinicians. This would not be good – I'm working to preserve our Board.

Protecting Scope of Practice

I'm currently involved in protecting State employed psychologists from unfair practice restrictions and I'm also involved in helping to prevent other professions from being permitted to perform psychological activities without proper training.

**Advocating for Parity - Improving
Access**

I've supported federal parity and will continue working to see this bill passed. I'm supporting the ballot measure to expand mental health services. I've designed access oriented mental health programs to address the needs of homeless people, incarcerated populations and others. I'm directing a project to investigate ways for psychologists to address inner city violence.

Working for Prescribing Privileges

(RxP). RxP will benefit all psychologists. I will protect psychology's core values and see that we aren't compromised by insurance and pharmaceutical companies' special

interests I'm developing a fundraising plan to support RxP. Every psychologist needs to contribute to the welfare and development of our profession – not just the paying members. I am reaching out to the non-members to contribute to our causes.

Working for Education

I'm one of the first recipients of APA's Board of Educational Affairs Education Advocacy Distinguished Service. I've lobbied for the Graduate Psychology Education Act - supporting training for psychologists working with underserved, aged and rural populations. To this end, I've met with senators, congressmen, and I've worked closely with APA. I established the only exclusively California pre and postdoctoral training publications.

I Will Work to Achieve...

Building Membership and Services

CPA must grow. Increased membership will afford improved services. We need to appeal to the 80% of psychologists who aren't members. As a clinician, educator and advocate, I can reach more of our colleagues and bring new life into CPA.

Promoting Diversity

I'll continue current and develop new efforts strengthening CPA's diversity. We must provide opportunities directing youth toward psychology - we need training stipends and other means for diverse students to afford school.

Revamping CPA's Image

I want CPA's to be the best association website. We must provide useful, sophisticated information that supports you as clinicians, consultants and as business owners. Our online information is great - we should continue to build online services.

**Facilitating Board Effectiveness –
Retaining and Attracting Staff.** A team

Player with a track record directing successful programs, I enjoy my relationships with CPA staff. I'll work to improve our capacity to pay competitive salaries and expand staff. My leadership experience and group relations expertise will serve in maintaining Board efficiency.

I am Committed to: Reinstating face-to-face Governmental Affairs Representative meetings and Building Lobbying Capacity; Developing Early Career Resources and Providing quality affordable CE – accessible in-person and online.

www.NewmanForCPA.org

Email: gnewman@wrightinst.edu -

Let me know your response to my goals and if you'd like to help achieve them.

A STRONG AND RESPONSIVE CPA

Richard Sherman, Ph.D.
Candidate for President
Elect of CPA

When I talk with psychologists, many say, "Why should I join CPA? It's just not relevant." My proposed agenda, which is **strong on both advocacy and value added benefits**, will assist in retaining and attracting members, help us become fiscally robust, and move us forward in keeping with my theme of "**A STRONG AND RESPONSIVE CPA**":

REVERSE THE SIGNIFICANT DEVALUATION OF OUR PROFESSION AND OF HEALTH CARE

The devaluation of our profession, being reimbursed by some insurance companies at 1987 rates, has to stop. The Professional Practice Division (for which I was 2003 Chair) initiated an extensive lobbying campaign to effect

United Behavioral Health's finally agreeing to increase rates for 90801's (initial evaluations). We need to activate our role in assisting our members as they interface with insurance companies, while **advocating for a full review of outdated reimbursement rates and broadened access to care.**

SERVE ALL CALIFORNIA PSYCHOLOGISTS BY ENHANCING MEMBERSHIP BENEFITS

As I worked for LACPA (2000 President), **I will highlight and promote CPA as an inclusive organization** that will address the needs of psychologists in different specialties and settings and provide more outreach to graduate students, new professionals, and diverse groups. I propose a Mentoring and Career Development program to maximize professional growth.

We need to make CPA much more "resource rich and user friendly" by assisting at every stage of a psychologist's career. The CPA website will be modernized with online CE courses offered for all mandatory course requirements. At Division I, we are already working on developing valuable resources (e.g., the Expertise series).

AMPLIFY STATEWIDE PUBLIC EDUCATION

Many in the public still do not know or appreciate the difference between psychologists and others in related professions. I have started working with 2005 APA President Dr. Ron Levant on his objective of "Making Psychology a Household Word" or as I add "A Positive Household Word". Towards this end, CPA will provide **consumer education forums** throughout the state.

**PROTECT AND INCREASE OUR
SCOPE OF PRACTICE THROUGH
EXPANDED ADVOCACY**

We must **further develop our grassroots efforts** and devote more time, energy, and funds to protect and increase our scope of practice. I have actively engaged in advocacy efforts for close to 20 years. (e.g., lobbying to prevent an earlier attempt to sunset our licensing laws). Obtaining prescriptive authority in California, full mental health parity at the federal level, and guaranteeing that laws are followed so that public sector psychologists can practice independently are priorities for which I will continue to work.

I bring to CPA **PROVEN EFFECTIVE LEADERSHIP**. Since 1977 I have been actively involved in every facet of local and California state psychology organizations. I am committed to our members and the community. With my passion for our profession, strong leadership experience, ability to build consensus, earn staff respect, and effect change, **I will work for you at CPA**. In the process, I want us all to celebrate our **UNITED STRENGTH AS A PROFESSION**.

Visit me at www.sherman4cpa.com to address issues important to you and remember to vote.

[Marin Psychologist Runs
for CPA Board Executive
Position](#)
[Mark Kamena, Ph.D.,
Governmental Affairs](#)

Our own Dr. Betsy Levine-Proctor is currently running for Secretary-elect of the California Psychological Association's Board of Directors. Her work experience includes: Head Start teacher, teaching assistant, research

assistant, secretary, group practice director, clinical supervisor and director of hospital programs, president of a consortium of twelve group practices, consultant, and private practitioner since 1981.

She has served our associations well, including Chair, Information and Referral Service and Co-Chair, Public Education Committee of the Marin County Psychological Association; President of the San Mateo County Psychological Association; Secretary, Treasurer, Chair, and Representative to CPA Board of Directors for Division I; and Nominations, Elections, and Awards Committee member and Convention Committee member for CPA Board of Directors.

Betsy has worked tirelessly in service to fellow psychologists and would be an outstanding asset to our CPA Board. I have worked closely with her at CPA and know she will not only represent Marin County but all psychologists.

Betsy and I are also supporting Richard Sherman, Ph.D. for CPA President-Elect. Richard did a fabulous job of organizing the last CPA convention in San Diego, and I look forward to working with him on the Board in the future.

Election ballots will be in the upcoming issue of the California Psychologist. This is the only ballot you will receive. It is extremely important that you vote! Often, CPA elections are decided by a very small percentage. So, please make sure to send in your ballot ASAP.

If you have any questions, plan to attend our next Speaker-Dinner meeting on September 17th. Both Betsy and Richard will be available for networking

during our social hour before (and likely after) Dr. Erdberg's presentation.

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(PSY7795); Assistant Clinical Professor,
UCSF Dept. of Psychiatry; Past
President, Northern California Group
Psychotherapy Society. **415-453-4271**

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Six Tuesdays:
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September 1, 2004, 20 hours per week, divided equally between individual psychotherapy with adults and adolescents and psychological testing of children 6-17 years of age. Assessment of younger children may also be available.

Requires doctoral degree from CAPIC-approved program, two years psychotherapy experience, completion of six test batteries, including four with children.

For more information, contact Diane A. Suffridge, Ph.D., Clinical Director, Family Service Agency of Marin, 415-491-5708, dsuffridge@fsamarin.org.

From the Editor:
The *Marin County Psychological Association* Newsletter welcomes articles and opinions related to the practice of psychology.

Written materials must be submitted electronically from your word processing program, and attached to an email to doctorfleckles@juno.com. Your check must be made out to MCPA, include your license number, arrive before the deadline and be sent to: Sue Fleckles, Ph.D., 240 Tamal Vista Blvd., # 162, Corte Madera, Ca 94925-1156.

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Deadlines for 2004 Submissions:

October 1, 2004

December 1, 2004

