

# Minnesota Women in Psychology December 2002 Newsletter

## Mark Your Calendar

! **Sunday, January 12, 3-6 pm**

MWP Steering Committee meets at Judith Lies's office

! **Friday, March 14, 2003**

Mental Health Disaster Response Colloquium, sponsored by MWP's Social Action Committee

## Fall Colloquium Builds Private Practice Sanity

Janet Pipal, Ph.D., explained that her workshop about private practice sanity has expanded from a half-day to two days over the years because she's so excited about the material. Her excitement was obvious to the 61 participants on November 15 and 16. Day one focused on freedom from managed care; day two outlined marketing strategies.

Dr. Pipal emphasized boundaries with clients. If we model good boundaries, these clients will learn good boundaries, and transference will be less complicated. To build a private practice, financial boundaries are especially important so that a practitioner can support herself. Dr. Pipal suggested that clinicians have a wonderful product that allows people to make better decisions and lead more emotionally and financially productive lives. Therapists can confuse helping with not deserving pay – it is time to stop apologizing for making a living with useful skills.

Dr. Pipal raised issues inherent in managed care, including that clients have to be considered crazy in order to receive psychological help under the medical model.

She covered logistical and ethical pros and cons of a non-managed care practice, in addition to modeling strategies for building a cash practice.

While outlining marketing suggestions, Dr. Pipal started with assessing needs (of clients and therapist), then stating what needs therapy meets. For example, successful therapy allows clients to work more effectively, encouraging career success. Dr. Pipal presented marketing dos and don'ts, including focusing on benefits to clients rather than on therapist qualifications only. She covered tactics for verbal, written and personalized marketing.

Marketing is like therapy in that it involves building and maintaining relationships. Therapists market better if they ask clients how they got to their office and what is satisfying to clients. Dr. Pipal gave examples of applying therapy skills like empathy to marketing.

The energy generated by this program created several new special interest groups. Their purpose will be to help members develop prosperous private practices.

MWP was lucky to sponsor Dr. Pipal's last presentation of this material. She does consult with people about marketing private practice and can be contacted at 970-493-1441.

Special thanks to Julie Kogan-White and Michael Kogan-White of Cornerstone Therapy and Recovery Center for their help with marketing this program. Thank you to Heidi Sauder and Deb Orzechowski for their help with registration and logistics.

— Ferris Fletcher

## **Notes From The Chair**

As I sit here contemplating what to write for this month's Minnesota Women in Psychology newsletter, I am aware of the increase of energy and excitement that I feel within my heart, soul, mind, and body. The rejuvenation is due partly to the most wonderful gathering at this last colloquium, which was presented by Janet Pipal and was entitled "Private Practice Sanity." Day one consisted of building and operating a practice free of managed care and identifying other burnout factors and day two was on marketing one's practice and attracting the self-pay therapy market. Janet's delivery was filled with humor and compassion about this subject matter and the information shared with the 61 participants was useful, helpful, practical, and timely as many of

us as psychologists, therapists, counselors, social workers, and psychotherapists have struggled with the managed care companies rules, regulations, and paperwork. To have a choice of running one's private practice business as a self-pay practice or one that submits the charges to a managed care company was empowering to me, to say the least. I didn't ever feel that I did have a choice in Minnesota.

Throughout the colloquia, I was very much aware that the name change from almost two years ago from Minnesota Women Psychologists to Minnesota Women in Psychology has allowed and encouraged this feminist organization to be more inclusive. We have been attempting to embrace other feminist mental health providers including psychologists, social workers, therapists, counselors, consultants, psychotherapists, professional coaches, school psychologists, and others. To watch this evolve during the past eighteen months and then to see it dramatically displayed on November 15 and 16 at the colloquia was truly inspiring. Feminist mental health professionals from many diverse disciplines and perspectives were attending the same conference and providing support, care, and empathy to and for each other as we do so well. Minnesota Women in Psychology increased their membership by ten members at the colloquia and more than fifteen others requested a membership brochure. Additionally, forty-five participants were interested in a focus group/special interest group that would meet monthly and would continue the discussion of private practice sanity. I want to take this opportunity to welcome these new members to MWP. I feel a great joy and know that you will bring and share with this organization your talents, your perspectives, your skills, your compassion, your commitment, your insights, and your love. I look forward to feeling and knowing your presence in MWP. May you have a long and enjoyable life with us.

In sisterhood,

— Dawn Ulrich

**Meet Two of the New Steering Committee Members**

**Deb Orzechowski** joined MWP one year ago and immediately figured out that the way to get to know the organization and all the marvelous members was to join the Steering Committee. At her first meeting, she further discerned that being *Newsletter* Editor would put her finger on the pulse of the organization like no other job could.

This willingness to dive in has proved to be helpful in her paid professional life, in which she is an in-home family therapist for Therapeutic Services Agency. She is building a private practice, called Rainbow Therapies Inc., in East Bethel, specializing in energy psychologies which include Healing Touch, Reiki and Thought Field Therapy. Deb has been a nurse since she was 19 and started the transition to therapy six years ago. Deb has three grown children, one teen at home and two grandbabies. She loves to quilt.

Imagine leaving New Delhi, India for a graduate program, the first time to study outside of India. Psychology is the field of study and the destination is: Minnesota in January! **Hina** (pronounced Henna) **Zamir** has been in Minnesota for the Minnesota School of Professional Psychology graduate program for almost one year, after having completed her Masters in Clinical Psychology from University of Delhi, New Delhi, India.

Hina is one of three siblings; her elder sister is settled in the United States, which is a big support to Hina. The rest of her family is still in India, but the motivation of learning more in her field keeps her going. She returned to India in the summer and reported that the trip refreshed her and gave a needed dose of family.

This courageous spirit also signed on very quickly to be the student representative to the MWP Steering Committee. She will be working with the Membership Committee and is particularly conscripted to help other graduate students find MWP.

— Ferris Fletcher

**News Flash**

From the Social Action Committee of MWP:

The Social Action Committee would like you to reserve **March 14, 2003** to attend a colloquium on the delivery of mental health disaster response services in immigrant communities. Social Action Committee Co-chairs are preparing for this event and will write more details as they evolve.

— Heidi Sauder

## **Professional Issues Committee Update**

The Professional Issues Committee is pleased to announce the launch of Minnesota Women in Psychology's mentoring program.

The mentoring program has been under construction for over a year and much thought and planning has gone into its creation. Mentoring is designed under this program to facilitate professional development in psychology through guidance and support by an insightful and knowledgeable advisor. The mentoring relationship is not a supervisory relationship and requires clear and consistent expectations and boundaries.

Many MWP members have voiced an interest in either becoming a mentor or having a mentor matched to them. If you are interested in participating in the mentoring program, please complete the form enclosed in the newsletter and return it to MWP. The Professional Issues Committee will match mentors and mentees on the basis of shared interests and experience.

— Heidi Sauder

## **Position Available**

**Child Clinical or Pediatric Psychologist:** Alexander Center at Park Nicollet Clinic in Eden Prairie, MN, seeks a Child Clinical or Pediatric Psychologist to join an interdisciplinary team specializing in the diagnosis and treatment of developmental, learning and psychophysiological disorders. Ph.D. or Psy.D. and licensure are required. Candidates must have strong assessment skills and broad experience in the treatment of children using individual, group and family therapy modalities. Experience in assessment and treatment of ADHD, LD and PDD/Autism is preferred. FFI: Jenny Bredeson in Clinician Recruitment, 952-993-2804 or toll-free 1-866-874-3812.

## Space Available

**Elegant office to sublet:** Centrally located, lovely setting. Copier, fax, phone available; waiting room(s). You will LOVE working here. Mondays, Fridays available, as well as early evenings (4:30 pm and after) and weekends. FFI: Lynn Kiely, 612-870-8728.

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**Edina:** Semi-retired psychotherapist would like to share Edina office. Flexible days and hours. Low rent. FFI: Ev, 952-831-9111.

## Notes from Greater Minnesota

The time will have passed and this issue will, indeed, be lost in time. The tributes will be done and the event closed in our minds. Last night I listened to the kind voices on the car radio and heard the memories form those present at the Minneapolis ceremony.

Outstate had its own tribute on the evening of his passing. He had been scheduled for a political debate at the local college. The stage was redone with a large screen showing his portrait and the years 1944 to 2002. In a semi-circle on the floor were strategically placed candles remembering the other passengers in the plane that fell from the sky.

This was a night of profound sadness, and the news reporter summoned me to the camera and microphone. I was emotional and hesitant. I said that he was a social activist, that his wife was an advocate for battered women, that he was in support of St. Louis county (and its labor movements), that he was from my generation! And . . . the reporter said that I looked very troubled by it all; yes, and my daughter had just entered politics and had marched this fall in the Twin Cities in a parade in support of him!

And, I left the building. It was a sad, rainy night and I reflected on what I had said. The thought crossed my mind to phone the television station and request that they not air the clipping; it was too: emotional, personal, poignant. And I waited; and they didn't run it.

And now, dear readers, it is time to put aside the effort and to say thank you for your attention during these publications.

There have been many unanticipated changes in the past few months which have prompted me to review and prioritize my responsibilities. Life in the sandwich generation requires considerable energy; I must let go of some of the electives in order to balance with the requirements! And, so I bid you all adieu.

— Claire Grubich

### **Thank you, Claire**

In the February 1998 issue of the *Newsletter*, Claire Grubich began sharing her observations and poetry with MWP. She has that rare talent of combining organization and artistry – her submissions always arrived ahead of time, to editorial delight. Thank you, Claire, for provoking thoughts and feelings, and bringing fresh air from the North to the organization.

— Ferris Fletcher

### **Contributors to this Issue**

Claire Grubich

Dawn Ulrich

Heidi Sauder

Deb Orzechowski

Ferris Fletcher

### **Welcome New and Re-joining Members!**

Katie J. Anderson

*Susan E. Broadwell*

*Stacey L. Gerken*

*Kellie R. Hauser*

*Phyllis C. Solon*

*Natalie Tranchilla*

*Lynn Van Blarcum*

## **For Your Information**

*In this section, **For Your Information**, we print items of particular interest to women psychologists, MWP members, and women clients. Most of the programs listed here for professionals offer CEU's for psychologists, or have applied for them. Be sure to confirm before registering, if CEU's are important to you.*

*Items for this section are limited to approximately 30 words; exceptions for that policy are made for non-profit organizations which serve primarily women (e.g., YWCA, Women's Consortium, Continuing Education for Women, etc.).*

*A special service **for members of MWP** who are offering services, events: you may contribute items for **For Your Information** irrespective of whether the event is aimed for women. All other events (those which are not presented by MWP members) must be of particular interest to women in order to be included here. The Editor often uses her own judgment in determining if the event is of particular interest to women, e.g., events which address issues of families and children.*

Friday, Dec. 13  
**St. Paul**                    **STEPPS Model for Treatment  
of Borderline Personality  
Disorder.** Presenter: Nancee  
Blum, MSW,

LISW. FFI: 651-293-1935, 888-293-NASW, or [www.naswmm.org](http://www.naswmm.org).

Friday, Dec. 6  
**St. Paul**                    **After DBT: What  
Next?**Presenters: Patricia Verby,  
M.A., LP, and Joan Ungar, M.A.,  
LP, ATR/BC, MWP member.  
FFI: 651-697-0440

Tuesdays  
**Feb. and  
March**  
**St. Paul**                    **Women and Money I** – for  
women that want to make  
financial changes in their lives.  
Presenter:: Ruth Hayden. FFI:  
651-690-3797.

Read Mona Affinito's book, ***Helping with Forgiveness Decisions***, and answer questions available in the purchased book for four psychology continuing education credits. FFI:[www.forgivenessoptions.com](http://www.forgivenessoptions.com), or Mona Affinito, MWP member, 952-361-3681.

The **Society for Psychoanalytic Studies** offers very low cost training opportunities (each seminar is \$7 or free for students). It is the **Skeptic Series**, with topics that include Creating a Safe Therapeutic Atmosphere, The Art of Communicating Understanding, Following the Client's Emotions, and Pulling It All Together: The Role of Relationship in Psychotherapy. FFI: Trisha Stark, Ph.D., LP, MWP member, 612-374-4601 x-225.

**Client Group Available:** Outpatient **Chemical Health Treatment**, 56 hours, rule 43 programs offered both days and evenings by Chrysalis. FFI: 612-871-0118 or 612-870-2438.

**Classes for Clients and Professionals:** Classes in **mindfulness-based stress reduction, meditation, and yoga**. Pain is real, suffering is optional. Eight-week classes begin either Tuesday morning, January 21, 9-11:30 am, or Wednesday evening, January 22, 6:30-9 pm. Location: 3706 E. 34<sup>th</sup> Street, on the north edge of Longfellow Park in south Minneapolis. For information, questions, brochures and to sign up for a class, call Judith Lies, MWP member, 612-343-1623.

**Professional Group: Peer consulting group for therapy and energy work.** Deb Orzechowski, is in the process of forming a consulting group for those that use energy modalities such as Healing Touch, Reiki, EMDR and Thought Field Therapy in their practice. FFI: Deb O., MWP member, 763-413-3224.