

# The Central Coast Therapist

California Association of Marriage & Family Therapists  
Central Coast Chapter



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July 22nd, 2011

## What is Imaginal Psychology?



Stacy Schutten, Psy.D., MFT has studied and collaborated with a diverse community of healers, with a specific focus on intermodal therapies and group dynam-

ics. She completed her Master's degree in Psychology from California State University, Chico and her Doctorate of Psychology in Clinical Psychology from Meridian University. She recently moved to San Luis Obispo in November 2010 to accept a position at Windhorse Integrative Mental Health because she felt that the primary focus on mindfulness and healing was a nice sister orientation to her work within the expressive arts and imaginal psychology.

for adults as it can be for children. The healing arts are experiencing a paradigm shift and now we are hearing words like experiential or participatory. There is a beauty in being able to take the foundational orientations you currently are applying in your work and weave new interventions into it. This allows you to have a more integrated approach, and shift your personal lenses, depending on the needs of your clients.

In response to this paradigm shift I often hear therapists sharing that they are not artists, dancers, musically inclined, and so on. The truth is that these capacities to explore and access our imaginations are within all of us, but it may be initially more challenging to get in touch with because it has been quite

**T**o explore something prior to an explanation is not as common

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### Mark Your Calendars NOW!

**September 23rd** ♦ Being Effective with Personality-Disordered Clients ♦ Speakers: Lawrence Levy, M.D.; Robin Squires, MA, IMF; Tammy Summers, MA, MFT

**November 18th** ♦ Facilitated Self-Care in Precarious Times

**January 27th, 2012** ♦ Annual Networking Meeting & Brunch

—Ann Williams, LMFT  
Program Chair



## ***President's Message***

### **Greetings Everyone!**

As I write this, it doesn't feel much like spring. It is chilly and raining, and though I am in LA with my mother, my husband who is home is Atascadero, tells me he is sitting by a roaring fire trying to get warm. As we know, the weather has been unsettling this year with heavy rains, flooding, and tornadoes in much of our Midwest. The Red Cross is asking for volunteers to help our neighbors in Joplin and Tuscaloosa and Springfield. Even though these tragedies are so fresh on our TV and computer screens, we mustn't forget the trauma of Japan's earthquake and tsunamis. These events greatly overshadow our Central Coast weather anomalies by leaps and bounds. But they keep fresh the message Karen Merriam brought to our CAMFT meeting last month about trauma.

While most of us have been to workshops which have ended up traumatizing us with stories and photos of nature's ferocity, or worse, man's inhumanity to man, Karen Merriam brought to us a kinder, gentler message at a very spiritual level. She reminded us that as individuals, we often feel small and vulnerable, but as a collective group we can be a strength and help to one another.

And speaking of trauma, a few of our board members have been incapacitated for the last few months. Serious illness can strike us like storms and earthquakes, when we least expect it. Even though this occurred over the last few months, I want you to know that these same board mem-

bers continued to help organize our Law & Ethics Workshop from their hospital beds and sick beds! We have an



awesome board, each of whom takes their position seriously. I know it would be greatly appreciated if you all sent your prayers, thoughts and healing energies to Karen Rogers and Ann Williams. They have been champions in spite of their own personal traumas.

With their help and the help of the rest of our board, we had a very successful Law & Ethics Workshop. There is nothing like a live CAMFT attorney to instill the fear of the BBS and the law into a therapist. Dave Jensen presented with humor and experiences that made the day fly by. While everything he said was

important, I want to relay to those of you who could not attend that the BBS has one person working on license renewals now. This means that it will take approximately four months to process your license renewal. So get your CEUs done

early, download the renewal form from the BBS website (don't wait for the mailed form, it won't come in time) and send it in. If you don't have your license, you cannot charge your clients for their sessions! That's incentive enough for me! May you all be well, your practices be full, and take exquisite care of yourselves.

*Margaret Bullock, MA, MFT  
President, Central Coast Chapter*



## What is Imaginal Psychology?

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some time. The best way to offer experiential interventions to your clients is to become more comfortable with them yourself. The training I am offering is an invitation to each of you to be with your growing edges and to notice that, no matter where you are on the continuum of comfort with the expressive therapies, there is a place for you to ease into it.

Our morning will start with a community building activity and then open up into a guided art activity. We will practice dialoguing with art and being a silent witness to one another's experience/s. It will be an engaging morning filled with invitations to work with your mind, imagination, and body. I will weave the-

ory throughout the activities, but will save the larger portion of it for the end of the morning. This may be opposite from what you normally experience at a training, but the intention is one of allowing you to explore, prior to the explanations. I am very excited to be offering this training in San Luis Obispo and I look forward to sharing a participatory morning with all of you.

Stacy is working one day a week in the private practice setting and offering intermodal therapies to adolescents, families, groups, and individuals. She is also excited to be offering Teen Community Building Groups, which are starting summer/fall.

Stacy's doctoral Clinical Case Study focused on adolescent anxiety and

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Think left and think right and think low and think high. Oh, the thinks you can think up if only you try!

—Dr. Seuss

## What Therapists Need to Know BEFORE Buying a Website, Part I:

Miranda Palmer presented at the most recent CAMFT annual conference in Burlingame. As she received a lot of questions relating to websites, she wrote an article to answer some of the basic struggles therapists have about getting on the Internet. Part I is in this edition; Part II will be included in the September/October newsletter.

I talk three groups of therapists on a regular basis. In the first group are therapists who LOVE their websites, they get a ton of business from their website, and it isn't overwhelming or time-consuming. They shout from the roof tops how fantastic having a website is, and can't understand why everyone doesn't have one.

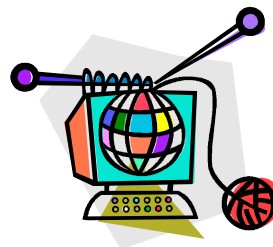
The second group contains people who have spent a ton of money or

very little money (doesn't seem to matter) on their website—but they aren't getting any clients

for all of the time, energy, or money they have put into the website. They feel like they are missing what the first group has, are unlucky, or less than. They want to be in the first group, but they often end up throwing in the towel and checking out of the process.

The third group usually has colleagues in both categories. They aren't sure who to believe, what to do, or how to be successful. They

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## ***What Therapists Need to Know BEFORE Buying a Website***

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have little to no web presence and although they “know” being on the Internet makes sense—they are worried they are going to be in Group 2—getting nothing to show for the time or money they put in- so they feel like- what is the point?!

Today, I want to empower you with some information that will help you make decisions that will get you into the top group—a group whose website is actually **useful!** After all, if the website doesn’t make you money, save you money, or save you time- what is the point?

1. **Understand the purpose of a great website:** A great website, one that brings in clients is not an online business card. The website is an extension of you—your first introduction to the world at large. It allows you to extend your sphere of influence—much like a presentation out in the community.
2. **Determine what you need from a website:** A fabulous website will not only expand your sphere of influence and let more people know about your excellent service, it will also make your job easier. It will answer questions about the therapy process, overcome people’s fears, provide directions, and give people access to forms. What would make your practice run more smoothly?
3. **Understand how websites are judged and found.** We hear a lot about Search Engine Optimization (SEO)-but what does that mean? When you sub-

mit an article or a speaking topic to an organization, they try to determine from what you submitted if you are relevant, timely, interesting, and whether people will want to read your article, or see your presentation. That is what internet search providers like Google are judging as well. What you write on your website helps Google determine if you are valuable enough to potential readers to be on the “front page.”

Technology Coaching for Real People has offices in Northern and Southern California and is scheduling in-person technology talks for 2011-2012. They have a down-to-earth, accessible style that breaks technology down into pieces that non-techie people understand. We speak on topics like:

- SEO for Non-Technical People
- Getting on Google—Understanding the Process
- Touring the Easiest Tech Tools for Therapists



*Miranda Palmer,  
LMFT runs a successful private practice  
and is co-creator of*

*<http://zynnyne.com> providing real technology coaching for real people.*

*The free blog reviews the best (and worst) technology to help therapists find technology that doesn't suck! Check out the “Website in 30 days” video program that breaks down the website development process into manageable pieces that real people can understand including writing your content, getting on Google, and evaluating what you need to have a fabulous website!*

## What is Imaginal Psychology?

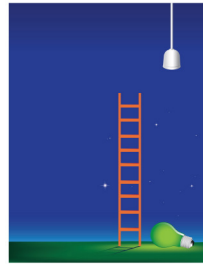
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the implementation of intermodal therapies. Professionally, her last ten years were spent working within the residential intensive inpatient, school, and private practice settings. She has done extensive expressive arts therapy groups and offered engaging staff workshops.

Stacy is passionate about her professional goals to increase the use of intermodal therapies in the healing arts and create a sense of community among healers and clients that invites collaboration, reflexivity, self-care, expressive arts, and creative ritual. Stacy continue her own growth just as she asks her clients to do. Her personal growth involves continued work on reflexivity and

also self-care, which involves hiking, drumming, singing, biking, health foods cooking, and travels.

She is committed to an ever-evolving implementation and research of new healing interventions and believes that collaboration and community are key to a joyous and peace-filled life.



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*Edited by Karen Rogers, LMFT  
 Newsletter Editor*

## Newsletter Guidelines

**Articles:** We welcome feature length articles, book reviews, interviews, poetry and news items. Please limit submissions to 750 words or less (75 typed lines, about 10 words/line). Your submission must have a clinical/professional relevance, but may also express opinions, ideas, expertise and/or personal history of the author. A brief bio is required at end of the article. Short features as well as letters to the editor (250 words or less) are also encouraged.

**Advertising Rates:** All advertisements must be relevant to and congruent with the interests and ethics of CCC-CAMFT. Submissions must be e-mailed to the newsletter editor, preferably in Word format. Contact the newsletter editor for more details.

**To submit a classified ad:**

Please e-mail your information to the newsletter editor.

Classifieds must be re-submitted or confirmed for each newsletter.

The following discounts are available for camera ready ads (jpg format) that are pre-paid:

- 25% discount (6 issues);
- 15% discount (4 issues);
- 10% discount (2 issues).

Articles are published on a space-available basis. The publication of any article or adver-

tisement in the newsletter is not an endorsement of the position, product or service. Contact the newsletter editor at 805.254.4307 for additional information and a more detailed policy.

Copy deadline is the 10th of the month preceding publication. Copy is due on these months: December, February, April, June, August and October.

Send to Karen Rogers: [animagyk@yahoo.com](mailto:animagyk@yahoo.com).

Make checks payable to CCC-CAMFT and mail to: **Lia Anisgard, CCC CAMFT Treasurer; 226 Oakwood Court; Arroyo Grande, CA 93420.**

Classified Costs	Member	Non-Member
Up to 10 words	\$5	\$10
Up to 50 words	\$20	\$40
Ea word over 50	\$0.25	\$0.25
<b>Nonprofit Services: FREE advertising</b>		
Display Ad—Camera Ready (jpg)		
1/4 page	\$25	\$45
1/2 page	\$40	\$60
Full page	\$70	\$110

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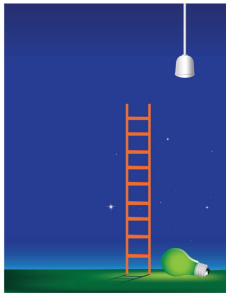
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*Bringing Together  
Central Coast  
Marriage & Family  
Therapists*



## Join us July 22nd for Imaginal Psychology

*Mental disturbance almost always seems to bring with it crippling self-doubt and low self-esteem. These are all too often reinforced by the stigma encountered in many ways in our society. An attitude of unconditional respect and acceptance, therefore, from those who are closest to the client is the ground from which recovery can begin.*

—Connie Packard, MSW, Founder of Windhorse Integrative Mental Health

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**Date:**

July 22d, 2011

**Socializing:**

8:30-9:00 AM

**Presentation:**

9:00-11:00 AM

**Location:**

Unitarian Universalist  
Fellowship of  
San Luis Obispo County  
2074 Parker Street  
San Luis Obispo, CA

**Free or 2 CEUs \$20**

**Meeting Location:**

Unitarian Universalist Fellowship of SLO  
2074 Parker St. San Luis Obispo

**Directions:**

From 101 take the Madonna Road off ramp.

If you are driving north, turn right on Madonna Road, then left on Higuera. At High Street turn right; go one short block and make another right onto Parker.

If you are driving south, as you exit turn to the right up over 101, and then left on Higuera. At High Street turn right; go one short block and make another right

