

REFLECTIONS

SWEET *SERENITY* CD OFFERS NEW TAKE ON MEDITATION

Sue Neufeld-Ellis was sitting on a beach in Thailand when the idea for a meditation CD came to her. Sue and her husband were in the middle of a three-year sojourn in the Far East in the early '90s when she suddenly came upon a "system" for therapy meditation. "I felt very disconnected to my life in the United States and my counselor/therapist role," recalls Sue, a sex addiction therapist who is also EMDR-trained. "All of the sudden, through my meditation, I received information about a meditation system that I should take back and teach to people who are trying to learn to meditate, particularly people who are in recovery for various addictions and conditions."

When she returned to the States, she began teaching meditation to her patients, then to others in her community, including at a local hospital that was progressive and willing to explore alternative techniques for healing.

Soon, she was teaching mediation and aroma therapy in the hospital's chemical dependency center. "One of the things that was so encouraging is I could have a client in detox for cocaine addiction, and he could experience this system and meditate, and have a successful experience the very first time."

Finding success with meditation isn't easy, Sue says. Twenty-five years ago, Sue was looking for tools to deal with anxiety and stress during her own healing process. She heard about meditation, but couldn't find what she was looking for. "I got a book and tried to figure it out on my own, and I became

very discouraged," she says. Sue soon learned that meditation takes practice. "You have to do it over time, consistently, and eventually your mind will calm and you'll have increased focus and concentration," she says. So Sue spent the next decade learning the art of meditation.

In 1993, while Sue and her husband lived and worked in 12 countries in the Far East, she learned a number of techniques from a variety of spiritual and religious teachers. And although Sue had the idea for a meditation CD for more than a decade, it wasn't until a conversation with Dr. Patrick Carnes during a CSAT training session in 2006 that the product began to really take shape.

On her plane ride home from the training session, Sue even had a vision of the cover art and verbiage. She turned to friend Juliet Gilbert to take her vision from concept to reality. With the cover in place, Sue only needed a few hours in a recording studio to complete the project. Sue chose background music from composer and recording artist Steven Halpern.

The CD, *Serenity Through Meditation*, combines Steven's music with Sue's voice to create a meditation device that allows the brain waves to move



Features

From My Desk.....	2
In The News.....	4
Business Savvy.....	7
Business Savvy.....	10
CSAT Spotlight.....	12
In Recognition.....	14
IITAP Sponsors.....	15

Upcoming Events

July 27 - Mother-Son
Enmeshment Workshop -
Chicago, IL

August 6-8 - Self-Destructive
Addictive Behaviors
Workshop - New York, NY

September 7 - PIP II,
Meeting 4 - Phoenix, AZ

September 8 - PIP III,
Meeting 1 - Phoenix, AZ

September 12-16 - CSAT
Training 1 - Detroit, MI

September 27-29 - SASH
Conference - Las Vegas, NV

September 30 - PIP I/II,
Year 2, Meeting 1 -
Las Vegas, NV

Late February 2008 - IITAP
Symposium - Phoenix, AZ

FROM MY DESK

By *Tami VerHelst, Vice President*

We have now completed the last stop on the Anatomy of Arousal & Bargains with Chaos tour. June had us criss-crossing the country visiting Chicago, Nashville, Minneapolis and, finally, Los Angeles. We've enjoyed interacting with everyone who attended the workshops. For those unable to attend, a "virtual workshop" will be available. Please contact our office for more details.

The initial CSAT training is slated for Sept. 12th – 16th in the Detroit area. This training covers Tasks 1–7 and a variety of topics, such as how to intervene on sexual addiction, breaking through denial, the importance of courtship disorders, utilizing the 12 Steps in therapy, and the use of neuropathways to define sexual

patterns. If you or someone you know is interested in participating in this training, the first step is to complete a Training Application available on our website, www.iitap.com.



We also have a start date for the new Professional Improvement Program (PIP). The first session is scheduled for Sept. 8th in Phoenix. If you have any questions or would like to sign up

for this program, please call me at (480) 575-6853 or e-mail tami@iitap.com.

In this month's issue, please be sure to read the article on page 4, "Hi, I'm Joan, and I'm a Workaholic." (For those of you who recognize yourself in this category, see the above paragraph on PIP!) We'd welcome your feedback on this or on any of the content of the newsletter.

Wishing everyone a wonderful Fourth of July holiday—celebrate the freedom we enjoy in this country.



IITAP BOARD OF ADVISORS

Steven DeLugach
Portland, OR
Chair,
IITAP Board of Advisors

Ken Adams
Royal Oak, MI
Chair, Curriculum
Committee

Ann Foster
Chicago, IL
Vice-Chair,
IITAP Advisory Board
Chair, Nominating
Committee

John Jamieson
Ft. Lauderdale, FL
Chair, Certification
Committee

Alyson Nerenberg
Philadelphia, PA
Chair, Supervision
Committee

Ken Wells
Scottsdale, AZ
Chair, Ethics Committee

Jennifer Acker
New York City, NY
Chair, Design Committee

Bart Mandell
New York City, NY
Chair Emeritus, IITAP
Advisory Board

CONTACT IITAP

International Institute for Trauma and Addiction Professionals

P.O. Box 2112
Carefree, AZ 85377
(866) 575-6853
Fax: (480) 595-4753
info@iitap.com

Tami VerHelst, Vice President
(866) 575-6853 x 110
Tami@iitap.com

Riechia Ralston, IS Coordinator
(866) 575-6853 x 105
RRalston@gentlepath.com

Melissa Gardner, Administrative Assistant
(866) 575-6853 x 101
MGardner@iitap.com

SWEET *SERENITY*, CONT.

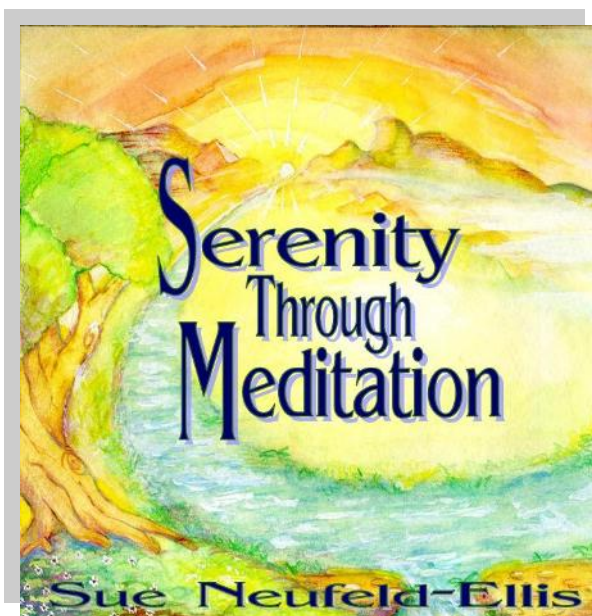
from an Alpha to a Theta state through sonic and voice entrainment technology. When the brain is in Theta, it's more clear, creative and relaxed. "The CD gets you to that place in five to 10 minutes," Sue says. "In our fast, busy, highly stimulated world, it's really a good tool to have."

Serenity Through Meditation was first introduced at the IITAP Symposium in Mesa, Ariz. The CD is broken down into three components: an introduction and two, 30-minute relaxation and meditation sessions. The introduction runs a short 6 ½-minutes. "People who have never meditated before learn how to meditate and use the CD," Sue says. However, veteran meditators will also find the CD useful.

The brief introduction is followed by two 30-minute meditations using sonic and voice entrainment technology to help relax the body. The first meditation is called "a nurturing place." It's a visualization within the meditation. "It's structured to provide a safe place where people can go internally for self-soothing," Sue says. The visualization is followed by 10 minutes of silence. "People are relaxed and in a good place, and can now sit for 10 minutes of true meditation, which is being in silence," she adds.

A chime rings signaling the end of the first meditation. The second 30-minute meditation has the same components, but the

visualization is shorter and deeper. "This is so you can get into a deeper place of relaxation," Sue says. Again, there is 10 minutes of silence and a chime. The structure of the CD allows people to choose how much time they spend meditating. "It's set up so people can use the different components depending on what they want to do and how much time they have," Sue says.



Most will also find meditation will become easier with practice. "Not only is it easier, but it begins to transfer into their daily lives," Sue says. "Now they're able to be calmer, less stressed, more focused and not react to stimuli."

For people struggling with addiction, it's an effective way to "self-soothe in a healthy, natural way," notes Sue. "This is a wonderful tool that's fast, efficient and positive. They will find immediate success using it."

The repetition of use can also change the brain's neuropath-

ways, Sue says. "This can build a positive sense of self, and strengthen a personality in the inner core by being reprogrammed."

For therapists, it's another tool for effective therapy—and they don't have to be trained in meditation to offer it to their clients. "They can use the CD and see if it works for them, see if they like it and if it's effective," Sue says.

"Then the CD will teach them how to use it with their clients."

Several therapists in the CSAT community are already using *Serenity Through Meditation* in their practices. Here's what they and others have to say:

"A woman from Minnesota bought the CD for her 6-year-old Autistic son who had never fully slept through the night. Now, for the first time in his life, he does listening to the CD!"

~Sue Neufeld-Ellis LMHC, CSAT, RN

"I found Sue's *Serenity Through Meditation* CD to be extremely soothing and centering. The music and knowledgeable meditation has been an efficient and powerfully effective method for entering into the contemplative and unseen real."

~Gino Vaccaro, Psy.D, CSAT, Clinical Psychologist, Morton, Ill.

"I received Sue's meditation CD last week and all I can say is



BRAVO! She did an amazing job. I LOVE listening to it, and I've been recommending it to all of my clients!"

~Nancy Smith,
LCSW, CSAT, Chicago.

"My 4-year-old was the first to listen to the CD and she illuminated my path. She said that when she felt all "wobbly" inside the CD helped her feel calm."

~N. Roth, Issaquah, Wash.

"Sue's CD is the best meditation CD I have ever heard. Even my

5-year-old son listens and relaxes while following the instructions by Sue, which puts him into a more centered place."

~Jason Valenti, Bellingham, Wash.

"Sue's meditation CD is a wonderfully complete package. No timer or arranging necessary to enjoy these two 30-minute meditations."

~S.C.P., Redmond, Wash.

"Each time I listen to the CD, I have experienced spiritual,

emotional, mental and physical healing through the nurturing symbiosis of words and music. A powerful 'must' for centering; quieting; and connecting to my internal knowing."

~Terra Stephens, Bothell, Wash.

For more information or to purchase *Serenity Through Meditation*, call 800-955-9853; or visit the Gentle Path Press website at www.gentlepath.com.

IN THE NEWS

"Hi, I'm Joan, and I'm a workaholic."

A new addiction is growing and you may be too busy to even notice. Workaholics Anonymous meetings have been popping up across the country as people are realizing their addiction to work is having negative impacts on their lives. As health (physical and mental), family and friendships are at risk, workaholics are seeking help and support from others.

Results from a *Harvard Business Review* study released in December suggest approximately 20% of high earners (at least \$75,000 per year) are extreme workers (work at least 60 hours per week in high-stress positions). Over half of high earners work less than 60 hours but more than 50 hours per week.

Workaholics are feeling the burn, whether they're working long hours because of an over-achieving boss, to start/maintain a small business, to make more money, or because they expect perfection from themselves. "I

gave so much of myself that I developed physical exhaustion. My body shut down," notes Olivia Fox Cabane, a motivational speaker who works every day. It is estimated that at least half of extreme workers do not get sufficient exercise, and a greater number lack sufficient sleep. Many workers do not utilize their vacation days and lose them. This trend will likely continue as globalization has driven competition in the workforce, leading to greater demands of productivity.

What do you feel is driving people to overwork? Are you an extreme worker? How do you cope with the demands of your work?

Armour, Stephanie. (May 2007). Hi, I'm Joan, and I'm a workaholic. *USA Today*. http://www.usatoday.com/money/workplace/2007-05-22-workaholics_N.htm.

MySpace.com: Friend or Foe?
MySpace.com is a constantly



expanding networking website (at least 180 million profiles at this point), in which teenagers and adults alike are able to communicate with one another. Bands, movies, and even political candidates have MySpace pages.

MySpace has been in the news recently and not just because of the comments posted on Senator John McCain's page. A number of states have requested a list of users of MySpace to track sex offenders. "[Lisa Madigan, Illinois Attorney General] says 48 of the 844 offenders in Illinois who used MySpace are in custody or on parole... Many paroled sex offenders are barred from using the Internet because it could be used to contact minors."

MySpace has been proactive, removing more than 7,000 profiles of suspected sex offenders in May. "[Marc Dann, Ohio Attorney General] wants MySpace to do more to protect kids, such as



IN THE NEWS

verifying ages.” As age-verification software would not be able to accurately verify the ages of users, MySpace has maintained close relationships with police.

While MySpace has strict rules regarding allowable content on user pages, it is very difficult to enforce these rules. A Kansas teen was recently kidnapped and murdered, and potential evidence is on the suspect’s MySpace page. On the page, this 26-year-old male was posing as a young boy. The page notes “His interests include ‘eating small children and harming small animals.’” Though the lack of a MySpace page would not have likely saved this young woman’s life, it is disconcerting that no one reported the content of his page.



Are you a MySpace user? Are your children? Do you feel social networking sites are positive or a recipe for disaster?

Koch, Wendy. (June 2007). Parolees on MySpace may land in jail. *USA Today*. http://www.usatoday.com/tech/news/2007-06-05-myspace-parolees_N.htm.

(June 2007). D.A.: Kansas teen was strangled by ‘ligature.’ *CNN.com*. <http://www.cnn.com/2007/US/06/08/missing.teen.ap/index.html>.

Expanding Conjugal Visits.

On the heels of a California law

that granted domestic partners rights equal to those of a spouse, lesbian and gay California prisoners will now be permitted overnight conjugal visits with members of the same sex. Civil rights groups have been pushing for this provision after the equal rights law was passed. They felt the law should extend to the prisons. Conjugal visits are only awarded to well-behaved prisoners not serving severe sentences, such as sex offenders and those on death row.

Though certain civil rights groups feel this provision advances the crusade for equal rights, there are still some battles they are waging. One law they are fighting is the ban against same-sex marriages in California.

How do you feel about the advances made in California? What topics should be debated in the future?

McKinley, Jesse. (June 2007). Gay inmates to be granted conjugal visits in California. *The New York Times*.

Binge Drinking and the Legal Drinking Age.

Binge drinking is becoming more and more prevalent on college campuses across the country, and there is no end in sight. Former president of Vermont’s Middlebury College, John McCardell, wants to change that. He insists the way to do this is to drop the legal drinking age back to 18.

Not everyone would be able to drink legally at age 18 under his proposed plan. “Drinking licenses” would be issued to high

school graduates who complete an alcohol-education program. McCardell remembers when he was in college and the legal age was 18. He says he’s noticed that increasing the legal drinking age has not curtailed matters of binge drinking on college campuses.

Opponents of McCardell’s views, including MADD (Mothers Against Drunk Driving) are concerned that increased availability would, in fact, increase binge-drinking problems. By raising the drinking age to 21, MADD believes more than 20,000 highway deaths have been prevented (per peer-reviewed research). But it is possible these averted deaths could be attributed to better car and road safety. McCardell, creator of the non-profit Choose Responsibility, notes that the United States is only one of four countries in which the drinking age is 21.



Do you think that lowering the legal drinking age would be effective in reducing binge drinking? If you went to a university in another country, did you notice significant amounts of binge drinking? Is there another way to solve the problem of binge drinking?

Sege, Irene. (June 2007). Age of Reason. *The Boston Globe*. 5



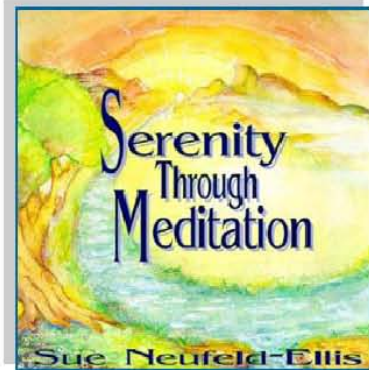
Questions, Comments, Concerns...Contact IITAP: (480) 575-6853

SUMMER *Gentle Path* '07 SALE

P R E S S

Sale from May 1 to August 30, 2007

Help...



Serenity through Meditation

These two meditations actually allow your brain waves to move to an Alpha-Theta state through sonic & voice entrainment technology. You experience a deep calming & relaxation in a non-ordinary state of consciousness between being awake & going to sleep. Come join us and allow yourself to be nurtured, cared for, revitalized & deeply relaxed with this **empowering tool for every recovery toolbox.**

Regular price \$19.95

Sale price \$15.95

Serenity Prayer Poster (16" x 20" on 80# glossy paper)

Dr. Patrick Carnes' special adaptation of the Serenity Prayer, printed on an original painting entitled "New Freedom" commissioned especially for us.

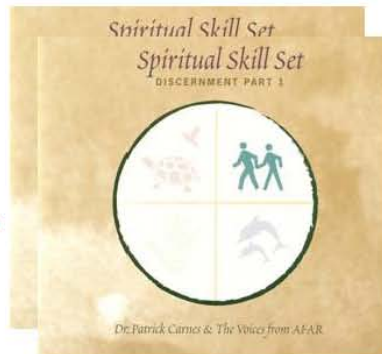
Regular price \$19.95

Sale price \$10.00



Hope...

Healing...



Spiritual Skill Set #1: Discernment Spiritual Skill Set #2: Resilience

A result of the creativity of Dr. Patrick Carnes & Voices from AFAR, this remarkable series breaks new ground to help people explore the basic spiritual dilemmas we all face. Those who have attended events featuring Dr. Carnes & the "Voices" report them as moving, memorable, helpful & enjoyable.

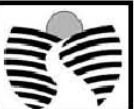
Regular price \$19.95 each

Sale price \$29.95 for both CDs

... is here

Gentle Path Press • P.O. Box 3172 • Carefree, AZ 85377

Phone: (800) 708-1796 • Fax: (480) 488-9125 • www.GentlePath.com • E-mail: Suzanne@GentlePath.com



SECURE ORDERING ONLINE - VISA, MASTERCARD and AMEX ACCEPTED

IF GOOD ETHICS IS GOOD BUSINESS, WHAT'S THE PROBLEM?

By Frank C. Bucaro

Though the number of cases of ethical scandals in corporate America continues to increase, some companies are still not deterred. It takes as little as one employee's action to create a major ethical breach. Yet, some company leaders still do not understand.

If we know that being ethical will help business, what's the problem?

The problem is that it's difficult to remain committed to high ethical standards. Not only do great leaders know that ethics is good business, but they include the most important and most neglected step. They communicate the importance of ethics by their actions. These successful leaders do the following:

Develop a Code of Ethics

Remember that annoying kid from your childhood game-playing days jumping up and down shouting "I didn't know! That's not fair!" when you yelled, "You're out!" You might face a similar situation in business if ethics and compliance issues are viewed as arbitrary or ambiguous. The stakes, however, are greater in business.

A Code of Ethics helps to negate the argument, "I didn't know." Most businesses and employees view themselves as ethical. The Code of Ethics helps

to remove ambiguity and clarify what is acceptable. Introducing it early in the employment process—and continually reinforcing the importance of ethical behavior—can save the organization time, money and embarrassment. It also communicates to employees that the Code is not just a statement framed on the walls. The entire company abides by this code, believes in it and sees the code in action on a regular basis.



Design an Ongoing Ethics Training Program

A successful training program doesn't stop with one presentation. An ongoing approach to training employees on ethical decision-making and the company's ethical culture is

paramount.

The State of Illinois recently came under scrutiny for having an online ethics test mandatory for all its employees. It was slated to take about 30 minutes to complete. Some employees were reprimanded for completing their tests in 10 minutes. These employees were asked to sign a non-compliant packet, when in fact, they believe they were compliant with taking the test.

The message is, this online test is not appropriate training. It's a test that takes some participants 10-30 minutes. How effective can a 30-minute online ethics test be in training employees about making ethical decisions, working with customers, and developing an ethical environment?

Support and Reward Ethical Behavior in the Workplace

In a study done by Reuters (Oct. 12, 2005), more than half of U.S. workers have seen at least one type of ethical misconduct in the workplace. However, 45 percent of these workers didn't report violations because they feared retaliation or believed nothing would be done to denounce the unethical behavior.

Key leaders in an organization may not have to worry so much about catching the unethical behavior if they rewarded the ethical actions of their employees. The saying "an ounce of



prevention is worth a pound of cure” applies to the health of an organization as well as health of a person!

Here are a few examples on how to reward ethical behavior:

- Have a simple process, known throughout the company, to report ethical actions. Possibly a box, similar to a “comments/suggestions box” where any employee can provide a documented example where they witnessed someone taking the high road and following the company’s Code of Ethics. If you have a process where employees can report unethical conduct, do the same for the ethical conduct.
- Key leaders can hand write a note of congratulations and thanks in a specific situation where ethical behavior was

demonstrated.

Publicly acknowledge the person for his/her ethical behavior. This accomplishes two things: First, it shows that ethical behavior is not only seen, but also appreciated; and it communicates this positive message to all employees. Soon, all employees want to be acknowledged for the same reason. What would this do for your company’s ethics?

Developing a healthy, robust and ethical organization isn’t easy. It takes courageous leaders who not only know what’s right but ones who are willing to put forth the time, effort and resources needed to ensure that the entire company is well prepared to take the high road and conduct themselves ethically.

This process is no simple feat, but one that will ultimately determine the success or failure of your business.

Frank Bucaro is an author, speaker and consultant who specializes in the benefits of ethics for business growth and personal success. Using a distinctive blend of humor and enthusiasm, Bucaro works to integrate ethical standards with solid business practices. His clients range from Fortune 500 companies to associations to small businesses. His latest book, "Trust Me! Insights into Ethical Leadership," highlights the unique role of ethics in leadership today. For more information, visit www.frankbucaro.com; call (800) 784-4476.

Self-Destructive Addictive Behaviors

This Workshop on the Treatment of Addictions will include discussions on the topics of:

- The Internet
- Gambling, Compulsivity
- Drugs, Alcohol, Tobacco, Food
- Treatment Assessment Templates
- Relapse Prevention Techniques

COST: \$660 per person
18 CEUs/CMEs

August 6th—8th, 2007

MARRIOTT HOTEL ~ NEW YORK CITY, NY

(Rooms are available through the Marriott NYC)

Presented by...

Zeva Citronenbaum, LCSWR, CSAT

- Successful Certified Addiction & Trauma Specialist
- Presenter for Nefesh Professional Organization & Torah Umesorah

For more information or to register, please call (845) 222-0580 or e-mail zcitr@yahoo.com



The Counseling Center at Princeton is searching for a CSAT to work in Princeton, N.J. This very large practice is exclusive to sexual addicts and their families. Fee for service depending on skill level would range from \$75,000 - \$100,000. Position requires immediate decision. Must start by the end of August. Please contact Richard Leedes, Ph.D., CSAT, Director/Owner at (609) 497-9323.



Questions, Comments, Concerns...Contact IITAP: (480) 575-6853

ARE YOU OR SOMEONE YOU KNOW AT THEIR DECISION POINT?

Nick De George Myers is the founder of the Decision Point Center (DPC), located in beautiful Prescott, Ariz., “Where Recovery is an Adventure®.” DPC is a state-licensed facility that provides long-term, extended-care treatment programs for men and women who continually struggle with chemical dependency, compulsive behaviors, co-dependency, co-occurring disorders and underlying trauma. It’s also designed for individuals who need a continuum of care beyond the traditional 30-day treatment center.

“I am in recovery from chemical dependency and compulsive behaviors,” says Myers. “I was one of those hopeless cases. I struggled with my addictions for some 27-plus years.” After going through countless treatment centers, halfway houses, outpatient programs, therapy and jails, Myers never hit a bottom. “I would hit a bottom and keep on digging. I have been in everything from old school TC’s (therapeutic communities) to the cushy high-end treatment centers,” he says.

Over the years, although Myers couldn’t stay sober himself, he developed many treatment philosophies and ideas that he has now put in place in helping others to recover. “Most of the treatment centers I had attended were excellent, but I realized that I needed more,” he says. “I actually conceived the concept of DPC in the midst of my addiction in 1993, but it still took me some years to get sober.”

Myers opened DPC in 1997. “At DPC, we believe that addictive behaviors are dysfunctional coping mechanisms used as a way to medicate and

escape from pain, shame and trauma,” Myer says. Over time, these dysfunctional behaviors can become a progressive and fatal disease called addiction. “Through our comprehensive and individualized holistic treatment program, individuals are able to identify and address their core issues, as well as address the core features of their addictive behaviors,” Myers says. “In others words, we believe the core issue is trauma. The drugs, alcohol and compulsive behaviors are merely symptoms of the deep-rooted problems.”

Trauma can be anything, depending on the perception of the individual. What may be traumatic for one individual may not be for another. “A lot of the trauma is stored in the body at a cellular level that traditional talk therapies just can’t get to,” Myers says. “We do a lot of integrated therapies and energetic body work such as somatic experiencing and breathwork. We are long term, which gives us the luxury of time to really get to the core issues.”

This, along with several unsurpassed modalities in what Myers has developed as Decision Point Treatment Model® (The DePo Model®), increases an individual’s chances to recover. “The additional modalities give us great insight on what areas to target with the individuals. The most important aspect is being able to have fun in sobriety, which is one of the biggest fears of an addict or alcoholic. I believe we have increased our success rate tremendously.” Myers boldly states.

The DePo Model engages the union of mind, body and spirit by providing a

comprehensive and individualized holistic program that builds new lives through adventure therapy, equine therapy, ropes therapy, wellness therapy, and a full range of traditional, experiential and integrated therapies with a strong emphasis on trauma resolution, the 12 Steps, life skills, social responsibility, and having fun, which enhances a lifelong recovery.



“We have an adventure component that has been very successful in treating our individuals,” Myers says. Individuals venture out each month on a 4-6 day excursion, such as the Grand Canyon for white-water rafting trips with the highly trained staff and therapists. The individuals process the day and present any treatment work at night such as autobiographies, step work, etc. “Our staff is able to obtain insight into an individual’s needs and issues, which are brought back to our treatment teams,” Myers says. This is also true of DPC’s ropes/challenge courses and equine therapy. These modalities mirror what’s going on with the individual addict. On the other hand, the individuals gain a sense of accomplishment, teamwork, trust, spirituality and, most important, they’re learning to have fun in recovery.



Continued on Page 11

USE TODAY'S WEB TECHNOLOGIES TO CONNECT WITH YOUR CUSTOMERS

By Peter Koepfel

For many small businesses, the traditional ways of attracting customers are no longer enough. Today, technology abounds, and the smart business owners are using it as a vital part of their business growth strategy. In fact, since many people now spend more time online than they do listening to radio or watching TV, Web-based advertising is a must for any small business to survive. Following are some of the latest technologies you can use to reach existing customers and attract new ones.

Blogs

Blogs are short for “web logs.” These are informational postings you can create to inform potential and existing customers about your products or services. Your posting can include text, images, video and audio. In addition, because of the interactive nature of blogs, your prospects and customers can post feedback on the blog, thus keeping you on the pulse of your customers’ needs. And unlike a webpage, which is relatively static and updated periodically, your blog is an ever-changing venue that gets updated as often as every day.

Most blogs are linked to the company’s main webpage, making them a great source for attracting people to your site. Even better, the more you update your

blog, the higher your blog will appear in search rankings, since sites such as Google like blogs that are regularly updated and that have links.



RSS Feeds

RSS stands for Really Simple Syndication. With an RSS feed you can send news and information directly to your customers and prospects. Additionally, you can stay updated on industry trends by subscribing to RSS feeds that supply customized, relevant content about current events.

Creating RSS feeds can also help position your company as a leading source of information, which could mean more customers for your organization. RSS feeds are a perfect resource for small businesses, because there’s no cost involved in establishing and maintaining them

Tagging

Tagging enables Web users to

organize online information from many sources, such as websites, links, images, etc. When the information is tagged, you can easily find it later, no matter where it came from. Because of this, tags help bring people to your blogs or website. You can utilize tools like del.icio.us to help tag URLs with keywords related to your business. Tags can benefit small businesses by enabling them to access and utilize information more efficiently.

Podcasting

A Podcast is essentially your own radio show on the Web. Customers and prospects can download Podcasts automatically, so it’s easy for people to listen to your company’s broadcast. With a Podcast, your message gets delivered to people unfiltered, which enables you to have a conversation with the listener and personalize your company. Podcasts greatly enhance your company’s image and build credibility.

Wikis

Wikis are websites that site visitors can edit and update. Why would you want people to edit your website? Because it provides a forum for customers, prospects and company employees to collaborate. Realize, though, that your competitors and others can abuse or alter informa-



tion on wikis; therefore, consider limiting access to your wiki or only allowing employees or managers access to editing the posted information. While a wiki is good for documenting and sharing information, a blog may be a better choice for developing ongoing dialogue between your company and customers.

Online and Interactive Video

If you can't afford to run a large television campaign for your company, you can certainly post your television commercial or a video clip of a key person at your company being interviewed on your website. Even better, take it a step further by creating something clever or intriguing and posting it for free on YouTube or Google Video, which are sites that millions of people visit every day.

Another great way to reach customers is to have an interactive video host on your website. So when someone lands on your site, a video clip of a spokesper-

son for your company greets the visitor. To gain the maximum impact from this technology, consider shooting video of your host so he or she appears to be walking onto your computer screen when a visitor lands on the site, and have the host appear to be talking directly to the website visitor. The interactive host might talk briefly about the benefits of doing business with your company and point out some of the highlights of your site. They might also talk about the benefits of a particular service your company offers.

Finally, create and post short video clips (30 to 60 seconds in length) on your site that a visitor can interact with. This helps to involve the prospect with the contents of your site.

Grow Your Business with the Right Technology Mix

The more technology you integrate into your marketing and advertising mix, the more customers you'll attract. Remember, the

Internet is a great way to build your company's credibility by highlighting your innovation and providing first-class information. So put some of these Web-based tools to work for you today. When you do, you'll grow your business and your customer base.

Peter Koepfel is founder and president of Koepfel Direct, a leader in direct response television (DRTV) online, print and radio media buying. He is a Wharton MBA, with more than 25 years of marketing and advertising experience. Koepfel has helped Fortune 1000 businesses, small businesses and entrepreneurs develop direct marketing campaigns to increase profits. For more information, visit <http://www.koepfeldirect.com>; call (972) 732-6110.



DECISION POINT, CONT.

DPC is a step-down program which transitions the individual back into society, and provides them with the tools and skills to maintain a long-term healthy, sober and independent lifestyle as they continue to be involved in a supportive 12-step community. The program requires a three-month minimum commitment, with an average stay lasting 4-6 months.

However, the program is infinitely variable or open-ended based upon the individual's needs and issues. DPC also provides the individual with an additional 3-6 month aftercare program where the individual moves into the community, in an approved living situation,

while still under the DPC umbrella. "We're able to monitor the individual while they practice and live the skills and tools they acquired while in treatment," Myers says. "If the individual is slipping into old behaviors, we'll rein them back in."

If an individual is willing and able to commit and follow through with the program to the very end, they'll have a solid foundation for life-long recovery, Myers says. "Most of our individuals end up staying and building new lives in Prescott. We have several colleges in town to further their education, and around 20 percent of our staff members are graduates of the program."

Life is a series of decisions. For

many of us, it's a struggle to make functional decisions due to our dysfunctional behaviors. "Our goal at Decision Point is empowering the individual to make optimal decisions in life based upon self-esteem, serenity and recovery that they gain from our supportive therapeutic process," Myers says. "Make the decision to point your life toward freedom, discovery and recovery. For this, my friend, is your Decision Point."

For more information on the Decision Point Center call (877) 77-ADMIT (877-772-3648); visit www.DecisionPointCenter.com. You can also view the center on RehabTV at www.SoberTalkTV.com.





CSAT SPOTLIGHT - KELLY McDANIEL

In San Antonio, there are few therapists—and even fewer programs—for individuals seeking help for sexual addiction. According to CSAT Kelly McDaniel, women seeking help for sexual addiction in San Antonio have unique hurdles to overcome. Gender stereotypes are strong in South Texas, and women face incredible sexual pressures. Additionally, 12-step support for women needing spousal programs is scarce. As Kelly works primarily with women who are partners of sex addicts, or women identifying and healing their own sexual and romantic compulsivity, she finds the lack of 12-step support difficult.

“There is not a lot of support for therapists doing this work, or for their clients,” says Kelly, who’s hoping to change this for her clients. “I don’t like to send my clients to a place of considering withdrawal until they’re firmly attached to a meeting, and that’s a hard thing to do in San Antonio.” Many of her clients seek help in Austin, 75 miles away, where there’s more longevity and sobriety in the SLAA groups.

Kelly left her career as an English literature teacher seven years ago to go back to school and earn a Masters in counseling. “The main reason I’m in the field is to work with women and their partners as they try to make sense of their romantic lives,” says Kelly, who also works with couples, offering intensive couples’ retreats.

She’s also stepped outside her practice, reaching out to the San Antonio community to educate others on the subject. Kelly has conducted a number of seminars on sex addiction for a variety of



professionals. “I enjoy being in the community and raising awareness about sexual addiction,” she says.

Kelly recently taught a three-hour training seminar for therapists at a local crisis center. Kelly also designed and taught a 10-hour training for LCDC (Licensed Chemical Dependency Counselor) candidates, equipping the students with knowledge of sexual addiction, sexual abuse, and healing resources. “Not only am I raising awareness, I’m able to talk about authors in the field, identification of the addiction, and treatment that’s available,” she says. “There’s so much shame, deep shame, around issues of sexual health, and sexual addiction. In South Texas, there are still a lot of therapists who don’t believe there is such a thing as sexual addiction.” In fact, when Kelly was working on her Masters, she says she was “astounded by the lack of awareness and support” from her professors. It’s one of the reasons the CSAT community has become such a center for Kelly. “They’re the most amazing

therapists,” she says.

Additionally, she believes the knowledge and nurturing a CSAT offers patients goes far beyond that of a typical therapist. “A CSAT brings to a community an appreciation and a deep respect for the nature of trauma and addiction and how it affects our core self.” Few therapists can fit all the pieces together, she says. “Other therapists may have a wonderful understanding of trauma, or a wonderful understanding of substance addiction,” she says. “But I find it rare that therapists, unless they’re a CSAT, can mix and hold the place where these two things go together and can affect sexuality, which will then affect everything in life—career, family, intimacy and health.”

For Kelly, being a CSAT carries certain responsibilities. “It’s incumbent on me to educate the community, and I consider it part of my ethical obligation,” she says. “To keep silent, to hold it, feels almost selfish.”

Kelly says there’s a spiritual component to being part of a community with this information. “It is often a lonely message to carry, but one that is healing and necessary,” she says. “In addition to the spiritual journey I am on as a mother and a wife, being a sex addiction therapist requires focus and commitment. The training with Dr. Carnes, and the resources from my colleagues in the field have greatly enriched my practice, and my life.”





CSAT SPOTLIGHT - ALYSON NERENBERG

Dr. Alyson Nerenberg holds a special place in the CSAT Community as the chair for IITAP's supervision committee. In this capacity, Nerenberg's most recent task is to develop the supervision process. "I became a member of the CSAT advisory board four years ago, and I'm very committed to the work we're doing," she says.

A therapist for 15 years, Nerenberg is a licensed psychologist who specializes in relationship counseling, co-dependency, addictions, eating disorders, trauma and sexual addictions. Additionally, a large part of her practice focuses on supervision of therapists. "I also consult with the media and have been a regular consultant/guest for CN8's Morning show, as well as MSNBC News, Fox and NBC's talk shows and various national magazines," she says.

Previously, Nerenberg facilitated survivors' groups at several area rehabs, then spent five years as the clinical director of the KeyStone Center Extended Care Unit, a residential treatment program for healing from sexual addictions and trauma. She left Keystone in 2002 to open her own private practice. "In the practice, I work with individuals, couples and groups, and have brought in two other therapists to add to the amount of groups we can offer," she says. The practice presently offers two long-term recovery groups for sex addiction, and one group for partners.

In addition to a thriving practice, Nerenberg is equally committed to growing and enhancing the CSAT program. As chair of the supervision committee, she's responsible for



helping establish standards for supervisors, providing support for supervisors struggling with difficult situations, and communicating with the advisory board about supervision issues.

"One of the reasons I became so involved with the issue of supervision was that when I was at Keystone, I had the opportunity to develop a team-meeting approach," Nerenberg says. This was an hour where the whole multidisciplinary team came together to brainstorm about cases in a safe environment. "We discussed when we were struggling with a case, and received support without judgment," she says. "We also came up with better strategies working together than we would have alone."

When Nerenberg left Keystone, she missed the group interaction and teamwork. "I realized how many people in our field struggle with complex cases alone," she says. Her mission became to

develop a group model for CSAT candidates to discuss cases in supervision. For the past 5 years Nerenberg has facilitated weekend supervision workshops where candidates bring their complex sex addiction cases and discuss them in a safe environment. "I believe that knowledge about the treatment of sex addiction and the task-oriented approach is important, but I also believe that developing a close-knit support network is equally as important so that we don't feel isolated and burnt out in our work as healers," she says.

One of the reasons the CSAT community and the IITAP Advisory board are important to Nerenberg is because she values the connections and support she receives from such a caring and committed group of colleagues.

Along with her passion for her career as a therapist and mentor, Nerenberg has great passion and love for her family: husband Jeff, and the couple's two daughters, Amanda and Marissa. "My struggle is balancing a full life with self-care, joy and growth."

Nerenberg's goals for the future include: continuing to educate the public regarding the value of therapy for healing from sexual addiction and trauma, continuing to sustain her thriving practice of psychotherapy and supervision and writing a book about developing healthy, intimate relationships. Her willingness to give back to the community through supervision and teaching is an example of how one person can make a difference in so many lives.



★ PROFESSIONAL IMPROVEMENT PROGRAM ★

It's not too late to join The Professional Improvement Program (PIP), designed to help therapists grow their practices and realize professional goals. Dr. Patrick Carnes will lead a new PIP class beginning on Sept. 8. The curriculum is a three-year process, packaged as a "coaching" program CSATs can offer to the professionals in their communities.

There are also critical processes that can help therapists learn how to maximize their clients' experiences so sessions are more productive and efficient, while improving the financial viability of their practices.

If you are:

- working harder for less;
- are overwhelmed and have a chronic sense of being "behind";
- cannot seem to change the dynamics of your program or practice;
- know you can improve how your patients experience the process you have built, but cannot figure out how to do it;
- launching a new venture; and/or
- have dreams you never seem to get to.

Call today, (480) 575-6953, to learn more about PIP.



IN RECOGNITION

IITAP would like to recognize the following individuals for their hard work and dedication. If you are aware of a contribution by someone in the CSAT Community that deserves recognition, or if you have received an accolade, please notify us at (866) 575-6853 or e-mail info@iitap.com.



On June 9, **Silvia Jason** and her practice, *Hope and Healing*, coordinated a workshop in Houston entitled, "Women's Healthy Sexuality: Reclaiming our Sensual, Sexual Selves." CSAT **Ginnie Hartman** facilitated the workshop of 45 participants, sponsored by **Pine Grove**, and the response was phenomenal. One participant noted, "It was a wonderful experience and a great example of what recovery can do for us." The workshop gave Silvia tremendous hope as, "From beginning to end, there was a strong sense of connection and community."

When He's Married to Mom: Untangling the Web of Mother-Son Enmeshment

Full-Day Educational Seminar

July 27, 2007

**The Whitehall Hotel
Chicago, Illinois**

Presenter:

Kenneth M. Adams, Ph.D.
Licensed Psychologist and internationally
recognized expert in treating trauma-
induced intimacy disorders

OBJECTIVES

Participants attending this seminar will learn to:

- Identify mother-son enmeshment in clinical populations
- Understand how enmeshment impacts sexual and identity development
- Learn specific therapeutic strategies to break enmeshment

REGISTRATION

Pre-register by July 20:

Phone: (800) 624-5858, Ext. 2132

6 CEUS available through NASW & LCPC



Questions, Comments, Concerns....Contact IITAP: (480) 575-6853

PROUD SPONSORS



PINE GROVE
BEHAVIORAL HEALTH & ADDICTION SERVICES

www.PineGrove-Treatment.com



The Refuge
A Healing Place

www.TheRefuge-AHealingPlace.com



DECISION POINT

www.DecisionPointCenter.com



SRI
SEXUAL RECOVERY INSTITUTE

www.SexualRecovery.com

THE FLORIDA INSTITUTE FOR RECOVERY AND SEXUAL THERAPY

www.First4SexAddiction.info/index.html



ONSITE

www.OnsiteWorkshops.com



PCSE

www.PCSEarle.com



FOUNDATIONS ASSOCIATES

[www.FoundationsAssociates.com](http://wwwFOUNDATIONSAssociates.com)



Millennium
COUNSELING CENTER

www.MillenniumHope.com

