



# Nevada Psychological Association

## NPA News

### The Voice of Psychology in Nevada

#### 2011 Annual Newsletter

#### Upcoming Events:

- **May 7th, 2011**  
Art and Science of Psychotherapy  
Distinguished Panel of Experts  
Reno 3 CEs
- **June 10—11th, 2011**  
DBT Intensive Training Pt V  
Dr. Alan Fruzzetti, Ph.D.  
Las Vegas 12 CEs
- **Sept 23rd, 2011**  
Mind-Body Stress Reduction  
Dr. Holly Hazlett-Stevens  
Reno 6 CEs
- **October 8th, 2011**  
Couples Treatment  
Dr. John Friel  
Las Vegas 6 CEs
- **Nov 11—12th, 2011**  
Parenting Coordination  
Dr. Gary Lenkeit  
Dr. Stephanie Holland  
Las Vegas 12 CEs

**NPA  
2011-2012  
Membership  
Application  
Enclosed**

#### Inside this issue:

Announcements	2
Past President letter	3
2011-2012 Board	4
Pat DeLeon column	7
NPATC Update	9
Regional Updates	11
Classifieds	15

#### A Message from our President

Greetings Dear NPA Colleagues,

I am excited to welcome you to the start of our 2011 – 2012 membership year! I am also humbled as I move into the presidency of OUR professional psychology organization. I hope you will share your thoughts, concerns, and wishes with me and our Board, regarding ways NPA can help to meet your needs and goals for Psychology in Nevada.

Contemplating what to say in this letter, I looked back fondly over the many professional accomplishments our organization has made. NPA has continued to grow and develop with our committed members, and particularly volunteers, who donate considerable time and energy to advocate for the science, scholarship, and practice of Psychologists in Nevada. From legislative action here at home and in Washington DC, intensive, year-long Dialectical Behavior Therapy training, to active Early Career Psychology meetings and social networking events across the state that help us get/stay connected.... NPA has been working hard to address the issues that contribute to a valuable presence in our communities and state. This speaks to some of the many reasons I have been actively involved in NPA service and governance for the past 10 + years!

Looking forward to this coming year, some of my goals include: 1) providing networking opportunities that bring seasoned psychologists from all realms of psychology together with early career and emerging psychologists; 2) networking and relationship building with other health professionals; 2) continuing quality CE training driven by member interest; 3) advancing the technological and communication capabilities of NPA with tools such as webinars for CE events; and 4) evaluating and identifying our strengths and growth edges as health providers, in response to the social determinants of health in Nevada.

Are we, as a profession, developing the specialties and expertise for the health care and social needs of our NV communities – rural, north, south – or is the field left open to other professions to fill the gaps in a changing health care climate? Working together as an organization, we can develop opportunities that are meaningful both personally and as a collective profession. We, as psychologists, need to raise a collective voice to educate legislators, professionals, clients, the insurance industry, and the community about the unique and valuable contribution psychologists bring to the table. This is the way to ensure that we have a voice in the legislative process, our jobs are not in jeopardy, behavioral and mental health services are not continually cut, training opportunities for our students are available, and reimbursements rates are robust.

It is your membership that allows NPA to work hard to preserve and promote these important issues. That is why we need YOU! Please share your thoughts, knowledge, efforts, and membership. We are only effective when we work together. I look forward to serving as a coordinating force for these and many other important endeavors as NPA president. I love networking and hope you will introduce yourself as we interact at workshops or meetings. If you have not yet joined NPA, I invite you to come aboard to help support our endeavors and receive the many benefits I have experienced through my participation with this vibrant organization!

President  
Nevada Psychological Association

CONGRATULATIONS!

NPA  
Recognizes  
the  
Hard Work  
Of its  
Members!

## 2011 Award Winners

### *James Mikawa Award for Outstanding Contributions to the Field of Psychology*

NPA is pleased to present this award posthumously to **Dr. Jerry Nims** to recognize his exemplary work as a Nevada psychologist. He has been a mentor to many psychologists throughout the state in both forensic and legislative affairs for over 20 years. Dr. Nims was one of the founding faculty members in the School of Psychology at Fielding Graduate University, which was central to his life for more than 35 years. While on the Fielding faculty, he went to law school and was admitted to the Nevada State Bar, but always thought of himself first as a psychologist. Beginning in the late 90s, he developed Special Advocates for Elders (SAFE), which joined his psychological, legal and gerontological interests. Although he often preferred to work out of the spotlight, his influence will be felt for years to come.

### *"Psychologist of the Year" Outstanding Contribution Award*

NPA is pleased to present this award to both **Dr. Shera Bradley** and **Dr. Laurie Drucker** for their contributions to the growth of our organization. Dr. Bradley became involved with NPA during her post-doc year, and as a board member has been instrumental in helping the organization develop a stronger budget and set realistic agenda's for our continuing growth. In addition to her board duties, Dr. Bradley has been deeply involved in the development of the Training Consortium and participates on numerous committees helping to shape the future of NPA. Dr. Drucker is being honored for her years of involvement with NPA's leadership, serving on both regional and state boards as well as numerous committees. She has been instrumental in the development of NPA Continuing Education programming for several years, working to bring a wide array of training opportunities to psychologists in Nevada.

### *Outstanding Advocacy Award*

NPA recognizes **Dr. Michelle Carro** for her tireless advocacy for psychology with a special presentation. Dr. Carro has been critical in helping NPA develop its legislative presence, working closely with our lobbyist as chair of the Legislative Committee to oversee bills and policy developments in the Nevada State Legislature that impact the scope and practice of psychology in our state. Dr. Carro is a strong advocate for psychologists as scientist-practitioners, educating both legislators and laymen about the unique talents and training that make psychologists valuable practitioners in mental health. She testifies at a moment's notice, works closely with advocates from other mental health disciplines, and keeps our membership informed of the issues that affect us all. Additionally, Dr. Carro advocates for the training and development of psychologists in Nevada, both in her official capacity as Associate Director of Clinical Training at UNLV and in the hours she has devoted to the development of NPA's Training Consortium. Whether she is recruiting a student to join NPA, speaking to the Board about Legislative Affairs, or testifying to Health and Human Services committees, Dr. Carro is a strong advocate for psychology in Nevada.

## Member Announcement

### **To My Colleagues and Friends.....**

I would like to announce that on October 1, 2010, after more than 30 years as a Clinical Psychologist, both in public, and private practice and in the teaching of psychology, I have closed my private practice. I will continue as a member of both NPA and APA, and will continue to enjoy my involvement with both the associations and with those of you, my friends and colleagues. I have had a long and fulfilling career, which I have loved. I'm now looking forward to traveling (some to see my recently married daughter in N.Y.), writing, continuing my involvement at the University (UNR), volunteering for my favorite organizations and playing my piano. If you have gotten any of my referrals, or want to get in touch with me for any other reasons (like a cup of coffee, lunch??), I can be reached by email at [drro@sbcglobal.net](mailto:drro@sbcglobal.net) and also by phone at 775-329-2782.

My best to all, *Roberta Ferguson, Ph.D.*

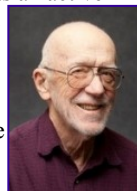


## In Memory of our Members

### **Jerry Nims: 1928 ~ 2011**

Dr. Jerry Nims was an active member of NPA since its formation. He was instrumental in helping form the Nevada State Psychological Association, donating his time and legal expertise to the development of the organization. He was a helpful and mentoring force for over 20 years in NPA, starting with his volunteer work to help get NSPA started and more recently as an active board member of the NPA Training Consortium. He was always a supporter, financially and in other ways, though not a member in recent years.

He was one of our founders and mentors and NPA hopes that we have done him proud, small as we are.



### **Mary Roehrig: 1947 ~ 2011**

Clinical Director of the Bilingual Family Services, she was a respected colleague and an early career psychologist who was dedicated to the needs of under-represented populations.

### **Dave Schmidt: 1954 ~ 2010**

A longtime NPA member and adjunct faculty at UNLV, he was committed to the development of students.

## A Letter from our Past President

To My Brothers and Sisters in Psychology:

As I was recently asked by a board member how I felt about my term as President coming to an end, I had to admit that I felt ambivalent. On the one hand, I was relieved that the pressures of holding the role of the presidency were being lessened. On the other hand, I was sad about all of the ideas I still wanted to implement and enrich our Association and our State. The good news is that I can still do these things since I am only saying goodbye to the presidency and not to NPA. I am committed to our family of psychologists and to keeping it alive and strong.

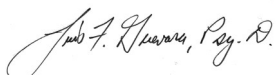
I am still truly amazed at how a small group of individuals has worked so hard to create change and empower others so that the positive impact goes well beyond our small organization. In APA, we are not just considered a small State Association, we are considered a "very small state association." Because of our size, we have faced many challenges but there have been a great many individuals who have stepped up to face them. I have also had to remind individuals that there are times to fight, and there are times to pull back and focus on more important issues. These are not easy decisions to make.

Throughout this newsletter, you will hear of the accomplishments and activities from members in their respective positions. I would like to highlight a few. One of the benefits of NPA membership is our listserv which serves many roles. Whether it was finding referrals or posing important ethical issues, our members have engaged in important dialogue. Some included highly charged topics like prescription privileges for psychologists, and the state and national mental health budgets with specific cuts affecting psychologists. In this last arena, I have been reminded of how important it is for us to speak up for our clients as well as educate others of our unique skill sets, whether we are in private practice, or working for a state agency (service-oriented as well as academic). NPA through the listserv, has helped keep psychologists in appropriate legislation or has prevented us from being neglected in certain roles. Michelle Carro, Gary Lenkeit, Judy Phoenix, Lou Mortillaro, and so many others have added to these stimulating discussions.

One of my main areas of interest and therefore a main focus of my presidency was on multicultural issues in psychology. We have been able to, at the very least, inform all of our CE presenters that this needs to be addressed, no matter what topic they are presenting and many have been responsive. I continue to view culture in its broadest sense and we as psychologists need to respond to the various changes taking place in our State so our CE programs need to reflect the most current evidence based (I know this term is even controversial) treatments for specific populations.

During my presidency, there are a few people who have helped me above and beyond. The entire Executive Board, the Committee Chairs, some individual NPA members, but there are a few whose tremendous help, accomplishments, and encouragements I could not have survived without. First is our Executive Director, Wendi O'Connor. Many of you not on the Board of Directors have any idea how dedicated and meticulous she is and how much time she devotes to NPA, sometimes without being paid. She says she does it because she "loves the work." We could not have asked for a better ED. There is Bryan Gresh, our Lobbyist. I would love to give him a different title because of some of the negative connotations associated with "lobbyist." He also gives much of his time to NPA and although I am sure he could be making much more money elsewhere, he has stuck with us. Michelle Carro has been instrumental in helping NPA keep psychologists at the table and make sure other professions are practicing within their scope of training. And Shera Bradley, our Treasurer, who constantly reminds us to be frugal and pushes us to think of ways to be creative and spend less while bringing in more. And finally Judy Phoenix, our unofficial historian, who constantly reminds us that our history is as important as our current actions.

There is a dicho, or saying, in Spanish which states, "Dime con quién andas y te diré quién eres." This roughly translates to "Tell me with who you walk and I will tell you who you are." I am very proud to have "walked" with all of you. I love psychology and will never stop doing the things I am passionate about. I hope you do the same.



Past-President, Nevada Psychological Association

## 2011-2012 NPA Executive Board



**President, Executive Board: Lisa Linning, Ph.D.** is a Licensed Psychologist at Desert Regional Center, Children's Program, in Las Vegas and part-time private practice. She has been actively involved with treatment of severely abused and disabled youth through research, youth corrections, residential and inpatient treatment centers, primary care clinics, and outpatient services. Dr. Linning has been actively involved with NPA since 2002 as UNLV/APAGS rep, several years on the Southern Board and various committees. She stays active with advocacy for mental health and children's issues at the state and national levels.



**President-Elect, Lindsey Ricciardi, Ph.D.** is a Licensed Clinical Psychologist specializing in the assessment and treatment of eating, weight, and body image related issues. She was in the first cohort of the UNLV Clinical Psychology Doctoral Program and completed her internship and fellowship at the University of Chicago Medical Center. She is the co-director of Creative Health Solutions. Dr. Ricciardi has been active with NPA for the past decade serving as student rep, APAGS rep, Southern Board vice-president and president.



**Past-President, Executive Board: Luis Guevara, Psy.D.** is currently a Licensed Psychologist at the CSN Counseling & Psychological Services program. Dr. Guevara main focus is on Multicultural and Community Clinical Psychology working with clients from disadvantaged areas, most of whom have a multitude of co-occurring disorders including complicated traumas. Dr. Guevara earned his B.A. in Psychology from the University of CA, Berkeley, and his doctoral degree at the CA School of Professional Psychology in L.A.



**Treasurer, Executive Board: Shera Bradley, Ph.D.** is a graduate of the University of Nevada, Las Vegas. Her practice includes clinical and forensic services, including therapy and assessment for adolescents and adults. She started a unique program that provides therapeutic services to girls who have been sexually exploited, generally through prostitution. This year will be her fourth year as the NPA Treasurer. Additionally, she serves on the Executive Board and on the Training Committee for the NPA Training Consortium.



**Secretary, Executive Board: Brie Moore, Ph.D.** is a Licensed Clinical Psychologist in private practice in Reno, Nevada. She specializes in the evidence-based treatment of behavioral health concerns, including childhood anxiety, depression, and noncompliance. Dr. Moore also specializes in the family-based treatment of childhood obesity. She has been active in NPA for several years and served two terms as Secretary of the Northern Board.



**Diversity Delegate: Hengameh Maroufi, Ph.D.** is a licensed Clinical Psychologist who has been licensed in California since 2007 and in Nevada since 2008. She works in independent practice conducting neuropsychological and psycho-educational assessment. Her career has mainly involved helping children and families. Hengameh is a mother of 3 boys who moved to Las Vegas from the San Francisco Bay Area in 2006. Dr. Maroufi immigrated to the United States in her teens and has lived in three different countries.

**APAGS Representatives:**  
Casey Catlin (UNR) and Kerri Schafer (UNLV)

**Campus Representative:**  
Johanah Kang (UNLV)

## 2011-2012 NPA Regional Boards



**Northern Regional President, Executive Board: Melanie Crawford, Ph.D.** is a licensed clinical psychologist in private practice specializing in the neuropsychological assessment of children and adolescents. She received her doctoral degree in child clinical psychology and developmental cognitive neuroscience from the University of Denver and completed her predoctoral internship in child clinical psychology at the University of CA, San Diego School of Medicine. This is her fifth year with NPA Northern Board and third term as Northern Region President.



**Northern Regional Vice-President: Yani Dickens, Ph.D.** is a Licensed Psychologist working in private practice and also at the University of Nevada, Reno (UNR) Counseling Services. He provides UNR student athletes with counseling and sport psychology consulting services as an adjunct clinical faculty member with the University of Nevada School of Medicine. In private practice, Dr. Dickens provides sport psychology consultations, psychotherapy, and assessment.



**Northern Regional Secretary: Ree Noh, Ph.D.** completed her Masters in Psychological Counseling at Columbia University and her Ph.D. in Applied Developmental Psychology at Boston College. She interned at the Northern Nevada Child and Adolescent Services in Children's Behavioral Services division and Adolescent Treatment Center. She has been part of the UCAN team since 2008. In her private practice, she provides psychological/psycho-educational assessments, therapy for children, and adults experiencing emotional and behavioral difficulties



**Northern Regional Treasurer: Mandra Rasmussen-Hall, Ph.D.** received her Ph.D. at the University of Nevada, Reno and has a private practice in Reno. She works with adults and couples, and has clinical expertise in treating problems associated with posttraumatic stress and



**Southern Regional President: Whitney Owens, Ph.D.** has been involved with the NPA since moving to Las Vegas in 2008. In 2009, she became the Southern Region Secretary and involved in the Southern Region events. Professionally, Whitney is an ECP who became licensed in the Spring of 2009. Her specialties include addictive disorders, depression, anxiety and relationship issues.



**Southern Regional Vice-President: Carrie Sheets** is a postdoctoral fellow at Creative Health Solutions in Las Vegas. She earned a B.A. in Psychology and Japanese from Kalamazoo College and an M.S. from the joint program in Clinical and Biological/Health Psychology at the University of Pittsburgh, where she will receive her Ph.D. this spring. Ms. Sheets completed her predoctoral clinical internship in health psychology and obesity at Duke University in 2010. She specializes in the treatment of eating and weight disorders in children and adults.



**Southern Regional Secretary: Amy Guevara, Psy.D.** completed her Psy.D. in 2000 from the University of Denver. She was first licensed in CA in 2002 and worked as a therapist, supervisor and then Program Director at two community mental health centers. Since relocating to Las Vegas in 2006, she has maintained a full-time private practice where she sees children, adolescents and adults. She is also on the Board of the NPATC and is a member of the training subcommittee.



**Southern Regional Treasurer: Silvie Semenc, Ph.D.** is originally from the Czech Republic. She grew up in New England and graduated from Syracuse University with a Ph.D. in Clinical Psychology in 2008. She pursued a post-doctoral residency in Las Vegas, NV, with private practitioner Dr. Stephanie Holland. She continues to reside in Las Vegas conducting therapy and psychological evaluations for children in foster care.

## NPA Membership Benefits

# MEMBERSHIP HAS ITS BENEFITS....

### NPA Keeps You on the Cutting Edge

- Reduced fees on NPA's Continuing Education programs - Keep up to date on standards of practice and develop your skills and knowledge base

### NPA Helps Shape the Profession Through Advocacy

- Advocacy for psychology and psychological services in the State Legislature
- NPA Legislative Committee works with our lobbyist to identify and speak out on issues relevant to psychology
- Meet with our national representatives in our nation's capitol to influence federal legislation through the State Leadership Conference in Washington, DC

### NPA Can Help Your Practice Grow

- Free statewide Referral Service Network
- Website advertising and credit card processing services
- **Coming Soon!** Market your practice with a professional webpage
- Make presentations to businesses and community groups through public education programs that enhance the general understanding of psychology and promote psychology services.
- Outreach to businesses, the media, and other social service organizations

### NPA Can Connect You with Your Colleagues

- Meet and stay connected with your peers across the state through networking events, meetings and workshops
- NPA's listserv allows members to discuss and keep abreast of relevant issues
- Find an outlet for your talents and interests by serving on any of our active committees and task forces
- When you join NPA, you become a member of one of our regional chapters. These regional groups offer a smaller, more easily accessible, and intimate setting in which to interact with your colleagues

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Today!**



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- Protection for Medicare or Medicaid payment investigations
- Specific deposition expense reimbursement
- Increased reimbursement limits for "Loss of Earnings" and "Premises Medical Payments"



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## LEAVING ON A JET PLANE

Over the next five to ten years, President Obama's landmark Health Care Reform legislation (the Patient Protection and Affordable Care Act [PPACA]) will be systematically implemented. Psychology should appreciate that the law is fundamentally patient-oriented and not provider-centric. The States and Administration have considerable flexibility to address overarching national objectives. Increasing access to quality primary health care and making scientifically-based clinical decisions are central to its vision. The 21<sup>st</sup> century will be an era of educated consumers, interdisciplinary and integrated health service delivery systems, and an unprecedented utilization of communications technology (e.g., telehealth and electronic health records).

### **Telehealth – Service Delivery Of**

**The Future:** The HHS Budget notes that the Office of Telehealth is an integral component of its Improve Rural Healthcare Initiative, with the goal of expanding the use of telecommunications technologies to increase access to, and the quality of,

healthcare provided to rural populations. A major goal is to strengthen partnerships among rural health care providers, recruit and retain rural health care professionals, and modernize the health care infrastructure in rural (and urban) areas. These technologies are not viewed as products or ends in themselves, but as the means to provide services at a distance and to overcome geographic, economic, and other social barriers to obtaining health care. A related objective is to increase the number of states adopting a common licensure application and participating in mutual recognition of each other's licenses. Evaluation activities will focus upon telehealth's economic impact, particularly on the implications for coverage by government and third party payers which are critical for its viability.

The APA Council of Representatives recently established a ten person Task Force on the Development of Telepsychology Guidelines, co-chaired by Linda Campbell and Fred Millan (ASPPB), in conjunction with the APA Insurance Trust. The goal

***A column  
from the  
former  
APA  
President***

utilization of this exciting technology for the delivery of psychological care. Nevada is the home of the U.S. Senate Majority Leader. His colleague, Senator Sheldon Whitehouse has introduced legislation (S.539), the Behavioral Health Information Technology Act, which would extend eligibility for psychologists and other behavioral health care providers to obtain federal assistance in moving into the rapidly evolving technological era. APA's Marilyn Richmond would appreciate your active support of this legislation. "I'm leaving on a jet plane. I don't know when I'll be back again. Oh babe, I hate to go." Aloha,

**Pat DeLeon**

*Former APA President*



## An Update from the Training Consortium

### Every Day It's Getting Closer

With only one APA accredited internship in Nevada, The Training Consortium was created to develop pre-doctoral internship and postdoctoral training opportunities in our state. The board and training committee worked steadily this year to develop our training program. A Town Hall meeting with possible training sites, monthly lunch meetings and numerous Saturday and Sunday morning work sessions (and too many bagels to count) brought us closer and closer to the ultimate goal of accepting our first internship class.

With a training framework and manual in place, and three willing training sites, we participated in the National Match in January. Given that we are neither APA accredited, nor members of the Association of Psychology Postdoctoral and Internship Centers (APPIC), we did not receive applications in the first phase of the match. However, during phase 2 we received 52 applications for 3 training positions. Many of the applicants were highly qualified and we enthusiastically spent time conducting phone interviews during the month of March. After phase 2 of the Match, we were successfully matched with one intern. She will be placed at the office of Drs. Gary Lenkeit and Shera Bradley. This private practice setting provides clinical and forensic services to children, adolescents, and adults. Assessment opportunities will include adult referrals from the Department of Family Services to assess parenting capacity, as well as comprehensive psychological evaluations of children in foster care. The intern will participate in group, individual, and family therapy for adolescents who are referred through the Juvenile Courts. Interns will be exposed to a variety of evaluations, including adult and juvenile competency evaluations, civil commitment evaluations, psychosexual risk assessment evaluations, custody evaluations, as well as general psychological evaluations. Interns will receive training in forensic psychology, as well as the practical aspects of running a successful private practice.

Unfortunately, the other two training sites, Dr. Louis F. Mortillaro & Associates and Touro University's Center for Autism and Developmental Disabilities, did not successfully match. We are, however, undaunted; and posted these vacancies on the Post-match Vacancy Service website. We will review applications on an ongoing basis with the hopes that we'll have a full class of three interns as of July 1.

Fundraising was another focus of the year. Many NPA members made contributions to the consortium and for that we are very thankful. Founding members made contributions of \$1,000 or more and were honored with a plaque and acknowledgement on our webpage and in our training materials. Fundraising efforts will continue so that we can offer the highest quality training experience possible.

Every day of this year brought us closer to developing training opportunities in Nevada. These are small yet steady steps toward realizing our vision of numerous training sites, across North and South, Urban and Rural, public and private agency settings. We'll keep putting one foot in front of the other in service of this vision.

For more information please visit the NPA website, Training Consortium Page @ <http://nvpsychology.org/displaycommon.cfm?an=9>

Michelle G. Carro, Ph.D.  
*President, Board of Directors*





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## State Legislative Committee Update

It's difficult to write a summary article for the newsletter in the midst of a legislative session. By the time I finish the article, the state of affairs will have changed. I encourage all readers to visit the NPA website to find links to biweekly updates authored and submitted by our lobbyist and his assistant, Bryan Gresh and Stacy Parobek. The links are prominently displayed on the home page.

The legislative committee members, Laurie Drucker, Michelle Humm, Lisa Linning, Judy Phoenix, and Connie Sheltren, and I, have been meeting regularly through the session reviewing and preparing testimony in favor of or in opposition to numerous bill drafts. There have been bills, just to name a few, related to the licensure of music therapists, to the funding for services and assessments of autistic spectrum disorders, to the make up of the state licensing board, and to the oversight of children's mental health services in Nevada. We have reached out to the membership for input whenever possible. We have partnered with psychiatry and other groups when necessary to provide input based on the expertise of our professions. In short, we have been at the table, representing the voice of Psychology.

We aim to protect our profession AND to ensure that Nevada's laws are informed by the science and best practice guidelines of our field. Membership in the state association supports these efforts. If there is ever any question in your mind regarding how membership in NPA helps you, read the lobbyist updates on the website. NPA's state legislative committee has a system in place so that we are able to represent the collective voice of Psychology on your behalf. We take in your individual feedback and concerns, package them, and present them through live and video-streamed testimony, email correspondence, and lobbyist efforts "in the building" in Carson City (I think our lobbyist has worn holes in the soles of his shoes this session as a matter of fact. :) Through NPA we are able to influence policy and make a difference. Join or maintain your membership and stay involved.

Michelle Carro, Ph.D.,  
*Legislative Committee Chair*



## A Review of the 2011 State Leadership Conference



The Nevada Psychological Association had five delegates at the State Leadership Conference (SLC) this year: Luis Guevara attended as President, Lisa Linning as President-Elect, Leanne Earnest as Public Education Coordinator, Hengameh Maroufi as our Diversity Delegate and myself as Executive Director. The theme for this year was “**Building a Leadership Culture**”, which reflects the work and dedication required to cultivate a steady influx of new talent to support and advance psychology in the public arena.

There were numerous opportunities to network and share ideas with other SPTAs, in addition to informative CEs on Parity in Practice, TeleHealth, Promoting Innovative Practice Strategies, Health Care Reform, as well as more specific issues that relate directly to NPA like Filling the Leadership Pool, Transitioning from Diversity Delegate into Leadership Positions, and Including Disaster Response Network into your SPTA culture.

Summaries from all of the plenary sessions and workshops that were attended will be made available on our website at [www.nvpsychology.org](http://www.nvpsychology.org). I encourage everyone to take a moment to review what we all learned in Washington D.C. this year.

For the visits to Capitol Hill with our state representatives, we lobbied for several important issues to psychologists: **Medicare Issues: Extending through 2011 restoration of outpatient mental health reimbursement cuts by CMS; Adding psychologists to the Medicare “physician” definition and Electronic Health Records: Make psychologists eligible for the HITECH Act incentives.**

Everyone that attended SLC, including myself, returned with a renewed sense of purpose and commitment to working with NPA and its members, colleagues and the community to improve access to psychological services.

## From the Executive Director

### *Greetings from the Central Office!*

2010 was another profitable year for NPA, I am happy to report. Our membership dues have remained relatively consistent compared to 2009 and our revenue from CE events helped NPA to maintain financial stability during our slower months. We were very fortunate to receive another Grant from the APA to support Central Office functions.

We have many exciting plans for 2011-2012, including implementing webinars for future CE events and social networking through a Facebook page for NPA (a more informal source for communication and discussion between members with less restrictions). We will work diligently to expand existing revenue sources as well as seek out new options available to us to help NPA continue to maintain its financial stability. We have been working closely with our webhost, Affiniscape, to expand marketing opportunities to our members by offering individual webpages (linked through our website ) and hope to have this implemented by the Summer of 2011. This will be a great way for you to promote your individual practice for very low costs and another benefit we are pleased to extend to our members.

Welcome to Lisa Linning as incoming President, I look forward to working closely with you this year. And a heartfelt thanks goes out to Luis Guevara, for all of your hard work this past year as President, Bryan Gresh, for his continued dedication as our Lobbyist, our Executive Board who are so dedicated to volunteer their time and hearts to our organization and to you, the members, for your continued support of NPA.

*Wendi O'Connor*  
Executive Director  
[admin@nvpsychology.org](mailto:admin@nvpsychology.org)

## Northern Region 2010/2011 Report

This year in the North, we held several events for local psychologists, which began with the Northern Region Fall Social in September, where Dr. Judy Phoenix spoke about advocating for psychology with the Nevada legislature. The Northern Region ECP group, which has been coordinated by Dr. Mandra Rasmussen Hall, held two pot-luck socials in June and December. For the first time, the Northern Region participated in the Baby Expo in Reno where local psychologists answered questions, handed out a referral list, as well as APA public education materials. The Northern Region also worked with the Continuing Education Committee to bring several continuing education opportunities to the area including a last-minute ethics training with Dr. Stephen Behnke from the APA Ethics Office, a full-day workshop on adolescence with Dr. Kristen Anderson of Reed College, and in collaboration with the Psychology Department of UNR, a dinner event with Dr. Joaquin Borrego of Texas Tech who spoke about the provision of mental health services for ethnic and racial minority populations.

*Melanie Crawford, Ph.D.*  
NPA Northern Region President

**An  
Update  
from  
the  
North**

## Southern Region 2010/2011 Report

The Southern Board has had another successful year of bringing psychology professionals and students together for socialization, professional networking, lobbying, continuing education, and fund raising. I'd like to thank my fellow NPA Southern Board members for their dedication, time, and creativity this past year: Whitney Owens, Hengameh Maroufi, Nicole Williams, Aadee Mizrahi and Harpreet Kaur. I also want to thank Lisa Linning, President-Elect, and Wendi O'Connor, Executive Director, for continued support, keeping us on the ball and thinking outside the box.

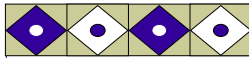
With our combined efforts and the support of the Southern members, we held three wonderful events. In May of 2010 we held our family-friendly barbeque at the Maroufi home. In October of 2010, we held a panel/Fall Social entitled *Update on Mental Health in Nevada*, which including guest speakers such as Margherita Jellinek, director (Downtown Clinic, SNAMHS), Luis Guevara (diversity), Shera Bradley, (training consortium), and Bryan Gresh, (legislative issues) and offered CE's. In December 2010, in conjunction with Spring Mountain Treatment Center and the Nevada Psychiatric Association, we co-hosted the annual Psychology/Psychiatry Holiday Mixer. This was the fourth year for this event and the most well attended yet! We got to know our fellow psychologists, trainees, and psychiatrists, and we raised money and donations for a very important cause, the Salvation Army's Network of Emergency Trafficking Services Las Vegas (NETS-LV) program (thanks to Shera Bradley). At all events, we welcome incoming psychology students and psychologists new to Nevada, we inform attendees of the role NPA plays for psychologists and the community at large, and we encourage membership.

As this newsletter goes out, the Southern Board will be gearing up again for the NPA South Family-Friendly BBQ Carnival on Saturday May 21! We hope you attend! Thank you to every member for your continued involvement and support! And a special thanks to all of you who donate your time on behalf of NPA.

*Lindsey Ricciardi, Ph.D.*

**An  
Update  
from  
the  
South**

## Communicating Psychological Practice and Research to the Media



**An SLC  
Update from  
our PEC  
Coordinator  
Leanne Earnest  
Ph.D.**

Many psychologists want to work with the media and become a local or national expert. And the media needs psychologists as credible sources. But when talk about research goes from an interview to publication, facts and details sometimes get lost in translation. “When psychologists communicate, they love talking about complex information and avoid giving definitive conclusions,” said Wayne Holden, PhD, psychologist. And that’s not how reporters, writer, editors—or even the general public—can best work with or understand research. Holden participated in a panel with health writer Deborah Kotz of the *Boston Globe*, and Mary Alvord, PhD, PEC coordinator for Maryland. Nan Tolbert, a professional communications consultant in Washington, D.C., moderated. Here are some tips on how to effectively communicate psychological research to the media and the public.

### **Remember REPAC**

When it comes to interviewing with media—whether broadcast, newspaper or online—Dr. Alvord keeps an acronym in mind: REPAC. Always be responsive, ethical, prepared and accurate, and communicate effectively.

### **Prepare for interviews**

For Alvord, that means finding and reading up on the latest relevant research. She searches PsycNet before each interview and does her best to tie the science into her interviews.

### **The human element to a story is needed**

Reporters will ask you for a “real human,” often in the form of a client or patient. That’s not allowed by APA ethics rules. But you can try to help out by providing a family friend or a contact at a local consumer mental health organization or community group. Composites may be okay, said Kotz, as long as you are upfront that you are using one.

### **Remember your audience**

A lot of psychologists struggle explaining information because they worry what their peers and colleagues will think of a simplified quote, Tolbert said. But the publications’ audience is not psychologists. The audience is the general readership, most of whom do not have doctorates.

### **Explaining research is a balancing act between scientific accuracy and good quotes**

Accuracy is important in explaining the research. But also essential is getting the point across simply. Alvord said she always asks herself, “How can we explain this simply? How can we use [research] to give tips to change [people’s] lives?” Kotz said she needs interviewees who are quotable and can speak in soundbites.

### **Understand what’s newsworthy**

Kotz writes a variety of stories for the *Boston Globe* and its health blog. She tries to find a balance between “pop psychology” and the serious science. But “quirky” stories do often get more page views, she said, which is an important online metric.

### **Be easy on data and numbers**

“Get rid of the graphs and tell stories,” Holden recommended. While the data is an important part of the story, too many numbers can muck up the interview. Reporters are looking for the human element. Readers want to know how the research affects them. Choose one or two important numbers. Let anecdotes and emotions tell the rest of the story, Holden said.

### **Don’t expect to get a sneak peak of the article or your quotes**

“Too many sources want to change their quotes during review,” Kotz said. If you have worked with a publication before that has shown you your quotes in advance, it’s the rare exception. If you want to reduce the likelihood of being misquoted, make your interview answers brief, clear and concise.

### **Never lose sight of ethics**

Never give up patient confidentiality. And stick to your areas of competence. If you don’t know about a topic asked by a reporter, refer to colleagues who do. “Professional integrity is more important than getting quoted,” Alvord said. While most of the discussion focused on working with the media, these tips can also be used when presenting information to the public during presentations or community outreach. Keep it simple and accurate and provide information on how the research affects their lives.

## ECP 2010-2011 Report

Southern Nevada Early Career Psychologists met nearly every month this past year with topics ranging from case conferencing, private practice concerns, learning about occupational therapy, opportunities at the VA hospitals, community involvement in awareness and treatment of human trafficking in Las Vegas, and autism treatments and myths. Additionally, early career psychologists were encouraged to attend NPA functions such as the Fall social, strategic planning, and Spring social. New psychologists to the state periodically contact me for information and are encouraged to join NPA and attend our meetings as guests. At the beginning of the 2011, I began keeping a sign in sheet so as to more objectively collect data on the number of attendees and various demographics related to them. The following data reflects only three meetings: average number of attendees = 10; the majority of those attending have been licensed about one year; and on average 79.6% of attendees are NPA members.

*Nicole Williams, Ph.D., ECP Chair*

## Diversity 2010-2011 Report

During my short time as Chair of the Diversity Committee, I have begun to familiarize myself with the work of the committee during the past year and begin setting goals for the new year. Last year, the committee worked towards collaborating with the students at UNLV. This is a goal the committee will continue to work towards. At the end of April, I will be meeting with potential committee members and Dr. Cortney Warren from UNLV to discuss our collaboration. Last year, Dr. Jo Velasquez collaborated with the Public Education Campaign to conduct workshops in Spanish and participate in the Healthy Families Fair set up by the YMCA. We will be attending another fair in April. A challenge for the committee was increasing membership and participation from members. Last month I attended the State Leadership Conference in Washington D.C. as the Diversity Delegate for NPA. This was the highlight of my time as the Diversity representative. I was also selected for the "Diversity Leadership Development Workshop" which took place prior to SLC and was part of the diversity initiative. Both SLC and the workshop were very energizing and gave me a glimpse of the goals of the diversity initiative on a national level.

## CE Committee 2010-2011 Report

NPA continues to expand its CE programs, offering members discounted rates on a diverse range of educational and training opportunities. We draw from the expertise of both local and nationally recognized psychologists to bring regional trainings to our communities. Over the last several years we've accessed the expertise of local psychologists Dr. Alan Fruzzetti (DBT Intensive Training), Dr. Victoria Follette (ACT and Trauma) and look forward to presentations by Dr. John Friel (Couples Treatment) and Dr.'s Gary Lenkeit and Stephanie Holland (Parent-Coordination Training). We've been fortunate to bring nationally recognized speakers to Nevada including Dr. Melba Vasquez (Ethics), Dr. Fred Luskin (Stanford Forgiveness Project), Dr. Wanda Bethea (Positive Psychology), and Dr. Louis Cozolino (Neuroscience of Psychotherapy). We continue to expand our traditional CE workshops - look for upcoming presentations on Psychopharmacology and Mind-Body Stress Reduction - and are offering alternative trainings such as Advanced Clinical Workshops. Look for us to expand to webinars, include more case presentation/consultation opportunities, and continue to offer discounted rates on excellent trainings close to home! | If you are interested in presenting for NPA, or becoming involved in organizing our trainings, please contact our incoming CE Chair, Dr. Melanie Crawford at [mcrawfordphd@gmail.com](mailto:mcrawfordphd@gmail.com).

*Laura Drucker, Psy.D., CE Committee Chair*



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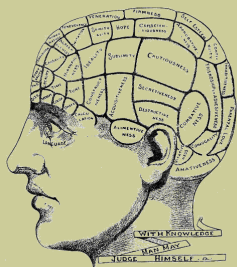
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## NPA Continuing Education Calendar

### The Art & Science of Psychotherapy Advanced Clinical Training

Featuring a distinguished panel of experts  
**May 7th, 2011**  
Siena Hotel and Casino  
Reno, NV 3 CE

### DBT Training, Part V

Dr. Alan Fruzzetti, Ph.D.  
**June 10th—11th, 2011**  
Location TBA  
Las Vegas, NV 12 CE credits

### Mind-Body Stress Reduction

Dr. Holly Hazlett-Stevens, Ph.D.  
**September 23rd, 2011**  
Location TBA  
Reno, NV 6 CE credits

### Couples Treatment

Dr. John Friel, Ph.D.  
**October 8th, 2011**  
St. Rose Hospital/San Martin Campus  
Las Vegas, NV 6 CE credits

### Parenting Coordination

*Featuring*  
Dr. Gary Lenkeit, Ph.D.  
Dr. Stephanie Holland, Ph.D.  
**November 11th—12th, 2011**  
Location TBA  
12 CE credits

### Coming in 2012

#### Ethics

Reno—Spring 2012  
Las Vegas—Fall 2012

*Additional workshops and training  
opportunities will be available soon*

More information  
and registration is available online at  
[www.nvpsychology.org](http://www.nvpsychology.org)