



# *Celebrating 50 Years Strong!*

1964-2014

Jill Epstein, JD  
Executive Director

CAMFT's rich history started when five visionary therapists filed Articles of Incorporation with the California Secretary of State on February 26, 1964. CAMFT has since been served by 45 different Presidents and dozens of Board members and volunteers who have worked tirelessly to create a strong association for marriage and family therapists.

Beyond the dedication of the member volunteers, CAMFT has had the tremendously good fortune of committed and talented staff and counsel to execute and implement changes to the organization and profession. Richard Leslie and Mary Riemersma were key leaders and catalysts for CAMFT's achievements. Richard and Mary advocated and led the legislative battles for MFTs and the advancement of the profession. Their hard work, dedication, and leadership earned MFTs a place at many important tables in Sacramento and beyond.

As CAMFT's relatively "new" Executive Director, I took a journey through CAMFT's 50 years of newsletters, magazines and Annual Reports to find key accomplishments and milestones to highlight in this commemorative article. I gained a great perspective into the unique culture of CAMFT and of the profession by reading the history. The documents revealed the challenges the Association and profession faced with its achievements to follow soon after. With each challenge, CAMFT emerged as a powerful organization dedicated to advancing the interests of marriage and family therapists and providing its members with exceptional services. The legacy of our Association's success continues today. Enjoy this trip down memory lane!

1960

1961

1962

1963

1964

# 1960s

**FEBRUARY 26, 1964** – The California State Marriage Counseling Association (CSMCA) filed Articles of Incorporation with the California Secretary of State. Incorporators/Founders of the Association were: Dr. G. Lewis McGhee, Dr. Pail A. Verdier, Dr. Elise V. King, Dr. Dominick Amorelli, Allan M. Myerson.



**1965** – Orange County Chapter chartered.

**1965** – CSMCA total of all cash and investments \$138.22.

**1967** – CSMCA Clinical member dues \$25.00.

**1968** – Total of all cash and investments \$311.43.

**1966**  
198 CSMCA members

**1968**  
256 CSMCA members

35K

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ANNUAL MEMBERSHIP

1965

1966

1967

1968

1969

**1971** – CSMCA changes name to California Association of Marriage and Family Counselors (CAMFC).



**1972** – Total of all cash and investments \$46,000.

**1973** – Ventura County Chapter chartered.



**1970** – San Gabriel Valley and Sacramento Valley Chapters chartered.



**1971** – San Diego County Chapter chartered.

**1973** – CAMFC launched a campaign to require private health insurance companies to allow policy owners to select marriage and family counselors as providers of mental health benefits whenever appropriate. However, CAMFC leaders noted that “all of the insurance coverage in the world may be of no help if the public has no knowledge of the function of a marriage and family counselor. We must educate the public to think of the MFC when he thinks of marriage and family intervention.”

CAMFT continues to work to educate the public about the benefits of seeking treatment from marriage and family therapists. Over the years, CAMFT’s public relations campaign grew more sophisticated with the addition of an outside public relations firm and the creation of a consumer-facing online directory (now known as CounselingCalifornia.com).

**1972**  
950 CAMFC members

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1972

1973

# 1970s

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ANNUAL  
MEMBERSHIP

**1975** – First Student Representative elected to CAMFC Board (Emily Grunert); In 1976, the Board- proposed initiative to give the CAMFC Board student representative voting privileges on the Board was approved by the membership.

**1976** – Total of all cash and investments \$76,500.



**1974** – Redwood Empire Chapter chartered.

**1976** – 61% of the member vote supported merger with AAMFC, so the vote failed. Members who wished to affiliate with AAMFC were directed to join AAMFC as individuals.

**1975**  
800 CAMFC  
members

**1976**  
1,400 CAMFC  
members

1974

1975

1976

**1977** – 700 people attend Annual Conference.



**1978** – CAMFC Ethical Standards undergo first revision.

**1977** – CAMFC Educational Foundation formed for purpose of assisting students with scholarships and for research in the field of marriage and family counseling.

**1977** – Monterey County and Los Angeles Chapters chartered.

**1977** – Members approve the Insurance Compensation Committee's proposal to create "legal fund" to assist with expenses to help MFCs acquire third party vendorship (i.e. paid by insurance companies). Goal was to raise \$20,000.

**1977** – CAMFC offers Professional Liability Insurance Program. Annual premium for \$100k/\$300k limits of liability is \$200 premium.

Today, CAMFT members can get \$1,000,000/\$3,000,000 limits of liability for \$120 premium.

**1977** – Department of Public Social Services, Special Services Program in San Bernardino County began hiring MFCCs.

**1977** – SB 294 is signed by Governor Brown and creates a new "Intern" category of trainee.

**1978** – Long Beach South Bay Chapter chartered.



1977

1978

# 1970s

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ANNUAL MEMBERSHIP

**1979** – Virginia Satir and Carl Rogers named Honorary Fellows of CAMFC.

**1979** – CAMFC offices move from Los Angeles to San Diego to a five-room suite, with four full/part-time staff.

Today, CAMFT owns its administrative building and employs 22 staff.

**1979** – D. Steven Alexander, II, MA, was hired as Administrative Assistant and Richard Leslie's role of legal counsel was expanded so he could spend more time and energy serving CAMFC.

**1979** – Board votes to initiate efforts to amend Section 10176 of the California Insurance Code to specifically include licensed MFCC. MFCCs are not specifically mentioned in the law and, thus, insurers interpret that omission to mean claims need not be honored. CAMFT argues that the spirit of the law is to include coverage of licensees providing mental health services and to prevent insurance companies from dictating who an insured may or may not see if coverage is to be provided.

**1979**  
2,500  
CAMFC  
members

**1979** – CAMFT initiated discussions with Department of Mental Health regarding services provided by licensed MFCCs, which culminated in a commitment by the department to utilize MFCCs in programs funding through the DMH.



**1979** – San Fernando Valley and Santa Clara Valley Chapters chartered.

**1979** – CAMFC changes name to California Association of Marriage and Family Therapists (CAMFT).

1979

1980

**1980** – AB 2211 and AB 2210 signed by Governor Brown. AB 2111 states that an insurance company may not prohibit the insured from selecting a licensed MFCC, upon referral of a physician, to treat for a covered mental health services. AB 2210 amends the Short-Doyle Act to specify that county Short-Doyle plans include MFCC.

**1980** – CAMFT-PAC created and raised \$6,000 within a few months.

**1980** – Membership fees raised to \$100 for full member, \$35 for affiliate members and \$25 for student member. \$25 application fee.

**1980** – D. Steven Alexander, II, named Executive Director.

**1980** – Psychology Examining Committee votes to allow LM FCC to use the terms “psychotherapist” and “psychotherapy” in advertising (ruling states that the use of the terms “psychotherapy” and “psychotherapist” are not limited to psychologists). The PEC dealt with this matter because the BBS failed to take a position on this issue in May, 1980. The CAMFT Board adopted a policy to clarify CAMFT’s position that use of the words “psychotherapist” and “psychotherapy” in advertising by a LM FCC is not, in itself, a violation of law nor is it, in itself, false or misleading advertising, provided certain conditions are met.

Thirty-four years later, member dues have only risen by about \$50.

**1980** – CAMFT offices begin taking calls 9:00 a.m.-4:00 p.m. to answer member inquiries regarding laws, regulations, legislation and other issues facing MFTs.

**1980** – DSM-III workshop offered by CAMFT with 182 attendees.

In 2013, CAMFT offered several DSM-5 workshops that attracted 708 attendees. Members can still access the workshop online.

Today, CAMFT has a six-person legal team that handles more than 23,000 calls per year.

**1980** – BBS institutes oral exams for MFT applicants.

# 1980s

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ANNUAL MEMBERSHIP

**1981** – Computer system purchased to handle membership records, billing and processing workshop registrations, mailing lists, and other functions. The conversion is from a manual to an automated system.

**1981** – Executive Director Steve Alexander informs Board he will be leaving CAMFT in April 1982 to pursue a political career.

**1981** – Board delays name change, despite ballot where 589 to 193 voted in favor of the change to the California Family Therapy Association from CAMFT. Various groups came before the Board to question the fairness of the ballot (including complaints that not enough time was given to understand the issue, no pros/cons listed). Arguments for and against the name change then appear in *The California Therapist* and ballots are re-distributed to members. Members vote to keep CAMFT name instead of changing to California Family Therapy Association.

**1980** – CAMFT office moves to 2605 Camino Del Rio South, Suite 200, San Diego.

**1981**

4,500 CAMFT members

**1981** – First scholarship from a newly created scholarship fund created in the name of Clinton E. Phillips, the late director of the California Family Study Center. The scholarship fund in the amount of \$500 was created by the CAMFT Board, with concurrence of the Educational Foundation. It was to be used on an ongoing basis to award to students of the MFT profession.



**1981** – Central Coast Chapter chartered.

**1981** – CAMFT begins accepting Visa/Mastercard for dues payments.

1981

**1982** – Eight CAMFT employees.

**1983** – \$22,500 contributed to Special Issues Fund, established to support the goals of the legislative program.

**1982** – CAMFT Bylaws are revised.

**1982** – Total of all cash and investments \$529,000.

**1982** – Santa Cruz County and Delta-Stockton Chapters chartered.

**1983** – CAMFT approved as a member of the California Coalition for Mental Health (CCMH).

**1982** – Board proposes: MFT membership dues to be raised in July, 1983 to \$150; Student dues to be increased to \$45; Members invited to give opinions. Members vote against dues increase.

**1983** – Board endorsed proposal to solicit donations to the Educational Foundation via the dues billing notice. Recommended donation is \$10 for clinical members and \$3 for students.

**1982** – Lois Abrams received the newly designated Distinguished Clinical Member Award; Virginia Cunningham is the first recipient of the CAMFT Educational Foundation Scholarship, given in the name of Clinton E. Phillips; Clark Vincent Award to Richard Bright; Newly created Humanitarian Service Award to Carol Stephen-Jorgensen; Honorary Distinguished Member to Richard Leslie.

**1983** – First Ronald D. Lunceford scholarship awarded to Victor Palacios.

**1983**  
5,500 CAMFT members

**1983** – Over \$8000 contributed to Educational Foundation in first few months of fundraising drive.

**1982** – 700 members contributed approximately \$20,000 to the CAMFT PAC. Average contribution was \$29.

**1983** – AB 724 (supervision) sponsored by CAMFT was signed into law on June 15, 1983. This bill required the authorized supervisor of the experience for MFCCs to have been licensed for at least 2 years. The purpose of the bill is to improve the quality of supervision.

**1982** – CAMFT Educational Foundation establishes the Ronald D. Lunceford Scholarship Fund in his memory.

**1982** – CAMFT continues to investigate possibility of obtaining group health insurance for members.

1982

1983

# 1980s

**1983** – CAMFT attempts to form a Health Insurance Trust Fund (group health insurance). However, despite what appeared to be great interest, only 100 members applied and 40-60% were uninsurable, so the plan did not become a reality.

This is now the annual Chapter Leadership Conference, which brings leaders from all chapters together to exchange information and learn best practices.

**1983** – Board budgets for Chapter-Association Interface Conferences to continue the development of an effective network of the State Association and Chapters of CAMFT for self-help and communication to achieve individual and mutual goals.

**1983** – CAMFT PAC fundraiser at Annual Conference with Assemblyman John Vasconcellos as guest speaker; 90 people attended; 350 people attended 19<sup>th</sup> AC.

**1983** – Ninth Circuit Court of Appeals upheld District Court decision in *Jablonski v. United States*. This case found a psychiatrist negligently failed to warn patient's former girlfriend even though patient had not specifically named the victim as the target of his potential violence.

**1983** – New BBS regulations: Under certain conditions, MFCC do not have to include license number in advertising.; Interns may advertise if compliant with appropriate code sections; Only 125 hours of individual or group therapy may apply toward total hours of experience (reduced from 250 hours of group and 156 hours of individual therapy); NEW requirement that 1,500 of the 3,000 hours of experience must be gained post-master's or post-doctorate (Previously, all 3,000 hours could have been gained prior to receipt of masters degree. The purpose of this change was to improve the quality of experience gained by applicants.)

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ANNUAL MEMBERSHIP

**1984** – 20<sup>th</sup> Annual Conference theme seeks to bridge the gap between the profession of marriage and family therapy, other mental and physical health practitioners, law, science and technology and other disciplines with a direct impact upon the health of the family. Keynote speaker: Dr. James Puffer, Chief of Family Medicine Services, UCLA.

CAMFT's 50<sup>th</sup> Annual Conference has a similar theme.

**1985** – BBS experiences backlog in processing intern registration applications.

**1985** – The Board cancelled the 1985 Annual Conference (scheduled for May in Sacramento). In its place, the Board plans to use that weekend to hold the annual membership meeting and to interact with members in order to dialogue about the past, present, and future condition of the association and the profession. Meetings were held simultaneously in Northern and Southern California that weekend.

**1984** – CAMFT adds Chapter Liaison role to existing staffperson. Role is to serve as a contact point between chapters and the CAMFT Board and CAMFT services.

**1984** – Third scholarship added by the Educational Foundation, made possible by response to the fundraising drive. This new scholarship is specifically designed to assist those pursuing post-masters degrees or those conducting research projects which will enhance the marriage and family therapy profession.

**1984** – James L. Framo, PhD, a noted pioneer in the field of marriage and family therapy, was presented with the Honorary Distinguished Member Award.

**1984** – AAMFT awards CAMFT with a special Leadership Award at its annual conference. CAMFT was honored because its “influence can be said to extend even beyond the scope of MFTs and their clients to an increased awareness in other professions and in society of the need to protect the interest of the family system.

**1985**  
6,402 CAMFT members



**1985** – East Bay Chapter chartered.

**1984** – Board commissions first official audit of CAMFT and Educational Foundation.

**1984** – As of early 1984, Educational Foundation had reserves of over \$41,000.

**1984** – CAMFT PAC donates \$25,000 to campaigns.

**1985** – Board authorized new computer system for CAMFT, to be in operation in 1986.

1984

1985

**1984** – American Society of Association Executives chose *The California Therapist* for the 1984 Gold Circle Award in the category of newspapers and tabloids for associations with 15 or fewer full-time staff members.

# 1980s

**1985** – Mary Riemersma hired as CAMFT's Executive Director.

**1985** – Governor Deukmejian signed Psychotherapist-Patient Privilege bill SB 1044 into law, giving patients who use the services of LMFTs and LCSWs the coverage of psychotherapist-patient privilege in both criminal and civil proceedings—putting patients treated by LMFTs and LCSWs on par with patients treated by psychologists and psychiatrists; SB 587 signed by Governor, giving LMFT and LCSW right to treat workers' compensation claimants, per physician referral and right for reimbursement from various workers' comp policies; SB 1331 signed by Governor, allowing patients who use LMFTs and LCSWs to be eligible to treat victims of crime who sustain injury without obtaining referral from psychologist or psychiatrist and can be reimbursed by State Board of Control; SB 1358 signed by Governor, which makes MFCC interns and trainees mandated reporters of child abuse.

**1986** – Board authorized publication of proposed Ethical Standards in March/April newsletter for member comments.

**1986** – Board deals with issue of whether/how CAMFT should react to world peace and nuclear disarmament issues. The 1984-1985 CAMFT Special Action Task Force previously recommended that CAMFT not institute a social action committee. Task Force recommended that members be encouraged to participate in already established organizations that address their particular social concerns. Reasons cited: potential conflict of priorities and difficulty of producing an action plan that would represent the interests of all members. Board upheld decisions of the Task Force and reiterated CAMFT's organizational purpose.

**1986**  
8,000 CAMFT members

**1986** – Full time staff of six, plus legal counsel. Organization represented by a dual leadership model with Executive Director and Legal Counsel.

The Purview Committee was created by the Board in June, 2012. The Purview Committee implements the Purview Policy, which guides decisions on whether social/public policy issues are within the range of operation or concern for the CAMFT Board.

**1986** – Governor vetoed AB 2752, which would have required insurance companies and other health care delivery systems to treat mental health coverage on an equal basis with coverage for physical ailments.

1986

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ANNUAL MEMBERSHIP

1987

**1987** – CAMFT Bill to get MFCC as Medi-Cal providers fails again.

If the Center for Medicare and Medicaid Services (“CMS”) approves the State Plan Amendment which the Department of Health Care Services (“DHCS”) recently submitted for consideration, LMFTs could be officially recognized as Medi-Cal providers as early as this summer of 2014.

**1987** – Board decides to publish all disciplinary actions taken by the BBS and the Psychology Board in *The California Therapist* since the information is deemed to be worthwhile for referral and educational purposes.

**1987** – Governor Deukmejian signs four CAMFT bills into law, including 2 bills that allow MFCC to practice in roles formerly limited to LCSW and psychologists.

**1987**  
9,856 CAMFT members

**1987** – Draft of Part II of CAMFT Ethical Standards published for comment. Part II of Ethical Standards approved by Board.

CAMFT routinely places members in news segments and articles as expert therapists. The media opportunities offer great exposure to the profession and shares the scope of a marriage and family therapists.

**1987** – Board approves \$25,000 to develop and produce public service announcements to air on TV and radio. The purpose is to provide the public with name identity for MFCC and will incorporate an informative and educational message for the public.

1988

**1988** – Formal checklist presented for members to propose project or activity for Board consideration.

**1988** – Board decides it is not in the best interest of the association and its members to offer a major medical/hospitalization program. Board was concerned the costs of the program may not be better than individual plans, that the benefits would have only limited mental health coverage, and the number of participants would be minimal (earlier attempts to solicit 300 people failed).

**1988**  
10,384 CAMFT members

CAMFT tried again in 2006 to secure guaranteed-issue health insurance and was not able to find any insurers willing to proceed. In 2013, CAMFT finally secured guaranteed-issue health insurance for members in nine counties.

**1988** – Staff was authorized to purchase a fax machine.

**1988** – Strategic Plan published.

**1988** – Public Service Announcements for radio and tv are completed. Goal is to raise awareness about marriage and family therapists in California.

# 1980s

**1988** – CAMFT/AAMFT jointly sponsor a new professional liability program underwritten by the American Professional Agency/American Home Assurance. Provides members with substantial reductions over previous rates charged by the American Professional Agency. Premiums range from a high of \$260 for \$1 million/\$3 million coverage to a low of \$26 for students with \$100k/\$200k coverage.

**1989** – Call for articles on Supervision to become the “Practical Applications in Supervision.” This manual is designed to benefit professionals who are supervising interns and trainees in CA as well as assist those who are currently being supervised. “Practical Applications in Supervision” was subsequently approved by the Board for publication and was completed by the 1990 Annual Conference.

This evolved into the “Supervision Manual” and are currently available online at no charge.

**1989**  
14,500  
CAMFT  
members

**1988** – Member Survey results – Typical MFCC lives in LA County, is female, is 45 ½ years old, licensed for 7 years, Caucasian, Sole practitioner who spends 21 hours a week doing therapy, earns approximately \$40,000 per year and charges approximately \$68 per hour, primarily treats adults.

**1989** – Board asked all members to weigh in on whether student members (trainees and registered interns) should experience a dues increase from \$25 to \$35. Some concern raised that since student members are not permitted to vote, a change in dues could come about with no opportunity for the group affected to vote on the issue. Dues were not raised.

**1988** – Premier issue of *The California Therapist* in magazine format instead of newspaper format so it would be saved and referred to at a later time.

**1988** – CAMFT assets topped \$1 million for first time in CAMFT history. Search began for new office space.

**1989** – CAMFT-sponsored SB 649 signed by Gov. Deukmejian. Requires all trainees who enroll in qualifying degree programs after January 1, 1990, to register with the BBS in order to be credited for hours of experience gained towards licensure. CAMFT-sponsored SB 1004 signed which permits a psychotherapist to be criminally prosecuted and convicted for engaging in sexual activity with his/her patient. California became the 5<sup>th</sup> state in the country to criminalize a therapist’s sexual contact with his/her patient.

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ANNUAL  
MEMBERSHIP

1989

**1989** – Bylaws changes proposed, including: “limiting the number of dually licensed person who may serve on the Board of Directors at any one time. Even though such has never been the case, it would be possible for another profession to control the activities of the organization if a majority of the Board were dually licensed.” Other proposed changes included: allowing student members to serve on the Elections Committee and providing the Board with express authority to revoke a chapter.

**1990** – Demographic survey results: 27% practice in LA County (down from 1988 survey showing 33% practice in LA County), 68% are female (down from 70%), average age is 46 (up from 45—indicating a slightly aging membership), works 22 hours per week, considered to be a full-caseload (up from 21 hours per week in past); Charges sliding scale of \$41-\$78, average income of \$46,000, participates in 48 hours of CE.

**1990** – Radio PSAs were aired on 74 stations in CA for 14,261 total air plays; Video PSAs to be developed.

**1990** – Reduced Dues for Married Couples (approved in May 1990) to be rescinded December 31, 1990, due to compelling complaints that the policy discriminates against non-married couples, gay couples, and alternative lifestyles.

**1990**  
17,500  
CAMFT  
members

CPT first appeared in 1966.

**1990** – MFCCs, as well as other health care practitioners, are now required to use Current Procedural Terminology (CPT) to identify treatment procedures on insurance claim forms and elsewhere. (Previously, health care practitioners could choose to use the CPT or the California Standard Nomenclature). CPT was revised in 1990.

**1990** – Board agrees to address disaster recovery preparedness by having articles in *The California Therapist* discussing differences between “critical incident stress” and post traumatic stress”, developing a list of resources to eliminate confusions which follows a disaster, assist CAMFT chapters develop a network for providing assistance and training when faced with a disaster, present workshops, and develop a link with other professional and community organizations to pool resources and knowledge.

**1990** – AAMFT was notified of CAMFT’s intent to establish a national organization solely devoted to the advancement of MFTs. CAMFT was interested in seeing AAMFT solely representing MFTs and not necessarily the interests of other licensed professionals. AAMFT responded that, over time, they see themselves being controlled solely by MFTs.

**1990** – BBS administering 2,700 written exams and 4,700 oral exams per year for the 3 professions which they regulate.

1990

**1990** – Recent PAC solicitation raised approximately \$34,000—new record.

**1990** – Nine staff plus Legal Counsel.

Today, the BBS administers approximately 8,500 exams per year, including approximately 4,500 MFT exams.



# 1990s

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ANNUAL MEMBERSHIP

**1991** – CAMFT PAC fund balance is \$100,000 for first time. Approximately \$55,000 was collected during 1991 PAC solicitations.

**1991** – San Diego North County, Santa Barbara, and Valley Sierra Chapters chartered.

**1991** – CAMFT formally requested that the Senate Business and Professions Committee and/or the Assembly Consumer Protection, Government Efficiency, and Economic Development Committee exercise its oversight authority by looking into certain operations and activities of the BBS.

**1991** – Ethics Committee proposes revisions and to share those revisions with Board and members. Last revision was July, 1986.

**1991** – Bylaws Committee to consider how to address issue of Board member who gains another license during his/her terms of office, causing the number of dually licensed members to exceed two. Also, to consider whether members should elect Board and Board elects its own officers.

**1991** – *The California Therapist* wins “The Best in the West” award. “Best in the West” is an association publication’s competition.

**1992**  
20,000  
CAMFT  
members

**1992** – According to the BBS, there were 22,239 licensed MFCCs and 12,260 registered interns, 5,052 trainees.

**1992** – Board approved an endowment fund specifically for the Educational Foundation scholarships and agreed to modify one of the scholarships to encourage ethnic diversity. Educational Foundation restructured. Programming to include: scholarship endowment program, research to support benefits resulting from services provided by MFTs, continued emphasis on education with additional component of “family impact” seminars directed at legislative staff, and fundraising to garner contracts and grants to support the programs.

**1992** – Board proposed increase in student member dues from \$25 to \$35 and an increase in associate member dues from \$35 to \$50, effective October 1, 1992. Clinical Members voted in favor of dues increase.

1991

1992

**1992** – Board approved CAMFT’s participation in Californians Allied for Patient Protection (CAPP)—to thwart attempt to eliminate MICRA (which places limits on the dollar value for which physicians and other health care practitioners, like MFCCs, may be sued). Board proposed changes including allowing student members to serve on the Elections Committee and providing the Board with express authority to revoke a chapter.

CAMFT is still active in CAPP today and there continue to be threats to MICRA.

**1992** – Staff and attendees were travelling to Los Angeles for the 28<sup>th</sup> Annual Conference when the verdict was announced in the Rodney King case. The conference was held as scheduled, though there was a constant smell of smoke and an occasional view of smoke-filled skies from the riots. More than 20% of the registrants cancelled at the last minute.

**1992** – Gov. Wilson signed SB 1394—bill changes existing law to provide that it is unprofessional conduct to engage in sexual relations with a patient either during a therapist-patient relationship or for 2 years following termination of a relationship.

**1993** – Demographic survey – Age of “typical” MFCC is rising (47.5 years old), 25% practice in LA county (down from 33% in 1988); customary fee of \$72.85 per hour (lower than 1990 survey).

**1993**  
22,273  
CAMFT  
members

**1993** – Educational Foundation Board will now contain fewer CAMFT Board members and will contain several public members and a member of the CAMFT general membership.

**1993** – Board revised its policy on Chapters to permit Chapters to have members who are not members of CAMFT as long as they members do not qualify for membership in CAMFT. This provision was directed at institutions (i.e. hospitals) and not individuals.



**1993** – Desert Chapter chartered.

**1993** – “EMDR – A New Procedure” article states: “Dreams and dream interpretation have been a part of psychotherapy since its beginnings. Now a new psycho-therapeutic utilizes not the dreams, but eye movements similar to those accompanying dreams.”

**1993** – CAMFT purchases building and relocates headquarters to 7901 Raytheon Rd. Purchase price of \$820,00, with \$410,000 financed with a deed of trust of over a 10-year period. The interest is fixed at 9.25% .

CAMFT has owned the building outright since 2001—two years earlier than anticipated. It is currently worth \$1,045,514.

1993

# 1990s



**1994** – Redding Regional Chapter chartered.

**1994** – Gov. Wilson signed SB 133—CAMFT sponsored bill makes clear that hours of experience gained by a registered intern who volunteers his/her services in a private practice setting count toward the experience requirements for licensure.

**1994**  
22,400  
CAMFT  
members

**1994** – New BBS definition of trainee: To be considered a trainee, a person must now complete the equivalent of one semester of graduate level coursework. Previously, a person was considered a trainee at the time of enrolling in an educational program that qualifies for the license.

**1994** – 30<sup>th</sup> AC – Time capsule ceremony “Send a Message to the Future”—attendees had an opportunity to contribute memorabilia and visions for the future of CAMFT. Time capsule to be opened in 2014 at CAMFT’s 50<sup>th</sup> Anniversary.

**1994** – New CAMFT Professional Liability Program endorsed, administered by National Professional Group. The program (and our key contact with National Professional Group) moved to CPH in 2001.

Time capsule contents were displayed at the 50<sup>th</sup> Annual Conference.

CAMFT’s strong relationship with CPH and its founder continues today. CPH continues to offer CAMFT members top quality insurance at the best prices. In 2014, CAMFT began offering its graduate student members professional liability insurance through CPH at no cost to those members.

**1994** – CAMFT takes no position on Proposition 186, the California Health Security Act (also called the “Single Payer Initiative”). Members voice opinions in support and opposition of the Proposition. Board believed CAMFT should educate members about the initiative, but not suggest how individual members should vote.



1994

**1994** – CAMFT prevails in lawsuit against BBS regarding the BBS implementation of a policy which the Board never approved and which is in violation of the law. The Court found that the BBS had improperly denied a CAMFT member her out-of-state hours of experience by using an “underground regulation” (an unlawful action by state administrative agency).

**1994** – Between 500-1000 legal calls are fielded weekly.

**1994** – Board voted to increase the number of scholarships (beginning in 1996) offered through the Educational Foundation from 4 to 6. One of the additional scholarships offered is intended for education and one is intended for research.

There are now eight consortiums around the state and CAMFT is an active participant in each consortium, as well as a member of the MFT Leadership Collaborative.

**1994** – Several academic administrators in the LA area invited schools with MFT programs and agencies that train MFT students to convene to work together to promote quality clinical training and supervision for MFT students. This group formed the Southern California Consortium of MFT Educators and Clinical Directors.

**1994** – CAMFT developed a pilot radio talk show designed to address family-related concerns. Show would be a hosted, call-in program which will feature various MFTs. It is believed that such a program could provide a public service and provide greater name recognition for MFCCs.

As of 1996, the program had not appealed to radio advertisers, so program was revised into a series of 22-one minute spots to promote the ideas for such a program and provide name recognition for the profession. At that time, CAMFT also developed a brochure to assist in the promotion and utilization of MFCCs.

**1995** – Board approved the implementation of a Continuing Education registry as a member benefit. Participants will supply information on continuing education in which they have attended/participated and CAMFT will maintain the record on the member database and supply a compilation of that information. \$18 per year.

**1995** – MFCCs represented on the Joint Committee on Mental Treatment Professions for the first time. The group's purpose is to conduct an exchange of open communication and promote joint professional action on mental health issues of mutual concern.

**1995** – CAMFT tries to solicit members to enroll in the CAMFT-endorsed Health Insurance Plan of California (HIPC). 1,000 members needed to enroll in this guaranteed issue health insurance to make it available. Not enough members showed interest.

1995

# 1990s

**1995** – Governor Wilson signs SB 26, which requires MFCCs and LCSWs who renew licenses after January 1, 1999, to have completed at least 36 hours of approved education in the two-year period prior to the renewal. (Ultimately, the bill was amended to require 36 hours for those who renew in 2000 and thereafter).

**1996** – “CAMFT can now be found on the World Wide Web”—[www.camft.org](http://www.camft.org).

Today, the BBS regulates over 33,000 LMFTs and over 15,500 MFT interns.

**1996** – BBS regulating 24,749 licensed MFCCs and 14,648 MFCC registered interns.

**1995** – Typical MFT – lives in LA County (26% - same as 1992, but less than 1990 and 1988 survey); woman (72% - up from previous years); 49.5 years old (up from 47.5 in 1992 and 45.5 in 1988); fee of \$76.31 (up from \$72.85 in 1992 and \$74 in 1990).

**1996** – BBS is now on the internet with its own website: [www.bbs.ca.gov](http://www.bbs.ca.gov).

**1996** – Congress approves legislation regulating discriminatory insurance practices that limit mental health coverage. Key first step towards parity of mental health benefits.

In 2013, CAMFT secured guaranteed-issue health insurance for members in nine Northern California counties. No minimum number of members needed to enroll, so the plan became effective immediately.

**1996** – MFTs in California will be able to promote their practices as part of an online directory accessed through CAMFT’s website. The electronic directory will be called TherapistFinder. All CAMFT clinical member’s names and cities will be listed in the directory at no charge. MFTs can choose to participate in a more comprehensive electronic listing for a fee.

Today, this service is called [CounselingCalifornia.com](http://CounselingCalifornia.com) and there is no fee for clinical members to be listed. Associate members and Pre-licensed members pay a fee to post a profile. The site also provides consumers with resources about specific mental health issues.

1996



1997

**1997** – Ethical Standards revised for first time since 1992, effective June 1, 1997.

**1997**  
25,000  
CAMFT  
members

CAMFT now recognizes Outstanding Chapter Leaders at the annual Chapter Leadership Conference. In 2014, CAMFT added a “Chapter Excellence Award” to recognize an outstanding Chapter.

**1997** – Outstanding Chapter Leaders, recognized at 33<sup>rd</sup> Annual Conference in San Francisco.

**1997** – CAMFT Educational Foundation curtailed its activities to be limited to soliciting charitable contributions, awarding scholarships, and publishing “Practical Applications in Supervision”. Activities such as workshops and Annual Conference will now be offered through the Association.

**1997** – Educational Foundation direct mail fundraising solicitation generated \$3,000 in donations.

**1997** – CAMFT-sponsored SB 650 signed by Governor Wilson; Bill expands the acceptable work settings where interns and trainees can obtain hours of experience towards licensure.

1998

**1998** – Typical MFT: lives in LA (25%, down from 26% in 1995), female (up to 74% compared to 72% in 1995 and 1992), average age is 51 (compared to 49.5 in 1992), fee is \$73.31 (down from \$76.31 in 1995).

**1998** – CAMFT Certified Supervisor Program makes its debut after being presented to members for comment.

Today, there are 262 CAMFT Certified Supervisors.

**1998** – Tim Shannon hired to represent CAMFT's interests in Sacramento.

Tim Shannon still represents CAMFT today and is responsible for finding authors for CAMFT bills and lobbying various legislators and stakeholders to support our bills.

**1998** – CAMFT introduces “Members Only” section to website.

**1998** – Gov. Wilson signs CAMFT bill AB 1449 on July 3, 1998. Changes license title from MFCC to MFT. This brings CA into conformity with the 39 other states who regulate the professional and have a title “marriage and family therapist”. Law becomes operative on July 1, 1999. This change had been sought since the 1980s: “While it may have been appropriate to use the term “counselor” years ago, the profession has advanced sufficiently over the years to warrant this new description.”

# 1990s

**1998** – CAMFT Board voted to send CAMFT Chapters a letter of support for a proposed change to the AAMFT bylaws that will permit only licensed MFTs to be clinical members with voting privileges. Encouraged CAMFT members that are AAMFT members to vote in support of the change.

**1999** – Federal PAC created to accompany Federal legislative efforts.

**1999** – 1,389 BBS-approved providers of continuing education.

**1999** – CAMFT and AAMFT enter into an agreement to jointly pursue Medicare reimbursement for MFTs. The organizations jointly hired a lobbying firm in Washington, DC to represent our mutual interest in pursuing not only Medicare inclusion, but inclusion in the Federal Employees Health Benefits Program.

**1999** – Rep. Nathan Deal introduces the Seniors Mental Health Access Improvement Act of 1999 on behalf of CAMFT and AAMFT.

**1999** – CAMFT website has 2,500 pages of copy.

Today, our site has 3,026 pages of content. 1.4 million page views were recorded in 2013.

Today there are more than 3,000 BBS providers. Beginning mid-2014, the BBS will no longer approve providers and, instead, will delegate that authority to approval agencies. CAMFT is applying to become an Approval Agency.

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ANNUAL MEMBERSHIP

1999

2000



**2000** – Chico Regional Chapter chartered.

In late 2014, the new BBS BreEZe system will finally allow licensees to renew their licenses online.

**2000** – The BBS worked on a method for professionals licensed by the BBS to renew licenses online.

**2000** – \$20,000 raised for the CAMFT Federal PAC (created mid-1999).

**2000** – All persons licensed by the BBS who supervise interns and trainees must complete a minimum of 6 hours of supervision training or coursework every 2 years.

**2000** – The BBS engaged in a discussion regarding psychotherapy over the Internet.

CAMFT's marketing campaign to increase the public's awareness of MFTs has grown to include assistance from a professional public relations firm to garner maximum exposure on social media sites, exhibiting opportunities, and media interviews throughout the state.

**2000** – CAMFT forms internal Marketing Team to increase the public's awareness of CAMFT.

**2000** – Typical MFT – practices in LA county (25% - same as previous survey), 52 years old (up from 51 in 1997), charges \$78.16 (up from \$73.31 in 1997), annual average income of \$46,954 (up from \$44,700 in 1997).

2001

**2001** – BBS proposes regulation requiring any person renewing his/her license on/after January 1, 2004, shall have completed not less than 6 hours of continuing education in law and ethics for each renewal cycle.

**2001** – CAMFT and AAMFT Boards and Executive Directors met to begin discussions about the possibility of merging the organizations.

**2001** – Proposed changes to Ethical Standards, Part I.

Kathie Miller was part of the Inaugural Member Call Center and is still in the Call Center, now serving as the Member Services Manager. There are now 5 staff in the Call Center.

**2001** – CAMFT's Member Call Center, comprised of 4 staff, was established to provide enhanced member service.

**2001** – \$3.5 million in cash, cash equivalents, and other investments.

**2001** – Board solicits member input on proposal to raise dues gradually 2002, 2004 and 2006. Clinical dues had not been raised since 1980. Prelicensed and Associate dues were raised in 1992. Clinical member dues go from \$100 to \$110 to \$120 to \$125. Associate member dues go from \$50 to \$60 to \$70; Prelicensed dues go from \$35 to \$45. Members vote to approve dues increases.

# 2000s

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ANNUAL MEMBERSHIP

**2002** –Board agrees to make offer a toll-free number for members of CAMFT.

**2002** – CAMFT launches “Issues of Life” radio broadcast dedicated to providing a live, interactive forum for the exchange of ideas and relevant commentary from professionals dedicated to marriage and family life. The program is intended to address issues of life for the general public.

**2002** –CAMFT to work independently with a federal lobbyist for the 2003 Congressional Session.

**2002** – Board approved recommendations of Trauma Response Network Task Force, which includes accepting the proposed name of the Network, accepting proposed training that will be phased in over several years, working cooperatively with other professional organizations, and developing a memorandum of understanding with relevant groups, such as the Red Cross. The required training will be the two-day Red Cross training, a two-day disaster mental health training, and the two-day basic Critical Incident Stress Management training.

**2002** – Typical MFT: female, 22% in LA county (down from previous years), average age is 53 (up from 52 in 2000), average income is \$51,900 up from 46,900 in 2000), average fee is \$86, up from \$78 in 2000).

**2003** –First official meeting of the California Disaster Mental Health Coalition.

**2003** – BBS votes to eliminate the oral examination. The oral exam will be replaced with a second written exam that will be a clinical vignette simulation. (Note: The Clinical Vignette Written Exam for MFT licenses was first administered in April, 2004).

In 2016, the MFT exam will undergo another re-structure.

**2003** –Pros and Cons of Single Payor System debated in *The Therapist*; CAMFT takes no position on the bill.

2002

2003

**2004** – Second District Court of Appeal issued opinions in the Ewing I and Ewing II cases.

**2005** – AB 894 – This bill would provide for the licensing and regulation of professional counselors by the BBS; It was turned into a 2-year bill. Proponents of the bill were asked to demonstrate that there is a compelling need for another licensed mental health discipline in California.

**2004**  
over 27,000  
CAMFT  
members

**2004** – Central San Joaquin Chapter chartered.

The LPCC licensing law eventually passed in 2009. Currently, there are 538 LPCCs in California.

**2004** – CAMFT takes steps to address “Therapist Self-Care” by adding criteria in TherapistFinder to identify therapists who work with other therapists, articles in *The Therapist* focusing on therapist self-care, and possibly a workshop.

**2005** – BBS began tracking the average time it takes to process applications for intern registration and licensure. The average number of day to process applications for intern registration in 2005 is 33 days; MFT application processing time for licensure is 60 days.

**2004** – Typical MFT – female, 25% in LA (up from 22% in 2002), average age is 54.6 (up from 53 in 2002), annual income of \$48,320 (up just slightly from 2002), fee of \$93.95 (up from \$86.79 in 2002).

As of April, 2014, MFT Intern registration is still about 30 days, but the MFT Exam application processing time is approaching 10 months. The BBS recently hired new staff to help reduce the excessive delays that have been created as a result of several years of furloughs and hiring freezes.

2004

**2004** – Californians approved Proposition 63 (The Mental Health Services Act). The Act commits time and money to prevention programs in public mental health. CAMFT Board supported this Proposition.

2005



**2005** – First CAMFT Educational Foundation Grant (\$2,500) awarded at 41<sup>st</sup> Annual Conference.

**2005** – Yolo-Solano Chapter chartered.

# 2000s

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ANNUAL MEMBERSHIP

**2006** – Typical MFT: female, 55.6 years old (up from 54.6 in 2004), 25% in LA County (same), average annual income \$54,718 (up from \$50,431 in 2004), fee is (\$96.30, up from \$93.95 in 2004).

**2006** – CAMFT kicked off consumer campaign to increase awareness of the value provided by MFTs. Built around the tagline: "It's Your Life...Treat It Well", the campaign reminds Californians to care for their mental, physical and emotional health by visiting TherapistFinder.com to locate a licensed MFT. To raise awareness of TherapistFinder.com, 400 fifteen second radio commercials ran. 7,700 members had profiles posted in TherapistFinder.com.

**2008** – Congress passed, and President Bush signed, the Paul Wellstone and Pete Domenici Mental Health Parity and Addiction Equity Act of 2008. This legislation aimed to put an end to discrimination against patients seeking treatment for mental illness and addiction.

**2008** – New award offered by CAMFT: School and Agency Award. This award recognizes an outstanding school or agency.

**2006** – Eleven members are thanked for donating \$100 or more to the CAMFT PAC and/or Federal PAC.

In 2013, 118 members donated \$100 or more to the CAMFT PACs!

**2007** – Call for comment on proposed revisions to CAMFT Ethical Standards (Part I and II).

**2008** – CAMFT members will be able to access EBSCO Publishing's Psychology and Behavioral Sciences Collection, the world's largest full text Psychology Database.

**2006** – CAMFT's strategic plan changed to remove the words "marriage and family therapist" and replace them with "mental health professional."

**2008** – Typical MFT in CA: practices in LA County (25%, same as 2004), female, annual income of \$55,890 (compared with \$54,718 in 2004), fee charged is \$106.70 (up from \$96.30 in 2006), is 55.7 years old (just slightly higher than 2004).

2006

2007

2008

**2009** – New CAMFT website launched June, 2009 with a variety of enhancements and a focus on search engine optimization.

**2009**  
over 29,500  
CAMFT  
members

**2009** – Clinical dues increase to \$135 from \$125 (and to \$150 in 2010), **Prelicensed dues increase** from \$45 to \$55 (and to \$60 in 2010 and \$70 in 2011); Associate dues increase from \$70 to \$80 (and to \$90 in 2010 and \$100 in 2011); Emeritus members will now pay \$36 for subscription to *The Therapist*.

**2010** – CAMFT replaced listservs with the CAMFT Community, a social networking tool for members.

**2009** – CAMFT has presence on LinkedIn (with 740 participants), Twitter, and Facebook.

**2010** – Board engaged search firm to replace Mary Reimersma, who announced her retirement effective the end of 2010.



**2009** – Southwest Riverside County Chapter chartered.

At the end of 2013, CAMFT's LinkedIn page had 7,519 connections, CAMFT's Facebook page had 3,929 friends, and more than 3,000 people followed CAMFT and CounselingCalifornia on Twitter.

**2010** – Board asks Ethics Committee to review, evaluate, research and return to the Board with a recommendation on whether ethical standards should be created to declare SOCE as unethical.

**2009** – Members ask Board to take position on Prop 8 and same sex marriage. Board adopts policy stating CAMFT's Ethical Standards have long provided that MFTs "neither condone, nor engage, in discrimination, nor refuse professional services to anyone on the basis of race, gender, religion, national origin, age, sexual orientation, disability, socioeconomic, or marital status." Later in 2009, CAMFT Board reconsidered position on same sex marriage and adopted a more extensive statement. CAMFT also signed onto an amicus brief in support of *Perry v. Schwarzenegger*.

**2010** – Governor Schwarzenegger declares the month of May, 2010, as Marriage and Family Therapists Month.

**2010** – CAMFT brought lawsuit against the BBS (concluded in January, 2011) over the BBS' actions and position to compel an examination for LMFTs who wish to be dually licensed as LPCCs. CA Superior Court found the BBS abused its discretion and ordered the BBS to set aside its decision to require a Gap exam and ordered the Board to report back to the Court. BBS ultimately decides to require a Gap Exam.

2009

2010

# 2000s

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ANNUAL MEMBERSHIP

**2011**  
30,468  
CAMFT  
members

This was the first time in CAMFT history that membership exceeded 30,000.

**2010** – Typical MFT – female, age 56.4 (up from 55.7 in 2008), average income is \$52,886 (down from \$55,890 in 2008), customary fee is \$104.81 (down from \$106.70).

**2011** – Call for Comment on proposed revisions to Part I of the Code of Ethics, which specifically added language that says MFT are aware of and do not perpetuate historical and social prejudices when diagnosing and treating patients because such conduct may lead to misdiagnosing and pathologizing patients. Changes approved later in 2011.

**2010** – Members invited to comment on the proposed revisions to Part II of the CAMFT Code of Ethics.

**2011** – “Behind the Scenes” column launched on website to provide members with a backstage pass to see what the CAMFT staff and Board are doing each month to serve members and their interests.

**2011** – CAMFT Mental Health Mobile made its way around the state sharing information about the services of LMFTs and driving consumers to CounselingCalifornia.com.

More than 2,000 LMFTs applied to grandparent into LPCC by the end of 2012.

**2011** – Jill Epstein begins as Executive Director on May 2, 2011.

**2011** – CAMFT wins national Bulldog Award for media relations campaign to raise profile of LMFTs and the broad ranges of issues they treat.

**2010** – CAMFT website now has a search function in place to search the 2,416 pages on the CAMFT website.

**2011** – Clinical Editorial Committee, comprised of members, created by the Board to review peer and clinical articles for *The Therapist*.

**2011** – New “Connect, Enrich, Achieve” tagline launched.

2011

2012

**2012** – *The Therapist* launches in color, with lighter magazine stock paper. Resulted in significant cost savings not only in printing, but also in postage costs.

**2012** – Board approved motion to affirm its support of the APA Resolution on Appropriate Affirmative Responses to Sexual Orientation Distress and Change Efforts. Board directed staff to craft a statement and subsequently approved a statement on SOCE.

**2012** – Board creates Chapter Advisory Council to serve our mutual membership and profession by facilitating communication and collaboration between chapters and CAMFT.

**2012** – Board approves creation of Purview Committee, to serve a clearinghouse on social/public policy issues and to consider whether such issues are within the range of operation and meet requisite thresholds for CAMFT involvement.

**2012** – New online legislative tracking and grassroots system launched on CAMFT website. Allows members to get up-to-date information on both state and federal legislation and connects members to legislators.

**2012** – Quarterly Prelicensed newsletter launched to provide materials and information unique to these members.

**2012** – Members are offered \$5 discount on dues for those who renew online, prior to anniversary date.

2013

**2012** – CAMFT PAC fund at nearly \$100,000 and federal PAC fund at \$82,000. The PACs received 2,504 contributions in 2012. New donor levels were created to recognize the various levels of donations (Platinum, Gold, Silver, Bronze).

**2013** – Board initiates “Board-to-Board” gatherings between CAMFT Board and Chapter Board in the locale where the CAMFT Board is meeting. These informal gathering are designed to allow for interaction between state and local leaders.

**2013** – Board creates “Chapter Excellence Award” to present at Chapter Leadership Conference beginning in 2014. Prize is \$1,000.

**2013** – Prelicensed members who are registered with a licensing Board may now post profiles on CounselingCalifornia.com, provided that supervisor and employer information are displayed.

**2013** – Board approved creation of “Leadership Advisory Council” to serve in an advisory capacity to the Board.

**2013** – Board hosts first “CAMFT Connects” meetings to allow members to meet with colleagues and CAMFT leadership to offer meaningful and constructive input regarding the future of CAMFT.

# 2000s

**2014**  
over 31,000  
CAMFT  
members

35K

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ANNUAL  
MEMBERSHIP

**2013** – Members approve Board proposal to rescind existing bylaws and replace with new bylaws. The new bylaw proposal included (but was not limited to) changes to: the purpose (removing specific reference to “marriage and family therapists”), Clinical and Associate member definitions, payment of dues, certificate of membership, quorum, and nominations and elections. Members expressed concerns about the new bylaws and then approved Board proposal to repeal new bylaws and reinstate the 2009 bylaws.

**2014** – A jointly-commissioned independent economic impact study that examined the cost and savings factors for Medicare Part B coverage of private practice LMFTs was released by CAMFT and AAMFT.

**2014** – The Congressional Committee report from the House Subcommittee on Veterans Appropriations expressed concern about the impact of VA’s accreditation process, which excludes from employment at the VA qualified Marriage and Family Therapists (MFTs) from educational institutions that are regionally accredited. The inclusion of the COAMFTE certification issue can be attributed to CAMFT’s lobbying efforts in Washington.

**2013** – CAMFT enters into partnership with CPH and Associates to provide professional liability insurance for CAMFT student members. CAMFT will cover the fees associated with this insurance.

**2013** – CAMFT creates two distinct Facebook pages: CAMFT (for practitioners and members) and CounselingCalifornia.com (for consumers).

**2013** – CAMFT begins analyzing potential impacts of the Affordable Care Act (signed into law in March, 2010 and going into effect in January, 2015) on mental health and mental health professionals.

2014

CAMFT CELEBRATES 50 YEARS STRONG!

# CAMFT LEADERSHIP MEMOIRS

I served on the CAMFT Board of Directors in the late 1990s and into the early 2000s. At that time the issue of Medicare reimbursement for Marriage and Family Therapists was emerging. The Board I served on was the first to hire a federal lobbyist and travel to Washington, DC to advocate on behalf of the CAMFT membership. This step was a significant one in CAMFT history and annual Board of Director trips to Washington, DC continue annually. At that time our job as Board member was to educate legislators and their aides about MFTs and their role as many did not know about the MFT profession. Presently, even though we are still endeavoring to gain Medicare reimbursement, subsequent Boards, based on the initial engagement of earlier Boards, have made significant gains. No longer do we need to describe the profession and role of MFTs—we are known. And we are making significant inroads toward gaining Medicare reimbursement as well as for other Federal programs. Looking back to my time of CAMFT leadership, I view these initial lobbying efforts at the Federal level as extremely important to the professional growth of California MFTs. It was an honor to serve CAMFT and its membership.

Stephanie Thal, LMFT



As a Board member for the last 5 years, one of my favorite memories was from our most recent trip to Washington, DC. Upon being told Rep. Sam Farr had drafted a letter of support to have the Veterans Affairs remove the COAMFTE provision, Victoria Campbell had come up with the brilliant idea of getting the word out to other Congressman and solicit support. We got support from Cathy Atkins and our lobbyist, David Connelly, and the next day Victoria and I (along with Guillermo Alvarez and Leah Flagg-Wilson!) ran through 5 floors of the Longworth Building, dropping off letters, and asking for support. Within 24 hours, we received another 20 signatures of support!! We really felt like we got something accomplished and it was the first time we saw immediate results on the Hill!

Jodi Baldel Blackley, LMFT



I have many memories of CAMFT. These are highlights: Attending a workshop with Virginia Satir; Leading a workshop myself; Attending most conferences. Going way back in memory—attending the Los Angeles chapter when all 15 of us crowded around a table in a library basement. Being awarded the Clark Vincent Award for my book. Later being on the boards of two large chapters, San Jose and Sacramento, Being told by Mary Reimersma that if I wanted to be in a chapter when we moved to Sacramento I might have to start it. There were only 12 of us the first meeting and we worked hard to make it a thriving chapter. Fond memories of two years on the State board where I learned a lot about what it takes to run an organization as large as ours. These are some among many memories and a great deal of learning. Thank you, CAMFT.

Colene Sawyer Schlaepfer, LMFT



Third Party Providership became a reality during my tenure as President of CAMFT (1979-81) with the help of my board and the entire membership who called, wrote, and visited their Assemblypersons and State Senators. A massive phone campaign at the very grass roots level created the paradigm shift that permitted MFTs to be reimbursed by third party providers. Richard Leslie, Legal Counsel, wrote the bill and Steve Alexander, Executive Director, facilitated the membership campaign. Assemblyman Bruce Young introduced the bills. There is a picture of Governor Brown, Steve, and myself at the bill signing. A second bill permitting MFTs to serve as directors of state mental health clinics was also voted in during this same time. It was the first time we hired a lobbyist to help with the legislative process and learned how to lobby ourselves. I will never forget at our annual meeting our male lobbyist said, "I am your hired gun!" and the membership gasped. Not the usual demeanor for MFTs to have a "hired gun." With growing membership our Board had internal struggles moving from a member led and administered organization to a board creating policies and procedures while the paid staff implemented them. Our Annual Conference had keynote speakers Carl Rogers, Virginia Satir, and Jay Haley. The vibrant emerging energy of marriage and family therapy stimulated our organization to grow. I was the second female president of CAMFT. I followed great leaders like Breffni Barrett, PhD and Michael Tobin, PhD. For me, it was special to be involved at such a changing time for marriage and family therapists. I knew the founders of The California Marriage Counseling Association. I experienced the changes from a member-run office opened in Los Angeles to the move at San Diego and eventually buying property. Amazing 50 years of growth!

Lois Abrams, LMFT



I am a life member and was on the CAMFT Board of Directors in the very late 1960s and early 1970s. During my tenure on the Board, we added "...employ psychotherapeutic techniques..." to the Bylaws, which soon was taken as enabling us to call ourselves, and be called, psychotherapists.

When I was on the Board, there were less than 1,000 members of what was then known as the California State Marriage Counseling Association (CSMCA). Our address was a post office box in Orange, CA. Steve Allen readily agreed to speak before our organization, because he felt marriage and family therapists were essential to the field of mental health.

Oh, so much has progressed to make the now CAMFT a professional and respected organization representing the members and those who utilize our services. Thanks to all past and present leaders for all you've done toward that objective!

Allan Boodnick, LMFT



# CELEBRATING 50 YEARS STRONG!

One of my most vivid CAMFT memories took place in my office in the mid 1980s. Mary Remiersma, Dick Leslie, Dean Lobovits, and I met with Assemblyman John Vasconcellos and created the current MFT licensing law. It was an amazing process; seeing our verbal suggestions actually become legal reality and feeling part of the historical process that moved us forward. We wanted to increase the respectability and professionalism of the license, and did so by raising the standards. Previously many degrees qualified for the license, including an MA in education. Only 1,500 supervision hours were required, and there was no requirement for personal psychotherapy! When my mother received her California marriage counseling license all she had to do was send in for it and pay the fee. We've come a long way!



Mary Ellen McTamane, LMFT

On this 50<sup>th</sup> anniversary of our professional trade association, I think about the deep gratitude and pride I feel for CAMFT's achievements. It is no secret to anyone who knows me that I am strongly committed to CAMFT remaining, as it has been for fifty years, a trade association exclusively focused on the MFT profession. I believe CAMFT has accomplished as much as it has because our leaders were unquestionably committed to CAMFT representing the common business interests of MFTs and the advancement of MFT profession.

Although I served two years on the Board, the fondest memories I have were my nine years serving on the Ethics Committee. Working with Richard Leslie and Mary Riemersma both on the Ethics Committee and while on the Board was one of the most professionally enriching experiences of my life. They not only taught me how to think more critically about the law and the ethics of our profession; but they helped me appreciate our unique training as MFTs. They also helped me understand how our knowledge set and skill base differentiated us from other mental health professions. Most importantly, they inspired me to be proud of being an MFT and advocating for MFTs. This experience made me realize how board members are temporary stewards of the association, and as such the members trust that we will set aside our personal agendas and keep the larger picture in mind.

So on this 50<sup>th</sup> Anniversary we need to ask, what are we celebrating? We are not celebrating some corporate entity; we are celebrating the organization that has been devoted to MFTs and advancing the Marriage and Family Therapist profession. I would like all our members to be proud of our accomplishments but not forget that we got here as a trade association for MFTs. I have no doubt the future will present challenges. But if we stay focused on our profession, continue to work together and have healthy productive relationships with one another, we will solve those challenges together as MFTs!



Daniel Jay Sonkin, PhD, LMFT

I joined CAMFT in 1973 when I entered graduate studies at the California Family Study Center in Burbank (now Phillips Graduate Institute in Chatsworth). Dr. Clint Phillips, the founder of the graduate school, required that all students join both CAMFT and AAMFT. Dr. Phillips was an officer of both organizations which were headquartered in Los Angeles. I recall vividly his explanation is to why he wanted students to join both associations stating that the state association was for practitioners in family therapy and the national association was for the practice in family therapy.

As a student I attended my first CAMFT's Annual Conference in 1974 held at the El Cortez Hotel in downtown San Diego. To impress Dr. Phillips that I was at the conference I attended his workshop on "Triangles in Living Systems." The annual conferences during those years did not draw many attendees and it was common to have less than 20 persons show up at the break out workshops. About ten were in Dr. Phillips' presentation on triangles and he had us seat in a circle. I was noticeably the youngest and felt out of place in the presence of licensed and seasoned professionals.

However, Dr. Phillips' talk on triangles captivated me and initiated my future course as a professional. He explained the concept of emotional triangles that had been recently introduced by Dr. Murray Bowen, a close friend of Dr. Phillips. My grasp of emotional triangles in that workshop changed profoundly my understanding of family dynamics. After the conference I learned as much as I could on the research of Dr. Bowen and on his family systems concepts. A few years later I attended Dr. Bowen's guest lecture at the California Family Study Center on his concept of the "undifferentiated family ego mass". Eventually I began a Bowen therapist and now as faculty at Dr. Phillips' school I have taught Bowen Family Systems Theory for the past twenty-five years.

My gratitude to CAMFT for the professional epiphany I received at my first conference and my congratulations on its 50<sup>th</sup> Anniversary.



José Luis Flores, LMFT

Congratulations to CAMFT for its 5 decades of promoting the profession of Marriage and Family Therapists! Few professional associations in any field of endeavor have had such a long run of membership growth, financial strength, and legislative influence. I am grateful for the opportunity to have served with wonderful colleagues on numerous committees and the board of directors. But I am equally grateful for what I think of as the silent majority of our members—those who belong mainly for the legal advice or the professional liability insurance. These are the folks whose dues keep us strong and able to provide talented political lobbyists, intelligent and motivated staff, and excellent trainings. A big thank-you to the membership! Here's to the next 50 years!



Carol Campbell, LMFT

For over four years, I have had the privilege of being the Washington Representative for CAMFT. I say privilege because on the two issues I have concentrated on, Medicare provider status and employment in the Department of Veterans Affairs, the essence of the CAMFT position is to be able to provide much needed professional services to vulnerable populations in California. Probably the most satisfying aspect of my representation is my belief that my efforts might contribute to making some Californians' lives better through greater exposure to CAMFT's LMFTs. Congratulations to all the members who have made CAMFT the premier mental health professional state association in the country!

David Connolly  
CAMFT Federal Lobbyist



I was honored to serve as President of CAMFT during the exciting times of the late 2000s. CAMFT was ramping up to work on many important issues for MFTs. Medicare inclusion and visits to Washington, DC Began during this time. Although we are not included in Medicare (but soon to be, I am sure), meeting with our representatives in DC was an important step to gain recognition, not only in California but in the nation. Lobbying for inclusion in the VA system, Department of Transportation's SAP program and other vital issues were started at that time. My most favorite part of serving on the Board was meeting the diversity of MFTs throughout the state and gaining a board perspective and insight about issues that were of significance to the membership. MFTs have made much progress due to the commitment of current and past boards and the dedication of the past and current stellar staff of CAMFT!

J.M. Evosevich, LMFT



As a former Board member and past President of CAMFT, I have watched the growth and development of the Association leading to this 50<sup>th</sup> Anniversary. I have good and warm memories of past and present relationships with members, leaders and staff. I have been a long time leader in the Association having served on almost all the Committees of CAMFT, and I introduced Richard Leslie to the CAMFT Board in the early seventies. I was on the committees that chose Mary Riemersma, as our Executive Director, and have been available over the years to help the association when called upon.

The success of our association has been our very clear focus on representing MFTs and advocating for the advancement of our members. We have over the years cooperated with other professional groups in seeking legislation and we also have had to do battle with other professional Associations when they tried to block our legislative efforts. CAMFT is a strong organization because of its focus on representing MFTs. I am hopeful that new leadership in the organization will keep that focus, which is needed for us to continue to grow and be successful.

Today April 4, 2014, is the 43<sup>rd</sup> year celebration of my membership in our Association. I am glad to have had the opportunity to be part of CAMFT.

Breffni Barrett, LMFT



The collaborative efforts between the Board of Behavioral Sciences and CAMFT in recent years demonstrates that effective change is best accomplished when working together. The BBS appreciates the professional and respectful approach CAMFT brings to these policy discussions while advocating for its membership. Together we have accomplished change that is in the interest of both the public and CAMFT members. We look forward to continuing these successful efforts in the future.

Kim Madsen, Executive Officer  
Board of Behavioral Sciences



In 1986-87 I had the privilege of helping to write statutes that would overhaul the MFT licensing law due to the support and encouragement of Richard Janopaul and then Assemblyman John Vasconcellos. At first Richard Leslie and Mary Reimersma were concerned that someone they didn't know and who was inexperienced with legislation was propelling a major revision of the statutes. They did their due diligence on me to ascertain that my interest was truly in advancing the profession and then we began to work together on that law and many other statutes and regulations over the years. However the ultimate acceptance of my motives came more than a decade later when I was invited to serve on the Ethics Committee—which I did for 14 years. Those many years working together to revise the CAMFT Ethical Standards and find the wisest way to resolve so many cases were the highlight of my professional growth. More so, serving the MFT profession and the members of CAMFT was personally transformative. In the same way that clinical work can be healing and growthful for a therapist as well as a client, for me volunteering for CAMFT gave much more than it took.

Dean Lobovits, LMFT



One of the most rewarding aspects of my years of volunteer service on the Board of Directors of CAMFT has been the opportunity to meet and establish connections with association members throughout the state. I have established countless of professional and personal relationships which I could not have otherwise. The words of encouragement and gratitude from members are what I will always remember. It was an honor to have served and represented the professional needs of my peers in the capacity of board member-at-large, chief financial officer and President.

Guillermo Alvarez, LMFT



I served on the CAMFT Board of Directors from 2002 until 2006. I have very fond memories of being on the Board, as I met wonderful colleagues and felt like we really made a difference to our profession. When I was on the Board, we began the annual trips to Washington, DC to lobby for MFT inclusion for MediCare reimbursement. While that goal has yet to be realized, I'm certain that the continued lobbying efforts will eventually pay off. Further, my involvement on the board allowed me the opportunity to revitalize my local Inland Empire CAMFT chapter, which is still going strong to this day thanks to the ongoing commitment and hard work by current chapter leaders. CAMFT is a wonderful organization dedicated solely to helping Marriage and Family Therapists in their profession. I feel honored that I was able to contribute to such a fine association.



Pam Hart, LMFT

As a Past-President of CAMFT, I have been reflecting on my memories as we approach our 50-year milestone. I have been a member of CAMFT for 25 years and part of the CAMFT leadership for the past 16 years. I served on the Board for seven years and on the Ethics Committee for six years, as well as almost every committee CAMFT has. On a personal note, I am most grateful for the friendships I have made along the way, both with members and staff.

I am very proud of the Board, during my Presidency, for establishing the first visit to Washington, DC and then having the foresight to make it an annual part of CAMFT's Board meetings. Another proud achievement during my Presidency was a Board Member visited every Chapter at least once. Although we accomplished many other things, these two stood out in my mind. I am equally proud of my time on the Ethics Committee, where we maintain and support the highest standards possible for our profession and members.

But more important than any of this was the opportunity to learn about our struggle as a viable mental health discipline. It was through the efforts of Richard Leslie and Mary Riemersma that we achieved the level of parity we have today. In many respects, we have become the pre-eminent deliverer of mental health services in the State of California. It was Richard and Mary's dedication to our license and tenacious efforts that brought us to where we are now. I learned much from both of them and collectively, we all owe them the success we have achieved both as an association and as a license.

As we move forward, I hope we never lose our vision and focus, for it is imperative that we advocate for our members and our MFT license. We should be proud that we have an Association dedicated to the profession we all worked so hard to be a part of. I sincerely hope that our future leaders do our past leaders proud. I am proud to be a part of CAMFT. Happy 50<sup>th</sup> Birthday!



Steve Weiner, LMFT

My craziest, happiest memory is while advocating for the VA and Medicare issues in Washington, DC on our 2013 trip. We had met with my local Congressman's aide because the Congressman was unavailable. As we left his office, we were walking down the historic marble hallway when I spotted him ducking into a stairwell. I pointed him out, and Jill Epstein said, "Go get him!" I flung open the door to the stairs, called his name, and he graciously gave me 5 minutes to advocate right there in the stairwell! I like to say I "tackled" him on behalf of 30,000 California MFTs!



Sharon Duffy, LMFT

I joined CAMFT when I was licensed in 1986. I did not know that I could join as a pre-licensed member. Since the office was a short distance from where I lived, I stopped by to see what it was all about. One thing led to another and I ran for Chief Financial Officer in 1992 and I was elected. I appreciated the professionalism of the staff and Board. As president in 1995, the Board made some difficult decisions which paved the way for some painful growth. I am so proud to see how the Association has changed over the years to reflect the wishes and needs of the membership.



Jan Mellinger, LMFT

I have been a member of CAMFT since I was a Trainee. In my graduate program I had a supervisor who was a past CAMFT president and a professor who was a past SC-CAMFT chapter president, so obviously I was indoctrinated early. Becoming a member of CAMFT so early in my career allowed me the opportunity to become deeply involved in the profession in a way I would not have otherwise. Thank you CAMFT for all you have given me as a member!



Leah Flagg-Wilson, LMFT

Joining CAMFT when I first became an intern in 1994 was one of those decisions that made me feel like a "real" professional. Not only did I now hold a Master's degree, but I was part of a professional community that welcomed me in and would support me in many different ways my entire career. Several years on the Santa Clara Valley Chapter Board and experiencing the feeling of service and contribution just whet my appetite to be on the state Board, and that experience, both fulfilling and challenging, is one I would recommend to anyone. I am proud to have played a part in leadership for a just a portion of CAMFT's 50 years. Happy Anniversary, CAMFT. Here's to the next 50!



Jondra Pennington, LMFT

A very memorable moment for me while serving on the 2009-2010 Board of Directors as the President was when I had the honor of presenting CAMFT's Federal Legislator Awards to Senator Blanche Lincoln (Arkansas) and Congressman John Lewis (Georgia) on behalf of the 30,000 members of CAMFT in Washington, DC. The awards recognize Lincoln and Lewis for their support and sponsorship of the MFT Medicare inclusion bill. Meeting Congressman Lewis was especially moving for me because he is an advocate for Health Care Reform and is known as one of the "Big Six" leaders of the Civil Rights movement in 1963.



Patsy Phillips, LMFT

I joined CAMFT as an Intern in the mid 80s. Eager to become licensed and begin practicing, I never imagined I would serve on the Board of Directors. Sharing a meal and conversation with CAMFT members who were among the first to become licensed back in 1964 still remains a favorite moment of mine. Hearing the personal accounts of their history, involvement and advancement of our profession was inspiring and enlightening. More recently, it was invigorating to attend a locally convened Congressional Healthcare subcommittee hearing investigating how to meet the mental health needs of Veterans and their families. It was a unique opportunity to meet representatives Benishek and Brownley and share how LMFTs could be a part of this solution. Visiting their respective offices last March when the Board traveled to DC was another chance to remind them how valuable LMFTs can be in providing mental health services.



Antonia Bouyer, LMFT

One of my best memories of CAMFT is attending the first business meeting at CAMFT Annual Conference, being part of a larger group yet having a voice that was honored and recognized. CAMFT has given us the opportunity to come as one despite our differing views on many issues of the day. That is gift that I cherish daily.



Gayaneh Karapetian, LMFT

Congratulations to CAMFT and all it has done in the past half century and continues to do today to advocate for our profession! I have always found CAMFT to be here for me and fully expect without any doubt that it will continue to do so. CAMFT staff and volunteers are among the most dedicated individuals to our profession that I have ever encountered since first entering this field and decided to become a member back in 1998. Happy Anniversary, CAMFT! Here's to another 50+ years!



Sandra Wolf, LMFT

Remembering CAMFT on its 50<sup>th</sup> anniversary, I think that it started when I was 10 years old and was 20 years old with major accomplishments for the profession a good three years before I decided to become a psychotherapist. From the very beginning of my masters degree, I benefited from the great advice of my advisor to join CAMFT and to pay attention to its journal. Later, in my practicum my executive director had me call for legal advice—usually insurance stuff! So with appreciation to the fellow CAMFT members—dedicated therapists, including those I have served with on CAMFT committees and the Board of Directors, I however REALLY want to thank Alain, Ann, Barbara, Bonnie, Brandi, Cathy, Dave, Diane, Dick, Eileen, Eric, Jill, Kathie, Lizet, Mandy, Mary, Mike, Michele, Michelle, Miriam, Nancy, Pat, Rene, Ron, Sara, Shawn, and any and all other present and past CAMFT staff! Some have been around for a long time, some came and went without my meeting them, and some may be new and I haven't met yet. My testimonial and gratitude goes to the amazing, wonderful, and dedicated staff over fifty years and today that provide us, the members with phenomenal service. Time after time after time... from the person taking the phone calls, to staff for committee meetings, legal advice, getting reports or documents, conference or symposium needs, travel needs... anything—from minor issues to big problems, CAMFT staff has always... ALWAYS been attentive, responsive, respectful, and helpful. Acknowledgement and appreciation is not expressed as consistently or loudly as they deserve. So... THANKS!! CAMFT staff, you are AWESOME!!



Ronald Mah, LMFT

# Celebrating 50 Years Strong!

1964 – 2014