LEADERSHIP CONFERENCE

February 21-22, 2020
Westin San Francisco Airport

Outstanding Chapter Leader Award Recipients and Chapter Excellence Award Recipients
The Outstanding Chapter Leader Award is presented to one member of each chapter for exemplary service, commitment, and contribution made to the chapter. This individual is nominated by their entire chapter board.

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Tu Hoang | East Bay Chapter

The East Bay Chapter is proud to nominate Tu Hoang for the Outstanding Chapter Leader Award for her exemplary service and commitment to the East Bay Chapter. 2019 was a year of renewal for our Chapter, and it took a village to get our Chapter on the right track. Every village needs someone like Tu to get the job done. She went over and beyond her responsibilities as Program Director on a regular basis. Tu was always ready, willing and able to do whatever was asked of her—even taking on jobs that were not her responsibility when we were in need. We could always count on her to be there for us and support Chapter activities. Tu is moving up to serve as Treasurer of our Chapter in 2020. We are proud to nominate her for this award, and we feel very lucky that she is a member of our Chapter.

Steve Gray | Inland Empire Chapter

As a board IE-CAMFT would like to nominate Steve Gray as an outstanding leader. As a board that is on our way to moving to the Large Category, he has put in so much personal time, above and beyond what anyone could ask of a volunteer. He has been dedicated, fastidious and perfectionistic in the best way possible. We are clear as a board that he did not have to have the follow through that he has had in all matters financial. We have honored him personally on the board, we would like Camft as a whole to recognize the value this man has given to our organization.

We are grateful that his willingness to serve, above and beyond could contribute greatly to our next step, moving to the Large Category to effect even greater change in the Therapeutic Community.

I have steered away from the specifics as he walked into a Herculean task to get us right with our nonprofit status. So many details, that I doubt the board would like me to talk about in detail. I can tell you he spent hour upon hour dealing with many professionals to get us back on track. Which he did. There was a round of clapping with what was accomplished and much relief. Now we are launched to move to a bigger site and grow exponentially. I hear that our growth is unusual, I am not sure if that is true. Our membership base has grown quite a bit with our marketing campaigns. I hope in the next three months to move to the large category and then to continue our growth from there. All this would be impossible without Steve and his willingness to push through as a volunteer board member.

Diane Bagatourian | Long Beach/South Bay Chapter

Long Beach/South Bay Chapter nominated Diane Bagatourian for this year’s Leadership Award for her work as VP of Programs in arranging excellent locations for both our L&E & Spring Conferences, for securing community sponsorship for both events, for working in concert with the President in securing & reaching out to upcoming speakers & ensuring CEU Evaluations & Certificates are provided for each chapter event & for her professional & congenial interactions with the Board, Sponsors & Members of the LBSB Chapter. Diane is a huge asset to our Board. She thinks ahead about details thereby supporting everyone’s role on the Board & in turn helps to create a smooth running calendar of programs. We love her!
We nominated our Chapter for the Leadership Award for developing a strong & active new Board with an excellent & well attended Strategic Planning Retreat, providing a calendar of excellent high quality speakers, as well as a summer networking picnic & drum circle, developing an online CEU Program (in process) to extend our reach, providing a beautiful holiday networking mixer & an upcoming Board Retreat to honor Board Members.

**Shelley Pearce | Los Angeles Chapter**

The Los Angeles Chapter of CAMFT is honored to nominate Shelley Pearce, LMFT as Outstanding Chapter Leader. Shelley has been an active leader in the Los Angeles Chapter of CAMFT since 2016. Her compassion and skilled leadership was apparent from the start and this led to her quick recruitment to the board of directors. Shelley served as President Elect, President and Past President. She served as President from June of 2017 through the end of 2018. Shelley’s motivation for leadership is rooted in her compassion for all. She worked tirelessly to help build a “compassionate community” of therapists and other mental health professionals. She encouraged kindness for each other, ourselves and our clients. As President, Shelley worked through her fears of public speaking and provided our networking events with a warm and welcoming atmosphere.

Under Shelley’s direction came a revolution in the chapters use of technology to market and recruit new members. She successfully advocated for an overhaul of the chapter’s website. This provided the chapter with a faster, more intuitive website that is responsive across all devices.

Shelley negotiated the implementation of online meeting platforms to increase geographical access and involvement with monthly board meetings. She also orchestrated a movement to assist LA-CAMFT in reaching a broader audience of therapists by establishing a Social Media Committee. She was integral in developing educational webinars, including an informative interview with author and Pre-Licensed MFT advocate Ben Caldwell, PsyD. Shelley recommended the use of email blasts as a new source of revenue and lobbied for the use of tracking software to measure the number of “opens” and “click throughs” to ensure that our marketing is beneficial and financially sound.

As Past President in 2019, Shelley not only helped to usher in and support the incoming President, she also helped manage the responsibilities of Membership Chair. Shelley’s advocacy and passion for therapists is evident through her dedication of time, energy and selfless financial resources. Through her soft spoken, tech savvy and compassionate nature, Shelley has been an integral part of LA-CAMFT’s success and continued evolution.

**Dan Neuharth | Marin County Chapter**

It’s hard to believe but towards the end of 2018 the Board of Marin CAMFT was very concerned about finding a President, then Dan stepped up which not only enabled the chapter to continue but continue to thrive.

Dan’s commitment and leadership has truly been outstanding. He brought to the table a calm demeanor, wisdom, fresh ideas, along with an encouraging, empowering and lead-by-example leadership style which enabled the Board of Marin CAMFT to accomplish some significant goals in 2019.
Aside from being a great leader, Dan was a primary producer in member outreach efforts which ultimately helped make Marin CAMFT a more valuable resource. Dan was the lead in producing a comprehensive survey sent out to members to find out what is important to them and what isn’t. That survey provided the Board with a great deal of clarity on where to focus efforts in order to best serve Marin CAMFT members. Dan helped write a membership recruitment letter to non-member MFTs which resulted in several new memberships. He helped provide a robust schedule of educational and networking trainings, workshops and social events that drew in a lot of members; from planning, to outreach to potential presenters, to picking up the catering. He was always there, mingling and making members feel welcome. Dan also did a standout presentation for our Friday CE lecture series that drew in a lot of members.

Dan is a very accomplished writer and Marin CAMFT benefited a great deal from his contributions to the newsletters, various applications, outreach emails and other member communications. He has dedicated a great deal of time, and continues to do so, in the redesign of the Marin CAMFT web site to improve functionality, content and the overall user experience.

We hope this award will be a reminder of his exceptional, above-and-beyond service. How his leadership and enthusiasm for our organization made 2019 a transformational year for Marin CAMFT.

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**Rachelle Marshall | Orange County Chapter**

We nominate Rachelle Marshall for the outstanding chapter leader award. She has been exemplary in her service and commitment to our chapter. She has served for over 7 years in multiple areas on the board.

Rachelle has accepted and performed beyond expectations, the duties and diligence required to make our board successful, serving in positions such as Pre-Licensed Director, Programs Director, and President. Rachelle’s presidency represented a shift to a new generation of leadership for Orange County CAMFT. Capable, smart, committed, Rachelle is the type of leader who brings people together and makes them equally committed to building a better and stronger chapter. Rachelle has the can do attitude when any challenges arise. She is there to help any board member with whatever they need to make their job a success. Rachelle has created and fostered opportunities for members to meet through book clubs and special interest groups.

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**Annette Seibel | Redwood Empire Chapter**

Annette Siebel has been serving on our Board of Directors for over 5 years now. She is one of those people who serves for the sheer pleasure of giving. She does not expect lots of recognition or praise she simply enjoys supporting her colleagues and the Profession. Annette is co-chair of our Conferences Committee and this is one of the most important committees we have. Every year Conferences produces a Law and Ethics Conference which is always attended by 150+ clinicians. Everyone raves about the high quality of RECAMFT’s L&E Conference. As if that were not enough Conferences produces a second, high quality, and equally well attended, conference every other year. This past year, in 2019, we had Ben Caldwell speak about Suicide Prevention, helping almost 200 local therapists fulfill this important new BBS requirement.
When I refer to the Conferences Committee, I am giving the optimistic impression that we have a full committee. Actually the 2 co-chairs form the committee and they recruit volunteers for the events. Annette has been the consistent chair on this committee for over 5 years, and we at RECAMT are deeply grateful for her dedicated and excellent service to our members.

Virginia Wilcsek | San Diego Chapter

Virginia led Pre-Licensed members for over 2 years providing maximum monthly support with her meetings, educations, and tailored newsletters. She was an advocate for them and created a greater following with our member base. She always stepped in to be present at various educational events. She was a true team player, shared honest constructive feedback, and worked very hard as a board member. She has always had great communication and follow through. She has shown strong board recruitment inviting colleagues to join SD-CAMFT efforts. She has offered up her office location for board meetings. Overall, she has always been a fully committed, strong board member that we have all appreciated.

Kathlyne Barnum | San Diego North County Chapter

The SDNC-CAMFT Chapter would like to recommend Kathlyne Barnum, President of our chapter, for the Outstanding Chapter Leader Award.

Kathlyne was called upon to step into the President position when our former President advanced unexpectedly to a state-level CAMFT position. When Kathlyne accepted the position of President, board membership was in a state of transition with only three experienced members retaining their board positions. Kathlyne was undaunted and recruited new board members from her extensive network of relationships developed over the course of her career. She had a personal or professional tie with each recruit which encouraged every potential member to make the necessary commitment. The board was nearly complete by the time of the annual Board retreat, and Kathlyne was able to fill all Board positions by the start of our initial chapter meeting in September. At the Board retreat, Kathlyne set the tone and culture of positive energy, authenticity, oneness, and confidence that has enabled a diverse group of people to come together as a unified and capable board.

Kathlyne’s leadership and commitment to SDNC-CAMFT was evident when she first attended a meeting of the Supervision Special Interest Group. She immediately became co-facilitator due to her expertise and generous sharing of resources. She demonstrated the same leadership spirit from the moment she accepted the position of President. She makes it a practice to begin board meetings with an inspirational reading or question that uplifts and prepares board members for the subsequent discussions. One of the first issues that Kathlyne faced was a change in our Administrative provider which occurred simultaneously with the formation of a very new board. Her confidence and ability to face new tasks has enabled the board to work together even as each member learns how to complete their assignments while also learning how to work with a new back-office administration. Kathlyne has approached each new challenge with grace and skill. One very senior chapter member commented that our networking meeting, which traditionally opens our year, was “the best one we’ve ever had.”
Kathlyne has invested a significant amount of time in learning the job and fulfilling the duties of President and has recruited valuable new members to the Board. She is adept at connecting with people, honoring their time, and being appreciative of their strengths and skills. Kathlyne seeks to support the development of Board members in terms of skills, resourcing and training. She fills in when needed and is a caring and supportive leader. Kathlyne exemplifies the epitome of a volunteer Board member in modeling her commitment, relying on the skills of others, and creating camaraderie among Board members. Kathlyne’s high ethical standards and professional expertise have guided the board while serving our community of professionals by providing opportunities for networking, professional development, and community involvement.

Nikki Gabriel | San Fernando Valley Chapter

We would like to nominate our president, Nikki Gabriel, for The Outstanding Chapter LEADER Award because she deserves to be recognized as our outstanding chapter leader. Nikki joined SFV-CAMFT in 2012 and began volunteering her time as needed within numerous areas of our organization. She participated on the Bylaws Committee and the Nominating Committee before being approached in 2015 to take over the administration of the website. Nikki joined the Board of Directors in 2017 as Secretary, and continued in that role until 2019 when she took on the responsibility of the president. As a leader, she worked from a collaborative stance and showed infinite amount of patience, support, and care to all of the board members. She is passionate, dedicated, honest, supportive, and a wonderful example of a person you would want to lead any organization. Nikki not only met her goals for presidency, but she also went above and beyond for our team. Her care was evident in her continued contribution to all of us for the past seven years advocating for our chapter. Her calm manner and strong ability to communicate helped to create a cohesive experience among members and board members. For these reasons and more, I would like to nominate Nikki Gabriel for The Outstanding Chapter LEADER Award on behalf of the SFVCAMFT board.

Kristi Miller | Santa Barbara Chapter

Kristi Miller, LMFT has been an invaluable fixture on the board of Santa Barbara CAMFT for going on eight years. Kristi joined the board in 2013 as the Membership Chair where she maintained membership locally and worked with CAMFT to keep memberships in-compliance. In this role Kristi, grew the membership from 180 to 280 strong as well as automating the membership database and reconfiguring the membership system to allow for automatic renewals throughout the year. Kristi also tackled the time-consuming task of moderating our listserve, where members post jobs, share articles and discuss industry information.

In 2018, Kristi moved into the vice president role and created a local Crisis Response Resource Access in response to local fire and mudslide tragedies. In 2019, Kristi streamlined financial services to allow members more control and access to payment management. In 2020, Kristi will be the Santa Barbara chapter president. Her long history with the chapter and her even keeled, humored approach will no doubt serve the membership well.
Merrett Sheridan | Santa Clara Valley Chapter

SCV-CAMFT was thrilled to have Merrett Sheridan join our board as the Treasurer for 2019 and now continue on in 2020. She had been on the financial committee since 2018 and brought her experience as a bookkeeper and as CFO of Santa Clara Valley CAMFT with her. Her expertise helped SCV-CAMFT become more financially streamlined, and move the administrative assistant position from a 1099 contract position to a w-2 employee position. Merrett always has a positive attitude and is glad to explain any of the financial details clearly to anyone seeking her expertise.

Steven Kassel | Santa Clarita Valley Chapter

The Chapter Advisory Council is nominating Steven Kassel as the Santa Clarita Valley Outstanding Chapter Leader in support of his efforts to keep the SCV Chapter afloat. Steven has agreed with Past President, Tracy Taris to take on the task of rebuilding a Board of Directors and to plan educational and social events to serve the CAMFT therapists in his area. As President he will attend the CAMFT Leadership Conference in San Francisco seeking ideas and support from the leaders at the Conference. He is working with Tracy to get CEU events on the calendar and has created “Drinks with Shrinks” events and a “Movie Night” for social and networking opportunities. He is making personal phone calls to current members encouraging them to join him on the board and with help from his wife, creating a postcard membership campaign to all the CAMFT members in his catchment area.

Once the new Board has been elected, he plans to do a one-day CEU conference with breakout sessions.

We wish him and Santa Clarita Valley the very best.

Diana Barnes-Fox | Southwest Riverside County Chapter

The Board of the Southwest Riverside County Chapter of CAMFT has voted to nominate Diana Barnes-Fox, LMFT for the Outstanding Chapter Leader Award. Diana has demonstrated exemplary service and commitment to our chapter and we want her efforts to be recognized with this long overdue award. Diana has been our Speaker Coordinator and consistently brings valuable information to chapter members by coordinating speakers for each of our monthly meetings. In addition, as an Associate Marriage and Family Therapist, Diana has served as a valuable Board Member for our chapter. She recently passed the licensing examination and will be serving as President Elect for 2020. She will serve as President in 2021 and will undoubtedly do an excellent job in this role. We want to thank Diana for her contributions to the Southwest Riverside County Chapter of CAMFT!
Congratulations to our outstanding chapter leaders!
The Chapter Excellence Awards are designed to recognize CAMFT Chapters that demonstrate excellence in any of the following categories:

1. Best Chapter Management
2. Best Community Involvement and Outreach
3. Best Financial Management
4. Best Marketing Practices
5. Best Membership Development

While chapters may apply to be considered for all of the awards, one chapter may not win more than 2 awards in a single year.

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2019 was a year of renewal for the East Bay Chapter. After several years of controversy, in-fighting, and poor management practices, the 2019 Board of Directors was committed to returning the East Bay Chapter to be in compliance with state, federal and CAMFT requirements and focus on Chapter management.

Where recent East Bay CAMFT Boards had trouble obtaining and/or retaining Board members (resulting in running the Chapter with a skeleton crew), the 2019 Board of Directors was fortunate to recruit 10 outstanding volunteers who worked together to turn the Chapter around and restore a culture of trust and kindness. Restoring member trust is no easy task, and this was no exception. But the Chapter put one foot in front of the other and provided outstanding opportunities for networking, learning, and sharing that served to prove to members that the Chapter is now a safe place to be.

In terms of operational efficiency, the Board held a retreat in January where Board members were trained in non-profit policies, procedures, and chapter management, and got to know one another as well. They set norms and expectations (of both the members and the leader) and were trained on group dynamics, discussed our purpose, and discussed policy on Board communications (with each other and responding to member’s concerns). Anti-trust information was also discussed, the bylaws and operating manual was read, and members were trained as to their individual job responsibilities. Fiscal responsibilities were outlined, as was our state, federal, and CAMFT Chapter Agreement requirements. Each Board member received a notebook containing the bylaws, policies, and other important documents—with room to store agendas, minutes, etc. during the year. The January Board meeting was also held at the retreat.

By setting the norms and expectations of Board members at our retreat, Board members had the opportunity to decide on their own culture. This helped ensure that Board members worked in collaboration with each other. Board members were recognized at Board meetings for their contributions, and other Board members stepped in to help when another Board member needed it. This year’s Board president decided to refrain from voting at the meetings (and just break a tie if necessary) so that she didn’t influence the Board members from setting policy based on their preferences. As a result, this year’s Board experienced 100% retention of its ten Board members!

In February our entire Board attended the Chapter Leadership Conference in Orange County and brought back many good ideas to help get our Chapter off to a great start and implement sound management practices. Our February Board meeting was also held during this conference.

Starting in March, Board meetings were held on a set day, time and place each month. All meeting times and locations were posted on the website, and East Bay CAMFT members were encouraged to attend. The meetings started on time, the agenda was timed, and the meeting always ended on time. A consent agenda (which usually included the agenda, financial statements, and minutes from the last meeting) was utilized to ensure the efficient use of the Board’s time. Each Board member had an opportunity to speak at the meeting and give an update regarding their specific task. The Administrative Assistance provided a monthly update of her job responsibilities.

The East Bay Chapter is very large and covers two large counties, so facilitating networking opportunities presented a challenge for our Board. The 2019 Board met that challenge by dividing each county into thirds geographically, and then recruiting volunteers to hold networking opportunities in their particular area of their county. Dozens of networking breakfasts, lunches, and happy hours were provided by these member volunteers and were well attended by local members. Board members attended these gatherings as much as possible, and they often used these opportunities to identify future leaders for our chapter.
After many years of providing few member benefits, the Chapter enjoyed several continuing education opportunities. We hosted a luncheon where Nabil talked on the state of our profession, organized a workshop where a panel of speakers gave an outstanding presentation on increasing your competencies working with couples, and hired an attorney to give a law and ethics workshop for our members. Lunch was included at each event, and each attendee was personally greeted by a Board member.

Socially the chapter hosted a tailgating event at the Oakland A’s baseball game and set up a booth at the Oakland Pride Parade where resource lists of local LGBTQ-friendly therapists were distributed to interested parties. These events increased our Chapter’s exposure in our community.

The East Bay Chapter Board worked together to tackle several controversial items this year, and it had the courage to make difficult decisions along the way. We reviewed our Administrative Assistant’s job performance, and we made the difficult decision to let her go and hire another person to take her place. We voted to return the “E-Tree” (a member to member communication tool) to be a member-only benefit after a prior Board opened it up to non-members in order to allow membership in our chapter without having to be a member of CAMFT. And we successfully updated our bylaws (which hadn’t been updated in ten years).

Members of East Bay CAMFT have expressed their appreciation to the Board on many occasions this year for bringing a sense of calm to the Chapter. The East Bay Chapter Board is proud of their efforts to work together to bring our Chapter back into being a functioning CAMFT Chapter, and we are proud to be able to submit our application as a Chapter of Excellence in regard to Best Chapter Management.

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**LOS ANGELES CHAPTER | Best Membership Development**

The Los Angeles Chapter of CAMFT is one of the largest chapters in California. Our service area includes 124 zip codes in Los Angeles County. If that doesn’t overwhelm you, then think of it this way, LA County is geographically larger than the states of Rhode Island and Delaware combined! Serving the clinicians of LA County is no easy task, but with strong, dedicated leadership, LA-CAMFT’s Board of Directors and committee members have taken up the challenge.

Building and sustaining membership is a difficult task for any organization, especially a volunteer organization. It requires countless hours of dedicated time and energy from people who are willing to lead. Over the last 12 years, LA-CAMFT has been dedicated to building and sustaining its membership and resources. The chapter was revitalized in the Westside of Los Angeles in 2008 and has a solid foundation in this particular area. The chapter offers numerous resources and support to its active membership of over 340 people. These resources include 8 networking events per year; a law and ethics seminar; Summer picnic; Leadership Retreat; Appreciation Event; Workshops and a holiday gathering. Most of these events attract anywhere from 65 to 100 people per event and they provide the membership with educational resources, networking, support and lots of fun. This combo of both free and fee based events occur throughout the year on both weekdays and weekends to accommodate varying schedules and financial status.

LA-CAMFT has learned that in-person events are not the only viable way to garner new membership. The LA chapter has become more tech savvy over the last couple of years by upgrading its website so that its responsive across all portable devices, expanded its social media presence on Twitter, Instagram and Facebook, has sent monthly email blasts to over 5000
subscribers, electronically publishes a monthly newsletter to highlight members and utilizes video conferencing to increase access to board meetings.

The 3000 club, which supports students, trainees and associates held its first virtual meeting in 2019 which was a success because it attracted numerous attendees across LA County without the stress of LA traffic.

With all of the progress the chapter has made in advancing our resources and providing services to our current membership, there was a crucial aspect of support that was noticeably missing. It was support and representation for people of color. There was a lack of racial and ethnic diversity in the active membership, which was startling because people of color make up more than 50% of the population of LA County. It was astonishing to see that our membership was not reflecting the rich diverse cultures of our broader community.

One of the chapter’s major membership undertakings was to explore the reasoning for this lack of representation and to develop a plan to fully support the diverse community of marriage and family therapists. LA-CAMFT established a Diversity Committee which is comprised of 8 active members within the organization who are passionate about diversity, inclusion and equity. The goal of the committee was to work in collaboration with the board of directors to increase the representation of racial and ethnic diversity and work to identify and eliminate barriers that have prevented the full participation of these groups.

The Diversity Committee worked tirelessly to identify barriers to participation in LA-CAMFT and to explore the types of resources that were relevant and/or missing. The Diversity Committee identified several areas of necessary growth and expansion. These areas include:

1. Increasing targeted outreach to community mental health agencies and graduate schools.
2. Increasing representation of people of color in LA-CAMFT leadership.
3. Consciously developing a speaker series that is more balance in representing diversity.
4. Developing workshops that highlight issues that impact underrepresented communities and people.
5. Developing a support group for therapists of color to explore and process their lived experience as a person of color in the field of mental health.
6. Develop workshops and/or seminars to explore structural racism within the mental health field.
7. Expanding resources and events to the broader service area of Los Angeles.

The members of the Diversity Committee and the Board of Directors diligently worked to implement the recommendations to increase diversity and support therapists of color. The chapter was able to develop an outreach program to increase contact and collaboration with community mental health agencies and graduate schools. The board made a conscious effort to develop a speaker series that represents our diverse population and experiences.

A support group was developed to provide a safe and brave space for therapists of color to process and heal their experiences of discrimination, structural racism, implicit bias, racist injury, microaggressions and/or aggression. It also provided a space to explore their lived experience as a person of color in the field of mental health. These support groups are offered on a monthly basis, alternating between Atwater Village, Inglewood, Santa Monica and Studio City.

Efforts have been made to increase the representation of therapists of color within the leadership of LA-CAMFT. This is vital because diverse voices bring differing experiences, perspectives and ideas to the organization. Over the last two years LA-CAMFT’s leadership has seen an increase not only in racial and ethnic diversity but also in gender identification and age.
The chapter also made efforts to create workshops and offer these events outside of West LA. In September of 2019, LA-CAMFT held its first East Los Angeles event sponsored by a local community mental health agency. This workshop explored the influence of intersectionality in gender identification, race, ethnicity, age and religion and its impact on therapy. It offered attendees professional guidance, interventions, vignettes and personal experiences to help inform treatment for people who are experiencing overlapping and interdependent systems of discrimination or disadvantage. The feedback received regarding this workshop was tremendously positive and the membership was grateful for the guidance and recommendations received. The chapter is continuing to develop relevant workshops and resources for the diverse population of therapists.

LA-CAMFT’s honest efforts in evaluating its own lack of diversity and tackling this problem head on has been an inspiration and a model for other chapters within CAMFT. LA-CAMFT has led diversity workshops at CAMFT’s Leadership Conference in 2018, 2019 and again in February of 2020. We’ve received feedback that our efforts have inspired other chapters to create their own Diversity Committees. The LA chapter has also been a source of support and guidance for leaders from other chapters who are implementing their own Diversity Committees.

LA-CAMFT had an exciting and expansive year in regards to creating an organization of therapists who more accurately reflect the diverse population that we serve as mental health professionals. Bringing together a more diverse membership helped us to create more expansive resources and educational opportunities that are relevant to our work as therapists.

Quality resources, education, support and events that are important to our community are created by dedicated and compassionate leaders. Those leaders rise out of our membership. With this in mind, LA-CAMFT will remain persistent in sustaining and supporting members of all backgrounds and with continued support from our membership we will continue to expand and evolve for years to come.

MARIN COUNTY CHAPTER | Best Financial Management

To strengthen and streamline our chapter’s financial management, we made changes in the following areas in 2019:

**Fraud prevention:** After being the victim of email fraud in 2018, our chapter instituted procedures to make sure all board members were educated about the various scams aimed at professional organizations and psychotherapists. While we continue to get a steady stream of fake emails purportedly from one or more of our officers seeking money or gift cards, our board members now simply copy the president and treasurer on these emails and then delete without responding.

**Financial health:** We designated 2019 as a rebuilding year. The prior year, our chapter faced difficulties from a lack of member and volunteer participation which brought the very existence of our chapter into question. Given that we have strong reserves, with more than $75,000 in our money market and CD funds, we increased spending in 2019 in key areas that mean the most to members, including CE programs, social and networking events, and member communications. We considered this an investment in our chapter and members. That investment paid off, with increases in both total membership and attendance at our events.

**Banking:** After increasing dissatisfaction with outdated banking procedures and poor service from a bank our chapter has used for more than a decade, we decided to find a new bank. We researched options from local credit unions to regional and national banks and identified the
best candidates for the switch, which we plan on making at the beginning of 2020 when our new officers are in place. In addition, we added online banking services to our account to allow easier monitoring of transactions and electronic deposits.

**Income handling:** We receive dozens of checks and cash payments from members and guests at chapter events throughout the year. Several volunteers handle these payments and we lacked a uniform process for coding this income. This year we created money envelopes at our events which have a simple procedure to make sure income is recorded in the correct revenue category.

**Voicemail provider:** Our chapter’s voicemail serves as the portal for requests for therapist referrals as well as for any matters our members wish help on. In 2019 we switched our voicemail provider from AT&T to a web-based program, saving a significant amount while getting more flexibility and greater options in how we access messages and use voicemail.

**Credit card processing:** After several years of using PayPal to process credit card payments, we determined that PayPal had grown increasingly user-unfriendly. We switched to the more user-friendly Square service, which is also less expensive.

**Document & records review:** Our treasurer reviewed several years’ of financial documentation and cleaned out unnecessary paperwork.

**Budgeting process:** We reviewed our budget and spending at each monthly board meeting to make sure we are on track. Our budgeting process is inclusive of relevant stakeholders, highlighted by a year-end budget dinner where we collectively reviewed each budget category and made decisions about income and spending for 2020. Our budgeting, as well as all the actions above, were done in coordination with our accountant, who provides excellent professional fiscal oversight and advice.

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**SAN DIEGO NORTH COUNTY | Best Membership Development**

“This last election cycle saw almost a completely new board come on to serve the North County chapter; seven out of our nine board members are new to the team this year. With this new transfer of power, came a quick and robust learning of the in’s and out’s of running a successful chapter.

We determined early on that establishing connections with our future licensed clinicians would ensure the growth and sustainability that our professional chapter needs to survive. One of benefits of this new board group was having an actual Pre-Licensed associate represent our members who are in the process of gathering their 3,000 hours for licensure.

With that, we sent our new Pre-Licensed representative (Brandi Nichols) to the first ever “Pre-Licensed” conference in Malibu where she was able to make introductions and connections with some of the movers and shakers in our field; Nabil El-Ghoroury, Ben Caldwell, Robin Andersen. She was then connected up with Robin Gluck from the Therapist Development Center and proposed having Robin host the first ever “zoom” webinar where Pre-Licensed trainees and associates could ask questions about the exam, share their concerns and anxieties, and find community with each other. This event was also connected with the San Diego CAMFT chapter and was open to their members. What a great success!

All of the participants who attended, joined CAMFT and expressed wanting “more!”...more opportunities to connect with other Pre-Licensed trainees and associates, more social events and
more trainings to prepare them for their exams. They also expressed much excitement at informing their cohorts, graduate school and otherwise, that this group was available to them, and for them.

Our board decided to host additional events for this population, and will host quarterly events concentrated around the topics, issues and concerns they expressed with self-care being a priority; a yoga event is scheduled for February and will also be connected to the San Diego chapter. Additionally, a special interest group targeting Pre-Licensed members who would like to establish a study group is also being considered.

Our community partners, including local universities and professional organizations have also been contacted and are aware of these events. Continued outreach will take place with members from our board presenting to students in various graduate programs and informing them of the benefits of connecting with other professionals as they maneuver through the licensure process.

We are excited and hopeful that our Pre-Licensed members of today, will become our future and active board members of tomorrow!”

SAN FRANCISCO CHAPTER | Best Marketing Practices

As a large and diverse chapter in a city that is rich with opportunities and supports for mental health professionals, the board values feedback from our members about educational, networking, and clinical offerings. This has been accomplished through evaluations after each chapter meeting, a yearly survey to all members to ask what they did or did not like about the programming this year and what topics they would like to see in the future, and continued encouragement of feedback from members through our Listserv, Facebook page, LinkedIn, or direct contact with the Board.

In 2019 and 2020, the board re-committed to a focus on diversity and inclusion. We have begun to collect demographic information (ethnicity, gender and sexual identity, income, etc.) for internal use in member profiles, which will help inform future programming and supports. We are embarking on writing a diversity and inclusion statement, and the board attended a training in summer 2019 focused on examining privilege. We are excited to initiate a White Allies group in 2020, in addition to continuing Therapist of Color support/consultation groups.

To announce all our chapter offerings, we use our website, chapter emails, our bi-monthly newsletter, Facebook and LinkedIn, and our healthy and active Listserv. In fact, we have many members who report joining our chapter just for access to our Listserv. It has become a place where members can seek referrals, announce programs/offering and build community. The ease of the Listserv (members can choose to receive a daily digest, for example, or to log-in at any time to see the latest posts) allows the San Francisco chapter to reach as many members as possible at any given time.

SAN FERNANDO VALLEY CHAPTER | Best Community Involvement and Outreach

One area where our chapter has been making great strides toward figuring out how to improve is in community involvement and outreach. Our chapter has very active and vibrant committees that work in support of the chapter and the efforts of the board of directors. Two of our committees began working more closely together in 2019 in order to enhance our community involvement
and build greater outreach. These committees are the Sponsorship committee lead by Barbara Calvi and the Community Outreach committee lead by Ariel Cohen. In 2020, the chapter will add a Membership committee to increase presentations and efforts to reach new members with particular focus on Pre-Licensed members at universities and associate sites.

In 2019, San Fernando Valley Chapter partnered with the following sponsors:

- New York Life
- Steven Unruh and Unruh Mediation
- Ootify
- Newport Academy
- Destinations
- Harmony Place
- Gregg Bruno Homes
- Discovery Mood and Anxiety Program
- Center for Discovery: Eating Disorder Program
- Interactions IOP

The goal of the Sponsorship committee for 2019 was to add some diversity in type of sponsors from throughout the community and bring in sponsors in fields other than those directly related to mental health. For example, Gregg Bruno Homes is a Real Estate agent, and specializes in assisting couples in selling a home during a divorce. Another change to the way the sponsorship committee functions is to look for sponsors that are interested in a getting to know the chapter and for our members to get to know them. This includes chapter members visiting some of the sites and partnering for events and presentations as well. Harmony Place and Discovery Mood and Anxiety Program have invited chapter members for a visit, and Interactions IOP hosted an on-site CEU workshop of Emotion Focused Therapy at their location.

In 2019, the San Fernando Valley Chapter partnered to put on the following community events:

**Theater of the Mind** | This is a partnership between our chapter and Los Angeles County Psychological Association (LACPA), and California State University | Northridge (CSUN) Dance Program. This event was originally part of a Psychotherapist art show called Mirrors of the Mind, however, the event had to change venues and was forced to give up the performing arts portion. The three organizations partnered in 2019 to bring back the performing arts portion and provide this event to the community. The theater sold out at 100 tickets and the event was a huge success. The committee is currently planning the 2020 event for February 29th. We are excited to announce the event has moved to a larger venue that will accommodate 300, and the venue itself will assist in advertising and getting the word out to the larger community regarding the event. This event is open to all and we hope will extend well beyond our network of mental health professionals.

**Implicit Bias Event** | The outreach committee in partnership with the California Society for Clinical Social Work (CSCSW) in order to organize the second annual CEU workshop for licensed professionals focusing on Implicit Bias. The topic for the 2019 presentation was Power, Privilege and Allyship in the Therapy Room with Allen Lipscomb, PsyD, LCSW and Wendy Ashley, PsyD, LCSW. The multitude of requests for additional dialogue and opportunities for clinical integration have resulted in this dynamic workshop. Dr. Wendy Ashley and Dr. Allen Lipscomb facilitated experiential activities to increase understanding of the power, privilege and implicit biases each clinician bring to clinical spaces and their impact on the work. The facilitators provided participants with tools to apply workshop content to support client empowerment, promote social justice and to embrace intersectionality in micro, mezzo and macro practice settings.
It honed in on the power and privilege dynamics that are inherent in practice settings, offer strategies to integrate intersectionality in a variety of practice contexts and provide techniques to be a true ally to marginalized populations. This was an outstanding presentation and one the committee plans to hold again as the information is timely and invaluable.

The goal of the outreach committee is to increase partnerships with other mental health organizations in the community. The committee came to this as the best way to make connections in the community following a couple of years trying to promote to the public at community fairs and festivals. With those not providing much in the way of outcomes the focus was shifted and both the community outreach and sponsorship committees begin working together. Sharing a goal of increasing connections and partnership in the community through both events and sponsorship opportunities.

In 2019, the San Fernando Valley chapter began development of the third piece of outreach which is to increase membership and focus on Pre-Licensed members. The goal is to form partnerships with local schools, universities, and associate training sites in order to provide specialized information and inform the Pre-Licensed community regarding the benefits of CAMFT and our chapter. At present, the committee is gathering contact information at these local schools and sites. Once a list is formed we will be calling and connecting with each location to see about making presentations to the Pre-Licensed population in classrooms and training settings. The chapter has made contact with a few locations already and provided information on CAMFT and the chapter at Pepperdine University and West Valley Counseling Center. Ongoing support to our Pre-Licensed population is an important aspect of what the chapter has to offer.

Including:

- Annual Pre-Licensed Event | including free headshots for Pre-Licensed members
- 5 free Pre-Licensed networking events, open to non-members
- New Member Welcome Lunch

Additional community outreach and involvement that our chapter provides:

- Online Directory
- Printed Directory (also, available online)
- Email referral system

The 2019 board, community outreach committee, and sponsorship committee of the San Fernando Valley Chapter of CAMFT are proud of the work that we did together this year and ask for your consideration for the award of Best Community Involvement and Outreach!

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**SOUTHWEST RIVERSIDE COUNTY CHAPTER | Best Membership Development**

The Southwest Riverside County Chapter of CAMFT is being nominated for the Best Membership Development, as it has dramatically increased its membership over the past year. At the beginning of 2019, the membership of the Chapter was 44. As we approach the end of October, the membership total now stands at 76 active members. That is an increase of nearly 73% in 10 months. This has also helped to increase attendance at our monthly meetings and we now average 18-25 attendees at each meeting. Increasing membership was a primary goal of our Membership Chairperson this year. A concerted effort was made to reach out to CAMFT members
in the Chapter “catchment area” and encourage participation at the local level by joining the Chapter. Email blasts were effective, as were direct phone calls to local CAMFT members. In addition, the Chapter has put together a flyer that is being distributed to large group practices, County Department of Mental Health offices, and other agencies that employ local therapists in an effort to increase awareness of the local Chapter’s presence. The Chapter is also developing a relationship with local graduate programs and will be coordinating a membership drive every spring just prior to graduation in an effort to recruit additional associate members. The Chapter has recently begun sending out surveys utilizing Survey Monkey to current members, as well as those who have allowed their membership to lapse. By soliciting input to determine how the Chapter can best serve its membership, it is hoped that more therapists will join or rejoin the Chapter. The Chapter provides educational offerings and CEUs at most of its luncheon meetings and members have been polled to determine which educational topics would be most beneficial for future meetings. A monthly email blast goes out to all members and potential members to alert them about the upcoming meeting and its speaker. In addition, the Chapter Instagram page, Facebook page, and website are all updated quickly with information about Chapter meetings and happenings. The Southwest Riverside County Chapter of CAMFT is excited about the growth in membership that has been experienced this year and it is hopeful that as the local area continues to grow, the Chapter will grow along with it.

SOUTHWEST RIVERSIDE COUNTY CHAPTER | Best Financial Management

The Southwest Riverside County Chapter of CAMFT is being nominated for the Best Financial Management due to its outstanding ability to demonstrate fiscal responsibility and solid financial decision making. The Chapter has grown its financial resources and at this time has over $28,000 in assets. This is significant for a small chapter (76 members) that is only 10 years old. The Chapter utilizes effective financial planning strategies and Board members are included in budgetary decision making. This year, Board Members voted to begin to invest a portion of the Chapter’s holdings in short term CDs as a way of generating additional interest on money that has been accumulated. The Chapter has streamlined and automated its method of collecting dues, as well as processing payments for workshops. The Chapter website makes it easy for a user to make payment, thereby allowing the Chapter CFO to better keep track of receivables. The Southwest Riverside County Chapter has received much positive feedback for its Law and Ethics Workshop, which is held annually at Wilson Creek Winery in Temecula’s beautiful wine country. The Chapter averages between 90-100 attendees each year and the Workshop is the primary revenue generator for the Chapter. The facility, food, and speaker are consistently rated as superior by attendees with most responses indicating that the Workshop provides tremendous value. The Chapter has now expanded its fund raising by establishing relationships with sponsors who are able to advertise their business by having a table at this well attended event. In addition, the Chapter has been able to solicit donations from area restaurants and businesses for raffle prizes. Raffle tickets are sold at the Workshop and are an additional revenue generator. The Chapter is now financially sound and the current Board has voted to make a donation each year to a worthy community organization. The Chapter will seek input from its members on an annual basis moving forward to determine the recipient of the donation.