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San Diego Psychoanalytic Center Newsletter  
May 2014 • Vol 1

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## PSYCHOTHERAPY PRACTICE-BUILDING



"By the way, I'm having a special this month. Have one breakthrough, get another free."

### **For Psychoanalysts and Psychoanalytic Psychotherapists: Two Breakthroughs for the Price of One!**

An active, senior colleague recently reported that, because he has no website, some of his colleagues thought he had retired!

Do you want an opportunity to show people with mental health concerns how your psychoanalytically-oriented training and experience can help them? Have you avoided or down-played an online presence because you are concerned about an unprofessional appearance of "tooting your horn" and making unwarranted claims?

**Zack Sugarman**, Vice President, Social Media & Digital, Wasserman Media Group, will share tactics he uses to promote star athletes and sports brands. You will learn how psychoanalysts and psychotherapists can effectively and ethically adapt these tactics to promote their practices. Some online-savvy SDPC members will also describe the impact of web marketing on their psychotherapy/ psychoanalytic practice.

Join us at SDPC at 9 am, Saturday, 6/21/14 for an exciting tour and lively discussion of cutting-edge methods you can readily use to spread the word, in a professional manner, about your therapy practice.

Please note: 1. Please register early. Seating is limited, and we expect this event to sell-out quickly. 2. This event will focus on specific practice-building tactics. It will not deal with the psychological impact of the internet on psychoanalytically-oriented treatment. Those important issues will be addressed in a future presentation.

[REGISTER HERE](#)

## COMMUNITY EVENTS

### **The San Diego Psychological Association's Spring Conference is TODAY May 2!!!!**

**You asked for HALF DAY RATES and WE LISTENED!  
Earn up to 6 CE!!!**

**Our dynamic courses include:**

**Grief, Trauma, and Traumatic Grief: Identifying and Treating Unique Grief Reactions** (3 CE credits)

Presented by: Rochelle Perper, Ph.D.

**The Impact of the Affordable Care Act (ACA) on Behavioral Health and the Practice of Psychology** (3 CE credits)

Presented by: Michael Ritz, Ph. D. & Amanda Levy, Ph.D.

**Understanding the 2013 APA Guidelines For Psychological Evaluations in**

**Child Protection Matters** (3 CE credits)

Presented by: David Leatherberry, J.D., Steven Sparta, Ph.D., ABPP

**Introduction to the Science of Sleep and the Cognitive Behavioral Treatment of Insomnia (CBT-I)** (3 CE credits)

Presented by: Jeffrey Young, Ph.D.

**Understanding Psychopathology as Adaptation:**

**Live Intervention Using the MMPI2 with Substance Misuse\*** (3 CE credits)

Presented by: Richard Levak, Ph.D., Tom Horvath, Ph.D., ABPP, Ashley Adams, M.A.

**Time:** Registration and Breakfast begin at 8am.

Morning courses begin at 9:00am, Afternoon courses begin at 1:00 pm

**Location:** Holiday Inn Mission Valley Stadium


**CE:** Up to 6

**COST: \*Full Day Rates-** SDPA Member:\$140 Non-Member/Guest:\$210  
SDPA Student/Post Doc:\$60 Non-Member/Guest Student: \$110

**\*\*Half Day Rates-** SDPA Member:\$95 Non-Member/Guest:\$165  
SDPA Student/Post Doc:\$40 Non-Member/Guest Student:\$75  
\*Full Day Rate includes FREE parking, Continental Breakfast, Lunch, & Social Hour \*\*Half Day Rate includes FREE parking, Lunch & Social Hour  
See website for list of courses and descriptions

Register at [www.sdpsych.org](http://www.sdpsych.org)

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**TRAUMA ACROSS THE LIFESPAN**

Home Agenda CME/CEU Information Disclosures Sponsors more...

June 7th & 8th 2014  
Hyatt Regency La Jolla  
at the Aventine

Sponsored by the  
American Psychiatric  
Association and the  
San Diego Psychiatric  
Society

Register Here

Trauma Across The Lifespan is jointly  
sponsored by the San Diego Psychiatric Society  
and the American Psychiatric Association

June 7-8, 2014 • La Jolla, CA • [traumaacrossthelifespan.com](http://traumaacrossthelifespan.com)

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# San Diego Psychoanalytic Center

provides advanced mental health training in psychoanalysis and psychoanalytic psychotherapy; mentoring; community education; and public service to San Diego County and beyond.

*Established in 1973 as a non-profit 501c3*

## **Advanced Training**

Innovative, inspiring and individualized education

## **Continuing Education**

Educational events for mental health professionals and the public about psychoanalytic thinking and clinical applications in diverse settings

## **Mentoring**

Fellowship for mental health trainees early-career therapists

## **Community Involvement**

Connections with mental health professionals, academic institutions, and professional societies

## **Referral Service**

Referrals for psychoanalysis and psychoanalytic psychotherapy for adults, adolescents and children in the San Diego area

## **Events and Celebrations**

Upcoming event: June 14 Spring celebration to honor new grads

## **Collegial Connections**

Community of supportive, experienced, and dedicated psychoanalytic therapists

## **Practice Promotion**

Support in building your therapy practice

This is a Text Block. Use this to provide text...

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## SDPC EDUCATIONAL EVENTS

### **A Psychoanalytic Reading of Adam Smith's Texts**

This presentation will focus on the life and works of Adam Smith, the founder of contemporary economics. Latent content analysis is applied to *The Wealth of*

*Nations* (1776/1981), showing that Smith considers dependence on others a problem. A reading of his biography illustrates his solution to one's individual independence from another is through a system of impersonalized interdependence as revealed in his economic theories. How forms of dependence/independence appear in clinical work will be discussed. ([read more](#))

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## OFFICE SPACE FOR RENT

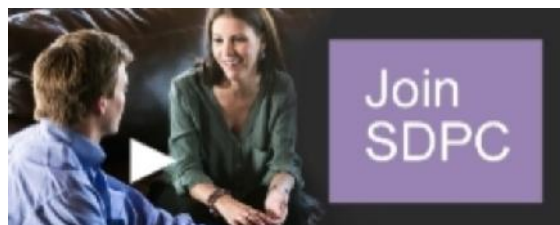
Jessica Sperber, MD is a graduating UCSD psychiatry resident and first year student in the PPP program. She would like to rent office space in an already established suite of therapists or alternatively would rent a new space with other interested therapists. She is looking to be in the UTC/Golden Triangle area. If you or anyone whom you know has space or is interested in getting an office in a suite with Dr. Sperber, please call her at [510-290-6516](tel:510-290-6516) or email [drjessicasperber@gmail.com](mailto:drjessicasperber@gmail.com).

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Established in 1973 as a non-profit 501c3, the San Diego Psychoanalytic Center provides advanced mental health training in psychoanalysis and psychoanalytic psychotherapy; mentoring; community education; and public service to San Diego County.

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