

Planting the  
**SEEDS of CHANGE**

Sustaining Recovery,  
Resiliency, and  
Healthy Communities

**April 23-26, 2007**

Hotel Albuquerque at Old Town  
Albuquerque, NM

Sponsored By



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**SEEDS of CHANGE**  
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We invite you to attend the 19th Annual Southwest Regional Behavioral Health Conference. SWRBHC brings the highest standards in educational training to professionals who work directly and indirectly with behavioral health issues. We are committed to providing a challenging series of topics presented by nationally recognized experts in the field.

Across the nation, the behavioral health delivery system for people suffering from mental and addictive disorders has been evolving at a rapid pace. System pressures, withering budgets, changing community needs, and the emergence of new professional information are challenging us to do better to grow the most effective and efficient interventions. In working to meet these challenges, we must not only address the immediate problems, we must also determine how to sustain quality of care into the future.

“Sustainability” is defined as an attempt to configure human activity so that society, its members and its economies are able to express their greatest potential in the present, while planning and acting for the ability to maintain these ideals for the long term. While exploring the sustainability of our behavioral health system we must examine the roots of our participation and ownership, government policies, financial resources, technological applications, management and organization, and capacity building and training.

We invite government agencies, direct caregivers, consumers, family members and other behavioral health professionals to the 19th Annual Southwest Regional Behavioral Health conference to begin a dialogue on sustainability. It is our hope that attendees take the skills learned at this educational and motivational conference and plant their own seeds of change in their local communities, continuing New Mexico’s growth and sustainability in the behavioral health system.

The first day of the conference offers intensive full-day skills-building workshops. On the following days, thought-provoking keynotes and a variety of half-day workshops will be presented.





This conference is partially funded through the Substance Abuse Prevention and Treatment Block Grant, U.S. Department of Health and Human Services.

Additional support has been received from the following organizations who generously offered to sponsor some of our nationally recognized conference speakers to come to New Mexico.



For more than a decade, The Life Link has been assisting Santa Fe's homeless families and mentally ill homeless individuals through strategies that focus on safety/security, emotional stability and self-esteem. They are also dedicated to providing the most advanced outpatient treatment services for a variety of addiction and mental health issues for the community at large.



Sangre de Cristo Community Health Partnership (SDCCHP) is a New Mexico 501c(3) non-profit corporation that seeks to improve access to and integration of behavioral health services and medical care for the indigent and underserved populations of New Mexico through the Screening, Brief Intervention, Brief Treatment and Referral (SBIRT) program.



Established in 1865, St. Vincent Regional Medical Center has been caring for this community and Northern New Mexico for more than 130 years. Originally run by the Sisters of Charity, today's SVRMC is a non-profit, non-affiliated hospital with a board of directors. Many things have changed since the hospital opened its doors in 1865, but its mission remains the same: to care for all the people of Santa Fe, Northern New Mexico, and Southern Colorado regardless of their ability to pay.



Turquoise Lodge, NM Department of Health, is a 34-bed, chemical dependency treatment hospital that provides in-patient, hospital-based treatment as well as non-residential day treatment and after care services.

## This conference is designed to:

- Disseminate the most current research-based information on prevention and treatment in the behavioral health field
- Address environmental strategies, especially as they relate to alcohol-related indicators with emphasis on culture and sustainability qualities
- Model cultural diversity principles and evaluate agency service design
- Create an atmosphere that is conducive to personal and professional growth
- Encourage an environment that supports cooperation and collaboration to achieve desired outcomes.

## Conference Highlights!

- Three nationally renowned keynote presenters who will share their expertise and insights
- Eight full-day, skills-building workshops that will provide you with information and ideas that you can implement at your workplace
- Twenty-four exciting, half-day workshops featuring national and local speakers
- An Awards Ceremony that will recognize programs excelling in the field of behavioral health
- The return of Mentor Books as our official conference bookstore
- Book signings by conference presenters
- Continuing Education Units for 8 different professional designations
- Evening activities including jazzercise® fitness classes, and DTR meetings
- A variety of exhibitors on Tuesday and Wednesday during the conference
- For the first time, on-line registration for conference attendees

## Monday, April 23, 2007

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7:00 am - 8:15 am Registration/Continental Breakfast

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8:15 am - 4:15 pm SKILLS-BUILDING WORKSHOPS 1-8 (*Lunch provided, 11:30 am-1:00pm*)

- #1 The Science of the Positive®
  - #2 Methamphetamine: Prevention & Treatment Considerations
  - #3 Understanding and Using the ASAM Criteria
  - #4 Suicide Prevention and Post-Ventio Strategies for All Ages, Adolescents to the Elderly
  - #5 Approaches to Recovery and a Wellness Focused Lifestyle
  - #6 The Voice of Experience: Exploring the Benefits of Incorporating Certified Peer Services to Your Workplace
  - #7 Ethics for the Prevention Professional
  - #8 The Right Use of Power: Ethical Issues in the Delivery of Treatment Services
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7:00 pm - 8:30 pm DTR Meeting

## Tuesday, April 24, 2007

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7:00 am - 8:00 am Registration/Continental Breakfast/Exhibits Open

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8:00 am - 8:30 am Welcome and Opening Remarks  
Linda Roebuck, CEO, NM Behavioral Health Collaborative

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8:30 am - 9:30 am Keynote Address: Keeping the Fires Lit  
D.J. Eagle Bear Vanas, MS, author, *The Tiny Warrior: A Path to Personal Discovery & Achievement*  
Introduction by Behavioral Health Collaborative representative

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9:45 am - 12:30 pm CONCURRENT WORKSHOPS 9-16

- #9 Tip of the Spear: Leading Your People to Victory
- #10 Sexually Transmitted Diseases
- #11 From Consumer to Caregiver: The Role of Trained Peers in Transformation
- #12 Making Recovery Real
- #13 Underage Drinkers, Social Hosts and the Law: Promising Prevention Strategies
- #14 Saving Our Youth: Reducing Underage Drinking Through Environmental Strategies
- #15 Demystifying the Licensing and Certification Requirements for Nursing, Psychology and Social Work (this session does not repeat)
- #16 Healing the Self Through Self-Portraits (this session does not repeat)

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12:30 pm - 1:45 pm Lunch provided

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1:45 pm - 4:30 pm CONCURRENT WORKSHOPS 9-14 REPEATED and:

- #17 Financial Sustainability: Planning Today for Tomorrow (this session does not repeat)
- #18 Demystifying the Licensing Requirements for Prevention Specialists and Counselors (this session does not repeat)

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5:15 pm - 6:15 pm Jazzercise®

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7:00 pm - 8:00 pm DTR Meeting

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# Conference-at-a-Glance

## Wednesday, April 25, 2007

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7:00 am - 8:00 am	Registration/Continental Breakfast/Exhibits Open
8:00 am - 8:30 am	Outstanding Programs Award Ceremony Linda Roebuck, CEO, NM Behavioral Health Collaborative
8:30 am - 9:30 am	Keynote Address: Crazy for Life Victoria Maxwell, BAC, BPP*, CEO and Creative Director, Crazy for Life Co. Introduction by Behavioral Health Collaborative representative
9:45 am - 12:30 pm	CONCURRENT WORKSHOPS 19-26 #19 Healing the Healer: Helping Health Professionals with Substance Abuse, Mental Illness or Disruptive Behavior #20 Women in Custody: One Size Doesn't Fit All #21 EMDR: Eye Movement Desensitization and Reprocessing #22 From Adolescents to Alcoholism: The Truth about Underage Drinking #23 Enhancing Organizational Sustainability: Cultivating New and Existing Leaders #24 Community Based Prevention #25 Making the Most of Treatment #26 Navigating the Devastation While Pursuing Recovery
12:30 pm - 1:45 pm	Lunch provided
1:45 pm - 4:30 pm	CONCURRENT WORKSHOPS 19-26 REPEATED
5:15 pm - 6:15 pm	Jazzercise® / Acu-Detox Treatments
7:00 pm - 8:00 pm	DTR Meeting

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## Thursday, April 26, 2007

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7:00 am - 8:15 am	Registration/Continental Breakfast/Acu-Detox Treatments
8:15 am - 9:45 am	Keynote Address: Integrating Recovery Principles with Evidenced-Based Practices Dr. Frederick J. Frese Introduction by Behavioral Health Collaborative representative
10:00 am - 12:30 pm	CONCURRENT WORKSHOPS 27-34 #27 Recovery: Myths, Mountains and Miracles #28 Blast from the Past: Integrating Traditional Healing with Modern Methods #29 Coming Home: Treatment of Veterans Returning from the Combat Zone #30 Reaching the Hip-Hop Generation #31 Free Your Festivals: Homegrown Resistance to Predatory Alcohol Marketing #32 Social Norm Campaigns: Promoting the Positive #33 Promoting People Power: Building Consumer Leadership to Drive Change #34 Meditation for Recovery
12:30 pm	CEU Certificate Distribution

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*It's Fast, Safe and Easy.*

Register Online at [www.kessjones.com](http://www.kessjones.com)

# about our Keynotes



Tuesday, April 24, 8:30 am

**D.J. Eagle Bear Vanas**

## Keeping the Fires Lit

This powerful program will renew your sense of purpose, passion and performance as you work to build strong and healthy communities. In order to create success within the community, we must first be able to take excellent care of ourselves and keep our fires lit. In this session, Mr. Vanas will show you effective strategies to keep yourself inspired, motivated and focused, lower your stress and keep your spirit strong as you continue to serve others. Get ready to laugh, learn and look at your life in a whole new light!

**D.J. Eagle Bear Vanas, MS**, is a husband, father, internationally acclaimed motivational storyteller and success coach. He is also the author of the celebrated book *The Tiny Warrior: A Path to Personal Discovery & Achievement*, which is printed in six countries. D.J., an Odawa Indian from Michigan, uses traditional warrior concepts and wisdom to inspire others to achieve their best in life and career. For more than a decade, he has delivered his dynamic programs in 48 states and overseas to more than 1,700 audiences including NASA, IBM, Hewlett Packard, and hundreds of tribal governments, communities and schools. He holds a Master's degree from the University of Southern California. After serving ten years as an Air Force officer, he is now the president of his own company, Native Discovery Inc.



Wednesday, April 25, 8:30 am

**Victoria Maxwell**

## Crazy for Life

Centered on Victoria Maxwell's personal journey with bipolar disorder, anxiety and psychosis, this play is a brave, humorous and compelling look at experiencing, surviving and coming to terms with mental illness. *Crazy for Life* takes audiences around the bend and back: from meditation groups to the psych ward, from black depressions to manic psychoses. It entertains and educates, dislodging stigmas and inspiring hope. Ultimately, this is a celebration of the richness of life, the strength of the human spirit and the power of the human heart.

**Victoria Maxwell, BFA, BPP\***, is one of North America's most sought-after educators and consultants on the 'lived' experience of mental illness and recovery, reducing stigma and creating mental health strategies. After her diagnosis of bipolar disorder, anxiety and psychosis, Ms. Maxwell, an award-winning actress and playwright, became extremely proactive in her recovery process. She combines her theatre background, personal experience of psychiatric illness and professional knowledge as a group facilitator and mental health worker to give a unique and powerful insider's perspective on effective recovery plans, dealing with depression and other behavioral disorders. (\*BiPolar Princess)

## Exhibit Space Is Still Available!

Do you want to reach more than 500 behavioral health providers and consumers? Exhibit space is still available at the 19th Annual Southwest Regional Behavioral Health Conference. For more information, contact Tisha Aldredge at the Conference office at (505) 266-3451 ext.105 or [Tisha@kessjones.com](mailto:Tisha@kessjones.com).



Thursday, April 26, 8:15 am

**Frederick J. Frese**

### Integrating Recovery Principles with Evidenced-Based Practices

Dr. Frederick Frese will take you through several ways to integrate evidence-based practices with the recovery model to enhance your current programs. Parameters of both evidence-based practices (EBP) and the recovery model will be described. Dr. Frese will suggest a hybrid theory that maximizes the virtues and minimizes the weaknesses of each model. View points from the National Alliance on Mental Illness (NAMI), National Mental Health Consumers' Association (NMHCA) and the Consumer Quality Review Teams (CQRT) will be discussed.

**Frederick J. Frese, PhD**, is a psychologist with thirty years of experience working with persons with serious mental illness. Since retiring from the Ohio mental health system where he served as Director of Psychology at Western Reserve Psychiatric Hospital for 15 years, he has coordinated the Summit County Recovery Project, serving consumers in the Akron area. He has recently been named Executive Director of the Adult Recovery Network for the state of Ohio and is an assistant professor of psychology in clinical psychiatry at Northeast Ohio University's College of Medicine and Case Western Reserve University. He is also on the Board of Trustees of the National Alliance on Mental Illness (NAMI) and the Treatment Advocacy Center (TAC).



## Don't Miss These Exhibitors at the Conference!

Amy Stein Art

Desert Hills - Memorial Hospital

Greater Albuquerque Area Service Committee, N.A.

Hazelden Publishing and Educational Services

New Mexico Coalition Against Domestic Violence

New Mexico Highlands University School of Social Work

NM Child Abuse & Neglect Citizen Review Board/NM Friends of Foster Children Fund

Presbyterian Medical Services

Reckitt Benckiser Pharmaceuticals

Recovery Points to Wellness

Sangre de Cristo Community Health Partnership

University of New Mexico Continuing Education

Monday, April 23, 2007

**FULL-DAY,  
SKILLS-BUILDING  
WORKSHOPS**

*Monday's workshops are ALL six-hour, intensive, skills-building workshops. Each workshop has an assigned course number. Please select ONE workshop which you will attend the entire day.*

7:00 am - 8:15 am Registration/Continental Breakfast

8:15 am - 4:15 pm Skills-Building Workshops 1-8

11:30 am - 1:00 pm Lunch provided

7:00 pm - 8:30 pm DTR Meeting

**Breakout Session Descriptions**

**#1 The Science of the Positive®**

This program promotes a Social Norms approach to prevention. It produces results by establishing a platform of Spirit-Science-Action. Many programs use fear-based approaches to “scare the health” into target populations. Instead of using data in harmful ways, survey data can be used to uncover the positive norms in our youth and communities. These norms can then be marketed to increase health and safety by focusing on what MOST of Us® are doing. This presentation demonstrates theory to practice with measurable results by using The Science of the Positive®.

**Jeff Likenbach, PhD**, is well known for founding The Science of the Positive® and for his applications of this work. He was awarded the 2003 Public Service Award by the National Highway Traffic Safety Administration for his work in advancing statewide social norms research strategies to reduce impaired driving and increase seatbelt usage. His research and innovative project development constantly strive to translate social science into social action through radio, television and print campaigns and other forms of media advocacy or strategic communications. He is responsible for developing the National Conference on the Social Norms Model in 1998, and for serving in the role of principal researcher for the Canadian Centre for Social Norms Research, as well as other international, state and regional research efforts.

**#2 Methamphetamine: Prevention and Treatment Considerations**

This session provides a comprehensive overview of the current trends of meth use and production in New Mexico. Learn about the different manufacturing methods, usage trends, current prevention strategies and the difficulties treatment providers face when dealing with addiction to and withdrawal from methamphetamine. The presentation includes information about treatment considerations to take into account when working with the meth user. This is an eye-opening, brutally honest look at the meth problem faced by our communities, families, treatment providers, prevention specialists and our youth.

**Jim Helgert, BS, LADAC**, has worked in community mental health for more than fourteen years and was a supervisor of a multi-component program focused on community awareness, school-based prevention and community intervention. He has presented across New Mexico many times and was invited to speak in Palomas, Mexico for the public health and education systems. Working at the local, state and federal levels on these issues, he continues to maintain the “Life’s Good, Don’t Meth it Up” campaign with Miss New Mexico’s Outstanding Teen. He currently works at Border Area Mental Health, where he and his team provide direct, in-home intervention, prevention and treatment services to families affected by meth.

**#3 Understanding and Using ASAM Criteria**

In this workshop, participants learn how to conduct a multi-dimensional assessment using the ASAM PPC-2R Criteria. We explore how to employ the assessment results to determine appropriate level of care and to develop effective treatment plans. We discuss the role of the DSM-IV in the assessment process and use case studies to give participants a “hands-on” experience. Emphasis is placed on substance abuse clients with co-occurring mental health problems, both those who do and do not have sufficient signs, symptoms and traits to reach the diagnostic threshold.

**Gerald Shulman, MA, MAC**, is a clinical psychologist and master addiction counselor who has been providing treatment and/or managing the delivery of care to alcoholics and drug addicts in single and multi-site systems since 1962. He is a fellow of the American College of Addiction Treatment Administrators and a member of the ASAM Patient Placement Criteria Steering Committee. He is board certified by the American Academy of Psychologists Treating Addiction and was a panel member and workgroup chair for CSAT’S TIP #26, *Substance Abuse among Older Adults*. An author of the NAATP, the ASAM and the ASAM PPC-2 Patient Placement Criteria, he is co-editor of the *Journal of Chemical Dependency Treatment*.

PRESENTATION SPONSORED BY TURQUOISE LODGE



## #4 Suicide Prevention and Post-Ventio Strategies for All Ages, Adolescents to the Elderly

New Mexico consistently ranks among the highest states for its suicide rate. Fortunately, suicide is finally being recognized as a serious situation, and more research on how to prevent it is becoming available. This workshop begins with a look at the scope of the problem. We discuss the warning signs for suicide, risk and protective factors, and how to identify those who are potentially suicidal. We also address how to deal with the significant aftermath of suicide, strategies and suggestions for action, as well as suicide prevention resources.

**Michelle Linn-Gust, MS**, is the author of *Do They Have Bad Days in Heaven? Surviving the Suicide Loss of a Sibling*, and the forthcoming *Rocky Roads: The Journey of Families through Suicide Grief*. She is the current survivor division chair for the American Association of Suicidology and a doctoral candidate in Family Studies at the University of New Mexico. She was the first president of the New Mexico Suicide Prevention Coalition and New Mexico Suicide Survivors.

**JoAnn Sartorius, LISW**, is a licensed clinical social worker and has focused on prevention in her work with families and youth since 1975 in a variety of settings, both clinical and educational. For the past ten years, she has concentrated on suicide prevention and currently is a program manager, consultant and trainer through contracts with the New Mexico Department of Health. Ms. Sartorius was one of the original and primary participants in developing and implementing *Hope for the Heart*, the New Mexico Youth Suicide Prevention Plan. Currently, she is vice president of the NM Suicide Prevention Coalition.

## #5 Approaches to Recovery and a Wellness Focused Lifestyle

This workshop provides a wealth of information for clients of mental health services. We cover four approaches: Loving Kindness, Dealing with Negative Talk and Negative Self Talk, Spirituality and Recovery, The 10 Components of Recovery and Suicide Dialogue. Participants are exposed to meditation techniques and have the opportunity to practice a simple process that can be incorporated into a lifestyle that focuses on wellness.

**Peter Ashenden** is a consumer/survivor and the executive director of the Mental Health Empowerment Project. He provides training to consumer/survivors and mental health professionals around New York State and has been active in starting many self-help groups. He currently serves on the boards of USRA as treasurer, and the New York Association of Psychiatric Rehabilitation Services as an executive committee member. Mr. Ashenden is certified by Mary Ellen Copeland to train recipients of mental health services in the Wellness Recovery Action Plan and is a member of the Advisory Committee to Mary Ellen Copeland's Wellness Recovery Center as well as the Copeland Speaker's Bureau.

## #6 The Voice of Experience: Exploring the Benefits of Incorporating Certified Peer Services to Your Workplace

In the past decade, consumer-operated, peer-support services have matured, diversified and increased their numbers across the United States. As traditional mental health programs are strained by demands for services at a time of limited fiscal resources, the inclusion of consumer-operated, peer-support services within the continuum of community care is expanding the capacity of the mental health delivery system and promoting recovery in cost-effective ways. In New Mexico, the Certified Peer Specialist Initiative has successfully trained and employed consumers in the Public Behavioral Health workforce. This workshop assists providers in understanding the value and expertise that certified peer specialists can bring to the workplace. We discuss how partnerships between peer specialist and other behavioral health staff can be formed to lead to better consumer outcomes.

**Carol Luna-Anderson, PhD**, has more than thirty years of experience in the behavioral health fields and has served as executive director for The Life Link in Santa Fe since 1987. The agency's primary focus is services for homeless individuals who are mentally ill or have substance use disorders. Peer Support Specialists are utilized in service delivery. Dr. Luna-Anderson is a member of the New Mexico Behavioral Health Planning Council. She has her master's in nursing and doctorate in counseling.

**Marilyn Rohn, MS**, is a mental health consumer/advocate. Currently, she serves as the chair of the New Mexico Behavioral Health Council on Consumer Affairs, is a member of the Behavioral Health Planning Council, and sits on the New Mexico Medicaid Advisory Committee. She is certified to facilitate training in Wellness Recovery Action Planning (WRAP). Ms. Rohn holds a master's degree in nuclear engineering and a bachelor's degree in chemistry.

**Wilma Townsend, MSW**, is the president of WLT Consulting, a consulting firm specializing in mental health recovery, consumer involvement and cultural competence. She is a nationally recognized leader in the recovery movement, having authored two editions of *Emerging Best Practices in Mental Health Recovery* and, in 2006, *Consumers in the Mental Health Workforce: A Handbook for Community Providers*. Ms. Townsend is a board member of the National Leadership Council for African American Behavioral Health, a past board member of the American College of Mental Health Administration, and a member of the SAMHSA workgroups that developed National Standards on Cultural Competence and the National Paper on Mental Health Recovery.

## #7 Ethics for the Prevention Professional

This workshop focuses on ethical situations for the substance abuse prevention professional. Learn The Ethical Code of Conduct and other legal responsibilities which all prevention professionals who wish to receive the Prevention Specialist Certification must know.

**Christina Lopez-Gutierrez** has been in the substance abuse prevention field for more than 15 years. Her background includes implementing scientifically defensible prevention programs with the following populations: schools, parents, youth and community coalitions. Her work also includes training and technical assistance to substance abuse prevention providers with an emphasis on the U.S.-Mexico border area.

## #8 The Right Use of Power: Ethical Issues in the Delivery of Treatment Services

How do power issues affect your professional relationships? This workshop is an exploration of power dynamics as the largest context for ethics. Four essential aspects of the right use of power are highlighted: Be Informed, Be Compassionate, Be Connected, and Be Skillful. Topics covered include the dynamics of the power differential; intention and impact; five things that clients need to reduce escalation and to resolve relationship conflicts; sensitivity to multi-cultural beliefs about power; self-care as an ethical issue, and pro-active ethical thinking. This session will inspire and assist you in using your professional role power with even more effectiveness, awareness and skill.

**Cedar Barstow, MEd, CHT**, brings 25 years of experience as a Hakomi Body Psychotherapist, international trainer and ethics consultant to her ethics program that brings compassion to power. She is the author of *The Right Use of Power: The Heart of Ethics*, and *Tending Body and Spirit: Massage and Counseling with Elders*, as well as numerous articles on psychotherapy and on ethics. A member of the Ethics Committee of the United States Association of Body Psychotherapy, Ms. Barstow maintains a private psychotherapy practice in Boulder, Colorado and teaches the Hakomi Method and Right Use of Power workshops and facilitator trainings.

## Tuesday, April 24, 2007

### CONCURRENT WORKSHOPS

*On this day you will select two workshops to attend: one for the morning and another for the afternoon. Tuesday's workshops, 9-14, are offered in the morning and repeated in the afternoon. The morning and afternoon sessions are identical with the following exceptions: Workshops 15 and 16 will be offered in the MORNING ONLY and Workshops 17 and 18 will be offered in the AFTERNOON ONLY.*

7:00 am - 8:00 am	Registration/ Continental Breakfast/ Exhibits Open
8:00 am - 8:30 am	Welcome and Opening Remarks - Linda Roebuck, CEO, Behavioral Health Collaborative
8:30 am - 9:30 am	Keynote Address – D. J. Eagle Bear Vanas, MS Introduction by Behavioral Health Collaborative representative
9:45 am - 12:30 pm	CONCURRENT WORKSHOPS 9–16
12:30 pm - 1:45 pm	Lunch provided
1:45 pm - 4:30 pm	CONCURRENT WORKSHOPS 9–14 REPEATED, 17 & 18
5:15 pm - 6:15 pm	Jazzercise®
7:00 pm - 8:00 pm	DTR Meeting

## Breakout Session Descriptions

### #9 Tip of the Spear: Leading Your People to Victory

Whether we're supervisors, employees or parents in the community trying to make a difference and influence others to action, leadership skills are critical to our success. Through understanding traditional Native American wisdom and leadership concepts we can learn to create leaders who are visionary, action-oriented and resilient. This program is a dynamic blend of humor, practical examples and powerful tools for current and emerging leaders in any arena. Prepare to learn, laugh, and lead your people to victory!

**D.J. Eagle Bear Vanas, MS** (see bio on page 5)

### #10 Sexually Transmitted Diseases

There has been a recent resurgence in the incidence of sexually transmitted diseases including syphilis and HIV, both in New Mexico and nationwide. There is widespread misunderstanding of STDs, due in part to misinformation among members of the public and the provider community. This workshop provides information about the major STDs of public health consequence including HIV/AIDS, syphilis, gonorrhea, chlamydia, hepatitis A, B and C viruses, herpes simplex virus, and human papillomavirus (HPV) that will be useful in promoting better understanding of these diseases.

**Steve Jenison, MD**, is the medical director of the Infectious Diseases Bureau at the New Mexico Department of Health. Dr. Jenison was involved in policy developments and implementation of statewide harm reduction programs including syringe exchange and heroin overdose prevention. He is the principal investigator of a CDC-funded research project studying STD risks among long-haul truck drivers.

### #11 From Consumer to Caregiver: The Role of Trained Peers in Transformation

The fastest way we know to transform a mental health agency into a recovery-oriented operation is to involve the people being served in all levels of the program. Perhaps the most talked about consumer role these days is that of "peer support." Peer support is a lot more than just the latest buzzword in behavioral health; it is in fact one of the most powerful tools for transformation.

A workforce of trained peers can play a unique role in both personal and system transformation. Trained peers are powerful change agents and good fiscal investments for transformation to a strength-based recovery system. This workshop discusses this method of strength-based recovery and provides an in-depth look at the competencies needed to effect positive change.

**Larry Fricks** currently serves as the director of the Appalachian Consulting Group, Inc. For nearly 13 years, he was Georgia's Director of the Office of Consumer Relations and Recovery in the Division of Mental Health, Developmental Disabilities and Addictive Diseases. He is a founder of the Georgia Mental Health Consumer Network, 3,000 members strong; Georgia's Peer Specialist Training and Certification; and the Georgia Peer Support Institute.

### #12 Making Recovery Real

This session provides the skills and tools that help make recovery real for people with mental health and/or addiction problems. Using examples from initiatives around the nation, it includes a discussion of Federal resources and strategies to promote such approaches as self-directed care, shared decision-making, public awareness and rights protection.

**Paolo del Vecchio, MSW**, is the associate director for consumer affairs within the Office of the Director at the Federal Center for Mental Health Services (CMHS) of the Substance Abuse and Mental Health Services Administration in the US Department of Health and Human Services. In this capacity, he manages the Center's precedent-setting activities in addressing issues regarding consumer participation and education, discrimination and stigma, consumer rights, and others.

### #13 Underage Drinkers, Social Hosts and the Law: Promising Prevention Strategies

New Mexico has among the highest rates of youth alcohol problems in the country, with devastating consequences for the health and safety of our young people as well as economic costs to the state estimated at more than \$700 million each year. This workshop provides an overview of this public health crisis and the role of alcohol laws in prevention strategy. We analyze New Mexico's underage drinking laws and focus particularly on social host laws, which hold adults responsible for allowing underage drinking parties to occur on property they control.

**James F. Mosher, JD**, is the director of the Center for the Study of Law and Enforcement Policy, Pacific Institute for Research and Evaluation. He has more than 25 years of experience in the alcohol and other drug policy field, and has written more than 75 scholarly articles and books, including reports on public policy strategies for reducing youth alcohol problems; the relationship of alcohol and poverty; and the public health impact of alcohol industry marketing. He has been called to testify before the U.S. Congress and numerous state legislative committees and has also served as consultant to legal professionals, local, state and federal governments, the World Health Organization and other professional and scholarly organizations.

### #14 Saving Our Youth: Reducing Underage Drinking through Environmental Strategies

Alcohol is the number one drug of choice for our youth. This presentation examines the overall landscape and scope of underage alcohol consumption and its costs to our society. Arguments for and against keeping the minimum age for alcohol possession and consumption at 21 are examined using comparisons between youth drinking in US and Europe. We discuss in depth some best and most promising practices to reduce underage access to alcohol through environment prevention strategies. Participants will leave with ideas of what can be done in our communities to save our youth from the terrible costs attributed to underage drinking.

**Bill Patterson** has been with the Pacific Institute for Research and Evaluation since 2001 and is currently assigned as the senior program manager in the Center for Policy Analysis and Training. After almost 30 years in the field of alcohol, tobacco, drug and gambling enforcement, he retired as deputy director from the North Carolina Department of Crime Control and Public Safety, Alcohol Law Enforcement Division. A graduate of the FBI National Academy in Quantico, Virginia and the Law Enforcement Executive Institute at the University of North Carolina at Chapel Hill, Mr. Patterson works on the Enforcing Underage Drinking Laws Program and is a founding member and past president of the National Liquor Law Enforcement Association.

### #15 Demystifying the Licensing and Certification Requirements for Nursing, Psychology and Social Work

*This session will NOT repeat. It is a MORNING ONLY session.*

In this workshop, New Mexico Licensing Board members for Nursing, Psychology and Social Work are paired with professionals in each field to give attendees a comprehensive view of the requirements of each respective profession. Board members provide an overview of the licensing,

paperwork, and educational requirements. Professionals who currently hold their license discuss their experiences and how they apply their educational licensing to their current positions. Attendees are encouraged to bring their questions to this session.

**Carol Luna-Anderson, PhD**, has more than thirty years of experience in the behavioral health fields and has served as executive director for The Life Link in Santa Fe since 1987. Carol is a member of the New Mexico Behavioral Health Planning Council.

**Michael DeBernardi, PsyD**, is a clinical psychologist and director of behavioral health services at The Life Link in Santa Fe. He has worked in the mental health field for the past 15 years as a clinician, supervisor, researcher, teacher and consultant. Dr. DeBernardi also serves on the Board of Advisors for the National Association of Cognitive Behavioral Therapists and has conducted CBT trainings around the country.

**Rita Franken, LISW, MSW, CFAE**, has been employed as a clinical social worker with the New Mexico Department of Health, the New Mexico Behavioral Health Institute at Las Vegas for the past three years. She is currently licensed by the New Mexico Board of Social Work Examiners as an Independent Licensed Social Worker and is also a Certified Forensic Addictions Evaluator (CFAE).

**Joanna Giglio, MSN, RN**, is currently the assistant director for the New Mexico Board of Nursing, with responsibilities for the regulation of nursing educational programs, advanced practice nurse practitioners and all nurse licensure for the State of New Mexico.

**Donald D. Montoya, LISW, MSW, CFAE**, has been employed with the New Mexico Department of Health, New Mexico Behavioral Health Institute at Las Vegas, NM for the past 23 years. He is currently the vice chair of the New Mexico Board of Social Work Examiners and is involved with the Association of Social Work Boards at the National Level. Mr. Montoya is the director of the Sex Offender Treatment Program and has been appointed to the New Mexico Sex Offender Management Board by Governor Richardson.

**Robert Sherrill, PhD**, has practiced as a clinical psychologist in Farmington, New Mexico since 1977. He is currently completing training to be licensed as a prescribing psychologist. He was appointed to the Board of Psychologist Examiners by Governor Bill Richardson in 2006 and is now serving as the Board's chair.

### #16 Healing the Self through Self-Portraits

*Attendance is limited to 25 Participants.*

*This session will NOT repeat. It is a MORNING ONLY session.*

Explore your creative self in a non-threatening, supportive environment. This innovative class helps you find your inner artist/healer, with an exciting and eye-opening step-by-step approach to drawing portraits. No previous art experience is necessary. Through a combination of drawing skills, visualization, and guided imagery, we reach deep parts of ourselves previously unavailable. Attendees will create striking and meaningful works of art.

**Amy Stein, MFA**, is an award-winning Santa Fe artist, well known for her beautiful posters of the southwest. She holds a master of fine arts degree from The City University of New York and is a licensed New Mexico art teacher. Profiled in *American Artist Magazine*, she has conducted self-imagery workshops for the California-based American Institute of Medical Education, the Institute for Integral Development, Colorado Springs and the Santa Fe Public Schools.

## #17 Financial Sustainability: Planning Today for Tomorrow

*This session will NOT repeat. It is an AFTERNOON ONLY session.*

For behavioral health initiatives to survive and thrive, they must plan for sustainability. This session introduces The Finance Projects' Sustainability framework and the Sustainability Workbook. Participants will learn about the 8 key elements of sustainability and brainstorm ideas for creating viable sustainability plans.

**Dionne Dobbins, PhD**, is a senior program associate at the Finance Project, where she manages a variety of research, policy tool development, and technical assistance activities that focus on financing and sustaining human services organizations around the country. Prior to joining The Finance Project, she was a National Head Start Fellow, working as a special assistant to the associate commissioner. Dr. Dobbins holds a doctorate from the University of Miami in Applied Developmental Psychology.

PRESENTATION SPONSORED BY ST. VINCENT REGIONAL MEDICAL CENTER



## #18 Demystifying the Licensing Requirements for Prevention Specialists and Counselors

*This session will NOT repeat. It is an AFTERNOON ONLY session.*

In this workshop, representatives of the New Mexico Licensing Boards for Prevention Specialists, Counselors and Therapists are paired with professionals in each field to give attendees a comprehensive view of the

requirements of each respective profession. Board members provide an overview of the licensing, paperwork, and educational requirements, and professionals who currently hold their license discuss their experiences and how they apply their educational licensing to their current positions. Attendees are encouraged to bring their questions to this session.

**Michael G. Maestas** has more than 30 years of experience in the provision of behavioral health services. He has been and continues to be instrumental in the development of public policy and state laws regarding counseling and therapy. He is on the faculty at both Santa Fe Community College and Southwestern College in Santa Fe and provides professional development workshops year-round.

**Frank Magourilos, SCPS**, is a Senior Certified Prevention Specialist with an academic background in Behavioral Psychology and Intercultural Communication. Mr. Magourilos is the elected chair of the New Mexico Credentialing Board for Behavioral Health Professionals. Additionally, he oversees all Prevention Programming for the Santa Fe County DWI Program.

**Cynthia Petersen, M.A.** is a counselor who specializes in providing services for Pediatric Subspecialties at Presbyterian Hospital. Ms. Petersen also maintains a private practice and has been a trainer for the NM Department of Health since 1986. Ms. Petersen has published research and has coordinated both substance abuse treatment and prevention programs.

**Lynda Trujillo, BSW**, is a program manager who oversees five counties in New Mexico for grant and distribution funding. Ms. Trujillo coordinates prevention efforts in local county programs and is currently attending graduate school at New Mexico State University.



Mentor Books will return as our onsite bookstore. As a major source for material in the behavioral health field, Mentor Books will provide an extensive selection of books, many authored by SWRBHC presenters.

Purchase orders, credit cards and checks will be accepted. Books can be ordered by mail, fax, phone or by visiting their website at [www.mentorbooks.com](http://www.mentorbooks.com).

The bookstore will be open Tuesday through Thursday.

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Register Online at [www.kessjones.com](http://www.kessjones.com)

## Wednesday, April 25, 2007

### CONCURRENT WORKSHOPS

*On this day you will select two workshops to attend: one for the morning and a different one for the afternoon. Wednesday's workshops, 19–26 are offered in the morning and repeated in the afternoon. The morning and afternoon sessions are identical.*

7:00 am - 8:00 am	Registration /Continental Breakfast/ Exhibits Open
8:00 am - 8:30 am	Award Ceremony – Linda Roebuck, CEO, Behavioral Health Collaborative
8:30 am - 9:30 am	Keynote Address – Victoria Maxwell Introduction by Behavioral Health Collaborative representative
9:45 am - 12:30 pm	Concurrent Workshops 19–26
12:30 pm - 1:45 pm	Lunch, provided
1:45 pm - 4:30 pm	Concurrent Workshops 19–26 REPEATED
5:15 pm - 6:15 pm	Jazzercise® and Acu-Detox Treatments
7:00 pm - 8:00 pm	DTR Meeting

## Breakout Session Descriptions

### #19 Healing the Healer: Helping Health Professionals with Substance Abuse, Mental Illness or Disruptive Behavior

The New Mexico Monitored Treatment Program (MTP) provides confidential services statewide for health professionals with substance abuse, mental health, physical health and workplace issues. Representatives from the MTP will present the unique circumstances involved when a health professional has problems that can cause impairment such as substance abuse problems, mental illness or disruptive behaviors. Learn about the role of the Monitored Treatment Program in assessment, treatment, rehabilitation and monitoring.

**Connie Merrell-McDonald, LCT**, is licensed as a clinical therapist, art therapist, licensed alcohol and drug abuse counselor and certified employee assistance professional. She has been the clinical director of the New Mexico Monitored Treatment Program since 2005 and supervises their clinical program on a statewide level.

**Jon Thayer, RN**, is a registered nurse with a master's degree in organizational behavior. He has worked in the field of health professional diversion/monitoring programs since 1986, and has served as executive director of the New Mexico Monitored Treatment Program since 1996. Mr. Thayer has an extensive background in program management and counseling and certification in addiction nursing.

### #20 Women in Custody: One Size Doesn't Fit All

Treating incarcerated women the same as incarcerated men doesn't work. Women need a gender-responsive approach while incarcerated and on probation supervision to maximize their success. Presenters from the Women's Treatment and Resource Center in Salt Lake City will share their guiding principles for a gender-responsive criminal justice system. They will also provide practical tools that initiate gender-responsive strategies in a prison setting, as well as in the community.

**Shannon Miller-Cox** is the director of the Women's Treatment and Resource Center for the Adult Probation and Parole Office of Salt Lake City, Utah. With more than 10 years of experience in corrections, she has served as an institutional officer, probation and parole agent, field supervisor, and undercover agent for the Salt Lake City Drug Task Force and the FBI, and holds certifications in firearms instruction, unlawful harassment, and field training. She is a strong driving force in the implementation of gender-responsive strategies to improve the lives of women.

**Donna Russell, MS**, brings more than 30 years of professional experience in Human Services, in both management and direct field work capacities. She currently serves in the executive director's office of the Department of Human Services as a program manager, and with the Department of Corrections Women's Summit Initiative as a project co-leader. She holds an undergraduate degree in Psychology from Seattle Pacific University and a master's degree from Nova Southeastern University.

### #21 EMDR: Eye Movement Desensitization and Reprocessing

Eye Movement Desensitization and Reprocessing (EMDR) is a complex, highly specialized therapy that combines several therapeutic methods—psychodynamic, cognitive, behavioral, etc.—with eye movements or other forms of rhythmical stimulation, such as hand taps or sounds. It involves recalling a stressful past event and “reprogramming” the memory in the light of a positive, self-chosen belief. EMDR has been shown to be effective in the treatment and relief of Post Traumatic Stress Disorder as well as trauma, depression, anxiety, grief, and other types of disorders listed in the DSM IV. Theories as to why EMDR works are still evolving. Learn about the EMDR treatment method, the benefits, drawbacks and research results.

**Donna Bruzzese, LPCC**, has been a psychotherapist working in private practice in Albuquerque for 30 years. Her work has taken her all over the world. In addition to being an EMDR clinician, facilitator, and certified consultant, she is a psychodramatist and family therapist. She is a member of the American Academy of Experts in Traumatic Stress.

**Margaret Moore, MSW, LISW, LMST**, graduated from the University of New Mexico and received her master's degree from Indiana University. She has worked as a child welfare worker, a school social worker and a medical social worker and has received additional training in family therapy. She is an EMDR trainer, facilitator, and certified consultant and has a private practice specializing in family therapy and trauma relief.

## #22 From Adolescents to Alcoholism: The Truth about Underage Drinking

Most people's stereotype of an alcoholic is likely to be a middle-aged drunk slumped on a barstool, not a teenager whooping it up at a keg party. But a recent Boston University, School of Public Health study shows that alcohol dependence often starts in adolescence — and the younger a person becomes addicted, the less likely he or she is to seek help as an adult. This workshop explores the magnitude of underage drinking: the effects of underage consumers in adult life, future health risks to their lives and the lives of others. Attendees will come away with several evidence-based intervention methods that can easily be implemented in communities, schools and statewide governments.

**Ralph Hingson, ScD, MPH**, is the director of the Division of Epidemiology and Prevention Research at the National Institute on Alcohol Abuse and Alcoholism (NIAAA) and a professor in the Social and Behavioral Sciences Department at the Boston University School of Public Health. An expert on drunk driving legislation, he has authored or co-authored more than 120 published research articles; his recent publications examines the magnitude of morbidity and mortality associated with drinking by U.S. college students ages 18-24, and the use of comprehensive community college programs to reduce these problems.

PRESENTATION SPONSORED BY  
SANGRE DE CRISTO COMMUNITY HEALTH PARTNERSHIP



## #23 Enhancing Organizational Sustainability: Cultivating New and Existing Leaders

Recognition and development of new leadership in nonprofit organizations and community groups must be an ongoing process. In this workshop, participants learn to identify different styles of leadership already present in your organization. Besides helping in your efforts to recruit new individuals to the organization, you will gain a better sense of your own leadership style. In addition, we explore Balanced Leadership Theory to help participants discover how best to regain equilibrium as coalition leaders.

**Wendy Krom, MA**, has been with Community Consulting Services in Western Massachusetts since 1990, where she works in the community development field with nonprofit organizations, government, community coalitions, neighborhood and youth groups. With experience in rural and urban settings, she provides training and technical assistance in the areas of leadership development, strategic planning, organizing skills, prevention theory and organizational development. Ms. Krom holds a master's degree from the University of Wisconsin—Madison in Community Leadership Development.

## #24 Community-Based Prevention

Problems like mental illness, substance abuse, and crime are interrelated but aren't always perceived that way. Having a prevention or treatment

program for each problem makes no logical, financial or scientific sense when it turns out that the multiple-related afflictions have underlying ties. Learn a different way of thinking and acting to change the trajectory of prevention and treatment. In this workshop, we discuss "syndemics," a term invented by the Centers for Disease Control that describes what people really see—multiple, related afflictions—and introduce "evidence-based kernels," which are low-cost, powerful, proven strategies that can effectively prevent or treat multiple problems in a community. We will work through a few community-wide implementations of low-cost, evidence kernels as examples to change population level outcomes of interrelated allocations such as substance abuse, crime, domestic violence, mental illness, school failure, special education, and economic development and come up with ways that a community can develop a "dashboard" to show results.

**Dennis D. Embry, Ph.D.**, is president of PAXIS Institute in Tucson, AZ. He developed and evaluated the Peace Builders violence prevention program with a large social marketing component, which is now used in some 2,500 schools worldwide. Dr. Embry has conducted prevention and tobacco control studies internationally and is also involved in statewide efforts on substance abuse and parenting. Most recently, he has been involved in promoting low-cost, research-based prevention strategies with concepts of behavioral vaccines and evidence-based kernels. Dr. Embry has a unique perspective on prevention, having owned and operated a successful marketing and advertising agency as well as being a prevention scientist. His work has been featured in popular media such as *People Magazine*.

PRESENTATION SPONSORED BY THE LIFE LINK



## #25 Making the Most of Treatment

Drawing on her personal experience of living with bipolar disorder, anxiety and psychosis, Victoria Maxwell shares both what annoyed and inspired her in relationships with her healthcare workers, as well as the tools that helped her accept and continue to enhance her recovery. These "take-home," proactive strategies are applicable to behavioral health consumers and providers who are looking to increase the effectiveness of their recovery plans and maximize the consumer-provider relationship. Topics covered include the ABC's of stigma "busting", the concept of personal medicine and rapport, and therapeutic alliance.

**Victoria Maxwell, BAC, BPP\*** (see bio on page 5)

## #26 Navigating the Devastation While Pursuing Recovery

This workshop demonstrates the benefit that respect has on activating a person's resilience, a factor necessary to recovery. Additionally, we discuss the dynamics of a human being and how those dynamics are affected by psychiatric challenges and by related treatment experiences. We address the four dynamics: Social, Dependent, Intellectual and Spiritual and explore ways to navigate the devastation to these dynamics while in pursuit of recovery.

**Joel Slack** is president of Slack Consulting, LLC, a firm that provides specialized consultation and training services to recipients and professional psychiatric organizations. He also serves as the director of Respect International, an organization that promotes respect for persons with psychiatric disabilities through educational programs and humanitarian efforts worldwide. Mr. Slack's perspective engages his ten years of experience as a senior manager with a state mental health agency as well as his experience as a person recovered from a psychiatric disability. For more than 20 years, he has been involved in consumer advocacy in the US and in 40 other countries. Currently, he serves on several boards including Mrs. Rosalyn Carter's Mental Health National Advisory Board.

Thursday, April 26, 2007

## CONCURRENT WORKSHOPS

*Thursday's schedule concludes with concurrent workshops 27-34. Please note that these workshops are offered ONLY one time. Select one workshop.*

7:00 am – 8:15 am Registration/Continental Breakfast/  
Acu-Detox Treatments

8:15 am – 9:45 am Keynote Address – Dr. Frederick Frese  
Introduction by Behavioral Health  
Collaborative representative

10:00 am – 12:30 pm Concurrent Workshops 27–34

## Breakout Session Descriptions

### #27 Recovery: Myths, Mountains and Miracles

Once considered a near hopeless and devastating condition, mental illness today has a much better prognosis, with the recovering person integrating and functioning within the larger society. The President's New Freedom Commission on Mental Health calls for transforming the mental health system so that it becomes "consumer and family driven" and "recovery focused." The recovery focus stresses hope, empowerment, increased autonomy, and the expectation that persons who have experienced serious mental illnesses will be afforded a full opportunity to participate in the social and vocational activities of the community. This session describes the background for this call for transformation of the system and how it is expected to change our treatment approach. We discuss how to overcome stigma and how we can better value the gifts of persons with mental illness as we facilitate their reintegration into the larger society.

**Frederick J. Frese, PhD** (see bio on page 6)

PRESENTATION SPONSORED BY  
SANGRE DE CRISTO COMMUNITY HEALTH PARTNERSHIP



### #28 Blast from the Past: Integrating Traditional Healing with Modern Methods

The traditional healing methods of hypnotherapy, acupuncture, and naturopathy have been practiced for centuries all across the world to prevent and treat addiction. In this panel session, traditional healers share their experiences and discuss how they incorporate their healing practices with conventional medicinal methods.

**Delia Gaskins, CNHP**, is a Doctor of Naturopathy, Master Herbalist and Certified Natural Health Professional. A graduate of Trinity College of Natural Health in Warsaw, Indiana, Ms. Gaskins is the owner of Prime of Life in Las Cruces, New Mexico. She has used alternative medicine in treating addicted clients and works closely with conventional substance abuse counselors.

**Gail Howie-Irvin, MS**, is a graduate of the Hypnotherapy Academy of America as a Certified Clinical Hypnotherapist. She also carries a master's degree in oriental medicine from the International Institute of Chinese Medicine. Now a Certified Acupuncture Detoxification Specialist, Ms. Howie-Irvin is working with the Access to Recovery program with the City of Albuquerque providing AcuDetox for patients of Counseling and Psychotherapy.

**Brandon Taylor, DOM**, is a national board-certified Doctor of Oriental Medicine, a nationally certified Acupuncture Detoxification Specialist, and a NM-licensed ADS Supervisor. His experience counseling and working with the chemically dependent for almost a decade, together with his bachelor's degree in psychology, make him especially well suited for using oriental medicine for behavioral health. Dr. Taylor maintains a private practice in Santa Fe.

**Wendy Thunderchief, LPCC, NCC**, is a licensed and certified psychotherapist and sandtray therapist with more than fifteen years of experience in the field as a psychotherapist and consultant in the mental health of Native American populations. She is currently a specialized care coordinator with Value Options of New Mexico.

### #29 Coming Home: Treatment of Veterans Returning from the Combat Zone

This presentation explores the psychological challenges facing our returning veterans. We discuss the more common stress-related behaviors and disorders, including a brief overview of Post Traumatic Stress Disorder (PTSD), Acute Stress Disorder (ASD), Depression, and Substance Use Disorders. We review the treatments currently being utilized, as well as new research findings to broaden our understanding of the Pathophysiology underlying the body's response and resilience to traumatic stress.

**Karen Peterson, MD**, is an assistant professor at the Department of Psychiatry, USUHS and a scientist associated with the Center for the Study of Traumatic Stress. She is board certified by the American Board of Psychiatry and Neurology and is a general member of the American Psychiatric Association. She was formerly the director of

*Continued on page 15*

*Continued from page 14*

Inpatient Psychiatric Services of the 60th Medical Group, Travis AFB, California. Dr. Peterson's deployment experience includes a rotation to Camp Arifjan, Kuwait as the Commander, 2nd Combat Operational Stress Team in support of Operation Iraqi Freedom. Additionally, she was re-deployed from Kuwait to Kandahar Airfield, Afghanistan and served as the psychiatrist to the Combat Stress Team. Recognized as an expert, Dr. Peterson has given forensic testimony on many occasions throughout her career.

### #30 Reaching the Hip-Hop Generation

This workshop gives youth services providers the tools necessary to effectively reach and deliver positive messages to at-risk urban youth. We examine the environmental influences, attitudes and behaviors and unique communication style of urban youth, and introduce theories and techniques for developing cost-effective and culturally-relevant communication strategies. Participants will leave with strategies and an understanding of how to apply them to existing programs, services and outreach efforts.

**Ivan Juzang, MBA**, is the founder and president of MEE Productions Inc., a unique research and communications company dedicated to using socially-responsible entrepreneurship to reach and positively influence urban residents and difficult-to-reach minority populations. MEE first gained national prominence in 1992, with the release of its primary research study, "The MEE Report: Reaching the Hip-Hop Generation." Funded by the Robert Wood Johnson Foundation, the report focused on the previously unexplored cultural and communications dynamics of urban teens.

### #31 Free Your Festivals: Homegrown Resistance to Predatory Alcohol Marketing

"Holding young people solely responsible for underage drinking is like blaming fish for dying in a polluted stream." The alcohol industry has been specifically targeting young people in its marketing efforts by sponsoring local community fairs and festivals. In this workshop, we review this marketing trend and discuss how to organize within our communities to replace alcohol sponsorship. Attendees will leave with strategies from a successful local campaign that includes grassroots research, media advocacy, and community organizing.

**Laurie Leiber** has been a thorn in the side of the alcohol industry for more than 25 years. Since her arrival at Marin Institute in 2003, Ms. Leiber has worked to hold Big Alcohol's feet to the fire for promoting alcohol to kids in PG-13 films, pressured retailers to stop selling alcohol-branded T-shirts as "back to school" fashions, supported banning alcohol sponsorship from the Marin County Fair, and plays a key role in community efforts to eliminate alcohol advertising from all public transit in the San Francisco Bay Area. Previously, as director of the Center on Alcohol Advertising, Ms. Leiber planned and executed national campaigns to expose alcohol industry efforts to target youth and advance policy changes to reduce youth exposure to such ads.

### #32 Social Norm Campaigns: Promoting the Positive

Everyone's doing it, or are they? Perception sells, and that is the basis of the social norms theory which states that much of people's behavior is influenced by their perception of how other members of their social group behave. Often, these perceptions are incorrect. Behaviors perceived as normal, even if unhealthy and not actually the norm, are behaviors members of the social group strive to adopt. This negatively affects overall behavior for that group. By educating a group about positive behavior

that is, in fact, the normal practice among peers, research shows that behavior will be affected in a positive manner. Learn about the practical, practitioner-centered skills needed to implement a successful social norms campaign. Participants will receive information that can be readily applied to many prevention/health promotion efforts.

**Scot Crandall** is executive director of TEAM Fort Collins, a community partnership which promotes a healthy lifestyle without the illegal use of alcohol, tobacco and drugs. Prior to working with TEAM, Mr. Crandall served as a teacher, counselor and trainer/consultant for nearly 27 years. Through his vision and passion, TEAM Fort Collins has moved into a position of national significance, receiving the NHTSA 2005 Community Initiative Award. The prevention platform adopted by TEAM is based on a social norm model entitled ACTUALITY, which is developing, supporting, implementing, and evaluating effective social norm projects locally and nationally.

**James Campain, LCSW**, serves as the coordinator of Student Assistance Services in the Poudre School District, a district of 24,000 students located in northern Colorado. He is a board member of the National Student Assistance Association and has served as a senior advisor to the Louisiana Governor's Housing Task Force for Hurricane Katrina. Mr. Campain is one of the founders of ACTUALITY.

### #33 Promoting People Power: Building Consumer Leadership to Drive Change

This presentation focuses on developing consumer leadership for a transformational change and equipping consumers and other interested persons with the information and skills related to change management. Participants will receive a basic understanding of skills and how to apply them as consumer leaders in the Mental Health System.

**Joseph W. Swinford, MCM, FACMHA**, has served as the director of the Office of Consumer Affairs for the Tennessee Department of Mental Health and Developmental Disabilities since 1995. In this role, he ensures that the perspective of consumers and families are incorporated into the state mental health and developmental disability systems. Mr. Swinford is a contributing author to the BRIDGES: Building Recovery in Individuals, Dreams and Goals through Education and Support Program. He is recognized nationally as an expert in many areas of mental health administration, serving on numerous national boards and commissions as well as writing for consumer and professional organizations on the topics of recovery peer support, systems change and managed behavioral health care.

### #34 Meditation for Recovery

Meditation is a powerful tool that can help achieve recovery. In this session, participants learn the basics of insight meditation, the practices for the mind that develops calm through sustained attention, and insight through reflection. The session will address breathwork and body awareness to deal with symptoms and manage the journey of recovery.

**Ed Knight, PhD**, is vice president for recovery, rehabilitation and mutual support for ValueOptions, which is the second-largest behavioral managed care company in the United States. He is also an adjunct professor of rehabilitation sciences at Boston University. Dr. Knight worked as a private consultant from 1997 to 2001 and is founder of the Mental Health Empowerment Project, Inc. He is also involved in research and has published extensively. He works with UCLA, Rand National Research and Development Institutes, and Boston University.

**Program Content:** *The information, comments, and opinions expressed in the workshops and general sessions, as well as the content of any material utilized or distributed during the programs, do not necessarily reflect the viewpoint of the Behavioral Health Collaborative, conference sponsors, or Kesselman-Jones, Inc. Therefore, no organization endorses nor assumes responsibility for the concepts expressed during these programs.*

*The Southwest Regional Behavioral Health Conference would like to thank the following people for their contribution to making this conference a success year after year.*

Southwest Regional Behavioral Health Conference Task Force;  
Robert Gurule, SBIRT/ATR Account/Auditor BHSD/DOH  
Teresa Henke, Project Manager, BHSD/DOH  
Lelah Larson, Contract Manager, BHSD Training Coordinator  
Brenda Martinez, Program Manager, BHSD/DOH  
Marizza Montoya-Gansel, Program Manager, BHSD/DOH  
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Elly Rael, Director of Training, ValueOptions New Mexico  
Connie Romero, Staff Manager/Supervisor CYFD

### Special thanks to:

Dominic Arquero for providing the flag song  
American Legion Post 49 for presenting the colors  
Ernestine Martinez for leading our Jazzercise classes  
Donald Hume for leading the DTR Meetings  
Kesselman-Jones, Inc., the conference management firm  
Our work-study participants who give their time to make this conference a success.

Special recognition to Jeannette Arquero.  
Jeanette retired this year from the New Mexico Department of Health.  
Jeanette offered her expertise, energy and enthusiasm for years to the Southwest Regional Behavioral Health conference. She will be truly missed.

## 2007 Southwest Regional Behavioral Health Conference Annual Recognition Awards

Please join us Wednesday morning at 8:00 am as we acknowledge community-based agencies, consumers and their family members who have made a difference in the lives of New Mexicans. Last year's winners were:

### Outstanding Program Awardees

Border Area Mental Health Services, Inc.  
Diné Elders for Peace  
First Born Program  
National Indian Youth Leadership Project  
The Life Link, Inc.  
Tierra del Sol/Albuquerque Health Care for the Homeless

### Transformation Agent Awardees

Michael Basarab  
Douglas Fraser  
Raymond Keeswood  
Jessie Kerr  
Marilyn Rohn  
Frankie Scofield  
Chris Shantz  
Shela Silverman



Planting the  
**SEEDS of CHANGE**  
Sustaining Recovery, Resiliency, and Healthy Communities

**CONFERENCE LOCATION**

**HOTEL ALBUQUERQUE**  
800 Rio Grande Blvd., NW,  
Albuquerque, NM 87104  
Phone: (505) 843-6300  
[www.HotelABQ.com](http://www.HotelABQ.com)

**DIRECTIONS**

The Hotel Albuquerque is located in the Old Town section of Albuquerque. From I-40, exit Rio Grande Boulevard (Exit 157A) and proceed south on Rio Grande Blvd.; the hotel will be on your left side. For door-to-door directions, visit [www.mapquest.com](http://www.mapquest.com).

**PARKING**

There is ample FREE parking.

**HOTEL ACCOMMODATIONS**

Participants must arrange their own lodging. A block of rooms has been reserved at the following hotels. Please be sure to make your reservation by Monday, April 2 and reference the Southwest Regional Behavioral Health Conference to qualify for the special conference rates listed here:

**1) Hotel Albuquerque**

800 Rio Grande Blvd., NW, Albuquerque, NM 87104  
Reservations: (505) 843-6300  
Rate: \$85.00\* Single/Double Occupancy  
Web: [www.HotelABQ.com](http://www.HotelABQ.com)  
Considerations: Host hotel. All rooms non-smoking. Pets not allowed.

**2) Quality Inn & Suites**

411 McKnight Ave NW, Albuquerque, NM 87102  
Reservations: (505)242-5228  
Rate: \$55.00 Single/Double Occupancy  
Web: <http://www.qualityinnalbuquerque.com/>  
Considerations: 2 miles from Hotel Albuquerque. Free deluxe continental breakfast, free Internet. Complimentary shuttle available.

**3) ClubHouse Inn & Suites**

1315 Menaul Blvd. NE, Albuquerque, NM 87107  
Reservations: (505) 345-0010/(866) 345-0010  
Rate: \$66.00 Single/Double Occupancy  
Web: [www.albuquerque.clubhouseinn.com/reservations.php](http://www.albuquerque.clubhouseinn.com/reservations.php) (enter group code, SWRBHC)  
Considerations: 3 miles from Hotel Albuquerque. Complimentary hot breakfast buffet and evening cocktail hour. Complimentary shuttle available.

**4) Best Western Inn & Suites**

2400 Yale Blvd. SE, Albuquerque, NM 87106  
Reservations: (505) 242-7022  
Rate: \$68.00 Single/Double Occupancy  
Web: [www.bestwestern.com](http://www.bestwestern.com)  
Considerations: 7 miles from Hotel Albuquerque. Complimentary full hot breakfast and evening social hour. Complimentary shuttle available.

All hotel rates do not include state and local taxes.

## DEADLINES

Hotel Cut-Off . . . . .	April 2
Early-Bird Registration Deadline . . . . .	April 13
Cancellation Deadline . . . . .	April 16

### SPECIAL ACCOMMODATIONS

If you are in need of special accommodations, i.e., sign language interpretation, please contact the conference office at (505) 715-5222 by March 22. TDD or TTY users may access this number via the New Mexico Relay Network at 800-659-8331.

### DRESS

Trying to find a room temperature at which everyone can be comfortable is nearly impossible. Half the attendees are usually too cold and the rest too hot. Therefore, we highly recommend you bring a sweater or light jacket and dress in layers so you can adjust to the room. Dress is business casual.

### CONFIRMATION

#### If you don't hear from us, call!

If you register online, you will receive IMMEDIATE confirmation of your registration as well as a receipt and outline of session selections. If you mail or fax your registration, a confirmation will be e-mailed 7-10 days following receipt of your registration. If you do not receive a confirmation within two weeks of sending your form, please call the conference office to determine your registration status.

If you are submitting your registration form to the person who handles your purchase orders or cuts your checks, and you expect him/her to submit the form for you, we encourage you to follow up with him/her to make sure the paperwork was submitted to the conference office.

### PURCHASE ORDERS

There is a \$10 purchase order handling fee that must be paid for each purchase order submitted. If multiple people from one organization are attending, you are welcome to batch them on one purchase order and save money on the handling fee. Purchase orders must reference attendee name(s). Purchase order requests will not be accepted as payment. Kesselman-Jones' tax ID number is 85-0409965. Organizations submitting purchase orders with a registration form will be considered registered and will be invoiced and expected to pay, even if the individual does not attend.

### CANCELLATION POLICY

No refunds after April 16. A \$25 administrative fee will be deducted from cancellations before April 16. You may send someone in your place without penalty, but please note that registrations may not be shared or split. If you registered online you can cancel or make a substitution by signing in under your email address. If you registered by any other method, please call the conference office at (505) 715-5222 with the name change.

### WORKSHOP TICKET POLICY

To accommodate all attendees comfortably, we control session attendance by issuing tickets for each workshop based on the information provided through registration. Therefore, hand-written registration forms without selections will not be accepted, even if accompanied by payment. The Conference Office will notify you in the event that your registration could not be processed; however, due to the volume of registrations received, we cannot guarantee immediate notification. Please take care to fill out your registration form completely before submitting it, or better yet, register ONLINE.

When you check in at registration, you will receive priority entrance tickets to attend the workshops you selected on your registration form; you will also receive customized paperwork to expedite the CEU process, if you are applying for CEUs. Your ticket will guarantee you seating up to 10 minutes before the session begins. At that time, seating will be open to those who wish to change sessions or who registered on site. Therefore, if you arrive late, your seat may no longer be available. If you wish to change sessions in advance, you may do so only if space is available or if you find someone willing to trade his or her priority ticket with you.

If a session has been closed prior to the receipt of your registration, the Conference Office will flip your morning/afternoon sessions (if the closed session is repeated); if that is not possible, you will be given the option of selecting a different session or canceling your registration with no cancellation charge. Early registration is highly recommended to ensure you get your first choice! Individuals registering online will know immediately if space is available and will be given the opportunity to be placed on a wait list.

**IMPORTANT:** We recognize that many organizations have one person fill out registration forms on behalf of other attendees. If this is the case, please make sure that each individual is informed of his/her workshop selections prior to submitting the forms.

## Continuing Education Units (CEUs)

*Summer transitions to fall,  
dark surrenders to light,  
ignorance gives way  
to enlightenment.*



*The Seeds of Change logo  
features a brush stroke painting  
by an asian calligrapher that  
symbolizes the “zen” philosophy of  
the circular nature of all things.*

The conference has applied for a maximum of 24 CEUs for the professions and boards listed to the right. Other than individuals applying for CHES credits, which have a \$2 per-credit-hour charge, and academic credit, which costs \$95, there are no additional fees for CEUs to the attendee. The conference is covering all costs associated with the application process. We do not guarantee that all CEUs applied for will be approved. Attendees requesting CEUs must abide by the policies and procedures set by the conference office. These will be detailed in the conference program booklet. All boards prohibit early certificate distribution. If you would like to review these requirements before registering, please request them from the conference office at [SWRBHC@KessJones.com](mailto:SWRBHC@KessJones.com). The certificate distribution policies of the conference have been developed to meet the requirements set by the licensing boards, and the conference office does not have the ability to deviate from these policies. As it is ultimately the responsibility of each licensee to keep abreast of the current rules and regulations of his/her respective licensing board, please contact your state licensing board with any questions regarding licensure renewal, continuing education requirements, and requirements for acceptable continuing education courses, programs and sponsors. Application approval status and number of hours approved will be listed on the conference web site, [www.KessJones.com](http://www.KessJones.com), or you may call the conference office at (505) 715-5222.

# Questions?

Email [SWRBHC@KessJones.com](mailto:SWRBHC@KessJones.com)  
or call (505) 715-5222,  
toll-free (866) 219-4582.

## APPROVED:

Alcohol & Drug Abuse Counselors and Alcohol  
& Drug Abuse Prevention Professionals  
New Mexico Credentialing Board for Behavioral Health  
Professionals

Counselors  
National Board for Certified Counselors provider #5462

Counselors, Marriage & Family Therapists, and  
Mental Health Counselors  
New Mexico Counseling & Therapy Practice Board  
provider #0076601

Social Workers  
New Mexico Board of Social Work Examiners

## PENDING:

Academic Credit  
New Mexico Highlands University

Certified Health Education Specialists  
New Mexico State University, Department of Health Science,  
CHES, Continuing Education Review Committee

Nurses  
Eastern New Mexico University-R Continuing Education  
Committee

Psychologists  
New Mexico State Board of Psychologists Examiners,  
New Mexico Psychological Association

Expenses for continuing education, when taken to  
maintain and improve professional skills, are tax deductible.  
Consult your accountant for complete details.

# Who should attend?

Alcohol & Drug Abuse  
Counselors

Caseworkers

Clergy

Citizen

Organizers/Coordinators

Consumer Advisor Entities

Employee Assistance  
Program Professionals

Health Educators

Hospital Administrators

Marriage and  
Family Therapists

Mental Health Counselors

Nurses

Ombudspersons

Parents

Physicians

Prevention Professionals

Probation & Parole Officers

Program Officers

Psychiatrists

Psychologists

Social Workers



## Registration Information

### **FULL REGISTRATION:**

\$325 if postmarked by April 13 or at 11:59 pm online;  
\$375 after April 13 and on-site.

Includes all conference materials, keynote sessions and workshops, certificate of attendance, complimentary daily continental breakfasts, lunch (M-W) and snacks. Registrations may NOT be shared or split.

***REGISTER EARLY AND ONLINE  
FOR THE BEST WORKSHOP SELECTION!***

### **DAILY REGISTRATION:**

\$125 if postmarked by April 13 or at 11:59 pm online;  
\$175 after April 13 and on-site.

Includes all materials and meals on the day attending. There is NO half-day registration fee.

### **GROUP RATE:**

We offer a 10% Group Rate Discount for five or more FULL registrations from the same organization. To qualify, registrations must be submitted at the SAME TIME and paid on ONE CHARGE, CHECK, or PURCHASE ORDER. Group discounts do not apply to daily registrations. Groups may register online.

### **WORK-STUDY SCHOLARSHIPS:**

A limited number of work-study scholarships will be offered to individuals willing to work throughout the conference to assist the conference staff in exchange for a registration fee waiver. Responsibilities include but are not limited to: monitoring workshop sessions, assisting the registration staff at the beginning and/or end of the conference and taking lunch tickets.

### **To apply, please follow these steps:**

Write a brief (no longer than 1 page) letter of interest which includes a description of your work and/or agency, your need and willingness to work for the conference, and how the sessions would benefit your work after the conference.

Based on the conference brochure, create a list which shows your first and second choice for each breakout session time slot. Our goal is to have work-study people working in sessions they want to attend (and you have a guaranteed seat!). Send both the letter and session selections to the Conference Office no later than March 26.

You will be notified shortly after the Conference Office receives your application.

## Questions?

Email [SWRBHC@KessJones.com](mailto:SWRBHC@KessJones.com)  
or call (505) 715-5222,  
toll-free (866) 219-4582.

## To Register

New for 2007: Online Registration!

### 1) Online:

[www.kessjones.com](http://www.kessjones.com)

It's fast, safe and easy. Credit cards, checks and purchase orders are accepted online and you will receive immediate confirmation of your attendance and session selection.

### 2) By Mail

Kesselman-Jones, Inc. (SWRBHC)  
PO Box 30182  
Albuquerque, NM 87190

Remember, online registrants are snatching up workshop spaces while you wait for the post office to deliver your paperwork. Give online registration a try!

### 3) By Fax:

(505) 266-3461

You may fax your registration form ONLY if accompanied by purchase order or credit card information.

Although quicker than mail, your faxed registration will be processed by our staff in the order received. Registering online will increase your chances of getting into the workshops you want!

Space is available on a first come, first served basis. We can not guarantee that on-site registrations can be accommodated.

# Registration Form

REGISTRATION DATA: Please PRINT. Use one registration form for each attendee. Registrations may NOT be shared or split.

Name \_\_\_\_\_

Title \_\_\_\_\_

Organization \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ E-mail\* \_\_\_\_\_

\*By providing your e-mail address, you grant Kesselman-Jones, Inc. and the Conference sponsors permission to contact you via e-mail regarding your registration as well as to receive updates on other behavioral health-related events.

Please check here if you require a vegetarian meal.

Please check here if you require a vegan meal.

## ATTENDANCE: (check one)

	Early by 4/13	Late/On Site After 4/14**
<input type="checkbox"/> Full Conference . . . . .	\$ 325. . . . .	\$375
<input type="checkbox"/> Mon. Only, April 23. . . . .	\$ 125. . . . .	\$175
<input type="checkbox"/> Tues. Only, April 24 . . . . .	\$ 125. . . . .	\$175
<input type="checkbox"/> Wed. Only, April 25. . . . .	\$ 125. . . . .	\$175
<input type="checkbox"/> Thur. Only, April 26 . . . . .	\$ 75. . . . .	\$125

\*\*Late/Onsite registrations are not guaranteed seating in workshops.

\*\*\*GROUP DISCOUNTS: 10% OFF for groups of five (5) or more FULL CONFERENCE registrations from the same organization. Registrations must be submitted at the SAME TIME on ONE CHECK or P.O. No group discounts for daily registrations.

## PAYMENT INFORMATION:

Registration fee \$ \_\_\_\_\_

Group discount\*\*\*(-10%) \$ \_\_\_\_\_

P.O. Handling fee (\$10 per PO) \$ \_\_\_\_\_

TOTAL ENCLOSED \$ \_\_\_\_\_

## PAYMENT METHOD:

- Check payable to Kesselman-Jones, Inc.  
 Purchase Order (apply \$10 handling fee per PO, not per attendee)  
 Credit Card     VISA     MasterCard     AmEx

Card number: \_\_\_\_\_

Exp. Date \_\_\_\_\_ Billing Zip Code \_\_\_\_\_

Cardholder Name (Print): \_\_\_\_\_

Signature: \_\_\_\_\_

## CONCURRENT WORKSHOP SELECTIONS:

IMPORTANT: In order to ensure the best possible learning environment, workshops will be closed once room capacity is reached. Therefore, it is required that you inform us as to which workshop you will be attending so we can assign proper rooms and prepare your CEU documentation in advance. SEE DETAILED EXPLANATION IN REGISTRATION INFORMATION SECTION OF BROCHURE.

Above each workshop description in this brochure is a number. Indicate your workshop choice(s) for each day you are attending by writing the number in the slot provided. You will be contacted by the conference office if your selection cannot be met.

You MUST complete the following in its entirety to be fully registered.

**Monday, April 23**  
*(Select one from sessions 1-8)*

All day session \_\_\_\_\_

**Tuesday, April 24**  
*(Select two from sessions 9-18)*

Morning \_\_\_\_\_

Afternoon \_\_\_\_\_

**Wednesday, April 25**  
*(Select two from sessions 19-26)*

Morning \_\_\_\_\_

Afternoon \_\_\_\_\_

**Thursday, April 26**  
*(Select one from sessions 27-34)*

Morning \_\_\_\_\_

**Find out immediately if your workshop choice is available.  
Register online at  
[www.kessjones.com](http://www.kessjones.com)**

## FOR OFFICE USE ONLY

Date Received:

Check/PO Number/Date Processed:

Amount:



## Who should attend?

Alcohol & Drug Abuse Counselors  
Caseworkers  
Clergy  
Citizen Organizers/Coordinators  
Consumer Advisor Entities  
Employee Assistance Program Professionals  
Health Educators  
Hospital Administrators  
Marriage and Family Therapists  
Mental Health Counselors  
Nurses  
Ombudspersons  
Parents  
Physicians  
Prevention Professionals  
Probation & Parole Officers  
Program Officers  
Psychiatrists  
Psychologists  
Social Workers

# Planting the SEEDS of CHANGE

Sustaining Recovery,  
Resiliency, and  
Healthy Communities

April 23-26, 2007

## Register Online

It's Fast, Safe and Easy.  
[www.kessjones.com](http://www.kessjones.com)

*(And you will have confirmation of your workshop sessions immediately upon registering)*

**Kesselman-Jones, Inc. (SWRBHC)**  
PO Box 30182  
Albuquerque, NM 87190

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