

San Diego Psychoanalytic Center Newsletter  
April 2014 • Vol 4

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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](#)

## ANNOUNCEMENTS

### Presentation

**J. Reid Meloy, Ph.D.** will speak at the International Criminal Investigative Analysis Fellowship, FBI Quantico, VA on May 15, 2014

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### Introduction to Freud and Psychoanalysis

(For SDPC members only)

**Marti Peck, Ph.D.** will present a draft of her paper on an "History of Psychoanalysis and its Relevance in Contemporary Society" on Saturday, April 26, at 10 a.m. SDPC members are invited to attend and provide feedback.

## The San Diego Psychoanalytic Center

is dedicated to promoting the relevance and vitality of psychotherapy and psychoanalysis

### 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

### Referral Service

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

### Events and Celebrations

Upcoming event: Spring celebration to honor new grads

### Collegial Connections

Community of supportive, experienced, and dedicated

psychoanalytic therapists

### **Community Involvement**

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

### **Practice Promotion**

Support in building your therapy practice

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

## INTRODUCING PSYCHOANALYSIS OFF THE COUCH

[Psychoanalysis Off the Couch](#), a public service of SDPC, is a new portal which lists psychoanalytically-oriented educational events for mental health professionals and the public. Any academic institution or professional association is welcome to [submit its educational event listings](#) free of charge.

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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. [\(read more\)](#)

## SDPC MEMBER SPOTLIGHT

*We will feature an SDPC member next week!*

## COMMUNITY EVENTS

# 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 • [traumacrossthelifespan.com](http://traumacrossthelifespan.com)

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The Hanna Fenichel Center for Child Development (established in 1975 by the San Diego Psychoanalytic Society) is holding it's annual **Spring Fling Fundraiser on April 26th** from 6 - 10 pm. You are invited to attend. Donations are also being accepted to support their education program throughout the year. If you would like more information, want to purchase tickets, or would like to make a contribution to the center, please contact: [858-755-0860](tel:858-755-0860). or email: [info@hannafenichel.com](mailto:info@hannafenichel.com).

-HANNA FENICHEL'S ANNUAL-  
**SPRING FLING**

**\$60 PER PERSON**

**INCLUDES BUFFET, CASH BAR,  
AND SILENT & LIVE AUCTIONS**

RSVPS RECEIVED BY APRIL 4TH WILL RECEIVE FREE DRINK TICKET

**SATURDAY, APRIL 26TH  
SIX TO TEN**

CHECK IN STARTS AT FIVE THIRTY  
LIVE AUCTION BEGINS AT EIGHT

ARTERRA OUTDOOR LOUNGÉ  
MARRIOTT DEL MAR

FREE SELF -PARKING WITH VALIDATION

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**Dear friends and colleagues,**

**I am writing to remind you that the PCC conference with John Steiner**

**on April 26th is officially sold out. We regret to say that will not be able to accommodate any on-site registrations.**

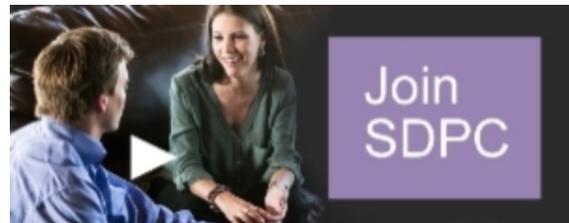
**We look forward to seeing many of you at the conference this Saturday, April 26th at the PCC Conference Center. You may come as early as 8:30 am to visit and have a light breakfast before the conference begins at 9 am.**

**Warmly,  
Jennifer Kunst, Ph.D.  
Chair, PCC Continuing Education Committee**

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## San Diego Psychoanalytic Center

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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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