

# The Butterfly Bulletin

Summer 2007

Volume 2, Issue 3

A Walk Down Memory Lane Over Our Last 30 Years

## New Directions For Women Milestones



NEW DIRECTIONS  
FOR WOMEN

### Our Mission

New Directions for Women is a safe, caring and sensitive residential treatment facility. By providing exceptional, gender-specific addiction treatment services that are grounded in 12-step principles, New Directions assists women, their families and their children to achieve sustained responsible recovery.

### Our Services

- Individual Therapy
- Group Therapy
- Challenge
- Adventure
- Equine Therapy
- Trauma Therapy
- Exercise
- Children Services
- Family Treatment
- Psychodrama
- Spirituality
- Meditation
- Spa Services
- Aftercare and Follow up

**New Directions**  
800-93-WOMEN(96636)  
www.newdirectionsfor-women.org

#### Fall 1975

Junior League of Newport Beach begins a survey/investigation of alcohol treatment facilities and service agencies in Orange County.

#### August 3, 1977

New Directions for Women is given the option to lease three homes at 2600, 2601 and 2603 Willo Lane, Costa Mesa from the Orange County Board of Supervisors, giving NDFW its home site.



Moving into the New Directions buildings, 1977

September 26, 1977- New Directions for Women opens its doors to its first residents.



#### November 6, 1977

New Directions for Women holds an open house, welcoming the public and local community.

New Directions gala open house and ribbon cutting (from left) Thomas Riley, chairman of the board of supervisors, Lucille Kuehn, Newport Beach council woman, Norma Herzog, mayor of Costa Mesa, Anne Tierne, executive director of new Directions, Rita Saenz, director of the State Office of Alcoholism, and Carol Porter, member of the Junior League and New Directions board.

#### November 5, 1977

Thrift Shop (later renamed Repeat Boutique) opens with sales benefiting New Directions for Women.

Repeat Boutique Opening Day



# New Directions For Women Milestones



**September 27, 1979**

Las Socias, New Directions for Women support group, holds their first event.

**November 13, 1979**

Former First Lady Betty Ford tours the campus and gives talk at New Directions for Women

Former First Lady Betty Ford with Las Socias founding president Dot Clock, Muriel Zink, president of the New Directions board, and Betty Ford's daughter, Susan Vance at a luncheon held in her honor.

**May 28, 1987** - Dedication ceremonies held for the new house.

**October, 1987** - New Directions celebrates 10-year anniversary.

**1996** - Decorative Arts Society (DARTS), a group of decorators and design professionals who raise funds and awareness for charity causes, forms. To date, DARTS has helped raise over half a million dollars for New Directions For Women. "DARTS is very happy to be part of this most successful program for the past 11 years," said Cecilia Nott, former chairman of DARTS.

## BETTY FORD A LESSON IN CARING



Betty Ford with Muriel Zink, President of New Directions for Women.

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Betty Ford with Muriel Zink, President of New Directions in 1979

**October 23, 1997**

20th Birthday Celebration, Founders House plaque being unveiled by Carole Pickup and Paul Messer honoring Muriel Zink, Pamela Wilder, and Marion Schoen.



**2004** - Rebecca Flood is hired as new Executive Director and Chief Executive Officer bringing 28 years of experience in the chemical dependency field while renewing New Directions' original mission. "Prior to her arrival we had an average census of 8 patients and did not have any real organized clinical format...we just winged it and did the best we could. Upon her arrival, we have a much more structured clinical program, we're building and improving relationships with the community and now have an average census of 18 patients," said Helen Rouhe, New Directions' Clinical Director.

**2006** - New Directions For Women renews its commitment to quality and service by applying for accreditation through the internationally recognized standards required by the Commission on Accreditation of Rehabilitation Facilities (CARF), a non-profit accreditor of behavioral health service providers.

**2007** - New Directions celebrates its 30th anniversary of transforming women families and their children one day at a time.



**2004**

Rebecca Flood became Executive Director and CEO of New Directions for Women.

### IN THE NEWS:

New Directions for Women ended its recent management agreement with Dual Diagnosis Management (DDM). Both organizations wish each other well as New Directions continues as a non-profit independent recovery center.





2607 Willo Ln.  
Costa Mesa, CA 92627

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## New Directions in Cooking

*With Chef Eyal Avidror*

### Eggplant in Tomato Sauce

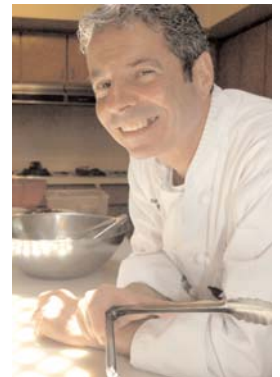
#### Ingredients:

For 6-8 Servings

2 large eggplants  
1 tbsp. salt  
2 tbsp. extra virgin olive oil  
2 large sliced Vidalia or Spanish onions  
2 cloves garlic (paste)  
5 medium tomatoes  
2 tbsp. tomato paste  
1/2 tsp. black pepper  
1/2 tsp. red hot chili pepper (optional)  
1 tbsp. brown sugar  
kosher salt

#### Procedure:

1. Cut eggplants into cubes 3/4 inch, place them in a colander over a bowl and sprinkle with kosher salt. Let sit for 30 minutes then drain and dry well with paper towels.
2. Heat the olive oil in a frying pan and saute the onions until soft and caramelized. Add the garlic and saute for a few more minutes
3. Transfer the onions to a larger pot and add the cubed eggplants.
4. Cut the tomatoes into quarters, place them in a food processor unskinned and puree until smooth. Stir in the tomato paste, black pepper and brown sugar and chili. Pour over the eggplants and onion mixture.
5. Bring to a boil and simmer slowly uncovered for 1 hour. Adjust the seasoning.



Eyal Avidror is the Executive Chef at New Directions For Women. He earned his Grand Diploma from the French Culinary Institute in 1986.