

The Butterfly Bulletin

winter 2009

volume 7, issue 3

Newsletter for New Directions for Women, Inc. | 2607 Willo Lane, Costa Mesa, CA 92627 | 800.939.6636



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.

levels of care

Residential

Intensive Outpatient Program

Intensive Sober Living Program

Combines transitional sober living with continued treatment services to help residents successfully transition to a sober lifestyle



NEW DIRECTIONS
FOR WOMEN

newdirectionsforwomen.org

Counting Our Blessings

It's that special time of the year when we can't help but reflect back on this past year and count our many blessings. We are immensely grateful for the support we've received to help carry out the New Directions' vision of transforming women, families and their children, one day at a time.

This has been a year of our greatest achievements and also challenging milestones. With the holiday season upon us, we reflect with hearts full of love and gratitude and give thanks for all we have been given and all we have learned.

Our deep gratitude extends to...

- Our **Board of Directors** (operating and foundation)
- Our **staff** who are all so dedicated to our mission.
- Our **extended staff** who help us to provide a wide variety of treatment
- **Repeat Boutique** who has continued to grow, expand and improve our store
- Our **investors** and **donors** who help make it possible to provide treatment by donating 25% scholarships
- Our **beautiful campus** — we are very fortunate to have our serene and spacious campus that allows us to hold many fun and therapeutic activities
- Our **referents** who rely on us and entrust us with the treatment of their patients
- Our **volunteers** who help at Repeat Boutique and at our campus
- Our **alumnae** who consistently work together to provide support and fun to new alumnae
- Our **neighborhood** and **local community** who welcome, include and acknowledge us
- Our **patients** for whom without there would be no purpose to be here
- Our **founders** and their families for having the loving and insightful vision that remains 34 years later
- And finally, the one who has given us all this and we celebrate the peace, love and joy of our **higher power** in this holiest season.

*From our hearts to yours, a very warm and peaceful holiday season and a blessed new year,
New Directions for Women*

ALUMNAE HOLIDAY PARTY

December 10
6 to 8 p.m.

OPEN TO EVERYONE!



save the date

- Alumnae Holiday Party**
December 10, 6 to 8 p.m.
- 2010 NATSAP Conference**
January 28 - 30
Morningside, La Jolla, CA

ongoing events

- Circle of Life Tour + Light Lunch**
Every 3rd Thursday at 11:30 a.m.
- Alumnae Nights**
Monthly Alumnae Meeting
1st Thursday of the month at 7 p.m.
Monthly Alumnae Dinner + Panel
4th Thursday at 6 p.m.
- Al-Anon Meeting**
Every Wednesday from
11:30 a.m. to 1 p.m.

- Closed Women's AA Meeting**
Every Wednesday at 11:45 a.m.
in Founder's - lunch provided
- Repeat Boutique Discount Days**
Senior Discount Days
Every Sunday 20% off
Tag Change Sale
Every 4th Thursday

For more information about upcoming events, please contact Virginia Mendiola at 949.313.1192 x.104 or visit us at newdirectionsforwomen.org.

visit us at repeat boutique

370 E. 17th Street, Costa Mesa
949.548.9927
www.repeatboutique.org

Hours:

Tues. - Friday, 10 a.m. to 6 p.m.
Saturday, 10 a.m. to 5 p.m.
Sunday, 10 a.m. to 4 p.m.

NEW WEBSITE LAUNCHED

NEW DIRECTIONS' WEBSITE GETS A COMPLETE REDESIGN, NOW WITH MORE RESOURCES THAN EVER!

Your continued support is invaluable to us which is why we have expanded our website to make it an even better resource for you! With input from a large cross section of interventionists, therapists, partner treatment centers, investors, alumnae and families, we've created a website that we feel is both informative and useful. It's designed so you'll know what is happening with New Directions at all times.

The site targets professionals in the field of addiction, people seeking treatment and those who support our foundation. With easy navigation, you'll find access to our calendar of events, complete forums for alumnae, partners, and clinicians, a microsite dedicated to our Foundation, and registration info on the upcoming ATCPCC 2010.

Go to NewDirectionsForWomen.org and take a glance around! Be sure to register on the forum and let our website become a useful tool for you.



Repeat Boutique

As the Holidays quickly approach, the staff and volunteers at Repeat Boutique anticipate finishing the year with a festive shopping experience. We kicked off an amazing month of shopping with our fabulous Black Friday sale on November 27. Doors opened early at 9 a.m. and didn't close until 8 p.m.! Hundreds of wonderful supporters flooded our store to shop with a cause. Savory sweets, hot cider, and coffee perked everybody up during this long but fun day of shopping.

The store is now loaded with cozy winter wear and some amazing buys on holiday giving. We have loads of stocking stuffers for everyone on your shopping list, as well as beautiful brand new items donated from high end boutiques from all over Orange County. Don't forget to visit Repeat Boutique, where fashion meets philanthropy, for all of your holiday needs.

We want to express our deep gratitude to all our loyal customers who have supported our mission throughout this past year. Your generous donations of clothing and continuous shopping at Repeat Boutique has provided us with the ability to benefit New Directions for Women and assist their women, their families and their children achieve sustained responsible recovery. We value your support and feel most grateful to have such wonderful donors and shoppers during these unstable economic times. Our heartfelt thanks.



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.....
Ensuring the highest quality treatment

Commission on
the Accreditation of
Rehabilitation Facilities 

Proud member of:

 **NAATP**
National Association of Addiction
Treatment Providers

GOLF TOURNAMENT SUCCESS!



*Barbara Wiggs, Susan Meek,
and Tania Bhattacharyya – our
wonderful 2009 Ghost Golf
Tournament Committee*

New Directions for Women's 15th Annual Ghost Golf Tournament was a *ghoulish* success! The Ghost Tournament was held on Halloween and gave participants the opportunity to assist with the recovery of women by contributing directly to the Pamela Wilder Scholarship Fund.

How much did we raise? Over \$80,000! All of these funds will go towards our patients' recovery in the form of partial scholarships. Special thanks go out to our wonderful sponsors:

- > **Honorary Chairperson: In Memory of Muriel Zink, Anonymous Donor**
- > **Platinum Underwriter: The Pickup Family**
- > **Mysterious Hole in One Sponsor: Karen Crosson Lutz**
- > **Casper's Closest to the Pin: R.C. Baker Foundation, Anonymous Donor**
- > **Spooky Straightest Drive: The Busch Firm**

This event would also not be possible without the generous donations of raffle prizes. Many thanks to: Traditional Jewelers, Newport Beach Tennis Club, Bill Watson, Meritage Resort, Regal Entertainment Group, Oakley, the Pickup Family, Dynamic Touch Massage Therapy, Five Crowns Restaurant, Oak Creek Golf Club, Soul at Home Yoga, Bradford Renaissance Portraits Studio, and the Balboa Bay Club for your kind and thoughtful gifts.



EXPERIAN VOLUNTEERS TO HELP CREATE HOLIDAY SPIRIT ON CAMPUS

Our three acre campus will soon be looking jolly and festive thanks to the hard working volunteers at the "Heart of Experian." On December 6, 15 volunteers from the organization will join our staff and patients to help decorate our entire facility for the holidays! Everyone will get involved, including the kids who can make Christmas crafts and cards.

"The Heart of Experian is deeply committed to making an important difference in each of the communities in which we work and live," said Marryn Santucci, Community Involvement Manager at Experian. "Our volunteers will have a wonderful and festive afternoon working with New Directions. The results of everyone's hard work are going to be amazing, and we are so proud to have a part in supporting our community neighbors!"

New Directions for Women hopes to make this an annual event, and would like to extend an open invitation to all our supporters to come take a tour of our decorated campus. Just call our Development Department at (949) 313-1192, extension 103, or email us at foundation@newdirectionsforwomen.org to set up an appointment.

Please don't forget to include New Directions for Woman in your estate plans and help us continue changing lives one day at a time well into the future.

ATCPCC early bird registration

Register early for the 2010 Addiction Treatment Centers & Professionals Consortium of California to receive discounts. Register online NewDirectionsForWomen.org or fax your registration to 949.574.8977.



NEW DIRECTIONS
FOR WOMEN

2607 Willo Lane
Costa Mesa, CA 92627

Non-Profit Org.
U.S. Postage
PAID
Permit # 4186
Santa Ana, CA



**GREAT
GIFT IDEA!**

Call 949-313-1192
to order

WINTER recipe

Potato with Meat Stuffing



*From the kitchen of New Directions
Executive Chef Eyal Avidror*

ingredients:

- 6 large Idaho potatoes, cooked with skin
- 3/4 lbs. ground beef or pork
- 1/2 cup water
- 1 egg, whisked
- Ground black pepper, to taste
- Salt, to taste
- 2 tbsp. fresh finely chopped cilantro

procedure:

1. Place the ground meat in a skillet, add a little water and cook-steam until meat changes color, remove and let cool
2. Add the whisked egg and the spices and mix well
3. Cool the potatoes, peel the skin and mash to a fine spread without lumps
4. Spread large spoon of potato mash on your hand then spread a spoon of the meat mixture on top. Cover with another large spoon of potato mash and with flour, hand-tide edges well
5. Dip the enclosed potato in whisked egg and fry gently on both sides in 1-inch deep hot oil
6. Spread the fried potatoes in oven proof dish and bake in a pre-heated 350° oven until golden brown

*Serve as an appetizer with salad or as a side dish to chicken or beef dishes