

The Butterfly Bulletin

spring 2011

volume 11, issue 1

Newsletter for New Directions for Women, Inc. | 2607 Willo Lane, Costa Mesa, CA 92627 | 800.93.WOMEN | newdirectionsforwomen.org



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 Program

Primary, Transitional and Extended

Intensive Outpatient Program

Featuring Individual and Conjoint Therapy, Recovery Skills, Relapse Prevention, Family Education and Social Support Groups

Intensive Sober Living Program

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

(From left to right) New Directions for Women friends & supporters: Jim Younger, Pat Lynch, Patricia Haggerty, Devon Martin, and Lyn Wilder.

Amethyst SOCIETY



New Directions has found a new and innovative way to honor all of our contributors whose enduring support allows our vision to move forward every day. The Amethyst Society—the birth child of New Directions' Public Relations Counselor, Roger Faubel—was launched this spring at the Circle of Life Breakfast on March 28.

"The Amethyst Society is a chance for our organization to give back to those who provide sustaining support by sharing their time, talent and treasure over a significant period of time," said Executive Director & CEO Becky Flood.

Employees and volunteers are acknowledged at various levels with silver, white gold, platinum, or diamond amethyst pins. Financial investors are presented with one-of-a-kind amethyst jewelry pieces—also at the silver, gold and platinum levels. Designed by Ruth Fitzgerald in Laguna Niguel, each piece incorporates the beautiful amethyst stone to show the commitment to the organization and helping those in recovery continue their journey.



For more information on the Amethyst Society go to www.newdirectionsforwomen.org.

The amethyst is a variety of quartz known for its brilliant lavender color. It is often associated with recovery and sobriety. For the ancient Greeks and Romans, the word actually meant "non-drunkenness," and in their culture, it was considered to be an antidote to intoxication. They wore amethyst and made wine goblets carved from it. Hindus and Buddhists relate the amethyst to the crown chakra, where it is believed to bring spiritual clarity and love of the higher mind. The stone also has meaning to the Catholics, as bishops wear amethyst rings to symbolize calmness and clarity.

The third annual **Circle of Life Breakfast** was held on March 28 to both honor supporters of our organization and to introduce new friends to our mission and vision. The event, held at Big Canyon Country Club in Newport Beach, **raised \$350,000 in pledges** and gave everyone in the room a chance to become better acquainted with the important and life changing work we do. We are deeply appreciative to an anonymous investor who matched all contributions dollar for dollar, and to the Albert J. Crosson Family Foundation for underwriting the breakfast and their third consecutive year of support.

2011 AMETHYST SOCIETY HONOREES

Investors

Faith Strong
Carole Pickup
R.C. Baker Foundation
Anonymous (2)

Employees:

Merrilee Greene
Linda Martinez
Rebecca Flood
Virginia Mendiola

Volunteers:

Sally Frei
Darlene Quinn
Dan Carracino
Elizabeth Ward
Brian Cwik
James Sabovich
Doug Kerr
Gianna Drake-Kerrison
Susan Meek



Board of Directors

Sally Frei
President & Chairperson

Darlene Quinn
Vice Chairperson

Jim Sabovich, Esq., *Treasurer*

Elizabeth Ward, *Secretary*

Dan Carracino

Brian Cwik

Gianna Drake-Kerrison

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Rebecca J. Flood

Dan Headrick, M.D.

Douglas B. Kerr, Esq.

Christopher Mears, Esq.

Ann Premazon

Foundation Board of Directors

Karen Crosson Lutz
President & Chairperson

Jim Wilder, III, *Treasurer*

Brenda Ives, *Secretary*

Dan Carracino

Rebecca J. Flood

Carole Pickup

Faith Strong

Ensuring the highest quality treatment

Commission on
the Accreditation of
Rehabilitation Facilities



Proud member of:
NAATP
National Assoc. Treatment Providers

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, Noon to 4 p.m.

Foundation Corner

Winter of 2011 introduced the first organized Employee Giving Campaign at New Directions with outstanding results. Final tallies logged donations at around \$8750.00—exceeding our monetary goal by more than 200 percent.

"Once again, the staff of New Directions have demonstrated their love and commitment to the women and children that we serve. I was so proud to serve as Chair for this campaign, and just be a part of this outstanding team," said Ottis Johnson, Clinical Outreach.

A secondary goal of the campaign was to achieve 100% employee participation. We figure our employees should have as much a philanthropic heart for New Directions as our outside supporters and donors do. Financial support in any amount supports every woman and child who walks through the doors to stay, recover and prosper. Though we fell short of 100 percent involvement, we gained 80.5% participation, and, in honor of those who were unable to give, a donation was made in recognition of the time and talent they bring to our organization on a daily basis.



Already over 60% full!!

Don't miss the 2011
ATCPC Conference
in Santa Barbara July 25-27.
Register online at
NewDirectionsForWomen.org

Volunteers Make All the Difference at Repeat Boutique!

Your favorite resale shop has been blessed with a big upswing in our volunteer help this spring, from both patients and the public. We welcome these dedicated ladies who work alongside our staff helping customers, keeping the store looking great, and prepping the clothes. Every volunteer who spends time in the store adds their own personal energy and positive attitude to our program. The customers can really feel it — it may be why we are experiencing such wonderful growth in our sales too! Remember — every dollar we don't spend on payroll is another dollar that can go into our Foundation Scholarship Fund to help the patients at New Directions!

Repeat Boutique now highlights a second Big Event every month—a special "something" the second week of the month to compliment our famous end-of-the-month sale. March features a shoe sale, with huge bargains and table after table of new and used shoes. In honor of Spring's arrival and Easter, April features a "Dress Event," with hundreds of dresses offered at discounts from our already ridiculously low prices.

Lastly, to honor our wonderful customers, donors and volunteers, we are launching our new "Friends of Repeat Boutique" program. Each month, five people will be selected to be named friends of our store. Their pictures will go up on our wall, and they will receive a gift certificate and other gifts. We are asking our regular customers, donors and volunteers to fill out a signup sheet with their favorite "Repeat Boutique" story, or a "Why I love Repeat Boutique" blurb. Look for those in a future Butterfly Bulletin!

As always, we invite you to come on down and do some shopping! See you soon!



**Stop in for
April Dress
Event
April 14-17**

The Perfect Team



With the passing of Dr. Maurice Wilson last winter, a new position was created in the Quality Improvement office. After screening several worthy candidates, New Directions found a creative solution, filling the position with the highly accomplished and professional duo—Lynn Blanchard and Maurice Rayford. (Yes... another Maurice!)



As New Directions' Clinical Director, Lynn will oversee the clinical services as part of the Quality Improvement Officer's job, while Maurice (also known as "Reece") will assume Dr. Wilson's responsibilities in the area of quality improvement, outcome, research, accreditations and licensing.

"We found the perfect team," said Becky. "I'm confident that these two talents will be able to carry the torch, continuing on the path that was impeccably laid down by Dr. Wilson."

*Maurice Rayford
& Lynn Blanchard*

Lynn came to New Directions in 2008, hired on as a counselor. She was quickly promoted to Senior Therapist, overseeing all clinical services, until she finally became Clinical Director this year. She had worked diligently under the tutelage of Dr. Wilson to fully understand and implement her new leadership role and remains committed to seeing through several goals over the next year. These include continued meditation practices, (with focus on mindfulness meditation), improved family programs, an enhanced daily schedule, Seeking Safety and the introduction of Soudrama work. Lynn has a BA in both Sociology & Psychology, a MA from Duke University in Theology & Counseling, and is NAADAC certified. She has completed her education and training in clinical supervision, and has recently embarked on Soudrama training.

Reece will act as the Quality Improvement Director. He will be taking over Dr. Wilson's responsibilities in the area of quality improvement, research and licensing. In addition, he will ultimately oversee the area of Human Resources. Reece comes to New Directions with 15 years working in the addiction field, having served as Clinical Director, Program Director, Quality Improvement Coordinator and Public Service Administrator. He holds a BA in Social Services, a MA in Organizational Management and is a Certified Addiction Counselor.

"We support Reece and Lynn in this new capacity and are excited to see what their combined passion, intellectual capacity and commitment will bring."

save the date

Alumnae Easter Party

April 16 | NDFW, 11 a.m. - 1 p.m.

ITCC Conference

May 2-4 | Vero Beach, FL

AIS Meeting

May 5-8 | Phoenix, AZ

CAMFT Conference

May 12-15 | Burlingame, CA

NAATP Conference

May 14-17 | Phoenix, AZ

WCSAD Conference

June 2-5 | La Quinta, CA

Staff and Board Picnic

June 26 | Irvine, CA 12 - 3 p.m.

Local Referrent Day

June 30 | NDFW

ongoing events

Circle of Life Tour + Light Lunch

Every 3rd Thursday at 11:30 a.m.

Alumnae Nights

Monthly Alumnae Meeting
1st Thurs. 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. - 1 p.m.
Brown Bag meeting

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



Artwork
from an
anonymous
patient

Patient
Corner

The New Directions for Women Cookbook is beginning to take shape. We encourage you to submit your favorite recipe(s). Contact Tania Bhattacharyya at 949.313.1192, ext. 300 or email: foundation@newdirectionsforwomen.org.

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New Directions
for Women
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our updates!



NEW DIRECTIONS
FOR WOMEN

2607 Willo Lane
Costa Mesa, CA 92627

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Permit # 4186
Santa Ana, CA



What's Cookin'?



This recipe comes from my mom, Carrie. We both appreciate an easy meal with tasty, simple ingredients. Last year, when my supervisor Dr. Maurice Wilson was going through cancer treatments, I wanted to bring him a meal that his family could enjoy without having to cook. One side effect of

his treatment Maurice most disliked was loss of taste. But I received a phone message from him the next day giving my casserole rave reviews! I've saved the phone message, and since his passing, I sometimes listen to it and smile! I hope that you enjoy it as much as he did.

– Jen Layton
QI/HR Coordinator



Chicken & Artichoke Casserole

- 1 store bought rotisserie chicken
- 1 can of artichoke hearts (halved or quartered)
- 1 can of Italian Style diced tomatoes
- 2-3 tbs olive oil
- 1 tsp salt/pepper (to taste)
- ½ cup to 1 cup grated parmesan cheese (you can use more or less) (can also use shaved parmesan for garnish)
- 1 box rotini pasta- I like to use whole grain

Cook pasta according to directions, drain.

Add the following to a large bowl:

- Chicken removed from bone, shredded into bite size pieces
- Artichoke hearts, drained. Quarter or halve larger pieces
- Tomatoes, drained.
- Olive oil, salt and pepper to taste
- Half of the parmesan cheese.

Add the pasta to the chicken mixture and stir well. You can add additional olive oil if the mixture appears too dry.

Spray a casserole dish with Pam and add the chicken and pasta mixture. Sprinkle parmesan cheese over the top. Bake at 350° until heated through (about 15 minutes) and cheese is melted. You can add additional grated or shaved parmesan when plating the dish for garnish.