

The Butterfly Bulletin

fall 2011

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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



Search New Directions for Women on Facebook and subscribe to our updates!

Blessing Ceremony

A time for cleansing, remembering, healing & gratitude

We believe spiritual recovery is at the core of any recovery program. New Directions' annual Blessing Ceremony is one way we actively put that belief into practice. The ceremony offers a multitude of ways to honor not only the higher power working in our lives, but also to acknowledge the many spirits past and present that have come through New Directions. We honor the spirit of our founders, our past and current employees, volunteers, investors, patients, alumnae, the children and the very grounds they've walked.

This year's blessing ceremony featured a variety of offerings from both Eastern and Western culture.

- Reiki Master Christina Larsen silently performed a Reiki Cleansing Ceremony
- Nellie Smith from the World Divine Light Organization led a Japanese Religious Ceremony to the Su-God



Faith Strong, a true angel to our organization

- Rev. Faith Strong, NDFW Board Member, blessed Faith House using poetry and positive affirmation
- Cynthia Niermann, NDFW Drum Circle Facilitator, blessed us through the power of a communal drum circle
- Rev. Adelia Sandoval, from Song of the Earth Ministries, blessed us through song and a Native American ritual that honored the ancestors who lived on this land before us

Blessings were also delivered by staff members in the form of Christian prayers, Reiki blessings in Spanish, a Muslim Blessing, a Meditation, and a welcome song from Rev. Charles Dorsey.

ATCPCC conference



Thank you to our emcee John Southworth and our sponsors Centaur University, Center for Discovery, and Casa Serena

For the fifth year, New Directions for Women hosted The Addiction Treatment Centers & Professionals Consortium of California (ATCPCC) at the Fess Parker Doubletree Resort, Santa Barbara in July. The conference highlights trends in the industry, samples all types of programs and provides intimate opportunities for networking.

"We foster working relationships with other treatment centers and individuals who support quality care in the treatment field," said Tania Bhattacharyya, Development and Clinical Outreach Coordinator at New Directions.

About 85 people attended the three-day conference, representing 53 different programs

from California to New Jersey. Attendees included Medical Directors, CEOs, Executive Directors, private practitioners, administrators, admissions and treatment personnel marketing reps, therapists, and interventionists. Programs ranged from dual diagnosis treatment to eating disorder programs, sober living homes, marketing firms and a variety of addiction treatment programs.

"This conference gives us a view into what it truly means to exist in the addiction treatment field's network," said Tania. To join together and learn from each other is one of the best ways to support and help heal the millions of people in America who suffer from the chronic disease of addiction." Next year's ATCPCC is slated for July 23-25, 2012. For more information or to sign up, please visit newdirectionsforwomen.org/atcpcc-2012.

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NAATP
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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.

“Pinking of the Industry”



Becky Flood, CEO and
Executive Director presents
at NCAD

Becky Flood’s presentation at the 2011 National Conference on Addiction Disorders (NCAD) focused on the changing demographics of the addiction field and what the future may look like for women in the industry.

The current trend in the addiction field is towards an increase in female leadership roles. Becky refers to the gender swing as the “Pinking of the Industry”. While the addiction treatment field has historically been led by males, it has also been a field that is predominantly employed by females (there is a 70% female workforce). Simultaneously,

the treatment industry will be facing a workforce crisis in the next five years as the current administrators are aging out. This will open the door to the women who are already dominating the workforce.

“Those positions are going to be open, and then tag, you’re it—whether you want to or not,” said Becky. The big question is whether enough women are going to be ready.”

According to Becky, women in the field will have to work together to find solutions—make an effort to get to know one another, learn from each other and pass on their skills and knowledge. Mentorship programs could be key.

“Women are not nice to each other, because many of us were not raised in a way that taught us how to play nice,” she said. “Instead, you learn that the prettiest one wins, which puts us in direct competition at all times. As we prepare future leaders in our workforce, we have no choice but to figure out how to play nice with each other.”

NDFW will be co-hosting our first inaugural national Women CEO Roundtable in January 2012. Discussion topics will include: developing the history of female leadership in the addiction field, how to best support each other in being successful, and developing a working mentorship program to support the next generation of female leaders. Please contact Tania Bhattacharyya at tania@newdirectionsforwomen.org for more details.

Repeat Boutique



The perfect solution for a second Repeat Boutique has finally been revealed and we didn’t have to go very far!

After months of searching all over Orange County, scoping out every space that looked promising for our new store, we came up empty. When the property next to us became available, it hit us like Dorothy in the *Wizard of Oz*—we found what we’d been yearning for right here at home. Instead of opening a second shop, Repeat Boutique will be expanding into the space next door.

According to our brokers, we are already on the best street for retail in Orange County. And, since spaces like this don’t open up often, we jumped at the opportunity. We are now in the process of designing the store—not a second store, but a double-in-size, re-imagined retail mecca!

We can truly say “mecca,” because savvy shoppers from all over southern California make the 405/55 journey on a regular basis to scour our racks for the best in designer, vintage, eclectic fashion ware and find ridiculous prices on brand-new bags, jewelry and scarves—the same ones they can find in well, you know, fancy-schmancy shops at twice the price.

So, with double the space, we need you, our wonderful donors and clients, to keep on donating and shopping, remembering all the while that your continued support goes a long way to healing broken families and turning women’s lives around—heading them in New Directions.

We look forward to the moment when we can announce to you that the newly remodeled, expanded Repeat Boutique is ready for your shopping pleasure, but for now please know that we are still open and anxious to see you at 370 E. 17th St. in Costa Mesa.



Volunteer Appreciation Luncheon 2011

Foundation Corner

Volunteers are an integral part of any non-profit organization. More things get done and more people benefit from the services provided. Volunteers brighten the environment through service and positive motives, carrying the mission, without monetary compensation, to their individual communities. They are the lifeline and progressive force standing boldly as the face of the non-profit world.

This year's Volunteer Appreciation Luncheon was an expression of gratitude to those who truly give of their time, talent and treasure to help our mission. We had a wonderful lunch at Tastebuds in Costa Mesa, delighted in each other's company and got to meet other volunteers who share the same passion. We look forward to continuing these mutually beneficial relationships. From all of us at New Directions for Women, thank you!

If you are interested in contributing your time and talent with New Directions for Women, the door is open. Contact us on Twitter, Facebook, LinkedIn, or simply by phone at 949-313-1192. We would love to hear from you!

save the date

NAATP Board Meeting
Oct. 3-4 | Washington, D.C.

CARF Surveyor Training
Oct. 11-13 | Tucson, AZ

CSAM Conference
Oct. 12-15 | Long Beach, CA

Alumnae Harvest Hunt
Oct. 20 | 6 to 7:30 p.m. | NDFW

National Referent Weekend
Oct. 27-29

AIS Meeting
Oct. 31-Nov. 2 | Indian Wells, CA

Alumnae Holiday Party
Dec. 15 | 6 to 8 p.m. | NDFW

Circle of Life Tour Schedule

October 4	5 p.m.
October 20	11:30 a.m.
November 1	8 a.m.
November 17	11:30 a.m.
December 6	5 p.m.
December 15	11:30 a.m.

ongoing events

Alumnae Nights

Monthly Alumnae Meeting
1st Thurs. of the month at 7 p.m.

Monthly Alumnae Dinner + Panel
4th Thursday at 6 p.m.

AI-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

SUBMIT YOUR FAVORITE RECIPE!

The New Directions for Women Cookbook has a page reserved for you! Contact Tania at 949.313.1192, ext. 300 or email: foundation@newdirectionsforwomen.org.

Alumnae Corner



Annual Alumnae Christmas Party

December 15, 6 to 8 p.m. at NDFW



Alumnae Reunion Harbor Cruise

Our annual Alumnae Reunion Harbor Cruise took place in September in honor of Recovery Month. Over forty women in recovery and their guests celebrated the glories of recovery with a day of pampering and fun!

Surrounded by other sailboats in the beautiful Newport Beach harbor, we had a women's 12 step meeting on the top deck of the yacht. Afterwards, we all let loose with a karaoke session and fun dance party while socializing, connecting, and enjoying a gourmet lunch.

Hallie Metzler with OneRecovery was there to educate our guests on the service, an online social network service for NDFW alumnae to maintain supportive relations. One guest won a \$30 Starbucks gift card, and everyone shared how blessed they felt to be with their sisters in sobriety on a boat in the beautiful Newport Harbor.

New Directions staff would like to thank all the women who took the time to attend and share the lovely day with us, as well as the staff and crew of the Dreammaker Yacht and Adventures at Sea.





NEW DIRECTIONS
FOR WOMEN

2607 Willo Lane
Costa Mesa, CA 92627

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Santa Ana, CA

fall recipe

Warm Spiced Apple Cranberry Cider



From the home of
Victoria Herbert,
Intake Leader

As summer slips away the chill of fall reminds us that winter is coming. I find it very soothing to enjoy a warm drink at the end of the day. This cider is one of my favorites because of the festive holiday colors, spice and fruits and especially the inviting aroma that fills our home as the cider warms. Enjoy!

ingredients:

- 1/3 cup packed brown sugar (optional – can be substituted with sweetener to taste)
- 2 tsp. of whole allspice
- 4 sticks cinnamon (3 inch)
- 1 bottle (48oz) of apple cider (6 cups)
- 1 bottle (48 oz) cranberry juice cocktail (6 cups)
- 1 cup of whole fresh cranberries

procedure:

- Place the allspice in a coffee filter and tie with kitchen string for easy removal from hot cider.
- In a 4 -5 quart slow cooker, pour in all the ingredients.
- Cover; cook on low heat setting 4 – 6 hours. Before serving remove allspice and cinnamon. Add fresh orange slices for a touch of color into the slow cooker just before serving.
- Place your favorite cups and saucers along side of the slow cooker and allow your guest to serve themselves using a ladle.

