

LPA members, APA, Out of Loop on LAMP Bill

Most Louisiana Psychological Association (LPA) members were unaware of the Louisiana Academy of Medical Psychologists (LAMP) 2009 bill and its progress through the Louisiana Legislature, until one psychologist noticed the bill and posted a question about it on the LPA listserv. Some LPA members posted comments about the bill conveying surprise and confusion such as "What happened?" and "Who let this slip past LPA?" As the bill progressed toward the Governor's office, listserv member comments increased in frequency, some were angry, and demands for explanations from LPA officials surfaced.

Outgoing President Darla Barnett posted a letter to

LPA members on 6/25 stating that, "The Louisiana Academy of Medical Psychology, a statewide organization comprised of medical psychologists, has been involved legislatively during the passage of this bill. LPA has monitored this bill, as it does all bills potentially affecting psychology, but took no formal position on the bill. The Louisiana Academy of Medical Psychology and the Louisiana State Board of Medical Examiners have negotiated what they both believe to be the best compromise on the legislation." **Cont, Pg 3**

Board Asks for Ruling from Attorney General

At their meeting on Friday, the LSBEP decided that they would request a ruling by the State Attorney General on several issues. The letter went to the AG with the questions:

Cont, Pg 9

LAMP Bill Passes: Prescriptive Authority Repealed, MPs Transferred to Medical

On July 1st Governor Jindal signed into law a bill that transferred the regulation of "Medical Psychology and the practice of psychology by medical psychologists" to the State Medical Board. The transfer takes place on January 1st, 2010. This act repeals the law granting properly trained psychologists the "Certificate of Prescriptive Authority" obtained in 2004 through the efforts of Louisiana psychologists. The new law was developed and promoted by the Louisiana Academy of Medical Psychologists (LAMP).

The new law also creates a "Medical Psychology Advisory Committee" composed of five members selected by the Medical Board, one of whom must be a psychiatrist recommended by the Louisiana Psychiatric Medical Association and LAMP. This committee is to serve the Medical Board in an advisory capacity and to consider applications for Medical Psychology licensure and other issues.

The new law authorizes Medical Psychologists to employ "psychological technicians or psychometricians" to perform services "as might be approved by the board." This is a new designation regarding psychological assistants, in contrast to the current psychology licensing law. The new law also contains a provision for violation of the APA ethical code, as interpreted by the Medical Board, or any other code adopted by the Medical Board, as grounds for discipline. Also, the law specifies that at least 25% of a MP's CE must be provided by LAMP.

Board Member Resigns

Glen Ally gave his resignation at the August 28th meeting of the LSBEP, according to the Executive Director.

An individual seeking the right to prescribe must first become licensed as a psychologist to then become eligible for the license as a Medical Psychologist, placing

Cont, Pg 3

Editorial Page

PAGE 2

Solomon and the Baby: What's Next?

by Julie Nelson

Some Louisiana psychologists woke up in July to find that Act 251 had cut a beloved baby in half. Someone should have told LAMP that Solomon was just testing love and sacrifice. He didn't really mean it. A good king would never divide something precious, there's always a better way. Of all the professions, psychology is full of great minds, great hearts, and great insights. Working together we could have found a better way.

The analogy isn't perfect. Unlike a dead infant, each part can probably survive. But there may be risks to both that come later. And, both are diminished.

Splitting the baby didn't come in one hacking motion, even though Act 251 feels that way. It came in a series of gradual changes, forecasted by some. But for many of us it was a slow desensitization, a numbing of awareness, like boiling a frog.

In hindsight it is clear and a little embarrassing: our board members are predominately MPs; important leaders of LPA are MPs; even the purpose statement on the LPA website sounds MP-like. The term "non-MP" has crept into our parlance, meaning—everyone else. Resources, energy, creativity were directed to the MP goals (be careful what you reinforce), and other needs neglected. LPA has about 230 members (30 MPs) but there are over 650 licensed psychologists in the state, and other PhDs who might have something to gain from an open, participative, creative state association.

It's hard to know what to do now, but it seems to me a good start is to return to our roots, the science we love and that excited all of us in the first place. And then, everyone who loves the baby can decide what's next.

Letters To The Editor

Let us know what you think, write a letter to the editor.

As psychologists we know that crisis creates opportunity for growth and change. The recent uproar over the medical psychologist legislation has created such an opportunity. This furor is reminiscent of what the Louisiana Psychological Association experienced several years ago with the prescription privileges

legislation. I was on the LPA Executive Committee when the PP legislation was being proposed and was LPA president during 2000 so I had a close view of the process that went into the original legislation. During that time, I tried to address my concern about the secretive and divisive manner in which the PP issue was handled. Unfortunately, my concerns fell on deaf ears and, once again, prescription privileges is an extremely divisive issue among Louisiana psychologists. It seems to me that the last years have shown that at least some of the medical psychologists are not interested in working together with the larger group of psychologists in Louisiana. As a result, I believe that it is time for us to take back our state association and licensing board so that these entities are representative of psychology as a whole. Now is the time for us to work together so that we can have a strong voice in the direction our profession takes in the future.

Kim E. VanGeffen, Ph.D.
Past President, LPA

One must marvel at the success of LAMP in sponsoring and engineering the passage of Act 251, but is it in the best interest of psychology and Louisiana psychologists? I believe the profession of psychology and all psychologists, even medical psychologists, have been damaged by this Act. The damage – our profession's arena of expertise and authority has been diminished. Prescriptive authority no longer falls within the domain of psychology. Medicine's sovereignty has been reasserted. On January 1st, 2010, when Act 251 becomes effective, authority over medical psychologists will shift from psychology to medicine. MPs will merely have input into decisions affecting their profession in the Medical Psychology Advisory Committee under the authority of LSBME, having lost dominion over their professional lives. And I agree with others who have concluded the damage could evolve to threaten the independent practice of psychology. In the future, since LSBME will regulate not only MPs' prescribing activities but also their professional activities as psychologists, what is the argument for licensed psychologists to be regulated independently, outside the authority of medicine?

In early July, James Quillin, identified on LPA's website as LPA's Chairperson of the Legislative and Public Policy Committee, posted a message to LPA members on LISTSERV, stating he had

Cont, Pg 4

Bill Passes...

psychology as a hurdle toward another position under medicine. The new law does not appear to restrict an individual from maintaining a license under Psychology, but would result in an individual reporting to two boards, with dual CE requirements, fees, and disciplinary regulations.

Because Act 251 conveys a similar set of rights and privileges that psychologists are granted under the present psychology licensing law, the Act 251 places Louisiana in the position of having two regulatory bodies for the practice of doctoral level psychology.

LAMP Leaders See 251 As Success

In a column from the Kentucky Psychology Association's newsletter by Pat DeLeon (August 2009), Louisiana's new Act 251 is portrayed by one of its promoters, Glenn Ally, as "The Eagle has landed," taking 'one small step for a man, one giant leap for mankind.'" DeLeon wrote, "Jim Quillin reports that Medical Psychologists (those with RxP authority (MPs)) were successful this legislative session in formally integrating their RxP expertise with medicine. The

Cont, Pg 7

Out of Loop...

The in-coming LPA president, Judith Levy, on 7/1 noted that the bill would affect only Medical Psychologists (MPs). Cathy Castille, Treasurer, also posted on 7/1 saying that "'loose lips sink ships' is a common phrase in political circles." And that, "As far as the current situation, I trust that LAMP will share certain facts that influence what has transpired and what is going on, and all will become public when the time is right."

According to the LPA website, a number of LPA officers hold the MP credential. These include Jim Quillin, Chair of Legislative & Public Policy and APA Delegate for LPA, the President, President-Elect, Treasurer, Medical Psychology Chair, and the Chair of Public Education.

Jim Quillin, writing on listserv that "I have been authorized by the president of LAMP to provide factual information," responded to LPA members complaints about the lack of information, after the bill had been signed by Gov. Jindal. In answering the question, "Why didn't LPA take a position on this bill?" Quillin posted that, "It did not affect the licensure or practice of non-MP members in any fashion." Quillin has not yet answered other specific questions posed to him, as LPA Chair of Legislative Policy, on the listserv.

A telephone call made to American Psychological Association (APA) consultants in the Practice Directorate by this reporter, acting as an LPA and APA member, revealed that they had not been consulted on

Louisiana Perspectives

A Look Back at Important
Events and Trends

Consultation & Collaboration Clause

.... interview with Tom Stigall

If you were around in the 1970s, you most likely were introduced to lobbying for Louisiana psychologists by the infamous "consultation and collaboration" clause. If you were a graduate student with any extra time on your hands, you were going to meet Tom Stigall who, in his diplomatic, measured manner of speaking, was going to somehow convince you to spend hours and hours down at the Capital working to help separate psychology from medicine.

Rewind to 1964. Louisiana's licensing law for psychologists had passed, but there was a catch. In order for the bill to succeed, a compromise with organized medicine had been made, a clause



requiring consultation and collaboration with the patient's physician. "I remember it went something like this," said Stigall. "If a psychologist engaged in psychotherapy they were required to consult and collaborate with a licensed medical doctor concerning the patient's general health. The physician would be responsible for managing the patients overall health." He continued, "The law presented

this bill. One said it was "very unusual for APA not to be involved." Also, in a call to the Executive Director of the State Medical Board, the Director said he was unfamiliar with the organization called LPA, but that he was familiar with LAMP.

Cont, pg 4



Times Past: APA convention and fundraiser for Mary Landrieu. Photo by Tom Stigall

Letters to Ed...Cont from Pg 2

been authorized by the president of LAMP to provide information about the bill which became ACT 251. He stated that LAMP developed and promoted the bill and that LPA did not take a position on it because, "it did not affect the licensure or practice of non-MP members in any fashion." He asserted that LAMP didn't advise other psychologists of their intentions because, "LAMP is a separate professional organization responsible to its members only... It does not purport to represent the interests of psychology in general, though it has and will continue to do so to the extent that those interests coincide with those of LAMP. LAMP discusses only that information with others when it is felt to be in the best interest of medical psychology to do so."

I believe Louisiana psychologists have been ill served by LPA's current leadership, mostly LAMP members. I believe LPA should have communicated to its members the potential threat of this legislation and vigorously opposed it. I believe LPA officers who are medical psychologists may have a conflict of interest which is impossible to resolve.

The passage of Act 251 has been a successful maneuver by LAMP at the expense of psychology. Through our complacency and misplaced trust in LPA's leadership to advance and protect the interests of all psychologists, we have allowed a small group of individuals to undo what many of us, with the assistance of APA, have worked years to achieve – prescriptive authority for Louisiana's independently licensed psychologists.

Wesley Brockhoeft

two problems, access and reimbursement." While seemingly a small matter, the clause limited access by the public to services of licensed psychologists, and insurance companies often used the clause to deny reimbursement.

The situation helped unite Louisiana psychologists who felt passionate about psychology's relatively young legal and professional identity. Stigall said, "Psychologists were not licensed to do any kind of medical procedures or to practice medicine, so to have a disclaimer in the law that said you couldn't do what was clearly a psychological procedure without 'consulting and collaborating' with a physician, it seemed inappropriate."

Stigall was a new psychologist, licensed in '66, whose first position after licensure was at the Mental Health Center in Baton Rouge near the Capital. "It didn't take me long to get exposed to state politics," he said, "the way that the different professions were expected to relate to one another, in the hierarchy of who's got the most political influence and respect."

"It was a long hard struggle," said Stigall. But eventually, after numerous attempts over many years, and the efforts of countless people, the clause was eliminated. "That was probably one of the most significant legislative achievements during that time." It also was a crucial step in later legislation having to do with insurance reimbursement.

He explained that he had to learn a lot about politics, which can be distasteful to many psychologists, and that, "Sometimes things are fortuitous, they just turn out the way they do more by accident than anything else." When asked what he remembers most, he said, "Most of what I remember is that it was very hard work."

When asked about the new bill, Stigall said, "I don't see it as any sort of progress, frankly. It seems that it was done impulsively, as if it just came up from the medical side." And, "on the matter of consultation and collaboration, it [the new law] seems anachronistic, it goes backwards." He continued, "In my view, Act 251 is an anachronism because it runs contrary to a long tradition of professional advocacy that has worked to establish psychology as an independent, self-regulating profession. By placing a significant area of practice under the statutory control of the board of medical examiners, it tends to blur the distinction between psychology and medicine."

Tom Stigall was Chairman of the LPA Legislative Committee for 14 years, from 1974 to 1988, APA Council Delegate for 11 years, served as LPA president and Secretary-Treasurer. Connie Stigall was the Executive Director from 1986 to 2001.

Student Focus

by Dr. Susan Dardard

Scott Williamson's internship was pivotal. He had just graduated from McNeese State University with a bachelor's degree in psychology. That summer he worked in a private practice setting with autistic children in Lake Charles, Louisiana.

He describes the experience as one that "made me really happy, because I knew exactly what I wanted to do. I was sold. That was it. It was just a matter of getting it done."

Scott had been a science major until he took a psychology of learning course with Dr. Cameron Melville. He worked in the lab, he trained a rat (#86), and he emerged a psychology major.

As an undergraduate he then knew he wanted to be in the field of psychology. With his direction further clarified by his internship, Scott enrolled in the Applied Behavior Analysis masters program at McNeese.

The ABA program, recently accredited by the Behavior Analytics Certification Board, reunited Scott with Dr. Gordon Bourland, with whom he had consulted during his summer stint in the world of private practice.

Dr. Bourland taught Scott how to run a treatment with a child, develop an instructional path, and teach errorless learning. Scott says he really loved the method "because it's so creative while sticking to principles, and also individualized."

Scott completed his master's degree and is now on the McNeese Autism Program staff, where he enjoys working with Janice Huber



Above, Scott applies an ABA principle to an individual.

the MAP program director. She was the private practitioner with whom Scott had done his internship.

As he contemplates where to pursue his doctorate, Scott is glad to have time off from course work, so that he can focus on his job, which he loves, and on the ABA certification exam, which he takes this fall.

Scott offers this advice for upcoming psychology students. "Find what you're interested in and read up on it. In addition to textbooks, find the journal article in the reference and read that. If you take one thing away from each article, you've got something. Go beyond the textbook. Go a little further."

For those already in his chosen profession Scott asks for "more working between different schools of thought and different interdisciplinary works. We should be able to find ways to work together no matter what, to find the good parts of each other's views. If we have

competing views, how can we make it better for the individual? Rather than getting bogged down with semantics, work together and benefit the individual. How can we be more effective?"

When asked what he enjoys about his own work, Scott recalled the first time a child said "I want the spinny," using words instead of a gesture to get a toy. "The first time you hear that functional request, that first approximation, it's just beautiful to hear."

Scott Williamson, who is generous in his praise of those who have taught him, is himself praise-worthy. He is both a scientist who adheres to the principles of psychology and a practitioner who respects the individuals whom he serves.

© 2009 Dr. Susan Dardard

Close-Up page 6 Dr. Richard Flicker



Dr. Richard Flicker takes the reins, as President of Texas Louisiana GC District Exchange Clubs for 2009-2010.

Richard Flicker, a licensed IO psychologist (Flicker & Associates, Inc., Baton Rouge), handles everything from employee appraisals, test development, and productivity improvement, to career and academic counseling, and more. He also teaches a variety of classes at Southern University in BR, and before that at LSU-Shreveport. But the interesting thing about Richard is the special way he blends his work in psychology, his sense of community, and his philosophy about giving.

Richard changed his path from math & physics to psychology after reading Dostoevsky's *Crime and Punishment*. "I couldn't put it down," he said "It changed my life." He attended City College of City University of New York, and majored in consumer and industrial psychology. He took this interest with him to Purdue. There he studied with respected IO professors, Tiffin and McCormick. From the first day, he was thrown into teaching three sections of Introductory. "It was the last thing I thought I'd do. This will come as a shock to anyone who knows me; I had a real phobia of public speaking." Toward his senior year, Richard was supervising 16 grad students who taught 4000 students. "That's how the academic setting became a career path."

In 1975, he moved to Shreveport from Indiana and took a position at the new, small campus of LSU-S, where the priorities were first teaching, then community service, and then research. APA President George Miller's '69 message of "giving away psychology," had had a profound affect on him. But it wasn't until LSU-S, and the friendly, philosophical brown bag luncheons where faculty talked about community involvement, that he found his way of giving.

Richard began public speaking, his first talk at the Exchange Club. They asked him back and before long, he was President. It was his first real leadership position and a connection that remains with him today, among his many activities. He currently serves as President of the Texas Louisiana Gulf Coast District Exchange Clubs, a multi-group organization, just one in a long list of leadership roles for him.

Involved in his community through the Exchange Club, plus teaching, consulting, speaking, and the training he provided in "Leadership-Shreveport" program, he became willingly immersed in his new culture. All this, he said, "acquainted me with my community. We had the Mayor, we had the Police Chief, we had the Fire Chief, we were doing

LAMP Leaders... from pg3

underlying concepts of their new legislation: * MP includes the practice of medicine in addition to the practice of psychology and thus represents a new hybrid healthcare profession."

On July 2nd, LPA members were provided with explanation through their APA supported listserv (communication system for LPA members) when Jim Quillin, authorized by the president of LAMP to provide information to LPA members, indicated that Act 251 established a "...new and hybrid healthcare profession combining psychological and medical practices."

The Kentucky Newsletter author noted that, "Not surprisingly, in Toronto this legislation was the topic of many discussions. Glenn Ally assured those concerned that psychology was (sic) "selling out" to medicine that, to the contrary, under the Louisiana statute podiatrists already had developed a similar collegial relationship with medicine and that the new statute provided medical psychologists (MPs) with clinical independence.



Dr. Flicker...

projects with the Congressman. That's what exposed me to the community and made me realize, 'It's my *community*.'

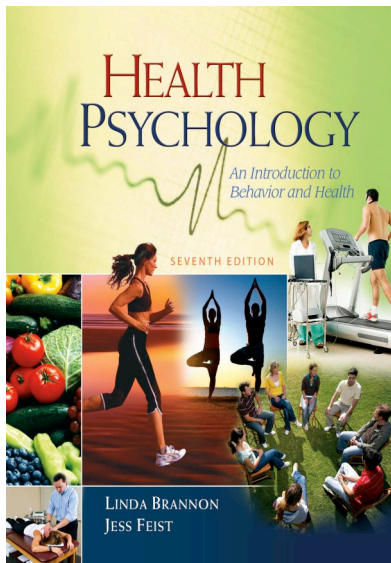
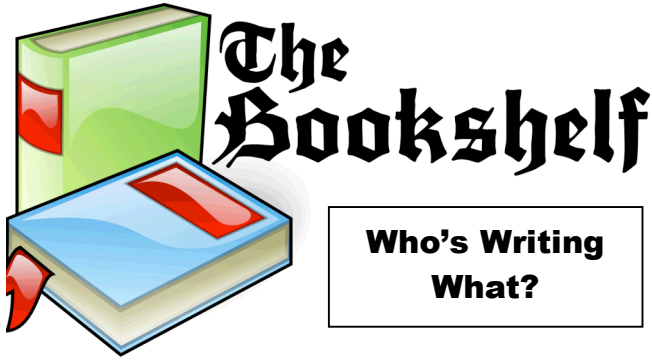
Richard felt he had something to offer as an IO psychologist and ran for City Council. Then in 1990, he ran for Mayor. "Thirty minutes before the close of qualifying, I arrived at the courthouse, hoping that there would be somebody I could get excited about, not just a lot of nice people. When nobody else came out of the wood work, I ran down the street to the bank, took \$600 out, and ran back to file." Through his consulting and community involvement, he had an insider's and psychologist's view of the problems in the city, and felt he could help.

He lost the election, but he told me, "I knew I changed the campaign—by bringing up the issues. I knew the problems. No one was talking about the real issues—until I got involved."

He gives away psychology wherever he finds himself. During Katrina, Richard worked as a taxi driver, a hand-holder, and an impromptu traffic cop, untangling the cars behind the Assembly Center. He put his humanistic insight to work when he noticed that the Red Cross was giving out trash bags for people to put their belongings in. "These people had lost everything and they were giving them *trash bags*?" Gathering donations and using his own money he arranged to get suitcases and totes to replace the bags.

Richard told me a story about volunteering at the Manhattan State Hospital as an undergraduate. The coordinator asked him what he wanted to do. "Since I'd taken a course in group dynamics, I told her I'd like to do group therapy." The next week he arrived for work. "The coordinator met me at the door with 10 patients. They escorted me and the patients to a room and locked us in. I introduced myself; I asked them to introduce themselves. After about 5-10 minutes someone stood up and said they had to go to the bathroom, and everyone else stood up and said, 'me too.' I had to knock on the glass window to get someone to open the door and let everyone out—and they never came back."

If you're lucky enough to know Dr. Richard Flicker, with his special blend of unsinkable humanism, energy, generosity and respect, expressed while he serves his clients, his community and "gives away psychology," you'll be sure and come back.



Dr. Linda Brannon is a Professor of Psychology at McNeese State University, where she teaches a variety of courses in the undergraduate and graduate curricula. Dr. Brannon has been part of the McNeese faculty since she received her Ph.D. from the University of Texas at Austin. She also is a licensed psychologist in the state of Louisiana and the 1998 recipient of the MSU Alumni Association's Distinguished Professor Award.

Dr. Brannon recently completed the 7th edition of *Health Psychology: An Introduction to Behavior and Health*, co-authored with Jess Feist. This book, a mainstay in the field of health psychology since the first edition in the 1980s, is known for its scholarship, strong research base, and balanced coverage of cognitive, behavioral, and biological approaches to health psychology. Topics include stress, pain, coping, behavior and chronic disease, and injuries and disease prevention through behavioral modification. Chapters include tips on how to check health risks and how to become healthier. Translations are available in Chinese, Korean, and Spanish.

Next month join us for a review of Dr. Joe Tramontana's new book, *Hypnotically Enhanced Treatment of Additions*.

And we will cover Dr. Lynn Schechter's APA new publication, *My Big Fat Secret: How Jenna Takes Control of Her Emotions and Eating*.

"The Bookshelf" showcases writers and authors in the psychological community. Let us hear from you at PsychologyTimes@drjulienelson.com

"I cannot live without books." --Thomas Jefferson to John Adams, 1815.

When I get a little money I buy books; and if any is left I buy food.

Question #1

May a psychologist simultaneously be licensed with the Louisiana State Board of Examiners of Psychologists and licensed as a medical psychologist with the Louisiana State Board of Medical Examiners? More specifically, would revocation of a license or the refusal to grant a license because of licensure with another occupational board violate the constitutional or other legal rights of an individual to hold a professional license?

Question #2:

Where a psychologist may maintain dual licensure with the LSBEP to practice psychology and also the LSBME to practice medical psychology, and that psychologist practices psychology under the auspices of his/her psychology license with the LSBEP, does LSBEP retain jurisdictional authority over that license?

Question #3:

Where licensure as a psychologist is a requisite for appointment to the LSBEP under RS 37:2353.A(3), and a psychologist is simultaneously licensed as a medical psychologist with LSBME, does there exist a conflict of interest in serving on the Board of Examiners of Psychologists?

Question #4

Is it a fair interpretation of RS 37:1360.72 which reads, "The Louisiana State Board of Examiners of Psychologists shall provide the board with copies of all files related to medical psychologists." to mean only those records received by the LSBEP for the application for Certificate of Prescriptive Authority to practice medical psychology, as well as the renewal files of the medical psychologist? Which records includes:

1. Notarized Application for Certificate of Prescriptive Authority;
2. Official Transcripts of postdoctoral masters degree in Clinical Psychopharmacology;
3. Primary Source Verification of Passing Scores on the Psychopharmacology Examination for Psychologists (PEP) from the American Psychological Association;
4. Copy of Basic Life Support certification;
5. Copy of Louisiana Controlled Dangerous Substance license;
6. Copy of Federal Drug Enforcement Agency license;
7. Correspondence and File Review Letters pertaining to certification as a medical psychologist;
8. Copy of the Certificate of Prescriptive Authority issued by the LSBEP; and
9. Renewal logs.

Calendar of Events

National Academy of Neuropsychology
Annual Conference: New Orleans,
November 11-14, 2009

LPA's Calendar: Fall CE Wkshop 10/17

The
Psychology Times

CLASSIFIED ADS

Yes, we have a classified ad section. What newspaper doesn't? And it's free. At least for now. So, advertise your office space, your extra test kit, or if you're looking to unload those puppies, drop us a line at PsychologyTimes@drjulienelson.com.

Coming Next Month...

- How Some Psych Departments are Dealing with more Students and Lean Budgets.
- All in the Family: Psychologists with sons or daughters in the field.
- An Update on Dr. Mary Lou Kelly's research on the Children in Hurricanes Katrina/Rita.

And more...

"The only security of all is in a free press. The force of public opinion cannot be resisted when permitted freely to be expressed. The agitation it produces must be submitted to. It is necessary, to keep the waters pure."

--Thomas Jefferson to Lafayette, 1823.

The Psychology Times is published monthly by Nelson News, LLC.

Editor/Publisher:
Julie Nelson, PhD

Columnist:
Susan Dardard, PhD

We welcome ideas for news, features, letters to the Editor, photos, and other material related to psychological community of Louisiana.

Editorials and commentary reflect the opinions of this newspaper. Columns and Letters to the Editor express the opinions of the writers and not necessarily those of *The Psychology Times*.

Subscription requests can be sent to PsychologyTimes@drjulienelson.com

MEDIA MATTERS

by Dr. Susan Dardard

On Oct. 5th, 2000 I sent this e-mail to the Louisiana Psychological Association list serve.

"Dear LPA:
I have been pondering the 'battle between the prescription folks and everyone else' that Kim referred to in a recent e-mail, and wondering what we can do to unify our members. The following message, which I wrote to Div. 46 (Media) as part of our effort to reach out to the public and other psychologists, may have relevance for LPA. I believe that we need to spend as much time and money building relationships with consumers and colleagues as with lobbyists and legislators. Otherwise, our focus is too narrow, and the strength of our organization is jeopardized. Let us broaden our priorities, recognizing that a solid foundation is based on interconnections among all of the supporting structures of our profession. I would be glad to help with this mission."

The message I had written to Div. 46 (Media), my primary APA affiliation, was about my new television show. During the 1990s my activities within LPA had included writing a column for the Louisiana



Psychologist, and chairing the Public Education Campaign. By the fall of 2000 I realized that LPA and I had vastly different priorities, so I continued with my television, radio, and print media activities independently. Nine years later I still am passionate about the media and about psychology. However, I have less need to "unify our members" and a greater sense of the importance of simply unifying our profession, both within and beyond any professional affiliations, through media activities. The opportunity to write a column for *Psychology Times* provides a place to discuss how media matters can help us with "building relationships with consumers and colleagues." I look forward to expanding our reach.

You can e-mail Dr. Dardard at DrSusan@DrSusanDardard.com

©2009 Dr. Susan Dardard