



Florida Art Therapy Association

Summer Issue 2009

MESSAGE FROM THE PRESIDENT

2008

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Come on in...the water is fine!

I hope that you all have had an opportunity to enjoy some of what summer in South Florida has to offer. Sunny days, trips to the beach, time with family and friends, and, at least at my house, popsicles and trips to the pool! FATA has utilized these summer months as many of you have, to spend time with our children and enjoy the weather. We have also used them to rejuvenate and re-focus on the remainder of the year and ensuring that we provide valuable activities for you our members. So here are some highlights to look for in the months ahead.

As promised, FATA is planning a day of art making. No agenda, no fees, no lectures or CECs, just art glorious art! This is our first ever event of this kind and we encourage you to come out and connect, make your own art, or collaborate with your peers. We have secured an art studio at Barry University, a location that we hope will be convenient for all those in the South Florida area. We are working on a location for the central and/or northern part of the state and will send out an email blast with details as soon as they are available. Pencil us in for a weekend afternoon in September!

We are also working to communicate more regularly with you, our members, by scheduling monthly e-mail blasts that will include updates on events and items of interest.

It takes donations of time and energy to build a board that has the ability to provide you with these types of events and information. I celebrate the increase in the number of filled board positions that has been building slowly!

Thank you to long standing members like **Craig** (Treasurer, Former President) and **Lisa** (Secretary, Former President), and to new energy like **Sonia** (Webmaster) and **Merrilee** (Membership). I also appreciate the specific type of support received from members like **Stephanie** (Historian) and **Mercedes** (Ethics).

Did you know that nearly 61 million Americans volunteered in their communities in 2007 giving 8.1 billion hours of service worth more than \$158 billion to America's communities?

By volunteering you can:

- Learn or develop a new skill
- Be part of your community
- Feel a sense of achievement
- Boost career options
- Try new interests and hobbies
- Have new experiences
- Meet new people

These benefits hold true no matter what type of volunteer work you decide to undertake. I am hoping that at least some of you reading this are already volunteers...KUDOS to you! I also hope that some of you will read this and consider how volunteering with FATA can enrich your personal and professional life.

In my case, FATA has led me to meet professionals across the state who have shared techniques, insights, and even job referrals. I have forged friendships and developed organizational and leadership skills (ok, I am still working on the "organizational"). I encourage you to jump in with both feet, arms outstretched, and accept our invitation to come on in...trust me, the water is fine!

Raquel Farrell-Kirk, MS, ATR
President, Florida Art Therapy Association

President-Elect



Marty Seligman: "Founding Father" of Positive Psychology signing his book for Poppy Scheibel, FATA President-Elect, at the International Positive Psychology World Congress in Philadelphia, June 19, 2009

What Do Positive Psychology and Art Therapy Have in Common?

By: FATA President-Elect, Poppy Scheibel, M.S., ATR

52 countries. 1500 positive-oriented people from every continent. Smiling faces. Human expression. Hopefulness. Universal Creativity. 1 Language (Positivity). Heaps of well-being.



*Poppy and Mihaly Csikszentmihalyi
IPPA World Congress, June 2009*

Last month, I had the opportunity to attend the First World Congress of the International Positive Psychology Association ("IPPA"), as one of the charter members of the organization. From Marty Seligman to Mihaly Csikszentmihalyi ("chick sent me high"), the experience, one month later is still as riveting as it was when I was there, where there was no shortage of well-being.

I had the opportunity to facilitate a lunchtime forum – a round table of Art Therapy and Positive Psychology, and invited my new (and no longer virtual!) art therapy friends, Gioia Chilton and Rebecca Wilkinson.

*Poppy, Rebecca, and Gioia
IPPA World Congress
July 2009*

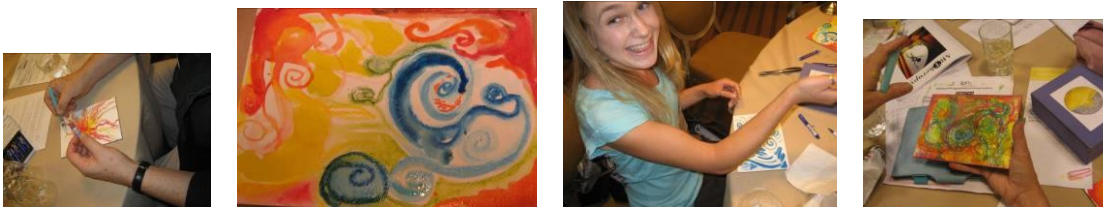


We had 17 participants sign up from 5 different countries: England, Spain, Australia, India and the USA. One participant, on her way to another table, saw the art making materials and said: "I was so excited by the art making, that I decide to join you instead."

I had brought some watercolor aquaboards, watercolor crayons, and brushes; (a staple of mine in any travel situation), as well as “a just in case,” since I was already mindful of positivity. When participants did not want to wait for a water brush, they used fingers, napkins, and were resourceful as artists are known to be. Rebecca had brought her supply of teeny squares of paper for quick mandala making. (I smiled when I recognized her colored pencil case as last year’s Clinque Spring bonus time bag!)

While they engaged in the art process, we informally talked about art therapy, the benefits of art making in our lives and reconfirmed what on some level, we all already knew: art making is not only a universal language, it is an essential connector and link in all of our interpersonal relations.

The group bonded rather immediately, and of special note was Tarquam McKenna, the Past President of ANZATA (Australia New Zealand Art therapy Association) and current editor of the ANZJAT – and our only man there. Gioia, Rebecca and I have forged an ongoing communication with Tarquam and he has asked us to contribute to the Australia New Zealand Art Therapy Journal.



From my vantage point, I believe that while we every now and then, hold the belief that we own the art, the art therapy, the image, the object, and the creative process, at the end of the day, our creative process is really all about people connecting to people. The art making is merely a link that extends a hand or an embrace, and opens the door for positive well being in our intra and inter-relationships.

At The Art Therapy and Positive Psychology Forum, we were all able to verbally understand one another. Yet it was abundantly clear that the art making once again, had the clearest, most resonant voice. As Ashami, one of our participants confirmed: *“You always feel so good when you are making art.”*

“ART DAY”EVENT



FATA is planning to kick off the fall with a day of art-making!

Location: Barry University College of Arts and Sciences, Department of Fine Arts
11300 NE 2nd Avenue, Miami Shores, FL 33161-6695.

Date: Saturday September 12th, 2009, 9:30-12:30

Directions available at <http://www.barry.edu/directions/default.htm>

The event will be free of charge though registration will be required. (An email will follow soon with a registration form/instructions). There will be no CEUs offered and participants will be asked to bring their own art materials. FATA will provide some basic art materials such as markers, colored pencils and paper. You can work on an existing project, or start something new, work alone or collaborate with peers. Let’s see where the art will lead us!

Membership



Please remember you can now update your personal contact information directly on the AATA website at www.arttherapy.org !

We are listening to feedback from our members and increasing our efforts to communicate with you regularly. Please look for regular updates in your inbox, in addition to our quarterly newsletter.



We want to feature you, our members, in our upcoming newsletters. You will notice that two members have contributed articles to this edition, Poppy Scheibel and Laura Dessauer. Please submit brief articles via the

Membership email link on the FATA website for consideration for future newsletters and e-blasts to members! Let us know what you are up to, when you have been featured in the news, received a grant or attended a great conference...in other words, Toot Your Own Horn!

-Merrilee Jorn, membership

The Business of Art Therapy

Are you thinking about starting a new art therapy business or wanting to revive your current practice? Here's a tip that will help you create business success.

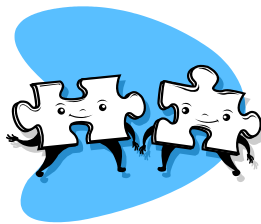
Get clear on your target market. Your target market are those people you are serving in business. As art therapists we are fortunate enough to have our niche, or our area of specialization; however, that's not enough to run a successful art therapy practice. You need to get really clear who you serve. Being an art therapist alone will not help you find your ideal clients. Get really specific about your clients. How old are they, what are their greatest needs, what do they worry about, what do they value, what do they do for fun, where do they shop, how much do they make, what community activities are they involved in. You can even use collage or draw an image of your ideal client. When you are clear about your target market you will know where to find the clients you seek and how to meet their needs. This is the first step in creating a successful business. Want to learn more visit www.learncreativesolutions.com or attend the AATA conference workshop Tools of the Trade: Creating a Successful Art Therapy Business.

Laura JJ Dessauer, EdD(ABD),ATR-BC,LCAT
Creativity Queen LLC
Winner of 2007 Small Business of the Year Award (SCORE)

<http://www.thecreativityqueen.com>

<http://thecreativityqueen.blogspot.com/>

FATA and YOU!!!



Have an idea, question, comment, or concern about YOUR state association? Jump on in, get involved. Contact Poppy Scheibel via the President Elect email link on the FATA website, www.floridaarttherapy.org to find out how you can get involved. From volunteering a few hours of your time to help us prepare for events, to signing up for a committee position working on the newsletter or continuing education, we will find a good fit for you, your schedule and your interests.

The FATA Mission Statement

The Florida Art Therapy Association is dedicated to providing education, professional development, training, and political action for its members. Further, FATA will pursue the highest Professional and ethical standards to protect the public for which it serves.

FATA MEMBERSHIP

FATA Membership falls into the following categories:

Credentialed Professional, Professional, \$20
Retired Professional and Student, \$10
Contributors, \$20

To receive more information on how to join FATA,
Send membership to AATA and identify local chapter dues. <http://www.arttherapy.org>

FATA dues are payable each year. You must first be a member of AATA in order to become a member of FATA. Upon receipt of your dues, you will receive a membership card and will begin to receive newsletters and updates on workshops. FATA exists through volunteer hours and efforts. Dues cover membership in the umbrella organizations, postage, expenses related to programs, publications, and outreach.

Thanks for your support!