EDITOR’S NOTE
by Angela Berquist
One of the most pressing issues of the day still involves the psychological turmoil surrounding social matters, such as a poor economy and the reluctance of insurance companies to pay for needed care. This issue is so serious that it affects everyone who offers, or receives, the counsel of a mental health practitioner. This is a time when mental health is a high priority. If you have any insight as to how TA can positively contribute to today's challenges, we would like to hear from you. In addition, we would like to hear how therapists themselves are affected by the current situation. We welcome all articles that address this situation. Please send them to NET@usataa.org. Thank You.

COUNCIL RETREAT NEWS
by Lucy Freedman
The annual two-to-three day council meeting is the main forum in which USATAA leadership gets together, sets direction, and manages the work and strategies of our association. This year we again accepted Fanita English's gracious offer to host us at her apartment complex in San Mateo with an elegant meeting room.

We asked both outgoing and incoming council members to attend this meeting, which is very helpful for continuity among our valiant band of volunteers. Fortunately, we were able to do this and still stay under budget for the meeting. Thanks to all for helping manage the costs and to pay the part that council members undertake.

(Continued on Page 2)

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(Continued on Page 2)

HISTORIC REDECISION / TA CONFERENCE
Keynoters: Hendrix, Lankton, and Allen
USATAA is co-sponsoring the November 5-8 conference in New Orleans (see institutes and registration form inside). Many of our members know and/or trained with Harville Hendrix, one of the best-known authors who applies TA widely in his work with couples, Imago Therapy. Steve Lankton, another author best known for his work in Ericksonian Hypnosis and currently editor of the American Journal of Clinical Hypnosis, gave wonderful presentations at our 2007 conference in which he linked conversational hypnosis with ego states and redecisions in TA. Jim Allen, whose book, Therapeutic Journey: Practice and Life, was published by TA Press in 2005, is in demand for his talks and writings on many subjects including neuroscience as it relates to TA theory. These speakers were invited by Mary Goulding when she originally convened the conference. With her passing last December, we are honored to participate in the conference that will more fully establish Redecision Therapy, its TA roots, and the huge impact of Mary and Robert Goulding’s work. It will also be the major TA conference in the US for this year. Presenters from many schools of TA practice are offering a rich program. The location, hotel rates, and conference registration fee are very reasonable. We look forward to visiting this great city where all the senses are in for a treat. Visit redecisionconference.org for details and use the form in this NET to register before the early bird date of August 15. See you in New Orleans!
COUNCIL RETREAT NEWS
(Continued from Page 1)

A main order of business is to constitute the new council for the coming year. Council terms now run from annual retreat to annual retreat so that we don't have an arbitrary changeover on January 1 each year.

We unanimously approved Lucy Freedman continuing as General Coordinator (term will end at next Retreat), Dianne Maki as Coordinator of Finance, Bobbie Barry as Coordinator of Communications, Chuck Holland as Coordinator of Programs and Mary Westphal as Coordinator of Education. Chuck will focus on building the power of the TAP program and setting a Recognition/Awards structure. Mary will work with Chuck to gather a Task Force to plan a “TA 202.” She will coordinate the effort to recruit a new chairperson for External Credentials, an important part of our education responsibilities (please talk with us if you are willing to serve in this role, with administrative support, and are a licensed practitioner yourself).

The Regional Advisory Council is made up of regional representatives Ken Taber, Marian Weisberg, Jim Wrightsman, Anne Teachworth, Phyllis Jenkins, and Dan Cauble. A substantial part of the council meeting time was devoted to regional representatives meeting together to coordinate efforts. You can expect to be hearing good things from your regional representatives as the year continues. One of our main regional initiatives is to launch or continue the introductory TA Training series that leads to the TA Practitioner Certificate so that it is available in each region. The first TA Basics (mini-101) module will be offered at the Redecision / Transactional Analysis Conference in November and plans are under way in several other regions.

Appreciation was expressed to outgoing council members for all they have done including the work at this retreat. Val Chang will not be on the Council but is available for consultation. Suzanne Wilson will not be on the Council but has agreed to be Registrar for the Redecision / Transactional Analysis conference.

As we work toward full functionality on our newly designed website, we expect that soon you will receive a message about how to use it and how to view the minutes of the council meeting as well as notices of the many activities and connections offered by your association.

Please feel welcome to join in. There are committee activities to participate in, events which need your help, regional coordination, website development, and articles to write; as well as council seats that will be open for nomination later this year.
My TA coaching works with persons who are displaced involuntarily by my client companies who have to close plants and downsize due to the failing economy. Michigan manufacturers are the hardest hit in the country. Closing automotive plants have rippling effects to plastic injection molders in the Western side of the state where my practice is located. My hope is that you can learn from what I experience every day.

The first meeting with displaced workers is on the company’s site. Their Adaptive Child ego state is visibly observed when they come into the notification meeting. Most are sheepish and confused. Some are silent and defiant. They are in denial of job loss because their Adult ego state is not energized. The manager’s nurturing Parent ego state speaks calmly, helping the Adaptive Child ego state feel some safety.

My staff and I meet the person in a different room immediately after the news is given. This pause and change of posturing provides a shift in the individual’s ego states. Our staff hears the scared Adaptive Child ego state come out as the Critical Parent beats up on the Child to get answers as to why they lost their job. Other internal messages pay reference to the loss of revenue stream. Fear is exhibited as some have incurred large debt in mortgages, have medical problems, or supporting children in college. Their Free Child ego state is injured and they display self-deprecation. My Free Child ego state tells them how I personally have been involuntarily fired and know the feeling. My Nurturing Parent speaks words of encouragement on how I made the change and provide hope. My Adult ego state explains what our staff will do to help them, assuring that many have gone through unemployment successfully before when using our special tools that the general public have never known...nor have they until this notification! The relationship of trust and protective Critical Parent ego state begins as I warn them against playing “Ain’t it Awful.” The contract with them includes confidentiality and reciprocity. I explain that our staff are not recruiters but coaches who expect them to do more of the work for finding employment than we will on their behalf. Reciprocity avoids dependency and enabling. They basically go to work with our staff as supervisors. They come to our offices for training and counsel.

The next three weeks is when the relationship develops. Our coaches are clinical social workers. Not all are trained in TA and that is OK. I take the special cases when the “candidates” agree to self manage their campaigns. They are required to read a primer on TA concepts that serves as the foundation for making observations on what and how they conduct a search. They clarify for themselves the Injunctions that inhibit positive regard for their competencies and work roles they desire to have in their next employ. Miniscript drivers and the Drama Triangle provide tools for ready self-reparenting. They learn the power in giving themselves protections and permissions. Training on Life Positions is valuable preparation for interviewing, as effective interviewing is the primary tool for successful job campaigning.

We teach progressive interviewing. They start with research interviews on self-selected companies to determine the likelihood of connecting on their technical skills that align with business products and processes. Purposeful interviewing increases the pace for being hired, even though there is no known open position in the research interviews. In these interviews, their Adult ego state processes the relational dynamics for referrals to companies within their selected industries where they may be hiring. 70% of known open positions are filled by word of mouth. Research interviewing is practicing and preparing for next level of interviews, namely “known open position” interviews by hiring managers. Series of interviews may continue for weeks, sometimes 30 in Michigan’s market. The length of time is not the issue as much as the quality of interviews.

Positive parenting messages from our staff encourage candidates to internalize this progressive, more successful way to search. Our mantra is “Your job is interviewing to discover the person who has the power to hire you and then demonstrate to that person that you can solve their problem.” This is so counter to conventional search and so permissive. Candidates approach selective companies with confidence in their proven competencies and excitement to solve a next employer’s problems. They search in a mode of consultative marketing and sales. This is Adult driven search. Their Nurturing Parent encourages their Little Professor and Free Child ego states to listen and anticipate success. It is rather exciting to observe and to participate in making it happen.

Finally, we ask candidates’ spouses to come to our office, to meet us and to learn of progressive interviewing as the most successful way to job campaign. They are become allies and referral agents in the process. Everyone wins.
MESSAGE FROM THE EDGE OF CYBERSPACE

by Laurie Weiss

Laurie Weiss here – speaking from the edge of cyberspace – to explain why I think we can use social media to help revitalize TA in the US. The problem is I don't completely understand what I'm trying to explain to you and proselytize for.

My main point is that if we want to attract younger people to TA, and I think we do, we need to go where they are and that’s on the Internet. Furthermore, they are increasingly getting to the Internet through their cell phones and taking in information in very small chunks, much of it from social media sites.

Social media includes websites like Facebook, LinkedIn, Twitter, Plaxo, and MySpace. Objections that I've heard to using these sites include: they're just for kids; they're a waste of time; I get too much e-mail as it is; I don't care what people have for breakfast.

A few statistics may help. These sites are definitely not just for kids.

Wikipedia reports that Facebook has 200 million active users and is the fifth most visited website in the world. LinkedIn is primarily a business site with 35 million users, all adults, and ranks 192 of all the websites in the world. Twitter, a micro-blogging site that allows only 140 characters for each post, has over six million users and a triple digit growth rate.

These sites have grown beyond exponentially. They're used for the rapid exchange of information and, perhaps more importantly, strokes.

There's no reason why we can't be there too. Many TA people are already on LinkedIn and Plaxo. It may seem a bit complicated to get started. In fact, I was terrified. However, I asked my son how to proceed and within an hour or so I was doing fine. Then I discovered that there are lots of free training resources available, too.

I did take the precaution of using a secondary e-mail address for my social media activity. I don't think it's really necessary, unless you get a huge amount of e-mail like I do, and intend to experiment. Free G-mail accounts are available through Google and are incredibly easy to set up. Just follow the directions.

We can use these sites to spread the word about the great offerings that are either still or newly available. Offerings like Pam Levin's EQ 101, and a Texas group's TA training. Once we get our systems in place it will take only a few minutes to quickly spread the information about these offerings. We will be able to show you exactly what to do.

This step to take right now is to get started by signing up and beginning to play on some of these sites. The most popular sites for grown-ups are most frequently reported to be Facebook, LinkedIn, and Twitter. I suggest you start there so you will be ready to go when the new USATAA website is ready.

In Jamaica we discussed the marketing technique of telling people about what TA can do for them (change their lives) before we tell them what TA is (ego states, strokes, etc…). We created the following lists to practice learning how to “lead with benefits” so people pay attention to what we are offering.

**Benefits of knowing Ego States**

- Understand what’s going on with myself
- Can do something more effective
- Clear up confusion internally
- Clear up confusion externally
- Make better decisions
- Get along with parents
- Get along with children
- Have better sex
- Think about feelings: act effectively
- Resolve arguments
- Be a healthy human
- Feel safe
- Feel peaceful
- Help peaceful
- Help others relax
- Help others have better relationships
- Manage stress
- Trust
- Love
- Successful
- Productive
- Joy
- Feel creative spirit
- Increase job satisfactions
- Deal with people who make you nuts

(Continued on page 5)
“I was a surprise twin” Fran told me. “The doctor didn’t realize that twins were due until my mother went into labor. And my father was terrified that my sister and I might even be conjoined.”

“My parents lived in a small apartment,” Fran continued, “and had not made plans for two babies. Nan and I shared the same crib until we were nearly two years old.”

My client Fran is now a brilliant young lawyer. Her twin sister Nan, a child prodigy, is pursuing a successful career as a composer and classical musician.

“From the time we were little” Fran told me, “I felt as if I had to take care of Nan, even though Nan was the older twin. ‘Wake up Fran,’ she would cry when we were in the crib together, and I’d wake up to keep her company.”

Fran came into therapy because of a feeling of exhaustion caused by the demands of her career combined with her perceived role of caretaker for her extended family. In addition to being the nurturer, her reputation was as the family member who could always fix things. Growing up in this family, she received positive conditional strokes for her abilities but few unconditional strokes.

“When I was eight years old,” Fran told me, “my parents got into an argument that started because the phone was broken. I fixed the phone and showed it to them. ‘You can stop arguing,’ I said. The phone is working now.”

By contrast, Nan was viewed as a free spirit. As the two girls reached adolescence Fran became more and more aware of resentment towards this sister who received praise for abilities that seemed to come easily to her. Fran also resented her role as Nan’s confidant, responsible for keeping Nan’s rebellious adventures from their parents.

As we discussed this situation, I drew a symbiosis diagram to illustrate what seemed to me to be the relationship between Fran and Nan with Fran being Nurturing Parent to Nan’s Child ego state.

“No,” Fran said, picking up a pen and sketching a diagram on the paper before us. “This is what our relationship is like. We share our Child ego state.” She drew two ego state diagrams side by side with one large Child ego state circle between and connecting the Parent and Adult circles on either side. She drew a line through the center of the Child circle. “I have the Adapted Child part,” she said, “and Nan has the Free Child part.”

I thought about illustrating the relationship between the twins by doing a second order diagram, but then realized that Fran’s diagram seemed simpler and much more elegant. I also felt startled as I viewed the diagram and thought about Fran’s comment during our first therapy session that her father feared the twins might be born conjoined. Could one think in terms of twins with a conjoined child ego state?

Fran appeared at her session the following week feeling happy and excited. She had realized during the week that she has a large pool of individuals with whom she can network to find a creative and appealing career position more exciting and less exhausting than her current one. Fran is beginning to internalize the awareness that she has a right to a complete Child ego state of her own where her Free Child can have the space to flourish.

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**CYBERSPACE (Continued from page 4)**

**Benefits of understanding Transactions**
- Target what you say so that they hear you
- Reach people despite their reaction
- Cope with a bad boss
- Protect yourself from toxic people
- Defuse a bad situation
- How to be the change you want to see
- We’ll be using this kind of language in our new descriptions of TA offerings.
PRE-CONFERENCE INSTITUTES
Thursday, November 5, 2009 9 A.M. thru 5 P.M., New Orleans.

Vann Joines, PhD – Personality Adaptations: How to Work with the Different Personality Adaptations
This didactic & experiential workshop will teach and demonstrate how to work with the personality adaptations: schizoid, antisocial, paranoid, passive-aggressive, obsessive-compulsive, and histrionic. The focus will be on how to assess, the “therapeutic doors”, the typical “cons”, major issues and process of therapy for each.

Phyllis Jenkins, MA, LMFT, CGP and Anne Teachworth, CGC, FAPA, CPC – Psychogenetics and Redecision Therapy: The Star Trek Model of Couples Therapy
Phyllis and Anne will demonstrate how Psychogenetics and Redecision add the missing components to couples therapy to integrate these powerful assessment and treatment approaches to “boldly take couples therapy further than it’s ever gone before.”

Fanita English, MSW – New Views on Scripts, Episcripts and Redecisions
In this workshop, Fanita will define survival conclusions, decisions, redecisions, scripts, “hot potatoes” and episcripts in order to make clear distinctions between normal and pathological phenomena. There has been much confusion among some therapists who assume that scripts are harmful and see the goal of therapy as freeing clients from scripts. Actually, scripts are entirely normal phenomena, which constitute creative life guides for all of us. Fanita will demonstrate this with the help of volunteers from the group.

Phyllis and Anne will demonstrate how Psychogenetics and Redecision add the missing components to couples therapy to integrate these powerful assessment and treatment approaches to “boldly take couples therapy further than it’s ever gone before.”

USATAA Faculty – TA Basics: Introduction to Transactional Analysis

KEYNOTES

James Allen, MD, TSTA – Mentalizing, Mindfulness, and Redecision
Mentalizing and mindfulness are complementary interweaving but distinct ways of knowing and responding to experience. The first is associated with permission to know; the second, with permission fully to experience one’s experiences and awareness of awareness.
This presentation addresses these normal human processes and their therapeutic applications in redecision therapy, bringing together child and neurodevelopment, relational and non-linear dynamic systems theory, and extending the understanding and practice of redecision therapy to the presymbolic period.

Harville Hendrix, PhD, CTA – From Redecision Therapy To Imago: Thanks
While the roots of Imago Relationship Therapy include several therapeutic and spiritual systems, it owes a primary debt to the work of Mary and Bob Goulding. This lecture will trace those roots with appreciation and gratitude.

Stephen Lankton, MSW, DAHB – Tools of Intention: What Do You Do After You Redecide?
This keynote will share eight positive techniques that actually make redecision work – explicitly and experientially. Two weeks before her death, Mary Goulding wrote about the Tools of Intention saying, “[this] book is wonderful ... reframing is redecision.” It is such an important aspect in everyday life. It is rarely taught as a positive. Your book is great! I love what you are writing!!!! And I love the angle from which you are looking at life.” The tools of intention are best seen as techniques of positive psychotherapy. These tools are actually protocols taken from how the mind is already functioning but, with an important twist: This is how the Child can express intention in a positive manner in harmony with uncontaminated Adult planning and wise Parent values – and be certain the intentions will come to pass.

The USATAA General Meeting will be held at the Conference. We are looking forward to seeing you there.
Three ways to register:

By Mail Suzanne Wilson – 7033 Cotton Blossom Lane, Nashville, TN 37221

Online at www.redecisionconference.org By Email to register@redecisionconference.org

Name (Please print First/Middle/Last) ____________________________

Address _____________________________________________________

City/State/Postal Code/Country ___________________________________

Telephone ___________________________ Email address ___________________________

Conference Registration for November 5-8, 2009 includes: 3 program days, opening event, 2 buffet lunches, coffee breaks. All fees are shown in US dollars.

Registration Before Aug 15 Aug 15-Sep 15 After September 15
Member. □ $285 □ $325 □ $375
Non-Member □ $300 □ $340 □ $390
One-day registration □ $150 □ $175 □ $190

Pre-conference Institutes (see below): 1. ________________________ 2. ________________________

Alternate(s) __________________________________________________

Pre-conference Institutes □ $85 □ $125 □ $150

50% Discount on fees for full-time student with ID.

Subtotal: Registration + Institutes = $ ____________

Special Event: Saturday Banquet & Dance # ___ x $55 (vegetarian check here □ ) = $ ____________

Subtotal Special Events = $ ____________

TOTAL AMOUNT ENCLOSED = $ ____________

Payment accepted in US dollars ONLY. Checks must be drawn from a US bank payable to: Redecision/TA Conference.

☐ Check enclosed ☐ Visa ☐ MasterCard
Card # ___________________________ Exp. Date ___________ Security code (3 numbers on back of card) ___________
Name as shown on card ___________________________ Signature: ___________________________

Refunds: Fee is refundable minus $50 admin fee if written cancellation is received by October 1; after October 1, $100 fee. No refunds after November 1.

Pre-conference Institutes: Nov. 5
Vann Joines, Personality Adaptations
or Phyllis Jenkins and Anne Teachworth, The Star Trek Model of Couples Therapy: Psychogenetics and Redecision Therapy
or Fanita English, New views on Scripts, Episcripts and Redecisions
or TA Basics: Introduction to Transactional Analysis (Descriptions at www.redecisionconference.org. Please specify by leader’s name and indicate your second choice.)

Continuing Education: CE credit has been approved by National Board of Certified Counselors, American Psychological Association, and Association of Social Work Boards. Check with your state for continuing education requirements. Fee is payable at conference.

Hotel reservations: may now be made at the Hilton St. Charles Avenue, New Orleans using the toll-free reservations number, 1-888-490-6547, or online at www.hilton.com, referencing group code RTA. Identify yourself as a Redecision / TA Conference participant for the special $129 room rate (1 or 2 persons, plus tax; must reserve before October 1, 2009 for rate.)

Conference website: www.redecisionconference.org

ADA Requests: Contact makisethi@aol.com by October 15.

Questions? Email or Call: Phyllis Jenkins PhyllisBJenkins@aol.com or 1+408-265-9200 Dianne Maki makisethi@aol.com or 1+908-234-1873
ARE YOU A CERTIFIED TRANSACTIONAL ANALYST?

If you are, have you thought about offering TA training? Two opportunities coming up soon: one is that you can teach in the TA Practitioner series that USATAA is organizing in each region of the US. Email programs@usataa.org about that. The second opportunity is, if you want your training to count toward ITAA's Training and Certification Council credential that is recognized worldwide, you can renew your knowledge and plan your training by attending the Training Endorsement Workshop immediately following the Redecision / Transactional Analysis Conference in November. This is a necessary step for becoming a Teaching and Supervising Transactional Analyst. Please contact Janet Chin, tc.admin@ITAA-NET.org before July 8 to find out more and sign up.

CALLING ALL LONGTIME TA PEOPLE!

We are seeking people who may not have been active in ITAA or USATAA all these years, but who went through TA training, attended conferences, and have been using TA since it received widespread attention in the 60's and 70's. If you know such a person, please send us a note with their whereabouts at coordinator@usataa.org, invite them to take a look at what's up on our website at USATAA.org, and encourage them to connect with us to share their experience.

PAMELA LEVIN, ERIC BERNE SCIENTIFIC AWARD WINNER, is again offering her very successful Emotional Development 101 tele-seminar to begin this Fall. Information is available at http://www.emotionaldevelopment101.com. The course leads to a certificate of completion and credit toward ITAA certification. USATAA members are encouraged to invite friends and colleagues to participate. If you enroll five or more, you will receive a fee of $50 per participant that you send. If USATAA members designate USATAA as the referrer and five or more enroll, USATAA will receive $50 per participant. Please take a look at the course and support Pam and USATAA! Questions? ask@emotionaldevelopment101.com

New Address

USATAA - NET
7891 Westwood Drive, Suite 103
Gilroy, CA 95020

Address Correction Requested

Register Now

The Mary Goulding Memorial Conference

REDECISION/TA CONFERENCE

Bourbon

NEW ORLEANS

New Orleans
November 5 - 8 2009

www.usataa.org