

**CONTACT & GENERAL INFORMATION**

Name Holly Daniels Relevant degree(s) PhD, MA

Home Address

Bus. Address

Phone: (Day) (Evening)

Email Address  
(All Board and Committee Members shall be e-mail accessible.)

Occupation Clinical Systems Director and Private Practice Clinician

Number of years as a CAMFT Member 3 years, not consecutive

**EDUCATION & LICENSE INFORMATION**

List all licenses which you hold and the date each license was issued. (Note: You are considered to be licensed if you hold an active, inactive, delinquent or retired license.)

<u>License:</u> LMFT53033	<u>Date Issued:</u> 2/26/2013
<u>License:</u>	<u>Date Issued:</u>
<u>License:</u>	<u>Date Issued:</u>

From what school did you graduate that qualified you for each license?  
Antioch University, MA in Clinical Psychology

**DISCLOSURE OF ADVERSE ACTION**

Are you a party to any litigation, or are you or have you been involved in any other legal proceeding that may adversely affect the Association or the profession, should you be elected to serve on the Board?

Yes  No

If yes, please explain on a separate page.

Has any licensing board, regulatory body, or ethics/peer review committee of a professional association ever taken any disciplinary action against you or a license/registration/certification held by you?

Yes  No

If yes and action was taken by a licensing board or regulatory body or an ethics/peer review committee of a professional association OTHER THAN CAMFT, please attach a detailed explanation.

If yes and the matter involves an action taken by the CAMFT Ethics Committee, please indicate below and provide your consent, below, acknowledging that your application will be forwarded to the CAMFT Ethics Committee to provide a recommendation regarding your application. In providing its recommendation, the Ethics Committee would not divulge information regarding the nature of your case.

Y

\_\_\_\_ I consent to my application being forwarded to the CAMFT Ethics Committee to provide a recommendation.

### **BOARD POSITION**

Choose the position for which you wish to run. Click on each title to view a detailed job description.

- President-Elect
- Chief Financial Officer
- Clinical Board Director-At-Large (Elected by Clinical Membership)

### **BACKGROUND & EXPERIENCE**

Describe your past and current activities within CAMFT or CAMFT Chapter.  
I am currently serving as a member of the Grassroots Advocacy Team, and I just recently served on the Executive Director Search Committee.

*2018-2019 CAMFT Board Candidate Application*

Describe any community activities you are involved in or have been involved in, including the offices held.

I have been involved in community service throughout my life and have always felt blessed to be able to volunteer my time for causes that are dear to my heart. For several years I served as both the Chair of the Community Day Committee and the Chair of the fundraising Wreath Committee at my childrens' school, also volunteering for the school's annual blood drives. I have served food to the homeless through the Weingarten clinic and volunteered my services as a meditation and mindfulness teacher, working to train staff in mindfulness at local schools including the Wesley School and Stem3 Academy as well as a few local acting schools. Most recently, I've taken a more active role at CAMFT, serving on the Grassroots Action Committee and the Executive Director Search Committee. I welcome the opportunity to serve CAMFT members further as a Director at Large on the Board of Directors.

List the special interest(s) in your clinical practice or internship.

I am an addiction and eating disorder specialist who currently holds the position of Clinical Systems Director at Sober College, a 75-bed young adult substance abuse and co-occurring mental health disorder treatment center in Woodland Hills, CA. I also maintain a small private practice in Encino, CA. I use a blend of narrative, DBT and transpersonal modalities when working one-on-one with clients. My management style would best be described as firm yet kind, what LinkedIn CEO Jeff Weiner terms 'compassion management.'

Describe your education, training and/or experience which has qualified you for MFT licensure:

I first became interested in the field of psychology after a very positive experience with an LMFT who guided me through a liberating journey into emotional health. I decided to go back to school for a Masters degree in Clinical Psychology at Antioch University in Los Angeles, earning my degree in 2010 and completing my traineeship at the Valley Community Clinic in Sun Valley. I was hired as an MFT Intern at Monte Nido treatment center, where I was mentored by LMFTs and learned to work with clients recovering from eating disorders. I subsequently transferred to The Canyon addiction treatment center in Malibu. I finished my internship hours in 2012, and I passed all required tests to become a Licensed MFT in early 2013. I felt a pull to further my education and entered a PhD program at Sofia University, earning my PhD in Psychology with an emphasis in Transpersonal Psychology in 2015.

What are the reasons you would like to serve as a member of the Board of Directors of CAMFT?

I am committed to CAMFT's mission to promote the profession of marriage and family therapy as both an art and a science, and to expand the recognition and awareness of the profession. I would like to work with the CAMFT team to create a rebranding campaign to increase awareness of the roles and the value that LMFTs bring to Californians as private practice therapists, mental health providers in clinics and treatment centers, executives of mental health treatment centers, advocates of improved access to health care, and much more. I would also like to help increase membership engagement while fulfilling these objectives. Additionally, utilizing the power of CAMFT's platform, I would like to do my part working alongside my fellow CAMFT members to help end stigma regarding mental illness statewide and even nationwide. I would help CAMFT continue to enlarge its place at the forefront of mental and behavioral health causes including fighting the opioid epidemic and creating services for the underserved and underrepresented.

*2018-2019 CAMFT Board Candidate Application*

What strengths do you have in your background and/or experience that are relevant to your candidacy?

In working my way up from an MFT Intern in a small clinic in Sun Valley to becoming the Clinical Systems Director of a 75-bed young adult treatment center, I have developed many skills that are useful in working with a team of directors in order to set and achieve goals to forward the momentum of an organization. Because I have held several different roles as an MFT within many different settings, I have a breadth of understanding of what MFTs need to do to keep current with the standards and ethics of our profession as well as to keep relevant in meeting the mental health needs of our communities. I have public relations experience as well, from managing referral relationships to writing articles for national publications such as US News and World Report, Health Guru, Celebrate Woman Today, and others. I have also presented at several national conferences (see resume).

What aspect of being a Board member will help you meet your personal goals?

I feel ready at this stage in my career to get involved with a Board of Directors and give more of my time to champion causes that are close to my heart. I have always been an advocate for mental health services and a proud Marriage and Family Therapist, and I am excited about the possibility of serving on the Board of CAMFT.

What CAMFT programs/activities interest you and why?

I really enjoy being part of the CAMFT Grassroots Advocacy Committee, and I appreciate the work CAMFT does to lobby government officials for causes that benefit MFTs and well as causes that advocate for increased mental health services state- and nation wide.

I have always appreciated the legal advice that is available from CAMFT. As a mental health care executive in a busy treatment center, I call the CAMFT legal team often to ask for legal and ethical guidance. Other CAMFT programs I value include Therapist magazine and the continuing education opportunities we offer. The content offered through these venues, as well as through the CAMFT annual conference, are always relevant and of superb quality. I welcome the opportunity to help our CAMFT teams identify and implement different and more modern ways to offer and facilitate continuing education opportunities.

What new programs/activities would you like to see CAMFT embark upon? What do you think would make CAMFT more effective?

I appreciate CAMFT's focus on continuing education and our mission to keep our members aware of current mental health issues. I'd like to see more educational platforms that allow CAMFT members to gain specialization certificates in eating disorders, addictions, spectrum disorders, geriatric concerns, and other specialties. I also believe we need to work to ensure that LMFTs have parity with other mental health professionals regarding who we can bill for services including private health insurance companies and Medicare. Additionally, I believe CAMFT is at a critical point in its development and needs to push forward to brand itself in a relevant way in order to place itself at the forefront of mental health care and advocacy. I would like to see CAMFT embark on a branding campaign that is fresh, vibrant and promotes us as an organization that makes peoples' lives better, more fulfilled and more connected. Along those lines, I think it would be great to create a CAMFT Community App to ensure a more user-friendly and efficient interface for CAMFT members.

What aspects of the office you seek are most and least attractive to you?

In seeking to be elected as a Clinical Director at Large, I am most excited about the potential opportunity to commune and collaborate with fellow board members to forward the goals of CAMFT. I welcome the chance to be more involved in the growth and development of the CAMFT organization and our members. Because I am new to the Board and this process, I am not sure that I have a tangible answer regarding what is least attractive to me. I am eager and motivated to pitch in and do my part to help CAMFT grow and achieve our objectives.

What is your five-year vision for CAMFT?

I would want to work collectively to help CAMFT move forward under the guidance of the goals and strategies identified by the Strategic Planning Committee and agreed upon by the board. Working together, I hope we could see the following come to fruition:

- LMFTs become Medicare Providers, maintaining parity w/ other mental health providers
- A rebranding campaign created and implemented that emphasizes that CAMFT is first and foremost an organization of clinicians who Change Peoples' Lives for the Better
- A website update to reflect this rebranding initiative, as well as the creation of a CAMFT App. and increased presence and member participation across social media platforms
- Our political action and advocacy groups taking on state and national health issues as we rise to become a powerful collective voice for mental health advocacy

What is your one-year vision for CAMFT?

I hope that in the next year we at CAMFT can welcome our new Executive Director and create a sense of cohesiveness in order to identify and initiate solid objectives for our future. Within one year, I wish to see strong five-year and ten-year plans created with clear and attainable goals set to achieve our collective vision. It will be important that we survey CAMFT members and incorporate as best we can the needs and desires of our diverse CAMFT membership so that we can meet the needs of our membership. And again, I would like CAMFT to begin to look more broadly at ways in which we can help vocally advocate for mental health services everywhere.