



# The San Francisco Psychologist

A publication of the San Francisco Psychological Association; a chapter of the California Psychological Association

## The President's Column

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**G**reetings!  
Now is the time to really value the Chinese maxim that in every crisis is an opportunity. As your new President for 2009, I look forward to working together to meet these challenges.

The challenges are evident in the waves of distressed people knocking at our consulting room doors, in the strained community and mental health resources, in the fears of senior citizens not knowing how their lives and healthcare needs will be met, and in the helplessness and hopelessness of those already fragile and vulnerable. A report in the January 2009 edition of the APA Monitor confirms that "more Americans are seeking psychologists' services to address their fears related to the turbulent economy" and cites ways for psychologists to help people cope and stay emotionally healthy themselves.

I am firmly convinced that psychological health, resiliency, and emotional intelligence are critically important during these times. Not only can psychologists teach people how



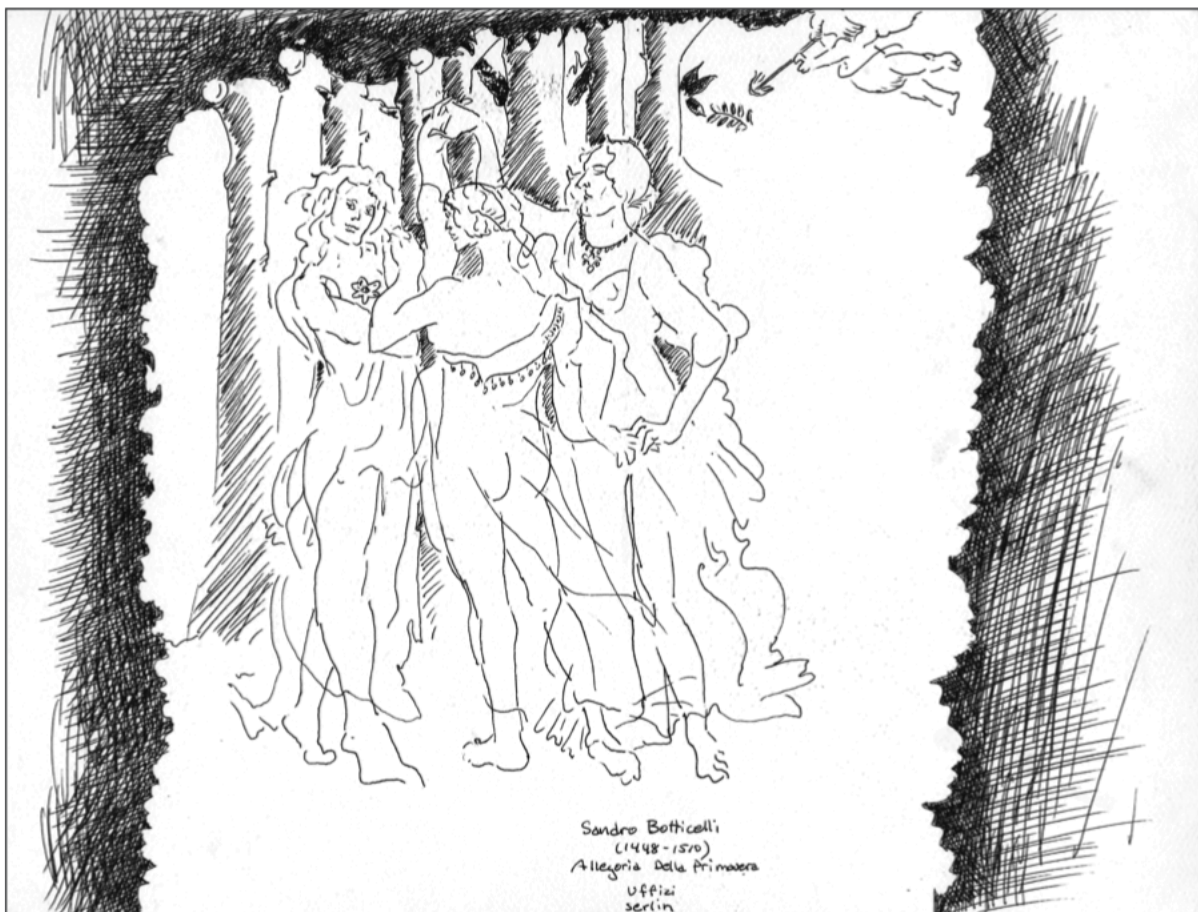
to cope better with uncertainty, improve communication skills to buffer stress, and mind/body techniques to remain calm and centered, but we can also help people apply President Obama's new call for a life of meaning and purpose. The transition from habits of greed, materialism and narcissism to ones of self-discipline, frugality and care for others will require new ways of thinking.

Can we do this? YES WE CAN!

This column is a call to all members of the San Francisco Psychological Association to work with me to help make this happen. Our Continuing Education series focuses on themes of Meaning and Purpose, and our talented Board has recently met to consider ways to address the crisis. We welcome all your ideas and input!

Please feel free to email me at [iserlin@ileneserlin.com](mailto:iserlin@ileneserlin.com) with ways you would like to help.

Wishing you a very happy and peaceful New Year.



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