

"SCHARE"ING COGNITIONS: THE INTERNATIONAL ISSUE – A WORLD OF ALUMNI

By Mitchell Schare



It is with pleasure that I introduce this themed issue of *Intermittent Reinforcement* to you. For many years our doctoral program has espoused a philosophy of diversity, which to us means understanding and appreciating people for all they bring into our relationships. Naively, you might think this philosophy is simply referring to relationships of a therapeutic nature.

Of course it is extremely important to be sensitive, thoughtful and appreciative of all aspects of patients' current lives and backgrounds as an appropriate context to working with them. We hope that all of our alumni and current students come to appreciate the gender, religious, ethnic, racial, sexual and economic differences that patients present with. These of course are but a few of the myriad variables by which we may conceptualize a person, and hopefully not to stereotype but to better understand their lives.

Regarding doctoral training it may surprise you to know that "diversity" is also a concept that we highly prize during our admissions process. As faculty, we look for people with diverse backgrounds, life experiences, and who come from different places. Sometimes, a "different place" might simply mean west of New Jersey, or as we have had over the many years of our program, people who come from other countries. Whether while in classes or spending social moments with colleagues, a lot of "life" is shared. We hope that these experiences make you more knowledgeable and sensitive to the beautiful differences that exist between us, and that you come to appreciate that there is no correct version of a "normal" lifestyle.

For this issue of *Intermittent Reinforcement*, we have sent out invitations to former students from other countries who have returned to live back home as well as American alumni who are now living on foreign soil. Our invitation has been answered by alumni from Greece, Hong Kong, England, Canada and Japan. Additionally, I have asked a former colleague and longtime

TABLE OF CONTENTS

| | |
|---|------|
| "Schare"ing Cognitions: The International Issue – A World of Alumni | 1 |
| A Hofstra Graduate in Greece..... | 2 |
| Hong Kong Musings | 2-4 |
| Life After Hofstra: An American Clinical Psychologist in London..... | 5 |
| Hofstra: Always in Mind | 6 |
| Where Am I Going? | 7 |
| I Didn't Become a Clinical Psychologist ... Tales From Japan | 8 |
| Cross-Cultural Professional Experiences in the United States and Japan: A Case of a Former Hofstra Faculty Member (1980-2000) | 9-10 |
| Dr. E. Katia Moritz Inspires Future Psychologists..... | 11 |
| The <i>Intermittent Reinforcement</i> Adventure | 12 |

professor in our program, Dr. Junko Tanaka-Matsumi, to update us on her current life in Japan as a professor at Kwansei Gakuin University.

Related, but not exactly the main theme of this issue, we have a story about alumnus Dr. Katia Moritz, originally from Brazil, who spoke on how to develop a successful and modern private practice even in a difficult economy. This issue also contains some regular features, including congratulations to recent graduates as well as a welcome to the incoming class of 2012.

Finally, I asked former *IR* editor Mike Toohey to write a piece on his experience after having served in this position for the past three years. I want to publically thank Mike for his hard work, efforts to get issues to press, and his keen ability to harass me in order to stay focused enough to get these issues finished. Thanks, Mike, for all this work, and for your help to transition your position to our new editor, Jennifer Allen. Jennifer, congratulations and good luck in getting me to get this done!

A HOFSTRA GRADUATE IN GREECE

By Ariadni Stogiannidou '86



I graduated from Hofstra in 1986, and 26 years later I am proud to be asked to share my news with you. I returned to Greece right after I graduated from Hofstra. Back then I had always envisioned a career in private clinical practice, but over the years I took a rather different path – a better one, I believe!

Initially, I started a private practice in Athens (zero to three clients per week but too proud to tell anybody!)

and after a while I found a day job at a public center for mental health. Very soon, new opportunities began showing up, and I started a freelance cooperation with a market research firm in Athens as an external consultant directing Qualitative Market Research. This collaboration lasted for more than 10 years; it was fun and something that I had never imagined doing. But my main path was that of an academic career. It began by chance, when one of my former professors asked me to contribute as an adjunct lecturer in psychopathology and psychophysiology courses ... 20 years later I am still working at Aristotle University of Thessaloniki, where I was recently elected

as full professor. My position belongs to the Department of School and Developmental Psychology, but I have the opportunity to combine clinical and school psych in my research; I am interested in issues related to the search for appropriate psychological principles applicable to the school environment. It is a very interesting area since it is still under development. In the European Union, most of the countries have not yet established legislation regarding a systematic provision of psychological services to the educational system. This is especially the case in Greece where psychologists are not permanent members of the school community, with their fragmented presence creating a series of difficulties.

Another area that occupies much of my interest and time is my involvement with the establishment of professional competencies of psychologists. Under this respect, I have been serving as a member of the executive board of Hellenic Psychological Society (the scientific Greek society for psychology) as well the Association of Greek Psychologists (the respective association for practitioners). I am currently a member of a national committee working to establish the criteria for "EuroPsy": this is a European effort-guided by the European Federation of Psychologists to establish common credentials for psychologists in Europe.

As a concluding remark: Yes, studying at Hofstra was a very good choice for me!

HONG KONG MUSINGS

By Kanei Lam '99 and Doug Seiden '99



Kanei: Warm greetings from Hong Kong to faculty and students of the Hofstra Ph.D. programs past and present. We were very happy to welcome Howie, Mitch, Becca and Bruno last year to Hong Kong (and to receive a surprise signed copy of Howie and Chip's book) and would

like to share some of our thoughts, feelings and behaviors regarding our Hofstra training in an international context.

We began at Hofstra in 1992 (Doug) and 1993 (Kanei) and graduated in 1999. The dual focus of the Hofstra program with placements involving clinical work with clients of all ages in hospitals, clinics and schools prepared us well for the challenges of being psychologists in a wide variety of settings in both the U.S. and Hong Kong. Over the years, these have included a school-based mental health program run by a hospital department of psychiatry, an institution for children and adolescents with autism, group homes for adults with psychological disabilities, a public school, and a correctional facility; directing research in the U.S. and China for a university-based community health center; teaching and supervising students of clinical psychology and educational psychology here in Hong Kong; and private practice.

Equally as important as the content of the training were the enthusiasm and comradery of the Hofstra faculty, fellow students, internship supervisors, research supervisors and dissertation chairs/committee members who always kept their doors open for a chat and encouraged independent thinking. We spent many enjoyable hours of coffee and theorizing with Professor Junko Tanaka-Matsumi (which the three of us continued last year in Japan) and, in addition to being a lot of fun, helped formulate a model of cross-cultural assessment (Tanaka-Matsumi, Seiden & Lam, 1996) and prepared us for the challenges of cross-cultural work in the U.S. and Hong Kong. Now, as therapists, teachers, researchers and supervisors ourselves, we are often guided in our interactions with clients, students and supervisees by fond memories of time spent with Hofstra colleagues whose friendship and guidance continue to inspire us.

Doug: Since this is an international issue, here's a short story of historical relevance to behavior therapy. In 1993 I went to France and interviewed some of the founders of French CBT there (Seiden, 1994). This was my second international foray as a future psychologist, having interned at a NATO research institute in the middle of a forest in the Netherlands in 1983. I sent the article to Dr. Wolpe and, in those pre-Internet days, we mailed it back and forth to each other, he scribbling suggested revisions and I trying to accommodate them. But each time he would send it back to me, there was one page missing, and it was always the same page (page 19, if I recall correctly). I finally realized that on that page I had quoted Dr. Melinee Agathon, a French behavior therapy pioneer, who had referred to him in our interview as her "God." On a hunch, when I took out the quote, the page miraculously reappeared in Dr. Wolpe's return mailings. I remember his modesty whenever I practice systematic desensitization (sometimes now integrated with schema imagery, in a sort of homegrown "systematic schema desensitization" paradigm, with a dash of Jungian active imagination thrown in for good measure).

The CBT training also came in handy when, upon graduating, I started the CBT Institute in Manhattan, which has evolved into the "Hong Kong Integrated Contemplative-Cognitive Behavior Therapy Institute and Center for Lucid Therapeutics." The Hong Kong what? Well, after Hofstra, I took up meditation and began exploring some "private events," including states of consciousness not exactly given priority in mainstream psychology. These included lucid dreams (on the subject of which I recently got to speak with Dr. Stephen LaBerge during one of his webinars – at 3 a.m. Hong Kong time, regarding some research a student and I are planning on induction techniques), out-of-body experiences and other metachoric (Google it) states induced by the "Perennial Psychologies and Technologies of Transcendence" (e.g., meditation in the various traditions, the Taoist microcosmic

orbit, Tibetan dream yoga, Kundalini yoga, the Western Mystery Tradition, binaural beats, etc. – see Seiden & Lam, 2010 for details). "Lucid Therapeutics" specifically refers to the use of the lucid dream environment as a context within which to conduct exposure therapy, a sort of organic virtual reality, if you will. I also became acquainted with various systems of meditation, transpersonal psychology, and the much ignored field of psychosynthesis, founded by psychiatrist Roberto Assagioli.

Beginning in the early 1900s and extending through the 1970s, Assagioli (who most psychologists have never heard of – but now you have!), a member of the Theosophical Society and a friend of Carl Jung, integrated and went beyond the more narrowly focused psychodynamic, psychospiritual, humanistic and cognitive psychologies of Freud, Jung, Rogers and Ellis, respectively, to develop one of the first coherent Western holistic approaches to psychology, psychopathology, psychotherapy and human potential. Whereas 1st Wave CBT focused on behavior, 2nd Wave CBT focused on cognitive content, and 3rd Wave mindfulness-based CBTs are focusing on cognitive process, I believe that 4th Wave CBT will be integrative (as 4th Force Psychology already is), restoring the whole mind, with all of its brain, consciousness and "nonlocal" (spiritual?) potential to psychotherapy. It could do so by using the psychotechnologies to cultivate consciousness states both as therapeutic means (e.g., lucid dream exposure therapy for PTSD; or psychedelic psychotherapy, which is making a comeback) and as ends in themselves (e.g., Self-Realization). Going beyond current, and arguably limited, methods and goals of the mindfulness therapies, and inspired by the work of Maslow, Assagioli and other out-of-the-box thinkers, I am working on operationalizing a "Four Psychologies" approach to Applied Consciousness Exploration (ACE) that addresses preventive, curative, positive and transpersonal aspects of problems, needs and goals, drawing both from traditional Western (e.g., CBT), traditional Eastern (e.g., yoga), and integrative (e.g., psychosynthetic) psychologies (Seiden & Lam, 2010).

Interestingly, Hong Kong has turned out to be a fertile place to explore such possibilities. Soon after arriving here, I made the acquaintance of a variety of psychologists, holistic practitioners and consciousness researchers and became involved in the Asia Consciousness Society and Festival. This has made possible interactions with academics and spiritual teachers from all over the world who have come to Hong Kong to discuss their transpersonal work and conduct training. Some of the topics explored are indeed "esoteric," and the rigorous training provided by Hofstra in the scientific method helps to stay grounded and distinguish the wheat from the chaff. This said, the "empirical" includes not only the eye of the flesh and the eye of the mind, but also the eye of contemplation

(see Wilber, 1998, who cites St. Bonaventure, who himself was inspired by Hugh of St. Victor), that is, the enhanced introspection facilitated by time-tested consciousness exploration techniques luckily preserved by various Eastern and Western meditative and mystical traditions.

Kanei: Hong Kong is also a great forum for traditional psychology education, research and practice. There are two master's-level educational psychology programs, two master's-level clinical psychology programs and one American-based clinical Psy.D. program here. In addition, interested students can follow up their master's programs with a thesis to obtain a Ph.D. or Psy.D. in educational or clinical psychology. Having taught at two universities here, I deeply appreciate the breadth and depth of the Hofstra training. The dual clinical and educational orientation gave me the tools to teach and supervise students in both clinical and educational issues relevant to their future practice. And the thorough CBT training provided a firm foundation from which to understand the processes underlying the many other useful approaches to therapy (e.g., family therapy, mindfulness-based therapy, and emotion-focused therapy). I have also been conducting research on school-based mindfulness training for anxiety. Cognitive behavior therapy is the primary therapeutic orientation taught in both clinical and educational psychology programs in Hong Kong, and mindfulness training is becoming more and more popular here. Incidentally, the 8th International Congress for Cognitive Psychotherapy, organized by the Chinese Association of Cognitive Behaviour Therapy, will be held in Hong Kong June 24-27, 2014.

Doug: And now a brief word on the risk of carrying assumptions from one country into your practice in another. Last week, before leaving for a beach vacation, I mentioned to Kanei that, thanks to *Jaws* and the sensationalism of the news, I had a mild and passing irrational cognition of being attacked by a shark when swimming in the ocean (maybe due to large posters around town for *Jaws 3-D*). Irrational, I said, because just as there are sharks somewhere in the ocean, there are also no doubt bats somewhere in Hong Kong, but that doesn't mean one is going to fly all the way over to my apartment building and attack me on my balcony. Sounds pretty convincing, doesn't it? Well, that same night I was sitting out on my balcony for about half an hour at around midnight, and kept hearing a cricket chirping just to the left of my foot by a wooden table. When I returned inside, still wondering how a cricket got all the way up there, I took a flashlight and shined it at the table, and there, hanging upside down, staring right back at me (in a blind, sonar emitting, sort of way) and hissing, was a bat with really white, pointy teeth. As I'd never seen a live bat before, I was more than a little shocked that one

should choose the day of my batty rational disputation to appear. I wondered whether this was a sign to not go swimming in the ocean on my upcoming vacation, but when I told Kanei about it the next day, cognitive therapist that she is, she reminded me that it hadn't actually attacked me (it was too busy pecking at the wooden table next to my leg) so technically my disputation still held. So was it Jungian synchronicity? Hermetic power of attraction? Or am I now just falling prey to Beckian magical thinking? Maybe the real moral of the story is to Google your rational disputations before assuming their cross-cultural validity. As it turns out, bats make up more than 50 percent of the wildlife in Hong Kong and are a protected species, as without them we'd all get eaten up by the mosquitoes. So it wasn't really as unlikely as all that. And far from it being a bad sign, in Chinese culture bats are a sign of prosperity, so coming three days before my 50th birthday maybe I should have been a little more honored and a little less weirded out. I would therefore like to take this opportunity to apologize to the entire bat community of Hong Kong for my cultural insensitivity. I am a little concerned though (seriously) about those two little cuts above my right ankle, but I probably just scraped it on the beach, right? I mean, if the bat had ventured over to my foot to bite me, I would have felt its wings, wouldn't I? Help me out here; I have an irrational fear of rabies shots. ...

References

- Seiden, D. Y. (1994). Behavior and cognitive therapies in France: An oral history. *Journal of Behavior Therapy and Experimental Psychiatry*, 25(2), 105-112.
- Seiden, D. Y. & Lam, K. N. (2010). From Moses and monotheism to Buddha and behaviorism: Cognitive behavior therapy's transpersonal crisis. *Journal of Transpersonal Psychology*, 42(1), 89-113.
- Tanaka-Matsumi, J., Seiden, D. Y., & Lam, K. N. (1996). The Cross-Cultural Functional Assessment (CIFA) Interview: A strategy for culturally informed behavioral practice. *Cognitive and Behavioral Practice*, 3, 215-233.
- Wilber, K. (1998). *The marriage of sense and soul: Integrating science and religion*. New York: Random House.

LIFE AFTER HOFSTRA: AN AMERICAN CLINICAL PSYCHOLOGIST IN LONDON

By Lisa Orban '03



It's the year of the Queen's Diamond Jubilee and the Olympics, and London is bursting with British pride. What a perfect time to reflect on what life has been like as an American expat in London.

When my husband and I decided it was time for a change three years ago, London just made sense. My husband was born here, and I've been an anglophile at heart for as long as I can remember. I also had an initial

familiarity with the city after spending a summer here.

Even so, I certainly encountered my fair share of cultural challenges. Forget the tomato, toma-to thing, my transition here required a certain degree of re-education in English vocabulary, spelling and colloquialisms, and communication style. As they joke, we are two countries separated by a language. There were, and continue to be, geographical challenges. Compared to the neat and tidy grid system of Manhattan, London feels sprawling and at times overwhelming. Then there's the adventure of driving on the opposite side of the road. I have stories.

I have slowly come to embrace all things British, such as the necessity of planning your journey around town online, "queuing" in an ordered fashion, and wearing "Wellies," as unstylish as they may be. While London isn't the most openly social of cities, serving on two volunteer charity committees and networking helped expand my social life significantly.

Building a professional life here was a different story entirely. Even with some initial research, I had little idea of the complexities involved in becoming a chartered (licensed) psychologist in the UK. As I quickly learned, gathering as much information as possible before relocating makes life a lot easier, particularly when it involves obtaining authenticated copies of ALL undergraduate and graduate course descriptions.

While accreditation was my entry ticket into the UK government-run universal health system (National Health System or "NHS"), there's something about London that sparked an entrepreneurial spirit. After learning the ropes in the private sector and steadily building a referral base, I set up my own psychological private practice just over a year ago. Knock on wood, I've been one busy gal ever since.

Media consultancy has been another exciting aspect of my career development. After pursuing training for media psychologists, I've contributed to various magazines and journals, made several TV appearances, including BBC and ITV (and believe it or not, Animal Planet!), and consulted for a reality TV show.

There's no question that my clinical training at Hofstra set a solid foundation for my professional development in London. Maintaining my Hofstra connections has made a world of difference in my transition. And it's a great feeling to know that, even at more than 3,000 miles away, Hofstra is still there for me.

I am now in the process of applying for British citizenship; however, I can't imagine my inner New Yorker ever leaving me. Will I go back one day to the city that's my first love? Only time will tell, but right now, it's an exciting time to be an American in London.

HOFSTRA: ALWAYS IN MIND

By Sheila Jabalpurwala '94



My work in addictions in Québec (where I grew up after spending the first year of my life in Boston) continues to be challenging and stimulating. I feel well-prepared to meet the challenges of working with dually-diagnosed addictions clients, thanks to the comprehensive training I received in the Ph.D. Clinical/School Psychology program at Hofstra. I decided to apply

only to American clinical Ph.D. programs, as I wished to complete my life as a student in the country of my birth. I had never spent more than short holidays in the U.S. since age 1! I loved my five years at Hofstra, and my experiences in New York. I grew up in Québec, so I had to learn French as a second language since first grade. It was an experience to spend five years in a non-Francophone environment. I selected Hofstra's program as I was seeking a doctoral program with a strong emphasis on the clinical. I also liked the ease with which graduate students were able to connect with faculty at Hofstra, which I observed when I came for my admissions interview with Dr. Mitchell Schare.

My Hofstra clinical internship in addictions, and the clinical courses I took, continue to enrich my addictions work. My testing background from my school psychology training has also been very helpful in my role as evaluator. I am part of a team of six psychologists who conduct psychological evaluations in cases where, for example, admissibility into an outpatient treatment program is uncertain, or psychiatric issues are present. I also use my testing background as an evaluator for the Québec Auto Insurance Board (SAAQ). I evaluate drunk drivers and their risk for re-offense. I recently became a member of the executive committee of the group of 20 psychologists at the addictions centre where I work (Centre Dollard-Cormier).

My research experience with Dr. Junko Tanaka-Matsumi (my dissertation supervisor), prepared me well for my first job. In order to gain admission into the Order of Psychologists of Québec (OPQ), all applicants who have earned a Ph.D. degree outside Québec, must go through several steps (e.g., write the EPPP, take Québec ethics and jurisprudence courses, pass the French language test with the Office de la langue française). So, during the two-year process to gain admission into the OPQ, I entered into the research domain. My first position was as research coordinator at

the Eating Disorders Clinic of the Douglas Hospital in Verdun, Québec. I was co-leading, with a psychiatrist, psycho-educational groups for eating disorder clients at the same clinic. When I gained admission into the OPQ, I was hired as a psychologist in the inpatient program of an Anglophone addictions clinic, Pavillon Foster. I also began to see private clients at a multidisciplinary clinic, on a very small scale due to my full-time work. I became accredited to conduct evaluations for the SAAQ in my second year at Foster. Since 2002 I have been working full-time at Centre Dollard-Cormier (CDC), where I work mostly in French (I see one quarter of allophone clients who prefer to receive services in English) while continuing with SAAQ evaluations and private practice. I make sure to make time for pleasure on weekends! (Something I learned from my NAADAC burnout prevention workshops.)

One of the challenges facing Québec psychologists working in the public sector is being adequately compensated (in the process of improving). Also, in the public sector, Québec employers are facing a wave of retirements among their employees. Several of my colleagues have begun progressive retirement at CDC. These two factors are contributing to a shortage of psychologists in government-funded centers such as CDC. Some psychologists go into private practice or work in private clinics. However, many psychologists such as myself enjoy working in the public sector. Most of the addictions clients who come to CDC could not afford to pay for private services. In addition, weekly team meetings with psychologists and other professionals are very stimulating. I find that the exchanges with my colleagues help to hone my clinical skills. In private practice, it is much more difficult to obtain this kind of professional development opportunity. One is often working in isolation.

In the last year or so, the OPQ has changed its admission requirements. Now, a doctoral degree is required. Québec was the only province that did not require a Ph.D. to be a member of the order. Most psychologists possess a master's degree. In my workplace, I am currently the only Ph.D.-level psychologist on the clinical team. Also, the OPQ will soon be requiring 90 hours of continued education within a five-year period in order for the psychologist to be able to conduct psychotherapy. I always remember my Hofstra professors telling us that graduating with the Ph.D. degree (1994 for me) meant the beginning of a lifetime of learning, not retirement from learning! And what experiences have I had so far!

WHERE AM I GOING?

By Toshi Kondo '98



Hi friends. My name is Toshi Kondo. I graduated from Hofstra in 1998, and it's been 15 years. Time flies!

Presently, I teach child clinical psychology and psychotherapy and work as the dean of the Child Psychology Department at Tokyo Future University (TFU) in Japan. I happened to have had a study history and work

experience that matched the needs of this new school. And, of course, having a Hofstra degree works well here.

In the first few years after I came home in 2001, I found myself, actually my students at college found me, speaking some "strange Japanese." "Kondo sensei, your Japanese sounds a bit different from ours," they would say. And, of course, I tried hard to speak "right" Japanese since then. And only then I learned that living in America for 20 years had had a very strong effect ... even after 15 years. A few weeks ago, one of my junior high clients asked me, "Are you a returnee?" "I could tell from your Japanese pronunciation."

One more thing that I found different about myself after returning from America was my behavior in a group of people. When I returned home, I was the first person who raised a hand in a meeting, and spoke exactly as I thought. I felt uncomfortable when nobody said anything and silence continued. Probably because I had not seen any meetings or classes where nobody would say anything for long in America.

One final topic – I went to the North-East region of Japan to do a psychological intervention at the end of May for four days in the location where the earthquake and tsunami attacked last year. The town I visited had about 1,000 casualties and still has 8,700 evacuees out of a population of 17,000. We psychologists did not directly visit evacuees but waited in a free café created by volunteer groups. When they came to the café we took their order and waited to find the chance to talk to them. This way, they say, we avoid forcing them to talk about their hot memories and causing secondary trauma. When I learned this type of intervention, I had some strange feelings, wondering, "Do they do the same in America?"

This way, in many aspects of my life, American culture continues to matter. I ask myself, "Am I still on the way of returning to a real Japanese life even after 15 years, or going somewhere else?" "Probably, I am going somewhere new." This is how I recently feel. But at the same time, I say to myself, "If this happens due to one's unique experiences, then, this may happen to everybody, each of us creating one's own unique culture whether or not being affected by the culture other than one's own." "Then, I am not alone."

Anyway, I miss Hofstra and people there. Every summer TFU people take our students there to study English and learn culture. I am looking forward to seeing you then.

I DIDN'T BECOME A CLINICAL PSYCHOLOGIST ...

TALES FROM JAPAN

By Marty Roberts '05



Six years of graduate education, 1,200+ hours of internship at Bio-Behavioral Institute, 15+ conference presentations, the painful writing of six peer-reviewed articles ...

Basically, a lot of hard work and yet I didn't become a clinical psychologist ... not even close.

I blame Howie, Mitch and Sergei mostly. Sure, they were all on my dissertation committee and graciously granted me the Ph.D. at the end, but they were also the hands that guided me overseas and far away from the typical jobs of a psychologist.

Today, I run a company in Japan of about 100 employees focused on pharmaceutical market research and publishing. I've been here for five years now. My Japanese is still pretty poor.

It was Howie, Mitch and Sergei who put me on this path, because this team of adventurous miscreants took me overseas frequently to lecture in India and Russia. These trips opened my eyes to the world around me, outside of the safe borders of beautiful NYC, and into the strange wonders of other cultures in other lands. Honestly, I felt a bit like Alice when she entered Wonderland. In my last years at Hofstra, I realized I wanted to get out of Brooklyn, work overseas, live internationally and take on a new challenge. Even better if I couldn't speak the language. That, I thought, would really test my psychology training.

My mentors were all very supportive, allowing me to take electives outside of clinical/school psych, in, for instance, market research from Doug Russell and advanced statistics from Liora Pedhazur Schmelkin.

Mitch even permitted me to use market research statistical methodology in my dissertation. The topic was alcohol expectancies. Sure, the results could be applied to the treatment of alcoholism in theory, but I was much more interested in perhaps working at InBev, the world's largest alcohol marketer. To me, marketing seemed like an exciting international option.

In the end, though, healthcare trumped alcohol, and after a short internship at the pharma company Forest Laboratories, I joined my current employer, Cegedim Strategic Data, a worldwide market research vendor dedicated to the pharmaceutical industry. We collect market data and conduct research for all of the major (and minor) pharmaceutical companies. It is a great mission: we support the pharma industry to get innovative medicines into the hands (and minds) of doctors and patients. In this way, we contribute to the healthcare of the world.

I was transferred to the Japan office at the end of 2007, and worked as an analyst, a manager, research director and now the general manager of the Japan affiliate, reporting to the global CEO.

Throughout these various roles, the training I received in psychology proved invaluable.

Cultural psychology is the obvious first point to mention. Japan is, of course, still an extremely collectivistic society and to survive you need to know how to play by the societal rules. One example is *nemawashi*, a very Japanese concept. Basically, decisions and action plans are never made at the meetings in which the points are on the agenda. Instead, the groundwork of decision-making is quietly pre-negotiated behind the scenes usually by junior staff at the behest of the senior staff members. When it comes time for the official meeting to "make a decision" everyone simply nods in agreement, since all has been worked out privately beforehand. In this way, no one needs to feel the pain of social disharmony or of "losing face" (appearing dishonored or shamed). From a Western perspective, it might seem crazy to have little dialogue or discussion at key meetings, but from a Japanese cultural psychology viewpoint, *nemawashi* makes sure there is no "out-group." It is the social reality.

At the same time, knowing cultural psychology allows one to play the opposite card ... your nationality. I can't count how many times I have said to Japanese pharmaceutical companies, "You know, I am American, and we are pretty direct. Moreover, my boss is French, and thus very demanding of me. So let me just come out and ask you, how much are you planning to spend for these services?" A Japanese businessperson would be crucified for asking this, but as an "outsider" I am free to break the social rules.

But it is more than just cultural psychology that you can transfer to a business role overseas.

Today, one of my sales staff was expressing concern that a client was upset and sent her a very dismissive email. The answer ... Stanley Milgram. In his classic social psych experiments, we can extrapolate that it is very easy to send an aggressive email, more difficult to speak aggressively by phone, and much, much more difficult to keep up the same level of aggression when seated face-to-face across the business table. My sales staff wanted to avoid the customer for fear of angering him further, but of course avoidance on her part will just reinforce her avoidance behavior, solve nothing and get her nothing. The solution: set a meeting next week and we can go visit this difficult client together, with the goals of 1) blocking his aggressive attitude (Milgram model), 2) stopping my staff's avoidance (via Pavlovian based exposure), 3) allowing me to model good problem-solving with the client (Bandurian modeling) and 4) hopefully win my staff another new sale and some extra commission (Skinnerian reinforcement). Wow, there is a lot of psychology theory in there!

Living overseas and running a company in Japan has proved the most rewarding experience in my life so far. My job is very far away from the typical psychologist's job, but is equally as rewarding and challenging, allowing me opportunities I never thought possible.

I'll be honest – the "Ph.D." only makes my business card look a bit better and me a bit poorer in student loan payments; that's all. But my experience at Hofstra, particularly the great mentors and colleagues I worked with, the coursework, the research experience, and the travels absolutely put me on my current path. I would encourage all Hofstra Ph.D. candidates to feel no hesitation in using your education in a unique way. Look to J.B. Watson: experimenter, theoretician, academic, pop psych icon. After all of this emersion in psychology, what was he in the end? Probably the best marketing mind of the 20th century, and no university would even offer him a job.

I look up at my bookshelf now, and I still see books by BF Skinner, Ivan Pavlov, JB Watson, Andrew Salter ... hell, even Sigmund Freud. I realize, in the end, you can take these guys anywhere.

Even across the world to Japan.

Same thing with your Hofstra degree.

CROSS-CULTURAL PROFESSIONAL EXPERIENCES IN THE UNITED STATES AND JAPAN: A CASE OF A FORMER HOFSTRA FACULTY MEMBER (1980-2000)

By Junko Tanaka-Matsumi



Thank you for the opportunity to write a piece for *Intermittent Reinforcement* to share with you some of my professional activities in clinical and cross-cultural psychology.

I obtained a Ph.D. in clinical psychology at the University of Hawaii at Manoa as an East-West Center scholarship student from Japan. My first post-doctoral position (1979-1980) was at Bellevue Psychiatric Hospital and New York University Medical School Department of Psychiatry as a staff psychologist and clinical instructor, respectively. I then enjoyed a full-time faculty position at Hofstra University for 20 years (1980-2000). Since returning to my native country of Japan with my husband, Yoshio, in 2000, I have been working as a professor at Kwansei Gakuin University in the Department of Integrated Psychological Sciences.

Those 20 years at Hofstra teaching in the Combined Ph.D. Program in School-Clinical Psychology were full of exciting new learning experiences. At Hofstra, I had the great pleasure of teaching both graduate and undergraduate courses as well as supervising assessment cases at PERC. In research, I supervised 34 Ph.D. dissertations and served on many more dissertation committees. I keep in touch with many of these talented people, and I have also contributed chapter manuscripts to their edited books or shared convention podiums presenting papers. My professional experiences at Hofstra University in the positions of an assistant, associate and full professor have provided a reliable foundation for building yet another full-time academic career in Japan despite marked cultural differences between the two countries. In Japan, I have paved a similar academic road to train students at both undergraduate and graduate levels.

Kwansei Gakuin University, with more than 20,000 students, is a private university located near Kobe and Osaka in the Western part of Japan (<http://www.kwansei.ac.jp/english/>). The Department of Integrated Psychological Sciences has a

long, productive history of leading experimental psychology research in Japan. In more recent years, the department has hired a diversity of applied research psychologists engaged in cutting-edge research projects conducted in highly advanced research facilities.

The first thing I did in Japan was to teach the essence of the scientist-practitioner model of clinical psychology in my graduate research seminar. My approach was quite compatible with that of the scientific psychology department as a whole. I linked my academic teaching to the application in community settings so that graduate and undergraduate students could engage in behavioral observation, functional analysis, and accountable intervention projects under supervision. Soon, we developed a community network of behavioral intervention and consultation projects. We have presented numerous conference papers and published many research papers in both national and international conferences and publication outlets. Without the various professional experiences in the United States, developing my second academic career in Japan would have probably taken twice as much time to reach the current level of activities.

I have always maintained my major interest in cross-cultural clinical psychology. I collaborate with my international colleagues in programmatic cross-cultural research projects. In Japan, I incorporated "Online Readings in Psychology and Culture" (ORPC) into my undergraduate course in cross-cultural psychology (<http://scholarworks.gvsu.edu/orpc/>). Launched in 2002, ORPC is International Association for Cross-Cultural Psychology's (IACCP) innovative Internet textbook with nearly 100 chapters that can be accessed ubiquitously and free of charge all over the world.

I have served as an associate editor of the *Journal of Cross-Cultural Psychology* since 1998 and have observed tremendous developments, particularly in methods for studying cross-cultural similarities and variations in human behavior. I have also just completed my four-year tenure as an East Asia representative of IACCP. Last month, I was in Stellenbosch, South Africa, and in Istanbul last year, both for the IACCP. I also currently serve on the editorial boards of APA's new journal for Division 52 (International Psychology), *International Perspectives in Psychology: Research, Practice, Consultation*, as well as *Japanese Journal of Behavior Therapy* and *Japanese Journal of Behavior Analysis*. These activities expand our horizons of research and practice. In an information technology age, one can be located anywhere in the world and still conduct a range of professional activities around the globe.

Organizationally, in Japan, I serve on the boards of the Japanese Association for Behavior Therapy and Japanese Association for Behavior Analysis. I am committed to these associations as they provide excellent arenas for developing and disseminating resources for evidence-based assessment and intervention research and practice. One of the most rewarding experiences was serving on the organizing committee to host the 2004 World Congress of Behavioral and Cognitive Therapies (WCBCT) in Kobe, Japan. This WCBCT was held successfully for the first time in Asia. I have attended every WCBCT since the 1998 Congress held in Acapulco, Mexico. I also try to attend annual ABCT conventions in the United States/Canada as much as possible, often with my graduate students. Of course, one powerful reinforcer for this activity is pleasurable reunions with my friends and colleagues, and former graduate students (now distinguished professionals) from Hofstra. It is also very nice to meet current Hofstra graduate students in the clinical program. Hofstra University's strong presence is clearly shown in these key convention programs.

One major difference in working as a university professor in the United States and in Japan is the expected engagement in a wide range of administrative duties in Japan. I spend long hours serving on committees and fulfilling various appointed roles on the campus, including a supervisory role at the university student counseling center. To enhance adjustment, one needs to understand functional meanings of being in the same space and sharing endless moments in the Japanese cultural climate of intricate interpersonal transactions.

Personally, cross-cultural professional experiences have taught me how to truly appreciate gratifying moments in observing school and clinic children accomplishing carefully prepared tasks in a nurturing environment. We observe, analyze, develop hypotheses, design programs, monitor even small reactions, and finally note progress. Both the therapist and the client contribute to this mutually reinforcing process.

Intermittent Reinforcement serves to link the past, present, and future of best practice in clinical psychology at Hofstra University. Thank you again!

DR. E. KATIA MORITZ INSPIRES FUTURE PSYCHOLOGISTS

By Christine D'Urso



On Friday, April 20, Hofstra's Clinical Psychology program had the honor of hosting 1998 alumnus Dr. E. Katia Moritz. A perfect fit for her lecture topic, "Entrepreneurship in Psychology," Dr. Moritz is a native of Brazil who worked her way up from an impoverished youth to become the co-owner/clinical director

of NeuroBehavioral Institute and also a director of Academic-Options in Weston, Florida. In the three hours allotted, Dr. Moritz spoke of her road to entrepreneurial success and the twists and turns along the way, offering plenty of advice for budding psychologists.

This past fall I briefly met Dr. Moritz at the ABCT Hofstra party, and she had immediately dazzled me with her intellect, charm and perfectly tailored suit. It seemed that with her combination of humor, elegance and obvious high regard from all those around her, she evidently had the "it" factor needed to rise to the top of our field. Thus, though I had piles and piles of good old end of the first year schoolwork, the decision to ditch work for the afternoon and attend Dr. Moritz's talk was effortless.

For three hours I literally sat captivated as Dr. Moritz drew her audience in. A quick glance around the room confirmed that the rest of the attendees were equally enchanted as well. Dr. Moritz explained how she knew that after devoting so much time and money to her education, she would make all of this dedication worth it. Years later, she did just that, through hard work, persistence and business skills that she had honed through every experience and connection she had made.

A dynamic speaker, Dr. Moritz explained how we should look at where we want to be in five years and then work backwards, focusing on where we need to be in order to accomplish that goal. We must think independently, rely on no one, including family members who may offer to support a financial investment, and constantly strive to enrich our lives. This means sacrificing the little pleasures in life in order to work for the larger goals, and saving and scrimping. Projecting your professional image through neat and appropriate attire is the icing on the cake. After all, as Dr. Moritz remarked, who would pay for therapy from someone dressed like a graduate student? Dr. Moritz's philosophy is that you can be both a researcher/academic and a clinician. She advised us to specialize in one area, but to also be knowledgeable in others, and to know that we are constructs of our name and the image that we project to others. Rather than a paper advertisement, the best "advertising" scheme is consistently demonstrating



our skills and leaving a lasting imprint in our colleagues and patients' minds that can be spread through word of mouth. One false move and our credibility is

forever tarnished. Also, we must know the cultural customs of our clients. A kiss on the cheek in greeting is customary in some cultures and outrageous in others, and with cultural competence we can secure that sacred therapeutic alliance. Last, we must know our boundaries. Dr. Moritz recounted the amazing story of how one of her patients had offered her 10 million dollars to work exclusively with him for a month. Obviously, she had to turn down this rather tempting offer.

Why sell ourselves short? Dr. Moritz explained that though she doesn't take insurance, she has earned her keep, and she proudly completes pro bono work and will not turn someone away who needs financial assistance. Why is it that psychologists must feel guilty for wanting to make a lot of money? Have we not earned it? Plus, money is important and necessary, as Dr. Moritz exclaimed, a living example that you can combine psychology with business smarts and make a lucrative living in the helping field. Furthermore, she explained how learning to help herself meant that she didn't need to rely on outside payroll companies and financial advisors. Anyone can say they want to open a private practice, but it is another thing to know when to invest, what kinds of loans to take, and who to potentially partner with who is compatible with your own goals.

As for finally setting up that private practice, Dr. Moritz emphasized several points of interest. Excellent customer service is essential in keeping patients and the use of electronic medical records (EMRs) saves space, money and increases efficiency. Last, we must get computer smart. All members of Dr. Moritz's staff carry Mac Books. Similarly, we should spend time and money on our website because people will refer to it before deciding whether to call. She recounted how as a woman who wanted children and a long career in private practice, planning, calculating and planning some more were crucial. By efficiently making sure that her practice was set in place before taking time off to raise her children, she was able to return to work confident in her career stage. Therefore, I felt that she was especially motivating to all of the female graduate students who will also likely bear these dual responsibilities of career and family someday.

I can honestly say that I have a new role model in Dr. Moritz, who is not only an accomplished psychologist, but also a smart businesswoman. As a result, she is completely financially independent and confident, joking that if she wanted to, she could divorce her husband in a second and not worry about the financial implications. I believe Dr. Moritz effectively inspired her audience to take on that "go-getter" attitude, just as she had, and to propel ourselves to where we need to be in order to accomplish our own dreams.

THE *INTERMITTENT REINFORCEMENT* ADVENTURE

By Mike Toohey



The *Intermittent Reinforcement* editing adventure has ended for me. After three years of editing, I have a few thoughts. Although being a clinical psych Ph.D. candidate might certainly be discouraging at times, it has been helpful to see that there are many of our colleagues who have graduated, have decent careers,

and live to write about it in our newsletter. Not only is it nice to see that they have jobs, but it is also motivating to see the diversity in the jobs our graduates take. From having a private practice on Long Island to teaching in Japan, there are plenty of opportunities for us Hofstra graduates.

Also, it can be difficult to tell what is going on in the minds of our professors at times, but I think *Intermittent Reinforcement* gives a small glimpse into Hofstra's more

personal side. There were a number of very touching articles written to Dr. Guarnaccia upon his retirement. There was an article poking fun at Dr. O'Brien's stable and rebellious childhood personality. There was an article by Dr. Kassinove that spoke to his love of teaching and included moments of reminiscing over the faculty connections during his early career (surprise, surprise, Mike Toohey mentioned Howie in his article).

Although it has been a pain-in-the-butt enforcing deadlines for faculty members and alumni, I grew from the challenge. With any obstacle comes a chance to get better, whether it is a metaphorical obstacle or a literal obstacle course that will make you stronger and faster by running through it. Life will challenge you. Luckily, we have put ourselves in a position where we have plenty of options, supportive and personal faculty (and classmates), and the knowledge to cope when life gets tough.



Congratulations to 1993 alumnus Dean McKay, Ph.D., president-elect for the Association for Behavioral and Cognitive Therapies!

CONGRATULATIONS TO OUR 2011-2012 PH.D. RECIPIENTS!

December 2011

Beth Hollander
Richard Lopez

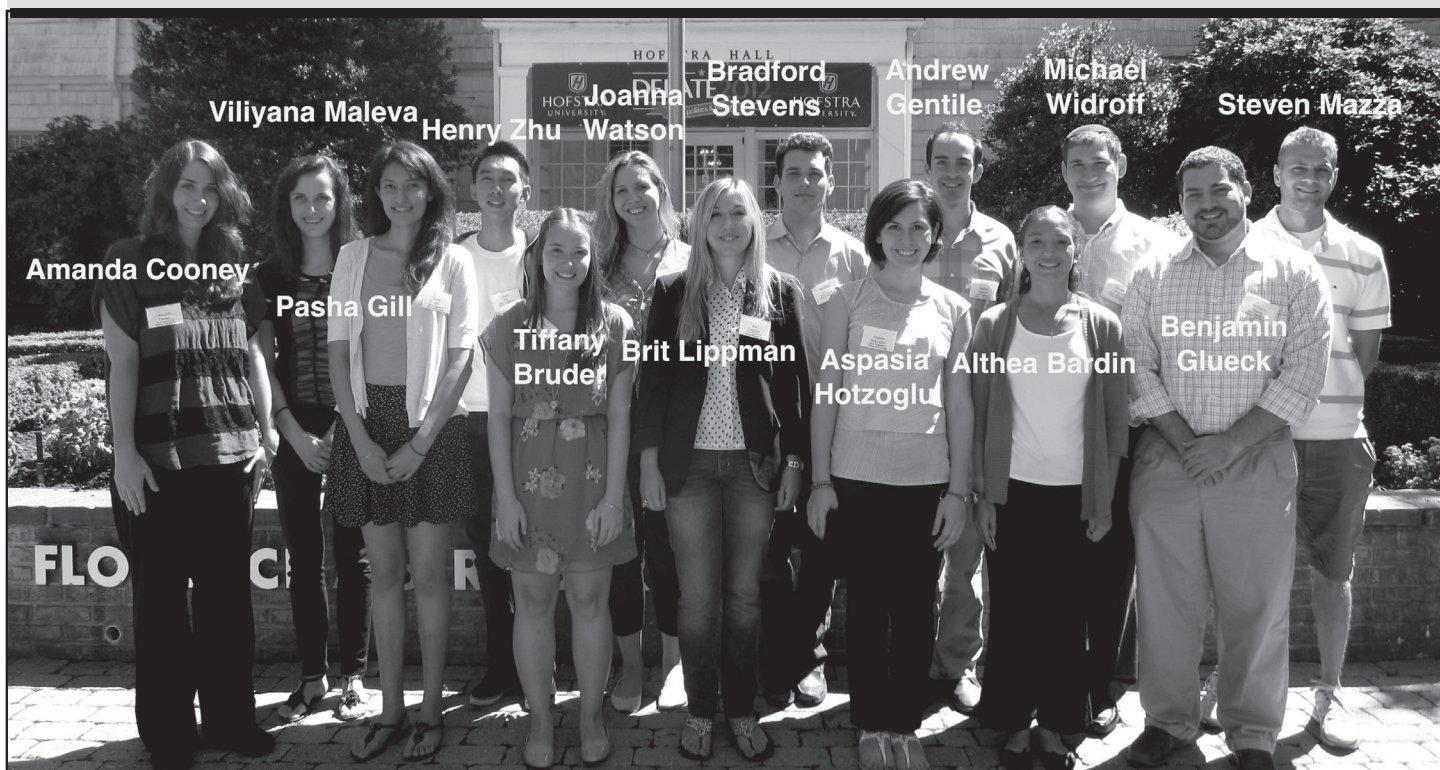
May 2012

Melissa Strilcic

August 2012

Samantha DiMisa
Randi Dublin
Jonathan Feiner
Michael Goldberg
Candice LaLima
Regine Lazarovich
Jordan Levy
Maria Paasivirta
Ranita Pekarsky
Kerry Torell
Jennifer Zeman

WELCOME TO THE INCOMING CLASS OF 2012!





HOFSTRA

UNIVERSITY®

prideandpurpose

Hofstra University is committed to extending equal opportunity to all qualified individuals without regard to race, color, religion, sex, sexual orientation, gender identity or expression, age, national or ethnic origin, physical or mental disability, marital or veteran status in employment and in the conduct and operation of Hofstra University's educational programs and activities, including admissions, scholarship and loan programs, and athletic and other school-administered programs. This statement of nondiscrimination is in compliance with Title VI and Title VII of the Civil Rights Act of 1964, Title IX of the Education Amendments of 1972, Section 504 of the Rehabilitation Act of 1973, the Americans with Disabilities Act Amendments Act, the Age Discrimination Act and other applicable federal, state and local laws and regulations relating to nondiscrimination ("Equal Opportunity Laws"). The Equal Rights and Opportunity Officer is the University's official responsible for coordinating its overall adherence to Equal Opportunity Laws. Questions or concerns regarding any of these laws or other aspects of Hofstra's Equal Opportunity Statement should be directed to the Equal Rights and Opportunity Officer at EROO@hofstra.edu, 516-463-7310, C/O Office of Legal Affairs and General Counsel, 101 Hofstra University, Hempstead, NY 11549. For additional contacts and related resources, see http://www.hofstra.edu/About/Policy/policy_eoe.html



HOFSTRA UNIVERSITY®

Department of Psychology
135 Hofstra University
Hempstead, NY 11549-1350

Non-Profit Org.
U.S. Postage
PAID
Hofstra University

Editor-in-Chief: Mitchell L. Schare

Editors: Mike Toohey and Jennifer Allen

Contributors: Ariadni Stogiannidou, Kanei Lam and Doug Seiden, Lisa Orban, Sheila Jabalpurwala, Toshi Kondo, Marty Roberts, Junko Tanaka-Matsumi, Christine D'Urso, Mike Toohey

If you have any suggestions or ideas for future *Intermittent Reinforcement* articles, or are interested in writing an article, please contact Ms. Joan Connors at **Joan.Connors@hofstra.edu**.

If you have recently moved and would like to provide your current address, or if you have information regarding the address of a fellow alumnus, please return the form below to Ms. Joan Connors at Hauser Hall, 135 Hofstra University, Hempstead, NY 11549-1350, or email **Joan.Connors@hofstra.edu**.

Name: _____

Address: _____

Phone Number: _____

Email: _____