



November 2014 ENewsletter

In This Issue

[Happy Thanksgiving](#)

[The Gift of Gratitude](#)

[We are Thankful for You](#)

[Giving Thanks](#)

[Staff Promotions](#)

[Thank you Sponsors and Donors!](#)

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Happy Thanksgiving

by Patricia Chiapellone, ARCC Chief Executive Officer

As we express gratitude, we must never forget that the highest appreciation is not to utter words, but to live by them.

~ John F. Kennedy

Thanksgiving is a very special day, one filled with traditions and childhood memories and equally important it is that wondrous day, in which we give thanks for friends and family, for the food before us and for all things good in our lives and in our world. It is a day, in our American tradition that we choose to acknowledge those special acts of kindness that mean so very much to us.



When I look back at this past year, there is so much for which to be thankful. Our ARCC staff who work diligently with our communities striving to make a positive connection with each and every one of them so that their lives can be filled with both dreams and plan for a better future for themselves and their children; for my mom, who even in the midst of dementia, looks forward to my visits so that a lifetime of stories can be shared even if just a short time together; and for my daughter while now a young adult, continues to make me laugh, cry and be proud.

And this year, I am thankful for a new group of leaders that have come into my life. As a participant in this year's American Leadership Forum (ALF) Class XXVII, I have gained not only skills, but friendships, and in the few short months we have known each other, we have been given the incredible gift of CONNECTION. It is a connection that goes deeper than running into each other at meetings or helping each other out when

Stephanie Demos
chief development officer
Clayton Ng
chief financial officer
Andrea Urton-Hayward
chief operating officer

Program Managers

Akiko Chung
children's services
Colleen Kleier
community services unit
Veronica Gamboa
prevention & early intervention
Larry Hanville
children's services
Elisha Heruty
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Scott Lafranconi
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program director
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clinical director
Beatriz Ramos
parent advocate



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challenges and opportunities come our way (all wonderful), it is rather a profound sense of belonging and knowing that we are there for each other and knowing that we will be, both today and tomorrow.

And as I think of the connection that is shared with ALF, I began to realize that this "connection" is not so very different from what it is that we strive for at ARCC. It is a connection of one of our therapists makes with a student or a case worker with a family or a supervisor with their staff or a donor who brightens the life of a child. It is the connection that gives us both purpose and meaning in our work life and our world. It is this very connection for which I am truly grateful.

As John F. Kennedy so eloquently stated "As we express our gratitude, we must never forget that the highest appreciation is not to utter words, but to live by them." And for us at ARCC, it is the connection that we have with each other, that transcends words; it is how we choose to live our lives as staff, as donors, as colleagues, as leaders, as friends. I am forever grateful to each and every one of you for being part of our lives, of making the connection with us. Happy Thanksgiving to you all!

Thank you,



The Gift of Gratitude

by Andrea Urton, Chief Operations Officer

The miracle of gratitude is that it shifts your perception to such an extent that it changes the world you see.
~ Dr. Robert Holden

My Mother is the person who taught me how to be grateful in this world and what a gift she gave me! You see, my mother was struck with a terminal illness when I was about two years old. She spent my childhood bedridden and lived at the hospital more than at home with us. Every day I can remember she woke smiling ready to greet us and the world; every day knowing that this could be her last morning.

She filled her days with making crafts, sketches, writing poetry and translating documents and letters for our community through the local church. She taught me that doing for others was a gift in and of itself. The crafts were often colorful hats, vests and



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scarves that she gave to the children who were undergoing treatment at the hospital she spent so much time in. Her limericks and drawings were given to friends, family, the people who cared for her and people who helped us with basic needs to show her gratitude for all they did for us. The translation she did was to help the people in our community because she was fluent in Spanish and felt it an honor to support others. I watched and participated when I could in these activities.

One day I asked why she spent so much of her time doing things for others, knowing how precious her time was. She smiled that lovely smile and said, "Because, my dear, I am filled with gratitude for all that I have and this is my way of sharing that gratitude with others." I understood what she meant immediately. I am forever grateful for that lesson as I carry it with me everyday.

We are Thankful for You

by Stephanie Demos, Chief Communications & Development Officer

Gratitude is when memory is stored in the heart and not in the mind.
~ Lionel Hamton

I like this idea of etching a memory in a truly grateful heart for gratitude is so much more than a passing thought. It's a practice, a promise to stop and appreciate the small and enormous kindnesses that surround us each day.

At ARCC we meet children, teens, parents, teachers and more who face unimaginable challenges. Yet often there are instantaneous smiles of appreciation for their counselors, their caseworkers and those who welcome them to the clinic or classroom. That spontaneous gratitude is incredibly meaningful. The work of ARCC is not easy and some days the sad stories seem to outweigh the happy ones, but when we take time to reflect the balance sheet is almost always in favor of the little victories, the creation of trust and bonds that build promise for better futures.

In its four decade history, this agency has benefited from the generosity of countless supporters - community activists like our founders, philanthropists, foundations, former clients and staff. For this we are forever grateful. And with a new push into social media we are reaching more and more potential supporters with our clients' stories. In some ways, though, we are still a buried treasure, a little-known gem. When you consider that more than 6,000 clients were served last year, the fortieth year of providing counseling services to our neighbors, the number of people positively impacted by ARCC over the years is considerable.

This year, there are a few things we can do to express our gratitude for the agency's past and our hopes for the future. Little things. Meaningful things. Small acts that have the power to create indelible memories.

If you're buying gifts through Amazon on Black Friday or Cyber Monday, completing your purchase through Amazon Smile will provide a donation for ARCC. It will cost you nothing more and will benefit our clients immediately. Then ask all your on-line friends to do the same! Start with AmazonSmile [here!](#)

If you've satisfied your retail impulses by the first of December, please consider going online once more on [GivingTuesday](#) (12/2) to make a thoughtful gift in any amount to ARCC. Then ask all your on-line friends to do the same! Laura Arrillaga-Andreessen says, Giving is an expression of gratitude for our blessings. Here's to many expressions of gratitude and blessings.

If you're a master of the selfie, consider an [#unselfie](#) ... have a friend or relative take a moment from the Thanksgiving feast to take a quick photo of you - preferably holding up a handwritten sign with a couple of words saying why you give to ARCC. Anyone can do it as evidenced by my puppy Pinot's pic below. (I'll confess - I wrote her tag line.) Then ask all your friends to do the same and to send those photos to us at info@alumrockcc.org.



If you are a social media rock star, invite others through text, email, Twitter, LinkedIn and Facebook to

'like' ARCC on Facebook and to visit our website. The more the merrier! As we expand the list of friends, we hope to gain circles and circles of friends to help us out throughout the year. The first step will be Giving Tuesday. The next will be [Silicon Valley Gives](#) on May 5, 2015.

If you are a doer and would like to [volunteer](#) to help us bring joy to our families' faces at our annual gift giving extravaganza on December 19, let us know. We'll be at it all day - wrapping gifts, helping children and/or parents choose something special for the holidays. Right this moment I am looking across the hall into a room filled with over 600 gifts for children of all ages and there's more to come from Family Giving Tree and Toys for Tots. Volunteer shifts are available throughout the day right through 'clean up shift' at 7pm. Contact us at info@alumrockcc.org. (P.S. We really need rolls & rolls of wrapping paper.)

If you'd like to start this holiday season by making a long-term commitment, consider signing up to [mentor](#) a middle school student for the rest of the school year. It's an opportunity to serve as a role model, cheerleader, confidant and so much more. To learn more visit our website [here](#).

Last, but not least, if you've attended our annual fundraising luncheon in the past you know what a special event it is. It's a chance to spend time with local philanthropists and community leaders. It's not too early to reserve a seat or sign up as a sponsor for the March 21st luncheon. We're highlighting not only our middle school students, but also two SUPER ROLE MODELS - [Darcie Green](#) and [Ricardo Benavidez](#). There's only room for 300 of our nearest and dearest, so sign up early.

So, Happy Thanksgiving and thank you for all you've given to ARCC. We've stored many memories in our hearts and look forward to many more in the months to come.

Giving Thanks...

by Clayton Ng, Chief Financial Officer

Our lives are filled with meeting wonderful people. Make sure those that have become a part of your life hear your words of appreciation.

~ Ace Antonio Hall

Thanksgiving is the most traditional rich holiday in my book. Mine usually begins at the break of dawn with the Turkey Trot,

followed by an afternoon of recovery watching football and capped off with overindulging in food and drink in the evening. The centerpiece of these activities and traditions has always been family, both immediate and distant. And while there are clearly times when I take my family for granted, I've also grown to realize that when it comes to having a family to celebrate with, I really have it good.

So this Thanksgiving, I'm most thankful not only for my family, but for the many wonderful people I've worked with over the past decade, specifically the nearly 100 energetic and talented employees at ARCC. Too often their accomplishments go unrecognized. It's their work that provides the core for any and every Thanksgiving celebration as they model and advocate for a nourishing family in a warm and safe environment.

Our counselors and case workers spend countless hours a day in the communities we serve, being actively involved in helping youth flourish and enabling family members to step in to help maintain a high level of success. The product of their work is a child who continues to thrive and will have multiple opportunities for success with the support of their loved ones. This makes every day, not just Thanksgiving, that much better for the child and/or family. So for everyone working here and for those who support all of our ARCC programs, THANK YOU!

Staff Promotions

The role of leaders is not to get other people to follow them but to empower others to lead.
~ Bill George

ELISHA HERUTY

Interim Director for Quality Assurance & Outcomes

We are happy to announce that Elisha Heruty has a new role at ARCC. Formerly Director of Outcomes, she is now the Interim Director of Quality Assurance & Outcomes. The goal of this brand new position at ARCC is to look at the integrity of our data, information, and services and to ensure that we are ready for health care reform. The objective is to bridge the gap between data quality and integrity as oppose to just reporting out data.



For those of you who have not met Elisha, she has an impressive resume. Before transitioning to ARCC in November 2012, she worked at EMQ where she began working in the non-profit mental health sector with the goal of using service and outcomes data to help create, support and enhance services for customers. Before her stop at EMQ, she worked as a social services case manager in New Jersey, and then with the U.S. Census Bureau after receiving her MA in Behavioral Sciences.

Elisha says so far the transition "has been challenging but exciting at the same time." Outcomes and Quality Assurance are interconnected, they are much of each other. With this transition, ARCC is committed to focus on the quality and integrity of our data.

When Elisha is not busy in data-driven program evaluation including data collection, analyses, reporting, and interpretation, she rescues animals. She is an animal lover and is the secretary of the Support Team Animal Rescue (STAR). Star is an all-volunteer organization. It was created to address the problem of euthanasia of companion animals due to shelter overcrowding, medical and other needs. They work with shelters and other rescues and agencies to place animals in loving, responsible, forever homes. To learn more about the organization visit: <http://staranimalrescue.org>.

COLLEEN KLEIER

CSU Program Manager

Colleen Kleier has been an INTERN, a MENTOR, a STAFF MEMBER and now she is the new PROGRAM MANAGER for the Community Services Unit (CSU) at ARCC. We couldn't be more happy to have one of our own step up to a manager role. When asked about the diversity of roles she has held at ARCC, Colleen said that "seeing the changes and progression of the agency and seeing those changes reflected in [her]" has been rewarding.



Colleen was previously a Counselor II in our Direct Referral Program operating under CSU, so she knows the unit well. During the transition she is trying to finish out a small case load while taking on Program Manager duties. As program manager for the community services units the goal is to work on structure and processes to create reliability for staff to know what is expected

of them and what support is offered to them. Her priority is to work with staff to support clients in creative ways with the ultimate goal of helping more clients.

Colleen is passionate about working with youth and providing services to them. Before coming to ARCC, Colleen worked at the Bill Wilson Center and at Bay Area Cancer Connections. In fact, she continues to volunteer with the Bay Area Cancer Connections where she leads two support groups.

Colleen has a natural heart for volunteering. She has also been actively involved with the Ocala Mentorship Program, and loves spending time with her mentee, Diana.

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Alum Rock Counseling Center will work to ensure that:

1. Our youth and families have resources for overcoming behavioral health concerns including substance use and mental health challenges.
2. All of our kids are kindergarten ready.
3. Our youth graduate from middle school, high school and beyond.
4. Our youth and families are free from dependency on the justice and/or social services systems.
5. Our homes, schools and neighborhoods are safe - free of violence and dangerous behaviors.



Alum Rock Counseling Center, Inc., 777 North First Street, Suite 444, San Jose, CA 95112

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