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MISTY SAID APPOINTED DIRECTOR OF BUSINESS DEVELOPMENT AT CHILD GUIDANCE CENTER

New Executive to Expand Reach, Benefits of Award-Winning Parent-Child Interaction Therapy Program

MISSION VIEJO, Calif. (July 23, 2009) – Child Guidance Center (CGC), a leading non-profit provider of psychological services and education solutions in Orange County, has announced the appointment of Misty Said as director of business development. In this position, Said will be responsible for increasing revenue generated by Parent-Child Interaction Therapy (PCIT), the center’s unique interactive counseling program proven to enhance family relationships by coaching parents through a wireless earpiece. She will also take the lead in extending brand awareness of CGC’s newest PCIT facility in Mission Viejo, Calif.

“We are delighted by the addition of Misty to our team,” said Lori Pack, executive director of Child Guidance Center. “With more than 10 years of experience in sales and marketing—and as a parent herself—Misty brings a great deal of passion, experience and expertise to the center and we trust that she will spur unprecedented growth for PCIT.”

Parent-Child Interaction Therapy is a progressive coaching approach to family counseling that is clinically proven to build healthy relationships between a parent (or other caregiver) and child age 2-10. Observing from behind a one-way mirror, a therapist coaches a parent through a wireless earphone in the parent’s ear, providing specific instructions for relating to or managing the child’s behavior as it occurs. The user-friendly sessions allow for immediate and effective responses to the child’s behavior issues at the very moment they take place.

“As director of business development, I would like to establish Child Guidance Center as one of the most trusted and valued organizations that offer PCIT services in Orange County,” explained Said. “I am excited to join the organization, and I hope my time here will expand opportunities and drive referrals for this proven, effective counseling model.”

Prior to joining Child Guidance Center, Said held the position of sales manager at B&M Investments Inc. As sales manager, she was responsible for the management of purchasing and development of real-estate investment properties, and the management of rental properties. Said has also been involved with several parent groups in the South Orange County community.

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Said earned her bachelor's degree in philosophy from Cal Poly Pomona. She currently resides in Foothill Ranch, Calif.

About Child Guidance Center

Founded in 1967, Child Guidance Center (CGC) is a non-profit organization dedicated to helping children and parents achieve their potential as loving, responsible families. Working in conjunction with numerous organizations including the Orange County Health Care Agency, Mental Health, Social Services Agency and various outside funders, CGC provides psychological testing, psychiatric consultation, in-depth counseling programs, educational enrichment solutions and medication support. Each week, CGC's multi-disciplinary staff of 50 clinicians serves more than 1,050 children and families. CGC provides its services through three main facilities located in Buena Park, Fullerton and Santa Ana, two satellite offices in Santa Ana (Corbin Family Resource Center and the Minnie Street Family Resource Center), one satellite office in Tustin (The Tustin Family Resource Center) and at the Orange County Rescue Mission in Tustin. Therapists also travel to several different school sites throughout Orange County to provide services. For more information, please call 714-953-4455 or visit www.cgcoc.org.

About Parent-Child Interaction Therapy

Parent-Child Interaction Therapy is an innovative counseling program offered by Child Guidance Center (CGC) to build healthy relationships between parents and their children ages 2-10. Observing from behind a one way mirror, a therapist coaches a parent through a wireless earphone in the parent's ear, providing specific instructions for relating to or managing the child's behavior. The brief-term program is clinically proven to eliminate negative behaviors in children, decrease parental stress and improve parenting skills. The unique model allows the therapist to provide immediate and effective responses to a child's behavior as it occurs. While CGC's PCIT program has previously been dedicated to at-risk families, the Mission Viejo, Calif., facility now offers the program at an hourly rate to all families who live in South Orange County. Traditional counseling services will also be offered through this location. Proceeds from the Mission Viejo PCIT program will help provide counseling services for at-risk families. For more information, please call 949-582-3958 or visit www.cgcoc.org/pcit.php.

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