



**Phoenix House**  
Rising Above Addiction

# Phoenix House

## Leadership in California

11600 Eldridge Ave., Lake View Terrace, CA 91342  
Tel: 818 686 3000 Fax: 818 896 3701  
california@phoenixhouse.org

Phoenix House has served communities in California since 1979, helping thousands of individuals to overcome the problems associated with drug and alcohol abuse and go on to lead healthy, productive and rewarding lives. Over 1,200 adults and teenagers receive treatment each day through more than twenty programs in Southern and Central California.

### *Howard Meitiner*

#### *President/CEO, Phoenix House Foundation & Interim Regional Director in California*

Mr. Meitiner joined Phoenix House on February 1, 2007 after a highly successful global and domestic career in retail marketing and management including the position of Chief Operating Officer, Fortunoff Group; President and CEO, The Museum Company; President and CEO, LVMH Specialty Retail Concepts; President and CEO, Sephora; Regional President DFS Oceania; Senior Vice President, Worldwide Marketing and Travel Industry Relations; Regional President, DFS Singapore; Vice President, Operations and Business Development, DFS Hong Kong; and, General Manager, Debenham Group, London. Mr. Meitiner's business acumen has enabled him to have an impressive record of business expansion and development in many different functional areas and geographic locations. Mr. Meitiner is accomplished in creating and driving growth; assembling and motivating management teams; and strategic planning. Prior to joining Phoenix House as the President and CEO, Mr. Meitiner served on the Phoenix House Board of Directors and, as a consultant to Phoenix House, led the turnaround of the Phoenix House New York Region operation. Mr. Meitiner attended Eastbourne College, UK and the College of Distributive Trades, London, UK.

### *Crystal Green*

#### *Vice President, Director Insurance & Admissions*

Ms. Green joined Phoenix House in October 2011 after a highly successful sales and marketing career. Ms. Green has more than fifteen years of experience in the healthcare industry with over nine years experience selling program services for disease management, health informatics, nurse advice line, behavioral health, and pharmaceuticals within the managed care market and employer channels. Ms. Green has worked in managed care account management and sales for companies such as McKesson, Neofoma, Novartis, Vital Data Technology, and Johnson & Johnson. Additionally, Crystal worked at United Healthcare as a Channel Director for the Part D Medicare programs in the Western Region. Crystal holds a Masters Degree in Management from Regis University and an Active Life and Health Insurance License in California.

### *Kevin A. Ralph*

#### *Vice President, Director of Human Resources & Administrative Services.*

Mr. Ralph joined Phoenix House as Director of Human Resources for California in September 2006. He was subsequently promoted to Vice President in December 2007. In October 2011, he was given responsibility for all administrative services including facilities and MIS.

Prior to joining Phoenix House, he served as Senior Human Resources Representative for the Los Angeles Unified School District where he oversaw the employee relations concerns for several Local (community) Districts within their Maintenance and Operations group. He has also held senior Human Resources positions with Priority Records, LLC and the Vons Companies, Inc. Mr. Ralph has an extensive background in employee/labor relations, training and development, California Labor Law, recruitment and staff development. Mr. Ralph holds a B.A. in English from the University of Southern California, a Certificate in Human Resources Management from California State University, Long Beach, and is certified as a Senior Professional in Human Resources (SPHR).

*Elizabeth A. Stanley-Salazar*

*Vice President, Director of Clinical Services*

Upon joining Phoenix House in September 1994, Ms. Stanley-Salazar served as the Vice President and Regional Director. In November 2001, she was named Vice President and Director of Public Policy and in 2005 she also took on the responsibility of Director of the Lake View Terrace facility. In October 2011, she assumed responsibility for all Clinical Services within the Region. Prior to joining Phoenix House, she served as Chief Deputy Director for the California State Department of Alcohol and Drug Programs; Alcohol and Drug Program Administrator for Monterey County Health Department; and Vice President/Administrator for Behavioral Health Services. Ms. Stanley-Salazar has a B.S. in Nursing from San Jose State University and an M.P.H. from UCLA.

*Maja Trochimczyk, Ph.D.*

*Senior Director, Planning & Research*

Dr. Trochimczyk joined Phoenix House in October 2007. Dr. Trochimczyk oversees all research, planning, and proposal writing for Phoenix House's government contracts and awards, including those from federal, state, city, and county agencies. She is also responsible for marketing materials, website updates and social media posts for the California region. Dr. Trochimczyk has 14 years of grant-writing and fund-raising experience at institutions such as the University of Southern California, Catholic Charities, St. Francis Medical Center, the Midnight Mission, and other social service agencies in the Los Angeles area. Dr. Trochimczyk holds a Ph.D. from McGill University in Montreal, Canada, and two M.A. degrees from Poland – in music history from the University of Warsaw and in sound engineering from the F. Chopin University of Music, Warsaw. She is the author of four books of music history, four books of poetry, and numerous other publications – studies, essays, book chapters, dictionary entries, CD liner notes, reviews, poems, and so forth. She currently serves as President of a Polish-American cultural organization, Helena Modjeska Art and Culture Club; and Board Member and Newsletter Editor of the Polish American Historical Association.

*Elizabeth Urquhart, M.Ed.*

*Senior Director, San Diego Services*

Ms. Urquhart is a licensed Marriage and Family Therapist who oversees the San Diego adolescent operations. Prior to joining Phoenix House in January 2003, Ms. Urquhart worked for 21 years in the public health field, focusing primarily on substance abuse issues. Ms. Urquhart is a licensed Health Educator and holds a Masters of Education degree in Counseling Psychology from the University of Massachusetts as well as a Bachelor of Science degree from the University of Lowell in Massachusetts. For the past eleven years, she has been teaching in the graduate Marriage and Family Therapy Program at the University of Phoenix.

*Earlene Bryson*

*Director, Administrative Services*

Ms. Bryson joined Phoenix House in September 1999 providing administrative support to the California Regional Director. Ms. Bryson was promoted to the position of Regional Executive Administrator in December 2000 to manage corporate governance for the region in addition to the administrative functions of the Operations Department. In October 2011 she was promoted to her current role of Director of Administrative Services. In this role, Ms. Bryson will continue to oversee the administrative functions of Operations and manage corporate governance, as well as work closely with the Property/Construction and IT departments to promote and facilitate operational efficiencies. She will also assist with the supervision and training of all regional administrative support staff; manage the processing of private insurance applications and renewal agreements; assist with CARF certification renewal; and facilitate the renewal of program licenses, certifications, permits and leases for the region. Ms. Bryson is a graduate of Sawyer Business College, Evanston, Illinois.

*Bobbi Johnson*

*Director, Adult Services*

Ms. Johnson began her career with Phoenix House in 1996 in the Texas Region. In 1999 she relocated to California and assumed the position of Director, Adolescent Residential Services in San Diego. Ms. Johnson then managed and implemented non-residential services and was also named Director of the Drug Court Program in San Diego. Upon transferring to Orange County she has served as the Director for In Custody, Residential, and Outpatient and In Prison Programs. In October 2011, Ms. Johnson was promoted to her current position of Director for all Phoenix House adult programs in California. While in Texas, Ms. Johnson obtained her licensure in Chemical Dependency and became certified as a Prevention Specialist. Ms. Johnson holds a Bachelor's Degree, with a major focus on Substance Abuse Delivery Services, from St. Edwards University and has done graduate work at the Thunderbird School of International Management in Asian Studies.

*Aracely Mayoral*

*Controller*

Ms. Mayoral joined Phoenix House as Senior Accountant for California in September 2004. In January, 2008 Ms. Mayoral was promoted to Controller. Prior to joining Phoenix House, Ms. Mayoral worked as a Senior Accountant for Los Angeles Daily News. Ms. Mayoral holds a B.S. in Accounting, from California State University Northridge.

*John Peterson*

*Associate Director, Development*

Mr. Peterson joined Phoenix House's development team in May 2001. Initially, he worked on a consulting basis to successfully expand Phoenix House's foundation and institutional partnerships. In October 2008, he was named Associate Director of Development and assumed responsibility and oversight of advancement efforts for all of Phoenix House's adolescent programs throughout Southern California. Prior to Phoenix House, Mr. Peterson held the position of Membership Director at the Artists Rights Foundation, a nonprofit organization established by the Directors Guild of America. In this position, he was responsible for developing and launching a general membership program that increased the presence of this organization in the entertainment community. He has also provided consulting services for numerous charitable organizations including the Down Syndrome Association of Los Angeles, the Grand Vision Foundation, the Matthew Shepard Foundation, and the Imagination Workshop, where he produced the highest grossing fundraising event in this organization's 30-year history. Mr. Peterson holds a B.A. from Columbia College in Chicago.

*Farid Rasekhi*

*Director, Property and Construction*

Mr. Rasekhi joined Phoenix Houses of California in 1996 as the director of properties, construction and maintenance. Mr. Farid holds a Bachelor of Science degree in Civil Engineering from San Diego State University and a Master in Business Administrations from National University. Prior to joining Phoenix House, Mr. Farid was a project manager for MBM Construction and Management. Mr. Farid is responsible for obtaining plans, permits and approvals from city government agencies as well as supervising work in progress to ensure building code are in compliance.

*Scott VanCamp*

*Director, Orange County Adolescent Services*

Mr. VanCamp joined Phoenix House in December 2010 as Program Director for a newly implemented wraparound program. In October 2011, Mr. VanCamp was promoted to Director of all Orange County Adolescent Programs. Mr. VanCamp is a Licensed Marriage and Family Therapist who began his career as a helping professional 22 years ago. During this time he has worked in many capacities including: group home line staff person, group home manager, program coordinator, program director, clinician, private sector therapist and university professor. When not working in this field, Mr. VanCamp is a Muay Thai kickboxing coach, visual artist, and bassist for a rock band.