

The Maple Counseling Center Names Varina Bleil Executive Director

- Dr. Bonnie Goldstein and Bruce Rosenblum Elected Board Co-Chairs -

LOS ANGELES, February 3, 2021 – [The Maple Counseling Center](#), a nonprofit mental health organization serving the greater Los Angeles community, today announced it has named Varina Bleil as executive director.

Maple also announced that board members Bonnie Goldstein, Ph.D., and Bruce Rosenblum have been elected co-chairs, bringing a unique combination of mental health counseling experience and business acumen to the board's leadership.

"I am deeply honored to help lead this vital organization, which has played such a seminal role in our community for nearly half a century," Bleil said. "Today, the need for low-cost mental health care is at an all-time high. I look forward to working closely with our talented team of caring professionals, along with our dedicated board of directors, in the next stage of Maple's growth, as we add new services and expand our reach in Southern California."

Most recently, Bleil was deputy director of Los Angeles-based United Friends of the Children, a nonprofit organization that helps current and former foster youth transition to adulthood through housing and educational services. She previously served as executive director of the Los Feliz Charter School for the Arts and American Youth Symphony. A past guest lecturer at UCLA, Bleil earned a master's degree in education at Harvard University and completed the Executive Program for Nonprofit Leaders at Stanford University. She succeeds Marcy Kaplan, who has left Maple after more than a decade to pursue other career opportunities.

"Our entire board and staff welcome Varina to the Maple family," said Dr. Goldstein. "Varina brings to us proven leadership skills and a highly successful management track record working with multiple constituencies. We look forward to the many contributions she will make to our organization, at a time when so many people from diverse backgrounds in our community are coping with unprecedented levels of stress.

"We also acknowledge Marcy Kaplan's many years of dedicated service to The Maple Counseling Center. Marcy worked tirelessly over more than a decade to broaden our service offerings and was at the helm during a period of unprecedented growth. On behalf of our entire board and staff, we extend all the best in her future endeavors," Dr. Goldstein added.

Dr. Goldstein joined Maple's board six years ago to help meet the area's growing mental health needs and facilitate expanding services to underserved communities. She was recruited by long-time board member Glenn Solomon, whose legal counsel has helped Maple navigate opportunities and challenges. Dr. Goldstein is programming director for Los Angeles-based Lifespan Learning Institute, which offers training seminars that bring together leading professionals from around the world to present their latest research. She is also a faculty member at the Sensorimotor Psychotherapy Institute and part-time professor at the University of Southern California's School of Social Work. Dr. Goldstein holds dual

California licenses in psychology and social work, and completed B.A., MSW and Ph.D. degrees at the University of California, Los Angeles, and an Ed.M. degree at Harvard University.

“Demand for quality mental health services continues to grow exponentially,” said Rosenblum. “I look forward to serving The Maple Counseling Center in my new leadership capacity, helping to expand its role and scale throughout our community.

“I also wish to thank our past board chairmen, John Jamison and Jeff Lapin, for their tireless work on behalf of The Maple Counseling Center. Their leadership in galvanizing a collaborative culture has been instrumental to Maple’s growth and will continue in years to come,” Rosenblum added.

A member of Maple’s board since 2019, Rosenblum held a near three-decade career as a senior executive with Warner Bros. Television Group, where he oversaw the entire Warner Bros. portfolio of television businesses. He also was president of Legendary Television and Digital Media and president, business operations, for the Disney/ABC Television Group. Rosenblum served in a volunteer role as chairman and chief executive officer of the Television Academy and was a member of the board of directors of City National Bank. He holds a bachelor’s degree in business administration from the University of Southern California and a JD from the University of California, Los Angeles. Rosenblum also is on the board of directors of the Friends of the Saban Community Clinic and the Alliance for Children's Rights.

About the Maple Counseling Center

Founded in 1972, The Maple Counseling Center is a nonprofit community mental health organization. Maple’s mission is to provide low-cost comprehensive mental health services to adults, children, couples, and families, and training for interns and counselors working toward licensure in the mental health field. Maple counselors treat a range of issues, including anxiety, depression, family and relationship conflicts, and grief and loss. Maple also collaborates with other community organizations to provide mental health services in underserved areas of Los Angeles County.

For more information, visit www.tmcc.org, or follow on Twitter [@Maple Counseling](https://twitter.com/MapleCounseling) and like on Facebook at [The Maple Counseling Center](https://www.facebook.com/TheMapleCounselingCenter). The Maple Counseling Center follows strict safety guidelines during the COVID-19 pandemic and currently offers services online.

FOR MORE INFORMATION, CONTACT:

George Medici/Roger Pondel

PondelWilkinson Inc.

310-279-5980

gmedici@pondel.com

rpondel@pondel.com