

MAY 22-25, 2010





NAATP and the **Great State of Texas** welcome you to the **2010 Leadership Conference**.

The next few days will provide you with the opportunity to renew friendships, make new acquaintances, exchange ideas, discuss challenges, embrace new ideas and have some fun.

The Exhibit area is the focal point to discover the latest technology, diversity of services and products to enhance your business. It is also a great place to find refreshments and catch up with old friends.

This conference was designed for you the leaders in our industry. We polled the membership and selected the most requested topics. I believe you will find interesting and challenging presentations await you.

It has been said that San Antonio captures the spirit of Texas. The seventh largest city in the United States, the city has retained its sense of history and tradition. The sounds and flavors of Native Americans, Old Mexico, Germans, the Wild West, African-Americans and the Deep South mingle to create a unique environment. The outing at Enchanted Springs Ranch brings many of these flavors together for an evening of food and fun.

The theme of this year's conference is **One Voice One Message** and that message is treatment works! Our voice must be heard by Washington DC, our State Governments and the Insurance Industry. Those individuals and their families caught in the trap of chemical dependency depend on us to lead the fight for their right to obtain the best treatment available. After the conference we are holding a PAC fundraiser. Please contribute to support the voice of our industry.



THANK YOU

Conference Committee Members:

Art VanDivier - Conference Chair - La Hacienda

Mike Early - Caron

Ed Diehl - Seabrook House

Denise Bertin-Epp - Brighton Hospital

Raymond Tamasi - Gosnold on Cape Cod

Gary Fisher – Cirque Lodge

Conference Bags Sponsored by

Marworth Treatment Center

Registrant Gifts Sponsored by



Room Keys Sponsored by



Golf Gift Sponsored by



Stop by Booth #27

at the 2010 Annual NAATP Leadership Conference

Make us part of your team!



Complete Insurance Coverage Risk Management...Great Prices

Our Program Coverages Include:

- Workers' Compensation
- Property
- General Liability
- Professional Liability
- Sexual & Physical Abuse Liability
- Automobile

- Directors & Officers Liability
- Employment Practices Liability
- Fiduciary Liability
- Umbrella
- Crime



Richard Willetts
800-970-9778 x 225
rjwilletts@nsminc.com
www.addictiontreatmentproviders.com



Memorial Hermann Prevention and Recovery Center (PaRC)
Building Recovery One Life at a Time

Escaping alcohol or chemical dependency requires custom-tailored treatment programs that are designed and delivered in a compassionate, caring environment. At Memorial Hermann Prevention and Recovery Center, we offer a variety of clinically proven programs with more than 20 years of success stories. Our nationally recognized addiction recovery program has helped thousands of patients reclaim their lives. If you or someone you know has an alcohol or chemical dependency, we can help. We have the residential and outpatient programs and counseling services

that can start you on your journey in recovery today. Programs include:

Adult and Adolescent Services
Detox, Residential and Day Programs
Outpatient Programs
Professionals and Executives Program
International/Spanish-Speaking Program
Family Services
Extended Sober Living
Aftercare, Relapse Prevention Groups and an Alumni Association

Take the first step on the journey in recovery – for you or someone close to you. Take a virtual tour or complete an online self-assessment. Visit mhparc.org or call 713.939.7272.



3043 Gessner Houston, TX 77080 713.939.7272 mhparc.org

EXHUBIT SCHEDULE

Saturday, May 22

12:00 pm to 5:00 pm — Exhibitor Setup 6:00 pm to 7:30 pm — New Member Reception

Sunday, May 23 6:00 am to 7:30 am — Exhibitor Setup 7:30 am to 2:00 pm — Exhibits Open

Monday, May 24 7:30 am to 2:00 pm — Exhibits Open

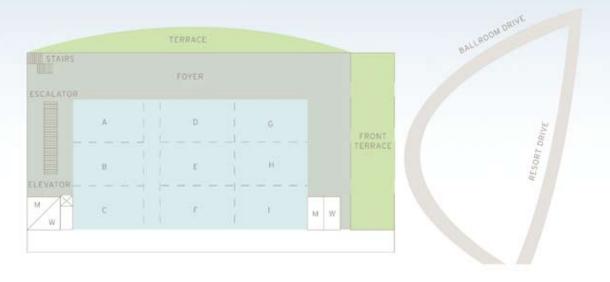
Tuesday, May 25 7:30 am to 12:00 pm — Exhibits Open 12:00 pm — Exhibit Breakdown

All breakfasts and breaks will be held in the exhibit area.

Contact Hours for this activity are provided by Bradford Health Services:

- National Board of Certified Counselors NBCC #5414
- Alabama Board of Nursing ABNP #1107
- National Association of Alcohol and Drug Abuse Counselors NAADAC #435
- Social Work Board of Alabama Approved

SAN ANTONIO GRAND BALLROOM





PALO DURO AND RESORT CLUBHOUSE



SATURDAY, MAY 22

12:00pm-5:00pm Exhibitor Setup

12:00pm-5:00pm **Registration**

7:30am-1:00pm Golf Outing & Lunch Pre-Registration Required

Lunch Palo Duro Pavilion

3:30pm-5:15pm NAATP Board Meeting San Miguel Room

6:00pm-7:30pm New NAATP Member Reception In Exhibit Area

ALL Invited, Included in Registration Fee

A buffet reception to welcome and meet NAATP Member organizations that have joined NAATP in

the past 15 months.

Sponsored by



SUNDAY, MAY 23

7:00am-8:00am Twelve Step Meeting San Gabriel Room

7:30am- 1:00pm **Registration**

7:30am-9:00am Continental Breakfast In Exhibit Area

Sponsored by



Leadership Lessons from the Jazz Masters - John Edward Hasse

JAZZ MIGHT SEEM AN UNLIKELY PLACE TO LOOK FOR LESSONS IN LEADERSHIP. But jazz masters—such as Louis Armstrong, Duke Ellington, Miles Davis, and Ella Fitzgerald—have been among our nation's most consistently daring and innovative professionals, people who mastered the art of creative collaboration long before it became the buzz in corporate boardrooms. In this lively and insightful presentation Dr. John Edward Hasse distills the wisdom of the jazz masters into seven powerful lessons: Listen closely, Find your own sound, Take risks—improvise, Remain fresh—innovate, Find and nurture great talent, Collaborate creatively, and Jam. Hasse shows audiences how the collaborative nature of jazz provides leaders of every stripe with fresh sources of inspiration, innovative ideas, and practical advice for fully engaging and reinvigorating their leadership.

Sponsored by



12:00pm-2:00pm

Roundtable Luncheons - Pre-Registration Required, Additional Charge

Medical Director/Physician Roundtable

San Augustin B

Dr. Cheatle/Dr. Thompson, Pain Management in the Addicted Patient, Managing the addicted patient with chronic pain is complex and requires a balanced approach. This roundtable will review the current status of treatment options for this patient population and provide an open forum for discussion and case presentations.

Business Development Roundtable

San Gabriel A

Bernie Grohsman, The Risks & Rewards of Social Media Marketing, A roundtable discussion focusing on the application of social media marketing in the addiction treatment field, the risks and rewards of social media marketing in general, and the integration of social media marketing as part of a comprehensive internet marketing strategy.

CEO / Board Roundtable

San Miguel Room

Pat Richie, The Five Dysfunctions of a Team, Absence of Trust; Fear of Conflict; Lack of Commitment; Avoidance of Accountability; Inattention to Team Results

Sponsored by



3:00pm

Health Information Technology (HIT)-What does it mean to NAATP?

San Miguel Room

Bill Connors, SATVA Board Chairman and Sequest CEO John Leipold, SATVA Board Member and Valley Hope COO John Raden, SATVA past Bd Chairman and Sequest COO.

NAATP members are besieged by articles, emails, broadcasts related to the adoption of electronic medical records (EMRs), Health Information Exchanges (HIEs), Interoperability, Meaningful Use, CCHIT, 42 CFR Pt2 and ARRA/HITECH. What does it all mean to you and the future of your organization? Join us for a roundtable knowledge exchange with industry leaders on these topics. The session will be facilitated by the Software and Technology Vendors Association (SATVA www.satva.org). SATVA has become a major provider of education to the field as it pertains to the emergence of an electronic record.

"It's About to Get Western"

Dust off your hats, put on your cowboy hats and join us for a raucous and fun Sunday night awards ceremony featuring Texas singer-songwriter Davin James. Davin is going to "rock-the-house" with some good'ol down home Texas music sure to get folks tapping their feet. Davin will be performing such crowd pleasing favorites as "Guadalupe Days", "Back in the Swing" and "Happy Texas" not to mention his two most requested hits, "Magnolia" and "Rolling Dice" which was featured in a radio and TV advertising campaign for Dodge Trucks. Don't miss out on this fun-filled evening.

Board Reception Sponsored by





MONDAY, MAY 24

7:00am – 8:00am **Twelve Step Meeting**

7:30am – 2:00pm **Exhibits Open**

7:30am – 8:30am Continental Breakfast

Sponsored by

San Gabriel Room

In Exhibit Area



8:45am – 10:00am Workshop A San Antonio G

An Affordable Model for Research & Outcome Studies - Norman Hoffman, Ph.D. and Panel
This workshop will serve as a "focus group" to test the idea of the National Association of Addiction
Treatment Providers beginning a process of identifying a core set of outcome measures to be collected

Treatment Providers beginning a process of identifying a core set of outcome measures to be collected from NAATP member organizations on an annual basis. This workshop will explore the value of outcome measures, explain the process and begin to identify the core measures. In order to move toward outcome measures, a set of standard demographic information will need to be collected as well as common language describing the treatment interventions and agreement on the "results of treatment" to be measured. This workshop will begin the process of moving the discussion and interest forward.

8:45am – 10:00am **Workshop B, Part I**

San Antonio H

Internet Advertising Ethics & Standards for NAATP Members - Bobby Ferguson, et al

Join us for a moderated panel discussion examining the upside and downside of addiction treatment marketing practices on the Internet. With treatment provider websites, on-line directories, and social media networks emerging as a primary channel of outreach to professional referents and treatment consumers, what are the standards of fair play and/or best practices which we need to consider if we are to maintain our credibility as an industry in the public eye?

8:45am - 10:00am

Workshop C, Part I

San Antonio I

Building High Performing Management Teams - Grady Yarbrough

How to draw talented (including all stars) individuals into a cohesive, effective and efficient work team.

10:00am - 10:30am

Break

Exhibit Area

10:45am - 11:45am

Plenary Session

San Antonio GHI

Presentation by the 2009 Recipient of the Dan Anderson Research Award - Kypros Kypri, Ph.D. - "Clinical, methodological, and public health dimensions of web-based alcohol screening and brief intervention (e-SBI)" Senior Research Fellow at the School of Medicine and Public Health at the University of Newcastle, Australia, has earned the latest Dan Anderson Research Award for his development of a web-based alcohol screening and brief intervention tool (e-SBI).

12:30pm - 2:00pm

Annual Awards Luncheon

San Antonio GHI

- -Nelson J. Bradley Life Time Achievement Award William White
- -Michael Q. Ford Journalism Award Kevin McCauley, MD
- -Dan Anderson Research Award Kypros Kypri, Ph.D.
- -James W. West, M.D. Quality Improvement Award Betty Ford Center
- -ACATA Administrator of the Year Award

Sponsored by









6:00pm -10:00pm

Enchanted Springs Western BBQ

(Additional Charge)

Come experience an authentic western town including pit Texas style, line dancing to live country music, Drug Store Cowboy Band, Texas Wild Bunch, 6 Gun Fast Draw and Pistol Packin Paula.

Meet in the Hotel lobby at 5:15, buses will depart at 5:30

Departure from Enchanted Springs will be at 9:30, please meet in the drop off area at 9:15

Sponsored by Starlite and CRC Health





You don't want to miss these upcoming conferences!

Save these Dates!

2012

May 19 - 22 Wild Horse Pass Pheonix, AZ

2013

May 18 - 21 La Cantera Resort San Antonio, TX



MAY 14-17, 2011

Sheraton Wild Horse Pass

Chandler, Arizona



*Eligibility for Alkermes-sponsored co-pay assistance: Offer not valid for prescriptions purchased under Medicaid, Medicare or any federal or state healthcare program, including any state medical or pharmaceutical assistance program. Offer not valid in Massachusetts. Void where prohibited by law, taxed or restricted. Alkermes, Inc. reserves the right to rescind, revoke or amend these offers without notice.

INDICATION¹

VIVITROL® is indicated for the treatment of alcohol dependence in patients who are able to abstain from alcohol in an outbatient setting prior to initiation of treatment with VIVITROL.

Patients should not be actively drinking at the time of initial VIVITROL administration.

Treatment with VIVITROL should be part of a comprehensive management program that includes psychosocial support.

IMPORTANT SAFETY INFORMATION¹

VIVITROL is contraindicated in patients receiving opioid analgesics or with current physiologic opioid dependence, patients in acute opiate withdrawal, any individual who has failed the naloxone challenge test or has a positive urine screen for opioids, or in patients who have previously exhibited hypersensitivity to naltrexone. PLG. carboxymethylcellulose or any other components of the diluent.

VIVITROL patients must be opioid free for a minimum of 7-10 days before treatment. Attempts to overcome opioid blockade due to VIVITROL may result in a fatal overdose. In prior opioid users, use of opioids after discontinuing VIVITROL may result in a fatal overdose because patients may be more sensitive to lower doses of opioids. Patients requiring reversal of the VIVITROL blockade for pain management should be monitored by appropriately trained personnel in a setting equipped for cardiopulmonary resuscitation.

Naltrexone has the capacity to cause hepatocellular injury when given in excessive doses.

Naltrexone is contraindicated in acute hepatitis or liver failure, and its use in patients with active liver disease must be carefully considered in light of its hepatotoxic effects.

The margin of separation between the apparently safe dose of naltrexone and the dose causing hepatic injury appears to be only five-fold or less. VIVITROL does not appear to be a hepatotoxin at the recommended doses.

Patients should be warned of the risk of hepatic injury and advised to seek medical attention if they experience symptoms of acute hepatitis. Use of VIVITROL should be discontinued in the event of symptoms and/or signs of acute hepatitis.

VIVITROL is administered as a gluteal intramuscular injection. Inadvertent subcutaneous injection of VIVITROL may increase the likelihood of severe injection site reactions. VIVITROL must be injected using the customized needle provided in the carton. Because needle length may not be adequate due to body habitus, each patient should be assessed prior to each injection to assure that needle length is adequate for intramuscular administration. VIVITROL injection site reactions may be followed by pain, tenderness, induration, swelling, erythema, bruising or pruritus; however, in some cases injection site reactions may be very severe. Injection site reactions not improving may require prompt medical attention, including in some cases surgical intervention.

Consider the diagnosis of eosinophilic pneumonia if patients develop progressive dyspnea and hypoxemia. In an emergency situation in patients receiving VIVITROL, suggestions for pain management include regional analgesia or use of non-opioid analgesics. Alcohol dependent patients, including those taking VIVITROL, should be monitored for the development of depression or suicidal thoughts. Caution is recommended in administering VIVITROL to patients with moderate to severe renal impairment.

The most common adverse events associated with VIVITAOL in clinical trials were nausea, vomiting, headache, dizziness, asthenic conditions and injection site reactions.

1. VIVITROL [full prescribing information]. Cambridge, MA: Alkermes, Inc; May 2009.





TUESDAY, MAY 25

7:00am – 8:00am **Twelve Step Meeting**

San Gabriel Room

7:30am - 8:30am

Continental Breakfast Sponsored by **Exhibit Area**



8:45am – 10:00am **Workshop A**

San Antonio G

Thrive, Don't Survive... Eight Rules for Small Business

Don Kuhl, M.S, CEO, The Change Companies

This is a practical, roll-up-your-sleeves presentation that shares how the business principles of Peter Drucker and John Kotter and the key lessons from the Evergreen Project can be applied immediately to both for-profit and not-for-profit organizations of all sizes.

Kuhl outlines the eight principles he adapted from economic and management wisdom figures that kept his business thriving during the last two decades. Included in the presentation will be a fast moving, myth busting slideshow that highlights the misconceptions that cause good people and good intentions to turn red and dead.

8:45am - 10:00am

Workshop B, Part II

San Antonio H

Internet Advertising Ethics & Standards for NAATP Members

Bob Ferguson

8:45am - 10:00am

Workshop C, PART II

San Antonio I

Building High Performing Management Teams

Grady Yarbrough

10:00am - 10:30am

Break

Exhibit Area

10:45am – 12:00pm Closing Plenary & Panel Session

San Antonio GHI

The Transformation of American Communities of Recovery & the Future of Addiction

Treatment- William White

Historically unprecedented changes are unfolding within American communitties of recovery that will dramatically influence the future of professionally-directed addiction treatment through out the world. This presentation will discuss these changes and their import for the design of addiction treatment and the status of addiction treatment as a cultural institution.

2:00pm PAC Benefit Golf Outing and Dinner

This 1st Annual event will provide much needed funds for our Political Action Committee. These efforts will create a much better environment for all of us in years to come.

EFFECTIVE RESIDENTIAL TREATMENT FOR ADDICTION AND DEPRESSION



THE McLEAN CENTER AT FERNSIDE

Incomparable discretion in residential care.

Evidence-based treatment modalities.

Expertise in treating co-occurring psychiatric disorders.

Staffed by Harvard Medical School clinicians.



The McLean Center at Fernside • Princeton, Mass. mcleanfernside.org • 800.906.9531

McLean Hospital is the largest psychiatric facility of Harvard Medical School, an affiliate of Massachusetts General Hospital and a member of Partners HealthCare. PARTNERS.



Private Medical Detoxification



West Palm Beach | Florida



"I am ready."

Introducing a new hospital-based detoxification program at Good Samaritan Medical Center.

- Highly-trained and compassionate healthcare professionals
- A private, discreet program
- Specialized treatment for an array of alcohol and drug addictions
- All the conveniences and comforts of a luxury hotel





1309 North Flagler Drive | 5th Floor

To speak to one of our admission specialists please call **561.671.7027** or contact us online at thepalmsdetox.com.





A Serious Program for a Serious Illness

Rosewood's nationally-recognized Eating Disorder Treatment Centers, located in Arizona on 13 acres high in the Sonoran desert with breath taking views of the Bradshaw Mountains, offers programs for women, men and adolescents in a multi-level continuum of care.

Rosewood's Inpatient Program offers:

- A state-of-the-art facility in a private, intimate setting
- On-site, 24-hour medical supervision for acute care
- Medical & Nutritional restoration & stabilization
- Integrated addictions treatment including licensed, medically-supervised detox
- Multi-faceted treatment modalities including on-site Equine Program

Residential Day Treatment, Extended Care and Transitional Living Services included:

- Individual and group therapies
- Psychiatric evaluation and consultation
- Meal planning and preparation
- Fitness program and wellness activities

For more information call 800.845.2211 or visit our website at www.rosewoodranch.com

Insurance accepted. JACHO Accredited.



POLITICAL ACTION COMMITTEE

Thanks to these individuals for their contribution to NAATP PAC. Their support helps make us effective in Washington DC.

Megan Andreae

Carol Leigh Arrowood

Cheryl Bailey

Len Baltzer

Lori Barnes Lapp

Robert Bean

Kathleen Bigsby

Cynthia Cawley

Amie Colgrove

Judith Crane

Jessica Crawford

Helene Cross

Jerry Crowder

Kermit Dahlen

Sam Darcy

Nancy D'Aurio

John Dempsey

Edward Diehl

Jim Dougherty

Jimmy Downes

Mark Dunn

Alan Eddy

Eva Faye Kirk

Rebecca Flood

Lisa Flynn

Richard Fungrud

Ashley Gochnour

Cynthia Colegrove Green

Ken Gregoire

Paul Hackman

James Haggerty

Mary Harmon

William Hartigan

Jessica Anne Hasbrouck

James Hay

Bill Hofstra

Vicki Hourigan

Steven Hurst

George Joseph

Andrew Kaas

Carl Kester

Ashley Larose

Dorothy Lennon

Stephanie Loebs

Char Mandile

Chuck Marschinke

Jim McKenna

Sue Morrow

Sharon Morse

Scott Munson

Lee North

Cathy Palm

Melanie Parish

Lee Pepper

Francis Petro

Cherry Pierre

Charles Pirro

Michelle Quinton

Ken Ramsey

Susan Rockefeller

Daniel Rowden

Betty Ruddock

Xyomara Santiago

Angela Smith

Kenneth Smith

John Southworth

Christopher Stodgill

Arlene Story

Laurel Swann

Robert Waggener

Matthew Wolf

John Zawadzki

NAATP NEW MEMBERS

2009 - 2010

Above It All Treatment Center

Alpha Recovery Centers

Ashwood Recovery

Breakthrough Recovery Outreach, LLC

Breathing Space Thailand

Calloway Laboratories

Channah Thailand

Clearbrook Treatment Centers

Cove Creek Center

Deer Creek Recovery Center

Discover Recovery

Edgefield Recovery Center, LLC

Enterhealth

Enterprise New Life, Inc.

Family First Intervention

Foundation House

GARR - GA Assoc. of Recovery

Residences

Genesis House, Inc.

Harmony Place

Intervention Specialists

Intervention911.com

Laguna Azul Center

Lasting Recovery

Ledgehill Treatment Centre

Little Creek Lodge, LLC

Marin Services for Women

Miracle by the Bay

Montrose Place

Narconon Gulf Coast

New Method Wellness

Newport Academy

OneRecovery, Inc.

Origins Recovery Centers

Pine Rest CMHS

Promises Treatment Centers

Recovery Centers of King County

Seasons Recovery Centers

St. Gregory Retreat Center

St. Joseph Institute

Substance Abuse Director's Assoc. of AK

The Chancellor Group

The Florida House Experience

The Recovery Place

The River Source Drug & Alcohol

Treatment Center

The Scott, LLC

The Steps of Pennsylvania, LLC

Treatment-Centers.net

Vicki Pevsner---Visioneer

Vince Carter Sanctuary

White Rabbit Partners

Women in New Recovery

Woods at Parkside

Speakers



John Hasse



Kypros



Pat Richie

John Edward Hasse, Ph.D.

Hasse is a music historian, pianist, and award-winning author and record producer. He serves as Curator of American Music at the Smithsonian Institution's National Museum of American History, where he was founding Executive Director of the Smithsonian Jazz Masterworks Orchestra, an acclaimed big band, and where he founded the national Jazz Appreciation Month, celebrated every April throughout the U.S. Hasse is the author of a critically acclaimed biography, Beyond Category: The Life and Genius of Duke Ellington, with a Foreword by Wynton Marsalis, and the editor of a major illustrated history, Jazz: The First Century, with Forewords by Tony Bennett and Quincy Jones. Library Journal called the book "a major

Kypros Kypri, Ph.D

Kypros Kypri, Ph.D., Senior Research Fellow at the School of Medicine and Public Health at the University of Newcastle, Australia, has earned the latest Dan Anderson Research Award for his development of a web-based alcohol screening and brief intervention tool (e-SBI). Sponsored by the Butler Center for Research at Hazelden, the award honors a single published article by a researcher who has advanced the scientific knowledge of addiction treatment and recovery.

Kypri earned the award for his study, "Randomized controlled trial of web-based alcohol screening and brief intervention in primary care," published in a 2008 issue of the Archives of Internal Medicine (Vol. 168, pages 530-536). The study was a randomized controlled trial of web-based alcohol screening and brief intervention among a large group of university students seeking medical help at a primary healthcare facility. The web-based program is free and involves screening, assessment, personalized feedback about consumption levels compared to peers, and medical guidelines.

Pat Richie

Pat Richie's early success came in professional sports as part of the San Francisco 49'ers in the 80's and 90's. Seeking new challenges in 1999 he accepted an offer to become the Executive Director of the communication consulting firm Bold Assurance; founded by Bert Decker. In 2002 he took a position representing an international relief organization in the San Francisco and Silicon Valley business community.

Pat has authored two books, "Wisdom for the BusyLeader" foreword by Patrick Lencioni and "Wisdom for the Busy SportsLeader" foreword by Mike Holmgren.

He has co-authored articles on teamwork with Patrick Lencioni that have appeared in national publications, and been quoted by: The New York Times, Sports Illustrated, USA Today, the BBC and GQ Magazine.

He holds a Bachelor of Science in Public Relations and Advertising from Minnesota State University at Moorhead. His graduate studies were at North Park Theological Seminary.

Don Kuhl, M.S., is CEO of The Change Companies® and the developer of Interactive Journaling®.

Don founded The Change Companies® in 1988 and has served as its CEO since that time. Under his leadership, The Change Companies® has remained profitable each quarter for the last twenty years while consistently growing in both clients and revenue. Earlier in his career, Don served as the VP of Business Development for a large healthcare organization, Director of Student Services for a thirteen campus system of the University of Wisconsin and founder/owner of two regional publishing companies.

Grady Yarbrough, Jr., Founding Partner, WHY Group, LLC.

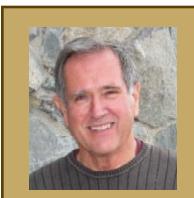
Grady has more than 30 years experience helping individuals with personal and professional development and executive coaching in a variety of situations and business settings. He has extensive training and experience to help individuals and teams develop behavioral practices that are aligned with the organizational culture and established mission, vision and values.

William L. White

William is a Senior Research Consultant at Chestnut Health Systems / Lighthouse Institute and past-chair of the board of Recovery Communities United. Bill has a Master's degree in Addiction Studies and has worked full time in the addictions field since 1969 as a streetworker, counselor, clinical director, researcher and well-traveled trainer and consultant. He has authored or co-authored more than 300 articles, monographs, research reports and book chapters and 13 books. His book, Slaying the Dragon - The History of Addiction Treatment and Recovery in America, received the McGovern Family Foundation Award for the best book on addiction recovery. Bill was featured in the Bill Moyers' PBS special "Close To Home: Addiction in America" and Showtime's documentary "Smoking, Drinking and Drugging in the 20th Century." Bill's sustained contributions to the field have been acknowledged by awards from the National Association of Addiction Treatment Providers, the National Council on Alcoholism and Drug Dependence, NAADAC: The Association of Addiction Professionals, the American Society of Addiction Medicine, and the Native American Wellbriety Movement. The Johnson Institute recently published Bill's widely read papers on recovery advocacy in a book entitled Let's Go Make Some History: Chronicles of the New Addiction Recovery Advocacy Movement.

Bernard Grohsman, CEO of Behavioral Health Technologies Inc.

Bernie is a 10 year Internet marketing veteran specializing in the treatment industry, and is widely considered the premier Search Engine Optimizer and Internet Marketing expert in the behavioral healthcare field. His accomplishments include the design and/or optimization of some of the best-ranking and best-known sites in the behavioral health and addiction treatment field. He is the former Director of Internet Marketing for CRC Health Corporation, Founder of Drug and Alcohol Rehab Services (DARS), Founder and owner of SEOconsulting, and is the Founder and owner of Behavioral Health Technologies, Inc./ Treatment-Centers.net.



Don Kuhl

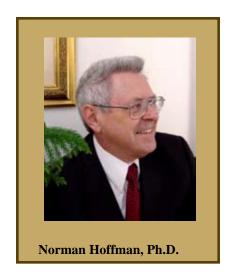


Grady Yarbrough



William White

SPEAKERS



NORMAN G. HOFFMANN, Ph.D.

Dr. Hoffmann, a clinical psychologist, has developed practical clinical assessment instruments and evaluated behavioral health programs over the past 30 years. He founded the CATOR system for evaluating the effectiveness of addiction treatment programs in 1980 and served as its chief science officer until 1995. Dr. Hoffmann is currently an adjunct professor of psychology at Western Carolina University.

Kenneth W. Thompson, MD., FASAM, Medical Director Caron Treatment Centers

Dr. Thompson has worked in the field of addiction medicine for over 20 years and has been involved with interventions. assessment, treatment, and/or monitoring of more that 20,000 persons with addiction. Dr. Thompson is currently the Medical Director of Caron Treatment Centers. Dr. Thompson has been involved in the care and follow-up of professionals including physicians and attorneys for much of his career. Dr. Thompson is a Fellow of ASAM and a Diplomat of the American Board of Internal Medicine and has been certified by the American Society of Addiction Medicine (ASAM) since 1990. Dr. Thompson had been instrumental in the development and opening of the Florida Recovery Center, the University of Florida College of Medicine's first addiction treatment facility that specialized in the treatment of impaired professionals. Dr. Thompson has been involved in the training of Fellows in Addiction Medicine.

Dr. Thompson is a Clinical Associate Professor in Department of Psychiatry at Pennsylvania State University. Dr. Thompson has spoken at numerous medical professional conferences and recovery conventions on topics in addiction medicine including treatment of professionals, spirituality, cooccurring disorders and medical issues including chronic pain. Dr. Thompson did his residency training at Hershey Medical Center in Pennsylvania and received his medical degree from Thomas Jefferson Medical School in Philadelphia.

Martin D. Cheatle, PhD, Director, Pain and Chemical Dependency Research Program Center for Studies of Addiction

Dr. Cheatle earned his PhD in psychology at Princeton University in 1979. He completed his internship in clinical psychology and behavioral medicine at the University of Pennsylvania Medical Center in Philadelphia. For over 11 years he served as an Assistant Professor in Orthopaedic Surgery and Psychiatry at the University Of Pennsylvania School of Medicine and was the founder and director of the University Hospital's Pain Center. SUbsequently, for 10 years he was director of the Center for Behavioral Medicine at SI. Patrick Hospital in Missoula, Montana. Currently he is Director, Pain and Chemical Dependency Research at the Center for Studies of Addiction and Director, Behavioral Medicine at the PENN Pain Medicine Center, University of Pennsylvania School of Medicine. He is a Clinical Assistant Professor of Psychiatry and Anesthesiology at the University of Pennsylvania School of Medicine. He has published extensively and lectured nationally and internationally on the topics of pain management and behavioral medicine. He is a member of the American Psychological Association, Society of Behavioral Medicine, American Pain Society, the International Association for the Study of Pain, and a Fellow and Diplomate in the American Board of Medical Psychotherapists. Dr. Cheatle specializes in the evaluation and treatment of musculoskeletal pain disorders from a biopsychosocial perspective and is currently involved in extensive research in the area of chronic pain and co-occurring mood disorders and substance use disorders.

THANK YOU

The Board of Directors and the Membership of the National Association of Addiction Treatment Providers extends its appreciation to the following organizations whose generous sponsorship of activities and functions have contributed to making this 2010 annual conference a success.

VISIONS ADOLESCENT TREATMENT CENTERS

MARWORTH

LA HACIENDA

PINE GROVE

STARLITE CRC

PAVILLON

SEABROOK HOUSE

ROSECRANCE

MEMORIAL HERMANN "THE PARC"

RIGHT STEP/SPIRIT LODGE

SOUTHWORTH ASSOCIATES

GOSNOLD, INC.

CARON

SMART SOFTWARE

NSM

BURNING TREE

FAIRBANKS

ROSEWOOD CENTERS FOR EATING DISORDERS

HANLEY

IC & RC

TULLY HILL

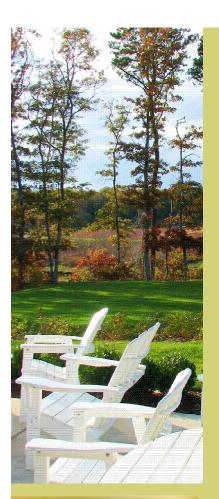
BELLWOOD

CRC

A very special thank you to Sequest for providing the technology to use barcoding to track participants' CEUs.



We have a solution for that.™



Gosnold at Cataumet

Exceptional treatment at affordable prices...

- Medical Detoxification
- Individual and Group Counseling
- Specialized Groups
- Fitness and Nutrition
- Family Programs
- Continuing Care
- Alumni Services
- Addiction Education
- 12-Step Orientation





www.gosnold.org









Gosnold at Cataumet - addiction treatment program for adult men and women

800-444-1554



A Private Non-profit Center On a 140-acre Campus Located in the Foothills of the Blue Ridge Mountains of North Carolina



RESIDENTIAL LODGE SERVICES:

- * Private Treatment for Substance Use and Co-occuring Disorders
- * Detoxification
- * 42-day Gender Specific Primary Program
- * Family and Children's Program Services
- * Alumni Support Programs, Meetings, and Recovery Renewal Retreats

HOLL HOUSE:

- * 12-week Healthcare and Other Professionals Primary Track and Extended Care Program
- * Professional's Assessments

HEALING JOURNEY HOUSE:

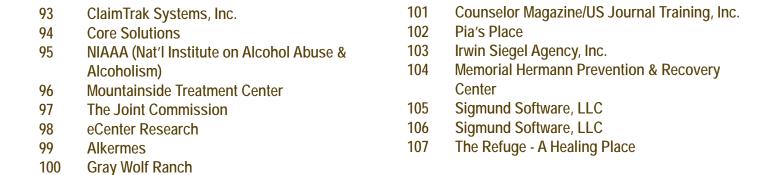
* 12-week Women's Specific Addiction and Trauma Primary and Extended Care Program

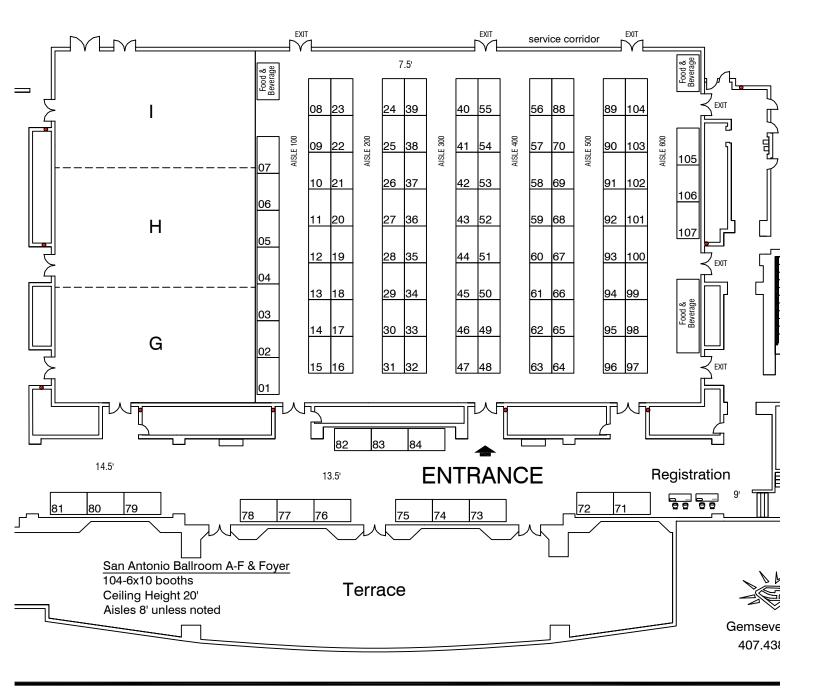
OUTPATIENT:

* Location in Greenville, SC

EXHIBITORS

Booth		45	Gatehouse Academy
		46	La Hacienda Treatment Center
1	Neuro Advantage, LLC	47	Pacific Coast Recovery Center
2	Behavior Data Systems, Inc.	48	Foothold Technology
3	Rose House - Colorado	49	Cumberland Heights
4	English Mountain Recovery	50	Rosewood Centers for Eating Disorders
5	Turning Point Foundation	51	Substance Abuse & Mental Health Services
6	Las Vegas Recovery Center		Administration
7	Decision Point Center	52	CARF
8	Little Hill-Alina Lodge	53	Adolescent Growth
9	The Ranch at Dove Tree, LLC	54	Lifeskills South Florida
10	Haley House	55	Conzelman & Associates
11	The Recovery Center	56	Foundations Recovery Network
12	Hazelden	57	Origins Recovery
13	Calloway Labs	58	Addiction Reach
14	Maryville, Inc.	59	Pasadena Villa
15	RecoveryView.com	60	CRC Health Group
16	Astoria Pointe	61	CRC Health Group
17	Sequest Technologies	62	Century Bankcard Services
18	Sequest Technologies	63	Seabrook House
19	Sequest Technologies	64	La Ventana Eating Disorder Program
20	National Therapeutic Services	65	The Right Step/Spirit Lodge
21	Rogers Memorial Hospital	66	McLean Hospital
22	Rosecrance Health Network	67	The Orchid
23	New Method Wellness	68	Alkermes, Inc.
24	The Menninger Clinic	69	Acadiana Addiction Center
25	Caron Treatment Centers	70	CeDAR/University of Colorado Hospital
26	BHR Worldwide	71	Vista Taos Renewal Center
27	Addiction Treatment Providers Insurance Program	72	Jaywalker Lodge
28	St. Christopher's Addiction Wellness Center	73	Sundown M Ranch
29	Bradford Health Services	74	Hemet Valley Recovery Center
30	Fairbanks	75	Pine Grove
31	Ridgeview Institute	76	Capstone Treatment Center
32	Talbott Recovery Campus	77	Pat Moore Foundation
33	VHA-IMCSS	78	National Drug Intelligence Center
34	Sober Escorts, Inc.	79	Burning Tree Programs
35	Clearbrook Treatment Centers	80	New Hope Recovery Center
36	Gaston House	81	NAADAC
37	Prescott House	82	Brattleboro Retreat
38	Cirque Lodge	83	Inner Change
39	The Recovery Place	84	Hanley Center
40	Smart Software	88	Dominion Diagnostics
41	Duke Behavioral Health Information	89	Pavillon
42	Mark Houston Recovery	90	The Meehl Foundation
43	Bellefaire JCB	91	Askesis Development Group, Inc.
44	San Cristobal Academy	92	US Army Civilian Corp.
		/-	





Washington, D.C. | September 8-11, 2010

NAATP, NAADAC, *Addiction Professional* and Behavioral Healthcare Magazines announce



A NEW NATIONAL CONFERENCE FOR ADDICTION PROFESSIONALS



Earn up to 30 CEs!



For the first time, a national conference has been developed that combines the expertise and educational resources of NAATP, NAADAC, INCASE, and *Addiction Professional* and *Behavioral Healthcare* magazines. NCAD is focused on providing the latest and the most innovative program information for counselors, physicians, nurses, psychologists, social workers, and executives who are dedicated to the field of addiction treatment.

KEYNOTE SPEAKERS



H. Westley Clark, MD, JD, MPH, CAS, FASAM Director of the Center for Substance Abuse Treatment



Carlton (Carl) K. Erickson
Pfizer Centennial Professor of
Pharmacology, Associate Dean for
Research and Graduate Studies,
and Director of the Addiction
Science Research and Education
Center in the College of Pharmacy,
University of Texas at Austin



David E. Smith, MD, FASAM, FAACT Medical Director of Center, Chair, Adolescent Addiction Treatment, of Newport Academy



Mary Woods, RNC, LADC, MSHS Chief Executive Officer, WestBridge Community Services

For Exhibiting or Sponsorship Opportunities at NCAD, please contact Ann Belz at 603.836.0331 or abelz@vendomegrp.com

Register before July 16th and Save! For more information or to register, visit www.NCAD10.com

Produced By











Bradford Health Services



The Healthcare Professional (HCP) program is designed to help impaired professionals resolve issues surrounding their chemical dependency and the unique difficulties they face as they re-enter their practice. Bradford offers multi-disciplinary approach to treatment, which is headed by Medical Director, Michael Wilkerson, M.D. Our HCP Advocate is a licensed Registered Nurse with a Master's

degree in Social Work. The objective of the HCP program is to facilitate recovery and a return to professional practice.

THERE IS HOPE AHEAD.

1-800-333-1865

www.bradfordhealth.com

