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**ANNUAL
REPORT**

A Premier Association Representing Premier Providers of Addiction Treatment

naatp

national association of addiction treatment providers

2002

SCOTT MUNSON

BOARD CHAIR

ANNUAL REPORT

2002 has proved to be another very successful year for NAATP. In the past year, we have seen NAATP move out of Ron's basement, continue our increases in membership, institute a new dues structure (finally), and even saw Ron on CNN. I believe we can all be proud of where the association is heading in the future.

As we celebrate our 25th Anniversary it is not only a time to reflect on where we have been but also an opportunity to look at where we are going and that is just what the Board of Directors have been doing. In 2002, the Board engaged in a strategic planning process and has adopted a plan to set the course of the organization for the next 5 years. We also took a thorough look at our By-Laws and have recommended to membership several important changes that will help NAATP better serve membership in the years to come. NAATP is moving forward and our future is bright.

Thanks to the dedication and effort of our President, Ronald J. Hunsicker, NAATP has continued its resurrection and is truly becoming the voice of treatment providers. Ron continues to work adding value to membership in NAATP while at the same time increasing our exposure and prominence. Some of the accomplishments over the past year include:

- ◆ Ron represented NAATP on the Wolf Blitzer show on CNN discuss-

ing the importance of confidentiality requirements.

- ◆ **Completed work on a new dues structure.**
- ◆ **Engaged in a Strategy Planning process with the Board of Directors.**
- ◆ **Reviewed and revised the By-Laws to prepare the association to meet the needs of our membership in the future (a very special thank you to Renee Popovits for her effort in this process).**
- ◆ **Increased membership by adding 25 additional programs and saw membership pass 200 for the first time since the early 90's.**
- ◆ **Completed the 5th benchmarking survey with 120 programs participating.**
- ◆ **Completed a 2002 salary survey for membership.**
- ◆ **Hired a part-time administrative assistant to give Ron more time to devote to working on behalf of the association and our membership.**
- ◆ **Our Annual conference was a tremendous success with over 240 attendees. This continues the trend of increasing the size of our conference.**

- ◆ **Another very successful SECAD conference with 850+ attendees and 95 exhibitors.**

While these are but a few of the activities of our association, they certainly demonstrate the energy, strength and growth of NAATP. The source of that energy, strength and growth is in each of us, the membership of NAATP. Through our collective efforts we can continue to have a stronger voice in the issues that affect our programs, staffs and patients. The key is our willingness to participate and be involved and there is no better way to be involved than membership in NAATP.

On a personal note, I would like to express my appreciation to Ron and the other members of the Board of Directors. Working with Ron and the other board members has been extremely rewarding, both professionally and personally, and the opportunity to serve as board chair has been an honor. As members of NAATP, we are fortunate to have a board of not only highly qualified individuals but individuals who truly care about the services we provide and the patients we serve.

As we celebrate the 25th Anniversary of NAATP, and look forward to next 25 years, the importance of NAATP and membership in it becomes more and more meaningful. I encourage each of us to become more involved and invite our colleagues to join. Together we can make a difference.

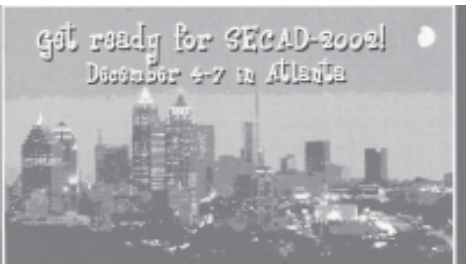
2002 NAATP Year In Review



**313 West Liberty Street,
Lancaster, PA
New NAATP Office**



**Eric Newhouse, Nobel Prize
winner, accepts the 2002
Michael Q. Ford Journalism
Award**



**NAATP presents SECAD for
third year**

2002 Financial Performance

Revenue exceeds income for sixth consecutive year

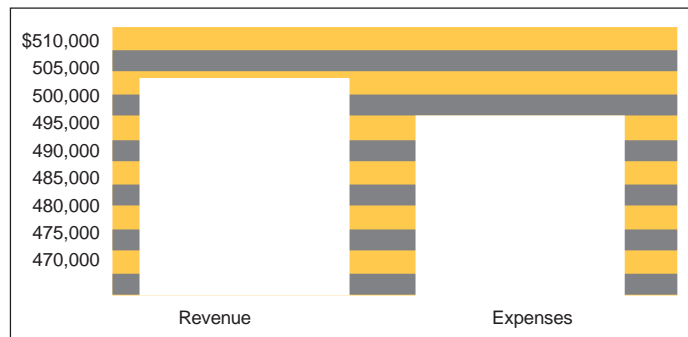
In 2002, the NAATP office located its operations in an office building in Lancaster, PA and secured the services of Angela Abshire on a part-time basis to better serve the needs of its members. The board approved this move knowing that it would be another “leap of faith” as it would increase the expenses of the association. This move was a direct result of the commitment on the part of the Board of Directors to continue increasing services and products to the membership. Any trade association is only as viable as the products and services delivered to members that add real value to their individual and collective operations. With the expansion for 2002, NAATP ended the year with a very modest net income.

Revenue Sources:

Dues from NAATP member organizations and ACATA individual members made up 40% of the total revenue for NAATP during 2002. For the past several years, the SECAD conference has been the second largest income category and in 2002 36% of the revenue for NAATP came from the SECAD event. The NAATP annual conference contributed 15% of the total revenue and advertisement in the membership directory and on the NAATP web site contributed 4% of total revenue.

While other trade associations continue to struggle for new members, NAATP has shown consistent growth over the past four years. As Scott Munson has pointed out in his report, we now have over 200 members and are continuing to attract members which as reported below continue to be the most important revenue category.

The graph below depicts the revenue and expense numbers for 2002. The Board of Directors of the National Association of Addiction Treatment Providers continues a strategy that allows for NAATP to invest as many resources as possible into infrastructure, systems and services that directly allow NAATP to deliver information and “value added” products and services to its members.



Anticipated 2003 Initiatives

25th Anniversary Celebration to be year long focus

After a great deal of planning and anticipation, we moved into 2003 and the official celebration of the 25th anniversary of the National Association of Addiction Treatment Providers. During this year we will be spending a considerable amount of focus on remembering the leadership and contributions of the past as well as positioning ourselves for the next 25 years. Your organization will continue to assume a leadership position in articulating the message about this chronic disease and the need for management of this disease to take place throughout the lifetime of the individuals diagnosed with addictive disease disorder.

During the past year, your Board of Directors engaged in a strategic planning process so as to better position NAATP to anticipate the future and to be a force in shaping the future of addiction treatment. Perhaps the most significant learning from our first 25 years is not to assume that others will look out for our best interests. As an association, we have and will continue to speak boldly and courageously on behalf of its members.

NAATP continues to be committed to exploring any and all collaborative relationships with those organizations and associations that share our basic premise about addiction and addiction treatment and are committed to affordable and available quality addiction treatment.

Throughout 2003 you will see NAATP's name and logo attached to:

- An expanded *sixth* year Benchmark survey. The ability to develop custom reports and to provide presentations to member organizations increases the value of this process.
- Publication of the 2003 *Limited Edition* 25th Anniversary Membership Directory.
- NAATP *Visions* – a ten issue per year information newsletter
- Effective January 1, 2003 a revision of the membership dues structure.
- Annual Conference and 25th Anniversary Celebration, May 17-20, 2003 in Indian Wells, CA
- Complete re-design of the NAATP web site: www.naatp.org
- Membership growth
- By-law changes presented to the membership for ratification
- Much more!

While 2003 is a very significant year, we do not intend to live in the past; instead we are planning for and helping to shape the future. If we do not shape the future, the future will shape us and we have been there and one that and it was no fun! Your organization – the National Association of Addiction Treatment Providers – is your strong and effective voice for organizations delivering addiction treatment. Your membership is more than a listing on a web site or in a membership directory, it is your channel through which to speak and to listen.

The National Association of Addiction Treatment Providers Board Members

Scott Munson, Chair
Douglas Tieman, Chair Elect
Anthony Cole, Secretary/Treasurer
Philip Eaton, Immediate Past Chair

Linda Bell
Jerry Crowder
David W. Cunningham
Kermit A. Dahlen
Edward M. Diehl
James Dougherty
Dennis R. Gilhousen
James W. Griffis
James Guderjohn
Russell Hagen
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Norman G. Hoffman
Philip N. Horowitz
Mark Knudsen
Cathy Palm
Renée Popovits
Kenneth S. Ramsey
Frank Sadlack
Michael Schiks
John Schwarzlose



national association of addiction treatment providers

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