



VISIONS

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Winter Blues?...Plan to Warm up with us in Chandler, AZ
May 14-17, Sheraton Wild Horse Pass

We are now taking registrations for the 2011 Annual Leadership Conference which will be held May 14-17 in Chandler Arizona.

Register today at www.naatp.org

The NAATP Conference Committee is excited to announce the Closing Plenary Speaker:

James Ferrell, CEO of the Arbinger Institute

James Ferrell is Global CEO of The Arbinger Institute. He is the author or co-author of several bestselling books, including Arbinger's international bestsellers, *Leadership & Self-Deception* and *The Anatomy of Peace*. Each of them a word-of-mouth phenomenon, these books are now available in over twenty languages. Mr. Ferrell has degrees in economics and philosophy and is a graduate of Yale Law School. He is a founding partner of Arbinger and is a sought-after speaker, teacher, and advisor to leaders of corporations, governments, communities, and organizations of all kinds around the world.



Moving *Forward* Together



Leadership and Self-Deception

The most effective leaders are those who have influence without authority. In this presentation, James Ferrell will demonstrate how such influence comes not primarily from our outward behaviors toward others but rather from the level of human experience that lies deeper than our outward actions. This level of experience, which is sometimes called "way of being," is notoriously difficult to understand, much less to improve, because our standard languages do not fully illuminate it. The work of the Arbinger Institute amounts to a language that elucidates this deeper level of experience and allows us to think as precisely about (and change) the deeper matters as our everyday language equips us to think about (and change) outward behavior. Such deep change is the key to improving one's productive influence.

Hotel Reservations must be made directly with the hotel, 866-837-4156. \$239.00 single/double per night, \$12 portorage fee per room and \$4 per day maid and bell gratuities

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Download the Full Registration Brochure at www.naatp.org

Through the **Looking Glass**

The Winter of our Discontent

Yes, I know. John Steinbeck already laid claim to that title 60 years ago. But it is 60 winters later, it still fits our mindset, and it seems appropriate to recycle it.

The winter of 2010-2011, with still six weeks remaining in it, has indeed been one we (or at least I) would like to forget. For those of us who travel by air frequently, it has been a challenge—even more of a challenge than usual—to say the least. We know our starting point, but we are never sure where we are going to end up, or when we might get there. We listen to “experts” who tell us the economy is well on its way to recovery. Other “experts” tell us to forget recovery, the economy is still in the ICU. I heard one opinion this week that suggested that we should stop talking about a return to normal, because the economy as it exists today is the “new normal”. We watched a symbolic act of “let’s try to get along” when members of Congress from both sides of the aisle sat together at the State of the Union event. The next day we saw that the width of the aisle separating red from blue, right from left, was as wide, or perhaps wider, as it has ever been.

In our field, we are facing an uncertain future, a future that is defined more by rumor than reality. Parity was finally achieved, but is it working the way it is intended to work? Have we in fact jumped ahead to the point our facilities and our patients are treated fairly and equally by third parties, or are we still jumping through the seemingly unending number of hoops that those third parties hold in front of us? Healthcare reform was enacted, but the rules that define how it will be put in place are no more clear than they were the day the law was passed. And, we ask, does that really matter, because next winter, or by the winter of 2014, will the Affordable Care Act still be the law of the land? Or will we have something else, and if so what will it look like? What will we then have to do to make ourselves heard above the political din that seems to drown out the sounds of reason.

No, I did not get up in a negative mood this morning. I have not kicked the cat, argued with my wife, or spilled my coffee. I am simply reflecting on the fact that right now the only thing certain about the present is the uncertainty of the future. And that is a call for us to put aside the differences we may have and stand up for what we stand for. This field, as I knew it in the 35 years I worked in it and have come to be reacquainted with it in the last 8 months or so, is a field that has a common goal even if we do not have common methods of reaching that goal. We are about helping

people with the disease of addiction reach past the uncertainty of the present toward the promise of a better future. In a complicated world and a complicated time, it is as simple as that. In the midst of hopelessness we offer hope. That which we do for our patients would serve us well as we look to the future of our field. It is a future filled with uncertainty, but not one that we need to fear. It may require us to accept some things we cannot change, to change those things we can, and a liberal dose of wisdom to know the difference!

It is the Winter of our Discontent. At least for me, it is not a winter that will defeat me. I will still show up at the airport apprehensive but hopeful. I will still watch for signs that the aisles in Congress narrow a bit. I will still watch the Dow go on its roller-coaster rides and be encouraged when it closes a few points higher. I will continue to issue a call to our field and you our members to stand together to preserve that which is at the core of all we do—good patient care for good people who deserve a good future. As long as we do that, I can never be discontent!



DENNIS GILHOUSEN
President/CEO

WELCOME NEW MEMBERS

SoberRecovery.com

Thomas Petersen, CEO
31878 Del Obispo Street, Ste. 118-464
San Juan Capistrano, CA 92675
Phone: 949-429-0059
Fax: 949-266-8386
Email: conferences@mulligangroup.com
Web: www.soberrecovery.com

The Mahoney Group

Mike Edgar
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Mesa, AZ 85249
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ED SPATOLA RECEIVES 1ST ANNUAL “SPIRIT OF RECOVERY” AWARD

PALMS SPRINGS, CA, JANUARY 6th, 2011 – Hemet Valley Recovery Center and Sage Retreat, presented its First Annual Joseph L. Galletta Spirit of Recovery Award to Ed Spatola, Founder and CEO of New Found Life in Long Beach, CA. The honor was announced at the treatment center’s annual holiday luncheon on December 9th. Mr. Spatola, a New Jersey native, has over 20 years of Recovery.

“It is truly a great honor to be named the first recipient of an award named after a true pioneer in the field of addiction medicine,” said Spatola.

After 30 years of service, as senior vice president of Product Development, Branch Administration and sales with First Fidelity Bank (now Wachovia), Ed then established and cultivated a marketing and promotion business with ties to the National Football League. After selling his interest in 1993, he founded New Found Life, an endeavor that captivated his imagination and energy, focused on saving the lives of individuals and helping families who suffer from the devastation of alcoholism and addiction.

Ed and the clinical staff are supported by employees who have worked for many years at NFL and in the field of recovery. Ed has continued to serve the community and the interests of New Found Life residents and alumni. He has mentored and employed many of the NFL Alumni and is constantly working to help others.

After eighteen years of growth, New Found Life, its dedicated management team, coupled with a sound clinical staff and devoted employees have turned a simple idea of helping others into a quality company with an outstanding reputation.

Ed is always promoting the principles of twelve step recovery. He truly believes in this life changing program and is constantly telling others “go help someone”. His forte is to evaluate and place people who need help in the facility that fits their needs. As he says, “It’s a beautiful thing!”

ABOUT THE JOSEPH L. GALLETTA SPIRIT OF RECOVERY AWARD

DR. JOSEPH L. GALLETTA, was a man who touched many lives at some point on their road to recovery. He was truly an addiction treatment pioneer, and one of the first physicians to become certified in the new field of Addiction Medicine in 1983. He helped developed treatment protocols which took the fear and danger out of detoxification and provided a way out of the grips of alcoholism and addiction for countless patients over the years. He was an active member, and later the chair of the Physician Wellness Committee of the Riverside Medical Association. Dr. Galletta assisted many physicians into treatment and recovery

as well as assisted hospitals in the development of wellness programs of their own. Dr. Galletta’s enthusiasm for the field of chemical dependency treatment was so genuine and contagious that he was responsible for drawing several healthcare professionals into the field. He was responsible for the certification of a number of addiction specialist physicians who otherwise would have never considered this specialty area of practice. Dr. Galletta, within the medical community, championed the early identification and intervention of the disease, helping restore countless lives both directly and indirectly.



As special as Dr. Joseph L. Galletta was, his spirit and dedication to the field of recovery lives on through the work of others. It is these individuals who embody the Joseph L. Galletta, “Spirit of Recovery” Award. Each year the recipient selected has demonstrated a dedication to 12-step philosophy, leadership in the recovery field, the encouragement of others, and the promotion of sober lifestyles. The Spirit of Recovery Award is awarded annually at the Hemet Valley Recovery Center and Sage Retreat’s Holiday Luncheon.

About HVRC and Sage Retreat

Part of the Physicians for Healthy Hospitals (PHH) Campus, HVRC and Sage Retreat is one of very few alcoholism and drug rehabilitation centers in the country to be dually accredited by both The Joint Commission and the Commission on Accreditation of Rehabilitation Facilities (CARF). HVRC and Sage Retreat provides medical detoxification, residential rehabilitation, partial hospitalization and an intensive outpatient program, and has four well-appointed sober living homes. We offer specialized track for chronic pain, young adults, and our Prime of Life Program for patients 55 years and older. HVRC and Sage Retreat accepts Medicare and most insurance benefits. To learn more about our programs and facility, please visit us at: www.hvrc.com

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Attention Exhibitors and Sponsors

Sponsorship opportunities and booths are going fast but there is still time to reserve your spot among the *Leaders of Addiction Treatment*.

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Program ads



I am very proud to share the fine work of the Rosecrance staff and board in their effort to respond to the growing area demand for treatment services and capacity among patients with dual disorders, particularly our veterans.

We recently completed a major renovation and expansion of our adult facility to create a new 14-bed treatment unit to serve patients with co-occurring substance use and mental health disorders. In recognition of the sacrifices made by members of the U.S. armed forces in a time of war, priority admission to this new unit will be given to military veterans suffering from addiction and post-traumatic stress disorder (PTSD) and/or their dependants.

We believe there is a great need for the treatment that will be offered by qualified staff on this new unit. We are compelled to step up and serve those men and women who put their lives on hold to serve our country. Too many of them are suffering due to the sacrifices they made, and we are committed to use the best practices available in treatment to help them find their way “home.”

A large body of government and independent research shows a startling incidence of combat-related mental health issues, primarily post-traumatic stress disorder (PTSD), among military personnel returning from deployments to the Iraq and Afghanistan wars. Research shows a strong correlation between PTSD and depression and anxiety, domestic violence, substance abuse and suicide.

Specifically:

- About 2 million U.S. troops have been deployed to Iraq and Afghanistan since those wars began.
- An independent study by the RAND Corporation showed that 25 to 30 percent of Iraq and Afghanistan war veterans report symptoms of a mental disorder or cognitive impairment, with PTSD being the most common. Traumatic brain injury is thought to be a causal factor of symptoms in some troops.
- SAMHSA’s annual household survey indicated that 7.1 percent of veterans (an estimated 1.8 million persons 18 or older) met the criteria for a substance use disorder in studies conducted from 2004 to 2006.
- Northern Illinois has one of the highest concentrations of veterans in the state.
- The Pentagon has been forced in recent years to put in place programs to try to stop or reverse an alarming increase in suicide and suicide attempts among active duty military personnel and veterans.

- The Pentagon confirmed that more U.S troops were hospitalized in 2009 for substance abuse, PTSD, depression and anxiety than for physical injuries due to combat.

Rosecrance staff already is skilled at treating trauma victims using the same evidence-based programming (Seeking Safety) that is used by the U.S. military. We view this important expansion of focused care as an opportunity to increase access and improve outcomes with a high risk population.

Through timely treatment, veterans who suffer from substance abuse and mental health disorders can reclaim the lives they put on hold to serve our country. It’s time. I believe many of us can recall the failed effort, or no effort, in assisting those who struggled in their return from previous military conflicts. We are pledged to a better response. We are confident this new facility will contribute to that effort.

When the project concept was discussed eight months ago at a Rosecrance board of directors meeting, the prevailing sentiment was: “If we (Rosecrance) don’t do this, who will?”

The deafening silence was answered with a unanimous vote of approval.

This story gets even better. The capital cost for this unit was \$1 million. We launched a small campaign with our friends. The Rosecrance board supported the project 100%. The staff contributed \$35,000 in one month’s time. Together, our board and staff contributed more than \$250,000 toward the project goal.

Likewise, the community embraced this effort. One major manufacturer donated \$100,000 to fund the day room on the unit. We received gifts from individuals, the United Methodist Church, and private foundations ranging from \$50 to \$100,000. The community responded quickly and generously. In less than six months we closed the campaign. We reached the goal.

Our development department reached out to local veterans groups, many of whom are aging Vietnam Veterans. We found a reservoir of good will toward Rosecrance in these groups because so many vets of that era are familiar with our services and programs. One local Vietnam vets group boldly states its mission this way: “Never again will one generation of veterans abandon another.” Their interest in

Continued on page 8

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this project and their efforts to support younger vets in other ways confirm that pledge.

Labor groups, a powerful force in a manufacturing city like Rockford, immediately endorsed and supported this project to serve veterans. A labor leader told us: "Our guys said it wasn't a matter of whether we wanted to support this; it was just a matter of how much we could do."

In spite of high union unemployment and challenging economic times, they made a very generous stretch gift.

Meanwhile, media interest in this project has been very strong, and we are grateful for that because the community has been well informed about our new program. We know that because our phones are ringing with inquiries from veterans and their family members.

These families put their lives on hold in the service to our nation, and we are honored to be in a position to help.

I firmly believe that Rosecrance has a role in addressing a national crisis through this new program. The federal

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government is devoting unprecedented attention and resources to solving the problems of homelessness, addiction, suicide and mental illness as they relate to veterans.

Eric K. Shinseki, Secretary of the U.S. Department of Veterans Affairs, has spoken specifically to the invisible injuries our nation's warriors sustain that can cripple them as surely as battle wounds to their bodies.

"You can splint and patch physical wounds, but emotional wounds don't lend themselves to such fixes," Shinseki said in a speech last May about the rising suicide rate among veterans.

His words are a call to action at Rosecrance, and we will do all we can to help.

PHIL EATON, PRESIDENT/CEO
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Upcoming Events

The National Association of Psychiatric Health Systems will hold its annual conference March 7-9, 2011 in Washington, D.C. For more information, go to www.naphs.org/AnnMeeting/index.html.

The California Association of Addiction Recovery Resources (CAARR) will hold its annual meeting March 20-23, 2011 in Sacramento. Go to www.caarr.org for more information.

NAATP will hold the 2011 Annual Leadership Conference May 14-17, 2011 at the Sheraton Wild Horse Pass in Chandler, Arizona. Exhibitor and registration info is available at www.naatp.org or by calling the office at 717-392-8480

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The editorial office is located at:
313 West Liberty Street, Suite 129
Lancaster, PA 17603-2748



Editor

Angela Abshire
NAATP
Phone: 717-392-8480
Fax: 717-392-8481
aabshire@naatp.org

NAATP Board Chair

Cathy Palm, Executive Director
Tully Hill Corporation
Tully Hill, NY
Phone: 315-696-6114
Fax: 315-696-8509
cathypalm@tullyhill.com

**Newsletter Submissions may be sent to
Angela Abshire at
aabshire@naatp.org**