



NATIONAL ASSOCIATION
OF
ADDICTION TREATMENT PROVIDERS

NAAATP NATIONAL 2025

Pocket
Program

WELCOME

46th Annual Addiction
Leadership Conference



Download the NAATP National 2025 app!

- Full conference schedule
- Customize your agenda
- Interactive exhibit hall map
- Detailed speaker, sponsor, and exhibitor info



Scan this QR code or search for "NAATP" in your phone's app store. The app is the best way to access all the conference details in one place.

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General Information

Wi-Fi Credentials

Network Name: Sheraton_CONFERENCE

Password: herecomesthesunwave

Exhibitors

Visit the conference app for the full exhibitor list and floor plan layout.

Hashtag for Social Media

Use the hashtag #NAATP2025 to share your experience on social media.

Exhibit Hall Hours

Sunday: 4:30 pm – 6:30 pm

Monday: 8:00 am – 4:30 pm

Tuesday: 8:00 am – 12:00 pm

Reminder to visit our exhibit hall often. Our exhibitors, ranging from treatment centers to industry vendors, are integral to our conference's success!

Attendee Badges

Your badge is your pass to all conference sessions and will be scanned at each entrance for CE credits. Please always have it visible and accessible.

CE Credits

Continuing Education Credits Provided through NAADAC #435 and CADTP #265

A total of 10.5 CE credits are possible.

NAATP is solely responsible for all aspects of the programs.



Events & Food

Opening Banquet

The opening night awards banquet is on Sunday from 6:30 – 8:00 pm. It is open to all attendees, but space is limited.

Breakfast

A grab-and-go breakfast will be available in the exhibit hall on Monday and Tuesday from 8:00 – 9:00 am.

Coffee

Coffee will be available during the exhibit hall opening, each morning at breakfast, and during refreshment break times in the exhibit hall. Check ForSE room agenda for espresso bar schedule.

Lunch

The C-suite Leadership Luncheon is on Monday from 12:30 – 1:45 pm which requires advanced payment and registration and the **Women in Leadership Luncheon** is on Tuesday from 12:30 – 1:45 pm which is complimentary but requires advanced registration. We welcome you to attend these events, or have lunch on your own and visit the exhibit hall. Limited box lunches available near exhibit hall on Tuesday at 12:30 pm.

Reception & Prize Drawing

Join the NAATP membership team on Monday at 4:45 pm for appetizers and refreshments and a chance to win two \$1,500 prizes.

OPENING NIGHT

1:00 pm
Registration Opens

4:30 pm
Exhibit Hall Opens

6:30 pm
Opening Night
Awards Banquet
Metropolitan Ballroom



Host:
NAATP CEO
Marvin Ventrell

Banquet Sponsored by
Ashley Addiction Treatment
Caron Treatment Centers
Hazelden Betty Ford Foundation
Underwriting by: NSM Insurance

The NAATP 2025 Addiction Leadership Awards

Dr. James West Quality Improvement Award
The Recovery Research Institute (RRI)

Nelson Bradley Career Achievement Award
Gary Fisher

Michael Ford Journalism Award
Dr. Claudia Black

**Dr. Peter Hayden Diversity, Inclusivity, and
Racial Equity Award**
Dr. Dietra Hawkins

Dr. Jasper Chen See Volunteer Leadership Award
Sherri Layton



7:00 am Aspen	Open Recovery Meeting (12 Step Format – All are Welcome)
8:00 am Grand Ballroom	Exhibit Hall Breakfast & Visit Exhibitors
8:45 am Metropolitan Ballroom	WELCOME TO NAATP NATIONAL 2025 State of the Association Address: A Time for Extraordinary Leadership
9:30 am Metropolitan Ballroom	Keynote Address: Undaunted Hope: Meeting the Trifecta Challenge of Treating Trauma, Addictions, and Mental Health
10:30 am Grand Ballroom	Exhibit Hall Coffee & Networking Opportunity
11:15 am Willow A	WORKSHOP SESSIONS Benchmarking Treatment and the NAATP FORSE Dashboard
Willow B	Revolutionizing Talent Acquisition: A Blueprint for Nurturing a Thriving Workforce
Redwood AB	Natural Disaster Planning : Three State Case Studies and Accreditation
12:30 pm Cirrus Ballroom (35th Floor)	C-Suite Leadership Luncheon: Rebel Leadership: Prioritizing Humility and Rethinking Power

12:30 pm	Lunch on Your Own
2:00 pm Redwood AB	WORKSHOP SESSIONS Implementation of ASAM 4.0 and the Criteria-Reimbursement Nexus
Willow A	Illuminating The Dark Shadows of Cyberaggression
Willow B	Bridging the Gap: Harmonizing Clinical and Executive Perspectives for Organizational Growth and Resilience
3:00 pm Grand Ballroom	Exhibit Hall Popcorn Social & Networking Opportunity
3:45 pm Redwood AB	WORKSHOP SESSIONS From Numbers to Impact: Driving Revenue Through Comprehensive Community Care
Willow B	Adolescent Programming: Dignified Treatment of Youth as Best Practice
Willow A	Maximizing Revenue through Provider-Payer Relations and Contracting
4:45 pm Willow Foyer	Open Reception: Empowering Your Organization Through NAATP Membership Offerings

7:00 am Aspen	Open Recovery Meeting (12 Step Format – All are Welcome)
8:00 am Grand Ballroom	Exhibitor Appreciation Breakfast
9:00 am Willow AB	GENERAL SESSION Data-Driven Leadership: The Foundation for Recovery Science and Education (FoRSE)
9:30 am Willow AB	A Critical Analysis of the Use of Existing and Emerging Technology in SUD Treatment
10:30 am Grand Ballroom	Exhibitor Appreciation Coffee & Final Visits
11:00 am Willow AB	GENERAL SESSION Public Policy Advocacy and the NAATP PAC: Your Voice in Washington
11:15 am Willow AB	Leadership in Behavioral Health: Navigating Change and Building the Future
12:30 pm	Boxed Lunches Available near Exhibit Hall

12:30 pm Cirrus Ballroom (35th Floor)	Women in Leadership Luncheon Transformational vs. Transactional Leadership
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2:00 pm Willow AB	GENERAL SESSION Where do We Go From Here? A Candid Discussion of our Profession through the Lens of Quality Measures, Bad Actors, Ethics, and Access to Care
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3:00 pm Willow AB	Farewell & Announcement of NAATP National 2026
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POST CONFERENCE SURVEY
Share your thoughts with us by completing the post-conference survey and offering your feedback. This survey will take 5 minutes to complete and will help us better serve the field's needs.





SPECIAL EVENTS These events are all located in CeDAR

SUNDAY, May 18

1:00 – 3:00 pm	Espresso Bar
1:45 – 2:15 pm	Alyssa Nelson, MA Animal-Assisted Therapy Research
2:15 – 2:45 pm	Mark Ilgen, PhD Pain Management Research
3:00 – 5:00 pm	Therapy Dog Visitation

MONDAY, May 19

1:30 – 2:30 pm	Espresso Bar
3:30 – 4:30 pm	Espresso Bar

FORSE OFFICE HOURS

1:00 – 1:45 pm	Sunday, May 18
3:30 – 4:30 pm	Monday, May 19



Annie Peters, Ph.D.
NAATP, Director
of Research and Education;
FoRSE Executive Director

TECH PARTNER SCHEDULE

MONDAY, May 19

10:30 – 11:15 am	Sigmund Software
1:15 – 1:45 pm	Sunwave
2:00 – 2:30 pm	Team Recovery
2:30 – 3:00 pm	Kipu
3:00 – 3:30 pm	OpenRecovery

TUESDAY, May 20

10:30 – 11:00 am	Team Recovery
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The NAATP Foundation for Recovery Science and Education (FoRSE) helps providers to:

- Leverage treatment outcome data
- Communicate value
- Compare outcomes with other organizations
- Advance data-informed practices



Learn more, become a data site, or donate now.

THANK YOU
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NATIONAL2025

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- Gateway Foundation
- Gateway Rehab
- Hansei Solutions
- The Harris Center for Mental Health and IDD
- Heather R Hayes & Associates, Inc.
- Jaywalker Lodge
- La Hacienda Treatment Center
- Maryland Addiction Recovery Center
- National Council for Mental Wellbeing
- Northbound Treatment Services
- Oceanfront Recovery
- Onsite
- Pavillon
- Recovery Movie Meetups
- Recovery Ways
- Ritten
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- Sycamore Behavioral Health
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- Tully Hill Treatment & Recovery



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Pavillon is a non-profit residential treatment center located in the foothills of the Blue Ridge mountains in NC. We provide addiction treatment for adults over the age of 18. The 160-acre campus provides the serenity so needed for the intensive therapy and education of individuals suffering from alcoholism and other drug addictions.

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“Investing in upskilling your staff means investing in the lives of countless individuals and families struggling with addiction and substance use disorders. Capella’s behavioral health programs equip them with the knowledge and skills they need to empower others toward lasting recovery.”

– *Joshua L. Stanley, EdD, NCC, ACS*
Dean, School of Social & Behavioral Sciences

Behavioral health programs

- BS in Psychology
- MS in Clinical Psychology
- Bachelor of Social Work
- Master of Social Work
- MS in Clinical Mental Health Counseling
- PhD in Counselor Education & Supervision
- MS in Marriage & Family



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RECEPTION

Empowering Your Organization Through NAATP Membership Offerings

Monday, May 19 | 4:45pm
Willow Foyer

Connect. Learn. Grow.

Mix and mingle with NAATP board and committee members over tasty hors d'oeuvres and mocktails.

Stick around for raffles — you could win a free membership, conference registration, or other fun giveaways!



Zina Rodriguez
Director of Membership and Marketing

Crystal Lybarger
Member Specialist



OUR MISSION

Provide leadership, advocacy, training, and member support services to ensure the equitable availability and highest quality of addiction treatment.



OUR VISION

Recovery for all.

LEARN ABOUT NAATP MEMBERSHIP

naatp.org/membership



47th Annual
Addiction
Leadership
Conference

2026

NATIONAL
CONFERENCE

SAVE THE DATE

May 4 – 6, 2026 Amelia Island
Omni Hotel & Resort
Amelia Island, Florida