

NAATP 38th Annual National Leadership Conference

May 15-17, 2016

THE ADDICTION INDUSTRY AT A CROSSROADS TREATMENT SYSTEM EVOLUTION AND SYNTHESIS

Marriott Harbor Beach Resort + Spa // Fort Lauderdale, Florida

*Don't miss the 38th annual meeting of the nation's
top addiction treatment providers and thought leaders*



Over 100 Addiction Provider + Vendor Exhibit Booths



Focus on Program Integration + Ethics



Presentation of the Annual Addiction Leadership + Volunteer Awards



Reveal of the New NAATP Brand + Action Plan



Special Leadership Roundtable Sessions

- ETHICS & PROFESSIONALISM
- MARKETING
- PROGRAM INTEGRATION
- INSURANCE & PARITY
- MERGERS AND ACQUISITIONS



Opening Night Vendor + Provider Networking Dinner



CONTINUING EDUCATION CREDIT PROVIDED
NAADAC #435 NBCC/ACEP #5609

Programs that do not qualify for credit will be clearly identified in conference program. NAATP is solely responsible for all aspects of the programs.

NAATP National Conference 2016

It is time to come together again!

Please join NAATP and our nation's addiction service thought leaders for the 38th annual installment of the NAATP National Addiction Industry Leadership Conference. NAATP is a professional society and a community of executives and industry leaders who come together and work together to improve the quality of addiction care in our country. Such collaboration helps us all as we learn and share best practices.

The NAATP conference is unique among education providers in our field. We blend clinical, systemic, and managerial education in a powerful networking event. 2016 will be a particularly special conference year as we unveil the new NAATP brand and strategic plan.

And we will relax and have a little fun too. You will not regret spending a few days at the Marriott Harbor Beach Resort and Spa in Fort Lauderdale. Please come early and play in the golf tourney to raise funds for addiction policy advocacy. While at the conference, take advantage of the resort's beautiful private beach, activity staff, and fitness, yoga, and meditation programs.

Stay through the completion of the conference when we will gather into planning groups for important next steps roundtable discussions on the most pressing issues you face in your work.

See you in Florida!

Marvin Ventrell, Executive Director
Katie Strand, Director of Operations
Mark Dunn, Policy Representative
Jessica Swan, Outcomes Manager
Carl Kester, NAATP Board Chair
Cathy Palm, 2016 Conference Chair
Mike Early, 2016 Golf Chair



Book your Lodging Now!

Marriott Harbor Beach Resort + Spa, Fort Lauderdale

Book lodging online at www.naatp.org/events/annual-conference or call 800.222.6543. Refer to NAATP Annual Conference. Special NAATP rates start at \$199. Lodging discount cutoff date is [April 25, 2016](#).



Day 1 // Sunday, May 15th

ANNUAL NAATP GOLF TOURNAMENT TO SUPPORT ADDICTION POLICY ADVOCACY

THE CLUB AT
EMERALD HILLS



- This fun tourney fills up *every year*.
- \$10,000 Hole in One and *luxury* Sports Car Hole in One Prizes.
- *Team prizes* for 1st, 2nd, and 3rd place, Longest Drive, Closest to the Pin.
- Get your *team* together or just sign up as a *single*. Sign up for golf on the registration page.

7:30 *am* *Breakfast*

9:00 *am* *Shotgun Scramble Tee Time*

1:00 *pm* *Lunch + Awards*

Early Bird Golf Sponsors: Capstone, Casa Palmera, La Hacienda, + Tully Hill.



Visit www.naatp.org/events/annual-conference
for golf sponsorship opportunities

2:00 *pm* *Conference Registration Opens*

4:00 *pm* *Exhibit Hall Opens*

5:00 *pm* *Opening Night at NAATP 2016!*

■ *Opening reception*

Sponsored by the following member treatment organizations of the NAATP Board of Directors:

Bradford Health Services

Caron Treatment Centers

Casa Palmera

Chestnut Health Systems

Cirque Lodge

Foundations Recovery Network

Gosnold on Cape Cod

Hazelden Betty Ford Foundation

Hired Power

Jackson Recovery Centers

Jaywalker Lodge

La Hacienda Treatment Center

Lakeside Milam Recovery Centers

New Directions for Women

Pavillon

Pine Grove Behavioral Health + Addiction

Services

Rosecrance Health Network

Seabrook House

Sundown M Ranch

Treatment Alternatives for Safe
Communities

Tully Hill

Valley Hope Foundation

■ *Revealing of the New NAATP Brand, Action Plan, and Membership Structure*

Marvin Ventrell, NAATP Executive Director

■ *Networking Dinner*

For all Attendees, Providers, Sponsors, + Exhibitors

Day 2 // Monday, May 16th

7:00 ^{am} *Open Twelve Step Meeting*

7:30 ^{am} *Exhibit Hall Opens*

8:30 ^{am} *Welcome to NAATP + The 38th Annual National Leadership Conference*
Carl Kester, NAATP Board Chair {Lakeside Milam} // Cathy Palm, 2016 Conference Chair {Tully Hill}

8:45 ^{am} *Opening Comments*

The Addiction Industry at a Crossroads: Treatment System Evolution + Synthesis
Marvin Ventrell, NAATP Executive Director

9:00 ^{am} *The Neuroscience of Spirituality: How + Why Spirituality is a Component of Best Practice Addiction Care*

Members of Spiritual Care Addiction Treatment Professionals (SCATP)

Jack Abel, M.Div., MBA {Caron Treatment Centers}, Wolf Yoxall, CSC {Pavillon}, Bill Starr, D.Min., MAC, CDP {Sundown M Ranch}, Eyglo Bjarnadottir, M.Div. {Hazelden Betty Ford Foundation}, Meridith Graham, M.Div., MSW, LSW {Rosecrance Health Network}, Leta Herrington, D.Min., LPC {CeDAR}, Dan Thompson, MA {Harbor Hall}

10:30 ^{am} *Break*

Sponsored by: Gosnold on Cape Cod



11:00 ^{am} *Addiction Treatment Parity in 2016: Implementation + Enforcement*
Moderator: Ed Diehl {Seabrook House}

Panelists Representing:

National Parity Implementation Coalition, National Association of Addiction Treatment Providers, La Hacienda Treatment Center, Drug + Alcohol Service Providers Association of Pennsylvania, NY State Office of the Attorney General - Social Justice Division - Health Care Bureau

12:30 ^{pm} *Lunch with our Exhibitors*

Sponsored by: THIS SESSION STILL AVAILABLE

1:30 ^{pm} *Workshop Session I*

A. *Becoming an Accredited Treatment Provider: CARF*

Michael Johnson, MA, CAP {CARF}

B. *It Ain't Over till it's ... (it's Never Over): The Continuum of Care in the Home Community*

Philip Rutherford, LADC(i) {Recovery is Happening}

Lori Obernauer, Ph.D. {LO Group and Treatment Professionals in Alumni Service (TPAS)}

C. *The Next Frontier: The Caron Family Recovery Program*

Erin Goodhart, MA, LPC, Cheryl Knepper, MA, LPC, Ann-Marie Loose, MSW, LSW, Pam Roberts, Bill Roberts

3:00 ^{pm} *Break*

Sponsored by: THIS SESSION STILL AVAILABLE

3:30 ^{pm} *Workshop Session II*

A. *Becoming an Accredited Treatment Provider: The Joint Commission*

Megan Marx, MPA {Joint Commission}

B. *Organization Branding + Online Presence: How to Establish your Unique Value*

Kelly Farrell {dR Creative} // Heidi Trow, MPA {Webconsults, LLC}

C. *DBT + the 12 Steps: Implementing + Running an Integrated Program*

Bari Platter, MS, RN {CeDAR} // Osvaldo Cabral, MA, LPC, CACIII {Raleigh House}

6:30 ^{pm} *Annual Dr. Jasper Chen See Award Banquet*

Honoring Legendary Singer Songwriter John Hiatt

Sponsored by:

Caron Foundation + NSM Insurance Group



Day 3 // Tuesday, May 17th

7:00 ^{am} *Open Twelve Step Meeting*

7:30 ^{am} *Exhibit Hall Opens*

8:30 ^{am} *Treatment System Evolution + Synthesis: Program Integration in 2016*

Moderator: Carl Kester {Lakeside Milam}

Panelists representing American Society of Addiction Medicine (ASAM), Substance Abuse and Mental Health Service Administration (SAMHSA), Office of National Drug Control Policy (ONDCP), Gosnold on Cape Cod, Institute for Addiction Studies, Hazelden Betty Ford Foundation, and Rosecrance

10:00 ^{am} *Break*

Sponsored by: Pine Grove Behavior Health



10:30 ^{am} *Ethics + Professionalism in the Addiction Service Industry: Where are We + Where are We Going?*

The NAATP Code of Ethics + New NAATP Complaint Policy + Procedure

Moderator: Marvin Ventrell

NAATP Ethics Committee: Art VanDivier {La Hacienda}, Robert Ferguson {Jaywalker Lodge}, Richard Pine {Livengrin}

Ethics + Professionalism in Practice: NAATP Members Walking the Talk

Moderator: Robert Ferguson {Jaywalker Lodge}

Gina Thorne, MS {Lakeview Health} // Ben Cort {CeDAR}

12:00 ^{pm} *NAATP Annual Awards Lunch*

Sponsored by: Tully Hill



1:00 ^{pm} *Workshop Session III*

A. The NAATP National Outcomes Study

Moderator: Rob Waggener, MSSW {Foundations Recovery Network}

Jessica Swan, CACIII, NCAC II {Addiction Recovery Consulting}, Audrey Klein, Ph.D. {Hazelden Betty Ford}, Norman Hoffman, Ph.D. {Evince Clinical Assessments}, Anna Peters, Ph.D. {Harmony Foundation}, Mark Loes, MBA, CDP {Sundown M Ranch}, Holen Hirsh, Ph.D. {Omni}

B. The Art of Building and Maintaining a Healthy and Productive Treatment Staff Culture

Paul Alexander {Northbound Treatment Services}, Ilana Zivkovich, LCSW, LCDC, CDWF, {Northbound Treatment Services}

C. Addiction Service Policy Advocacy: Change Comes from Washington and Your Backyard

Mark Dunn {NAATP Washington}, DC Policy Representative // Sherri Layton, MBA {La Hacienda}, Hunt, Texas

2:30 ^{pm} *Break*

Sponsored by: THIS SESSION STILL AVAILABLE

3:00 ^{pm} *NAATP Leadership Roundtable Sessions*

Planning Next Steps with Our Thought Leadership

■ *Roundtable 1 // Evolving Our Insurance and Parity Teams*

Facilitator: Paul Hackman {Pavillon}

■ *Roundtable 2 // The Field's Response to the Mergers & Acquisitions Movement*

Facilitator: Robert Ferguson {Jaywalker Lodge}

■ *Roundtable 3 // What Should Treatment Integration Look Like in our Centers*

Facilitator: Stephen Smith {Rosecrance}

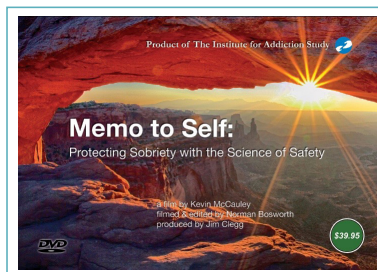
■ *Roundtable 4 // Marketing Treatment: Running a Successful and Ethical Practice*

Facilitator: Daniel Gemp {Dreamscape Marketing}

5:00 ^{pm} *Adjourn**



**A block of sleeping rooms is reserved for Tuesday night stay over at the reduced group rate.*



*The new film, *Memo to Self: Protecting Sobriety with the Science of Safety* will be shown Tuesday evening. The producer, Kevin McCauley, MD, from the Institute for Addiction Studies will be present to introduce the film and answer questions.

Thank You Early Bird Conference Sponsors



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Sponsorship Menu Opportunities at
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Become a NAATP Conference Exhibitor
Exhibit Hall Booth Selection at
www.naatp.org/events/annual-conference

Conference Registration

*REGISTER TO
ATTEND THE
CONFERENCE....*



Best Way!

REGISTER + PAY ONLINE:

www.naatp.org/events/annual-conference



REGISTER + PAY BY PHONE:

888.574.1008



Register For the Conference + Golf Tournament + Networking Dinner



Make Your Lodging Reservations



Visit the Hotel Website



Exhibitor + Sponsorship Information Packet



Sponsor Registration



Exhibitor Registration

ALL AT

Visit: www.naatp.org/events/annual-conference

Registration Costs

CONFERENCE includes sessions, materials, breaks, exhibit lunch, awards lunch + award dinner	GOLF includes green fees, breakfast + lunch	NETWORKING DINNER per person/ tables of 10 may be purchased
\$399 {NAATP members}	\$250	\$100
\$499 {non members}		



2016

**National Association of Addiction Treatment Providers
38th National Annual Leadership Conference:
An Industry at a Crossroads**

Fort Lauderdale Marriott Harbor Beach Resort & Spa
3030 Holiday Drive | Ft. Lauderdale, Florida | 954.525.4000

Sunday, May 15th – Tuesday, May 17th, 2016

**For registration and event details please visit:
www.naatp.org/events/annual-conference/**