

EAP ASSOCIATION

# EXCHANGE

JULY 1990



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## *Southern Hospitality*

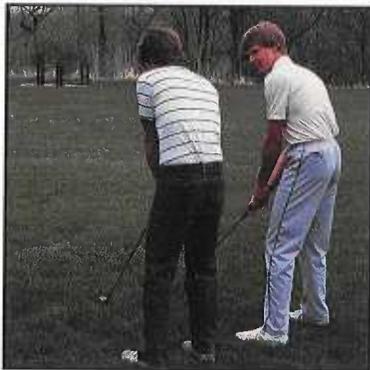
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## EDITOR'S COMMENT

**WHAT IS AN ORGANIZATION'S** formula for excellence? Usually, it is linked to evaluating what it does and looking for ways to build on past successes. This is EAPA's ambition as it plans professional-development activities for our 19th National Conference, scheduled for October 21-24 in New Orleans, Louisiana at the Hyatt Regency.

The EAP field is still cutting its teeth in terms of professional development, but the PDH process is already integral to how our National Conferences are tailored. PDHs were offered for attendance at workshops in Baltimore last year for the first time. A number of workshops were standing-room-only, and the enthusiastic reception by CEAPs exceeded even the most optimistic expectations. This year, the conference Program Committee, chaired by Mardee Beckman, has assembled an impressive compilation of workshops that builds on 1989's maiden voyage into professional development. Professional development, it bears mentioning, is a major thrust of EAPA's pursuit of excellence.

Pages 21-28 provide promotional coverage of our 19th National Conference and include the schedule of workshops. Of special note, conference manager Judith Evans asks that EAPA members be mindful of the hotel room-

# The National Conference and Managed Care

reservation deadlines in New Orleans. A notice appears on page 28. Be sure to mark your calendars early for EAPA's 19th National Conference. EAPA's Board of Directors and staff look forward to seeing you in New Orleans!

**OUR SECOND THEME** in this issue is "Managed Health Care, Revisited." The *Ex-*

*change*, under its previous title of *THE ALMACAN*, published an extensive series of articles about this at-the-time new phenomenon in its May 1988 issue. There was confusion then among many EAP practitioners about managed care's philosophies, goals and practices. Now, two years and two months later, the EAP's role has become clearer and many programs are operating more from a position of strength than defensiveness. Seven pages of coverage provide the details.

*Rudy M. Yandruck*

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July 1989 - June 1990

This is the latest listing of articles appearing in the previous 12 monthly issues of the Exchange. The indices, arranged by author and subject, are published each July.

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How an External EAP Can Prepare and Use an Operating Budget

by Cliff Goldberg, BBA, M.Ed., CEAP

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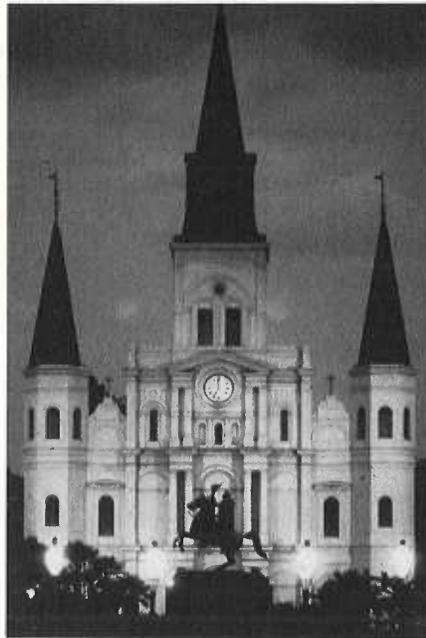
*Preparing EAP Professionals for the Future: Time Well Spent*

*The Majesty of the Crescent City*

*"Basics to Beyond": What does it mean?*

*The Workshop Program*

*Getting Around*



Gracing this month's cover is New Orleans' St. Louis Cathedral, located in the French Quarter's Jackson Square. In the Cathedral's front courtyard is a statue of Andrew Jackson mounted on his steed.

Also of interest:

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## FROM THE EXECUTIVE DIRECTOR

*Thomas J. Delaney*

It has been a year since ALMACA passed into history and EAPA was born. From the perspective of the National Office, the change has been much more than just a formality. It has enabled the association to continue to progress and grow. During the year, EAPA has broken the 6,000-member barrier, implemented the recertification system, developed new program standards and a monograph on managed behavioral health care, increased our public-policy and education & training efforts by establishing networks of members who share those special interests, and a wide variety of other accomplishments.

One major project started during the past year was the development of a chapter officers manual. In 1987, an abbreviated version of the manual was published. At the chapter presidents meeting during the 1989 National Conference in Baltimore, staff was asked to prepare a complete manual. The chapter presidents explained that the number of activities being undertaken by EAPA is increasing. In fact, they said the activities are becoming too numerous for them to carry out without more specific direction from the professionals in the National Office with experience in association management. So, right after the National Conference, Associate Director Judith Evans and I involved national staff with the drafting of various parts of the manual. Since we had hired Bob Challenger to develop our education & training capability, we decided to tap into his skills to shape the manual into a viable training document.

In order for the chapter officers manual to be relevant to the needs and experiences of the chapter officers, we wanted to maximize input from the current chapter officers. Therefore, the chapter officers were asked to meet with staff at the regional conference to review the draft. Since not all chapter presidents could attend their regional conference, and the Central and Canadian regions did not hold conferences

### **"The program for the 1990 National Conference has been carefully designed to allow the opportunity to earn more PDHs..."**

this year, the draft was mailed to each chapter president with a request for review and comment.

I have three comments about the timetable in which the manual is being developed. First, this issue of the *Exchange* provides a description of events planned for October's National Conference in New Orleans, at which time the manual will be available for the training of newly elected chapter officers. Second, an added feature that was not included in the 1987 version will be guidelines for the regional conferences. These have been reviewed by the regional representatives and will be circulated to chapter presidents in June and July. Third, this is the time of year that you, the membership, will be approaching people to be chapter officers for terms which will begin this fall. I want potential candidates to know that the manual will be available to help them.

I had the opportunity to attend all three regional conferences this year. They each reflected local issues. For many years, ALMACA/EAPA policy has been to plan regional conferences to focus on local and regional issues, while the National Conference planners focus on national issues. At the same time, the administrative and business tasks of running the regional conferences are the same as for the National Conference, except that the latter is run on a larger scale. So, the office staff has to take on the same administrative and business responsibilities for the National Conference, but is available to lend technical expertise for the regional programs.

I mentioned that one of the accomplishments of EAPA during the past year has been the implementation of the CEAP recertification process. While PDHs are available from many sources, the chapter meetings and the national and regional conferences are probably the major source. The program for the 1990 National Conference in New Orleans has been carefully designed to allow the opportunity to earn more PDHs than was possible in Baltimore last year. In my conversations with members during the past few months, it has been repeatedly reported to me that since the PDH system has been instated, monthly educational presentations at chapter meetings have been more focused on EAP issues. This was one of the goals of the

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