

EAP ASSOCIATION
EXCHANGE

JANUARY 1992

VOL. 22 NO.

*Amid the titans of industry,
small business becomes
big business for EAPs*

Featuring

Consortium model
programming at
CADA

Bureau of Labor
Statistics benefits
data

The Small Business
Administration as a
helping resource

EAPA chapter
and government
initiatives in
New York

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EDITOR'S COMMENT

Small Titans

SOMEWHERE in the halls of fine art hangs an illustration portraying a subaqueous food chain. It shows a fish being devoured by a larger fish, which is being devoured by a larger fish, which is being devoured by the largest fish. The largest fish, upon closer inspection, is actually a pack of small fish. It makes a powerful visual message that small organisms, of little consequence individually, can be great forces to be reckoned with *en masse*.

Small businesses are the same way. For more than 20 years running, EAPs have been successful at marketing and providing services to larger and, to a lesser degree, mid-size employers. But what about the other 90% of businesses? Harnessing this economically powerful but more elusive clientele requires more creativity, innovation and energy, as many of the more traditional strategies are inappropriate, or inefficient due to the lack of large, centralized worker populations.

Our feature coverage is packed with information and ideas. The first article is about an EAP consortium that developed by the Corporation Against Drug Abuse in Washington, D.C. The Bureau of Labor Statistics gives a statistical overview of the prevalence of mental health and substance abuse benefits among small employers. The Small Business Administration then describes its efforts to provide anti-substance abuse programming for small employers and stresses its availability to EAPs as a helping resource. Finally, a recent small business conference by the EAPA New York City Chap-

ter is reported on, as are promotional activities of New York's Division of Alcoholism & Alcohol Abuse.

EAPA MEMBERS are given an introduction to the association's new Executive Director, Michael Benjamin, on page 5. Benjamin, who interviewed with the Board of Directors during the National Conference in St. Louis, joins EAPA from the National Association of Counties. In next month's issue, the *Exchange* will provide more up-close-and-personal coverage of the person who now fills the big shoes at EAPA headquarters.

THE BUSINESS PAGE continues the *Exchange's* coverage of managed behavioral health care with an article by Charla Parker on making spreadsheet calculations for staffing and funding an expanded program. Discussions will continue in February, with feature coverage on managed behavioral health care.

Threats and opportunities abound for EAPs in 1992. You can continue to count on the *Exchange* to bring you concise, accurate and innovative reporting on current developments in the EAP field, as well as the latest EAPA-related news. It's just one of many benefits of membership in EAPA, and we're glad you're along for the ride!

Rudy M. Yandrick

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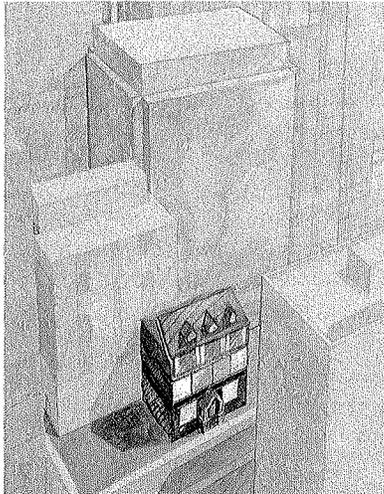
Thomas J. Delaney, Jr.
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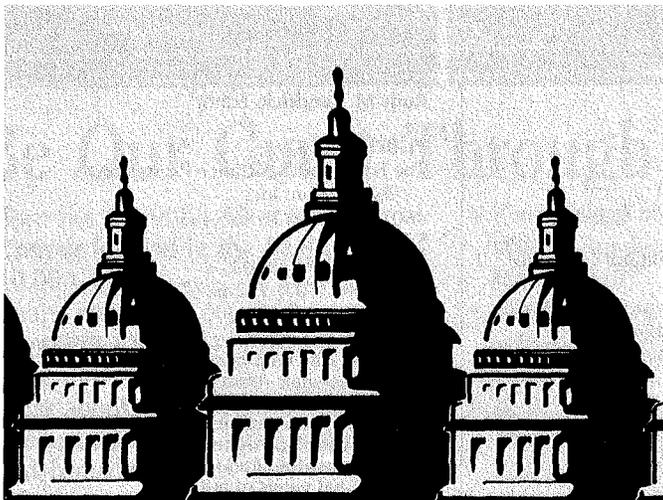
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