

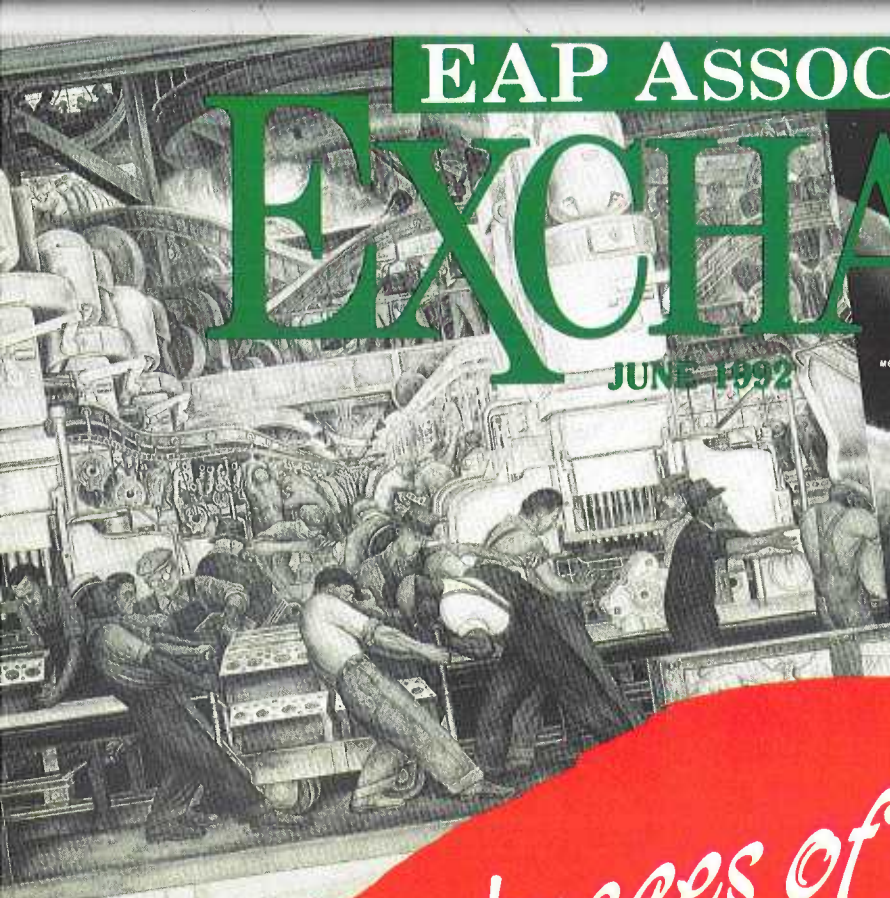
EAP ASSOCIATION

EXCHANGE

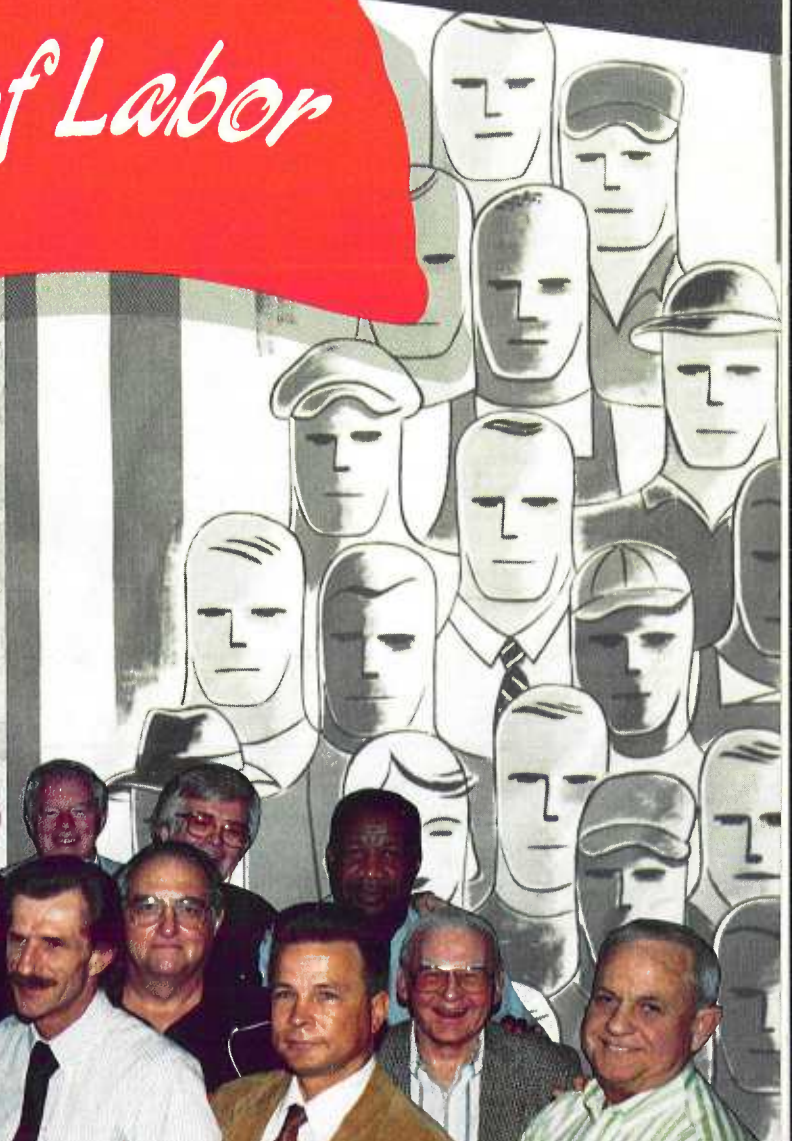
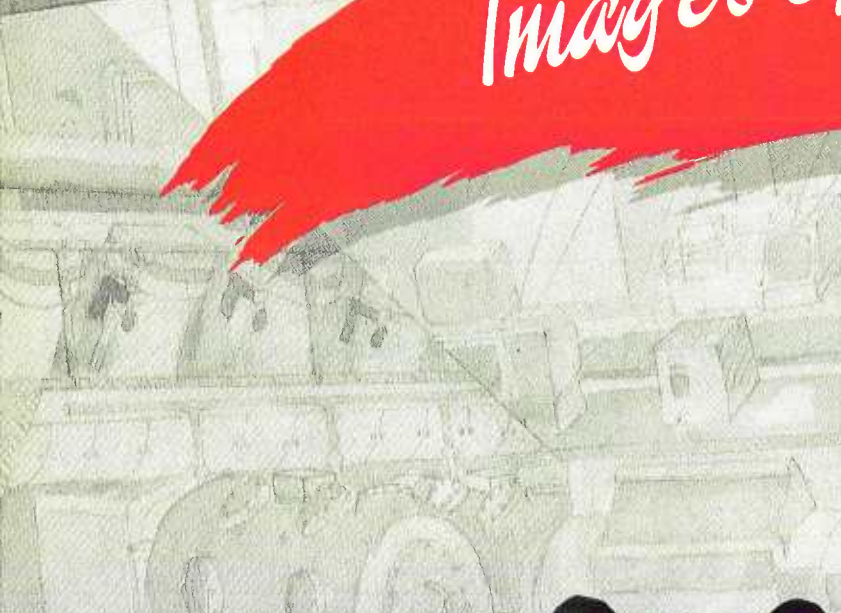
JUNE 1992



VOL. 22 NO. 6



Images of Labor



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EDITOR'S COMMENT

IN THE WORLD OF WORK,
which is the greater truth?

(1) That much like equipment, workers are capital investments which serve to help work organizations turn profits.

(2) That like other societal institutions, the workplace serves to improve the lot of people—in their role as workers contributing to society—and their families.

In practice, workplaces and workers serve each other, and the EAP professional helps both labor and management achieve their contrasting objectives. But this issue of the *Exchange* is devoted to the second truth, which implicitly recognizes that healthy and satisfied workers are the pinion that drive most work organizations.

For each of the last three years, EAPA has run an issue whose cover story is exclusively about labor, what its values are and how it's changing. In this issue, the *Exchange* highlights some of the "macro" issues that are predominant in organized labor—such as occupational health and safety, and improved health care for all people—and relates them to the "micro" issues of labor-management EAPs and member assistance programs—such as improving supervisor/steward training and implementing more programs that serve small businesses.

You are also introduced to members of EAPA's Labor

Labor's Macro and Micro Issues

Committee, who have been hand-picked by current chair Jack McCabe. The 17 committee members are EAPA members' turnkeys on labor-related matters affecting EAPs.

OTHER COVERAGE includes two contemporary think pieces on work/family concerns and another on managed care as it addresses (or doesn't address) the needs of older Americans.

You also get the latest scoop on EAPA's forthcoming elections, a new membership drive, the Annual Conference, new changes at headquarters, the Standards Project, a position statement on managed behavioral health care, and district conference recap.

We do our level best to keep you on the cusp of EAP practicing and stocked with the latest EAPA news. Next month, you will receive a heavy dose of information about EAPA's 21st Annual Conference and synopses of process and cost-benefit studies produced by EAPs. Stay with us!

Rudy M. Yandrick

Want to know who all those faces are on the cover? Turn to page 4 for answers.

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TABLE OF CONTENTS

page 14



LABOR ISSUES

14

EPA's Labor Committee Assembles, Sets Goals

Meet the 17 members of EPA's Labor Committee, brought together by committee chair Jack McCabe

16

Macro and Micro Images of Labor

by Rudy M. Yandrick, editor

page 10



OF SPECIAL INTEREST

10 EPA's Board of Directors Approves a Strategic Plan

12 EPA's Standards Project: *Professional Guidelines* is the Latest Release

by Tamara Cagney

21 How "Family-Friendly" is Your Company?

by Kathleen O. Beauchesne

23 **Managed Care for Aging Americans**
The proportion of retired to working Americans is increasing. Company-sponsored managed care programs are increasing. Can the latter adequately serve the former?

by Molly K. Miceli

34 **The Business Page**
Work/Family Programming at Johnson & Johnson: Hard Facts About a "Soft" issue
by Michael J. Carey

page 26



DEPARTMENTS

3 Editor's Comment

5 From the C.O.O.

6 Special Memorandums

26 Regions and Chapters

28 Public Policy

31 EAP InfoTracks

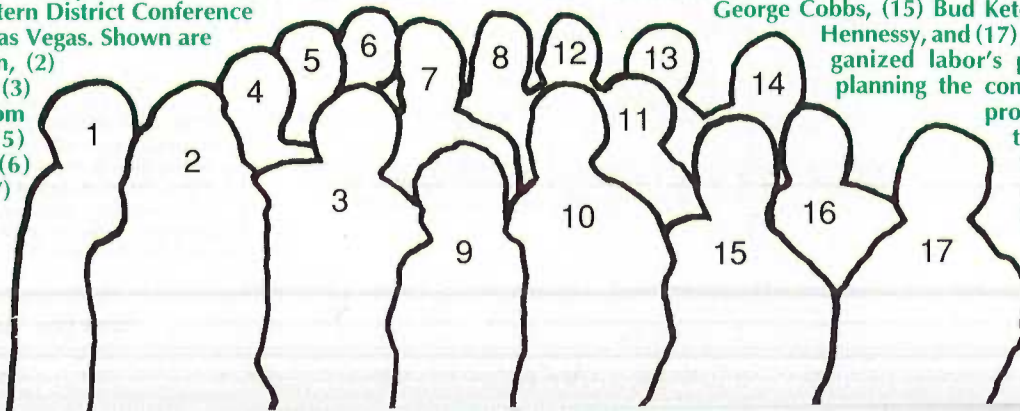
33 Conferences and Workshops

33 Index of Advertisers

Pictured on this month's cover is a complement of the sizable group of people who represented labor, or were friends of labor, at the Western District Conference recently held in Las Vegas. Shown are

(1) Gary Atkinson, (2) Jackie Cummings, (3) Jim Copp, (4) Thom Murgitroyde, (5) Jack McCabe, (6) Doug Maguire, (7) Jim Kruse, (8)

Robert Walters, (9) Bebe Hoffman, (10) Dick Borsheim, (11) Jim Leach, (12) Jack Donnellan, (13) G.M. "Red" Roe, (14) George Cobbs, (15) Bud Ketchum, (16) Jack Hennessy, and (17) Joe Murray. Organized labor's participation in planning the conference, and in producing a large turnout, helped make the show a consensus crowd pleaser.



FROM THE C.O.O.

Service, Service and More Service!

by Michael L. Benjamin, EAPA Chief Operating Officer

Last month at the Spring Board meeting, the various committees of EAPA made their reports. Reporting for the membership Committee, Bill Schleicher, chairperson, cited a 1991 survey conducted by the American Society of Association Executives in which they found the following national trends: New memberships in associations are flat; renewals in associations are down; and associations in general are currently in a recessionary spiral. In contrast, Schleicher stated that "EAPA reflects none of these national association trends." In fact by mid-May, President Dan Lanier, in his report to the Board, indicated that EAPA reached the 7,000 member mark, an increase of almost 400 members since October 1990 and an increase of 11 chapters (currently at 87) in the same period; 150 new members are joining monthly; and our membership renewal rate during the first quarter of 1992 is at the 75% mark. After reporting these data, Schleicher and Lanier proclaimed "EAPA is growing, EAPA is healthy."

In my initial interview with the *Exchange* in February, I was asked to comment on the role of a professional association in serving its constituency. In that interview, I stated that one of the most important responsibilities of any professional association is "service to the membership." It follows that understanding the needs of our membership and being responsive to those needs is essential. Success, then, in maintaining an upward membership growth and retention slope (and reaching President Dan Lanier's goal of 10,000 members by 1995) is predicated on obtaining a continuous stream of information from members about needs, wants, experience and expectations.

As part of my orientation and education at EAPA, a brief questionnaire was sent to the Board of Directors and chapter presidents requesting their help in identifying the needs of the EAPA membership. Three major questions were asked: What's working well within EAPA? What needs improvement? and, What do you see as crisis/opportunities? Here is a summary of the feedback.

Working well (and still needs improvement): Education sessions at the conference; EACC; Information services; Staff willingness to help; Desire to serve membership.

Needs Improvement: Availability of classes for examination (CEAP); Telephone communication system (800 number so members are not paying for multiple calls); Chapter budgeting; Feedback to chapters on new membership & dues; President's meeting/officer training; Closed committee meetings; Communication among committees; Composition of EAPA Board; National office responsibilities to local needs; Cost plus inability to reproduce fact sheet packet; Relationship with labor; Standards for National office response to calls and requests.

Crisis/Opportunities. Billing and tracking system; Delivery of membership packets; Potential rift between union/internal EAPs and external EAPs; Threat of managed care; Broadbrush vs traditional alcohol and substance abuse; Two-tier CEAP.

My initial response to your concerns is focused in the membership area. We have redesigned the membership application to include a three-part chapter application form which will allow our Membership Department to send weekly notices to chapters of new members that have joined that week. This process begins with new member applications received this month. Materials that will be sent on request without payment include the EAPA application, "Cutting Edge" brochure, Drug-Free Workplace pamphlet and the CEAP brochure.

With respect to membership cards and chapter reimbursements, EAPA headquarters will be mailing cards and reimbursement checks to chapters within three weeks after the close of the month. For example, chapter reimbursement checks for April applications were mailed May 22nd. After four months as C.O.O., and after participating in 10 chapter and district meetings, I recognize that many chapters depend on our reports and mailings to meet your programmatic and financial needs.

By improving our internal operations and organization, my goal is to keep our existing "customers" and attract newcomers. With regard to keeping our existing customers, the *Exchange* is running testimonials every month from EAPA members who explain how their membership has been valuable to them. The first testimonial, from a familiar friend is on page 19!

In ending his presentation before the Board, Bill Schleicher stated that "membership is everyone's job. It takes a team to build a dream!" Each improvement in services to the membership will lead us in the direction of President Lanier's goal of 10,000 members by 1995. Join us and enlist in Team 95! 🍀

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