

EAP ASSOCIATION

# EXCHANGE

AUGUST 1992

VOL. 22 NO. 8

**ELECTION**

**'92**

*Chezema*

The Making of **New Linkages**  
to EPA's Infrastructure



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## EDITOR'S COMMENT

**DURING THIS ELECTION SEASON**, United States residents are once again the recipients of sensory bombardment from virtually all media on the Presidential elections. So the *Exchange* has carefully crafted an EAPA election campaign guide—a stapled, removable insert found in the middle of this issue—that takes a sensible, user-friendly approach to introducing to you candidates for EAPA's elected leadership positions. We ask that EAPA's individual, voting members take the opportunity to become acquainted with each candidate, his/her campaign platform, professional background, and past and present EAPA involvement.

There are three contested races for the four Executive Committee leadership posts. (George Cobbs is the lone candidate for Vice President.) Nine of the 10 regional rep positions has a candidate who is running unopposed. However, all 18 candidates in the guide, whether running opposed or unopposed, have made a campaign statement about his/her ambitions for the 1992-94 term.

So while millions of other people are becoming dyspeptic over the helter skelter media blitz of political elections, the *Exchange's* antidote is a formatted, self-contained, "equal-time" guide to the candidates.

**HERE ARE SEVEN OTHER PIECES** of editorial coverage you'll not want to overlook in this issue. First, Canadian member George Grant shares the benefit of his years of

# Premier Election Coverage

experience in implementing peer assistance programs. Second, T.J. Elliott shares the results of a survey of EAPA members on their preferences with regard to education & training. (Read it closely and you'll appreciate what a

yeoman's job T.J. did!) Third, the first of three articles on ethnic & cultural issues summarizes the proceedings of a recent meeting of the E&CC Committee, chaired by Gary Maltbia, in Kansas City. Fourth, David Shay is our guest author in continuing coverage on building an integrated EAP-managed behavioral health care program from an existing EAP. Fifth, Legislative & Public Policy Committee chair Miriam Aaron keeps the dialogue going on ERISA in the "Public Policy" section. Sixth, EAPA Georgia Chapter president Donna Duke Anderson tells you about Atlanta's dining and entertainment hot spots during your stay at the 21st Annual Conference this fall. Seventh, Jack Canavan and Red Moran tell you about the unbeatable labor program at June's Eastern District Conference in Cape Cod.

It's a lot to digest. But the *Exchange* is committed to keeping you in the information loop about EAPA and the EAP field. Call it a privilege of membership. While EAPA continues to grow, it's vital that we keep our current membership base. When your membership renewal notice comes, we hope you will respond!

*Rudy M. Yandrick*

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### PUBLISHED BY:

The Employee Assistance Professionals Association, Inc.

4601 N. Fairfax Drive

Suite 1001

Arlington, VA 22203

Telephone (703) 522-6272

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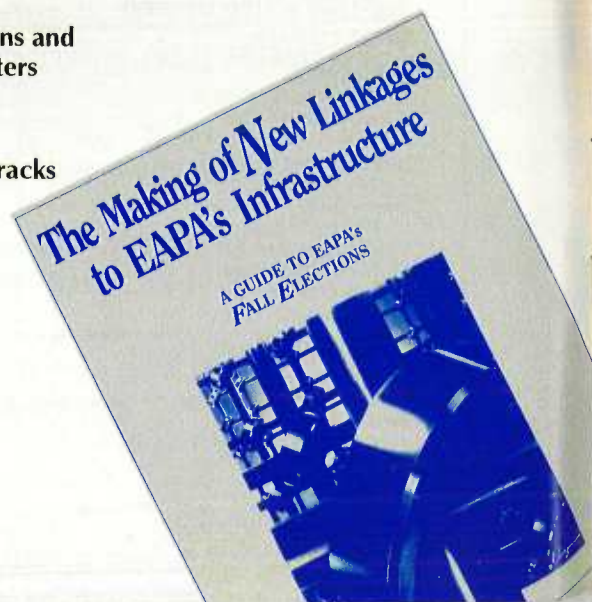
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## SPECIAL INSERT

# EAPA's Elections

This month's cover art was created by Fairfax, Virginia-based Doug Chezem





## FROM THE C.O.O.

# Elections and Leadership

by Michael L. Benjamin  
EAPA Chief Operating Officer

**W**hat a political season in the United States! Is Ross Perot really out? Will President Bush or Bill Clinton capture the Perot supporters or will those voters opt out of the political process? Whose vision will capture the support and imagination of the voters?

In reflecting on EAPA as an organization, we know that the political dynamics of electing our officers and regional representatives may not appear as tumultuous as those involving the U.S. presidency. However, the potential impact of selecting our leadership is as important to EAPA as the presidential and congressional elections are to U.S. citizens. It is the EAPA leadership that takes major responsibility for creating the compelling visions that demonstrates how the association and the membership will grow and prosper.

One example was this spring when the Board of Directors took a giant step toward creating that vision by developing the association's strategic plan (see the July 1992 *Exchange*, pp. 6-7). The Board looked at the needs of the association, taking into account the technological, demographic, environmental, governmental, social and economic changes and began to chart EAPA's strategic course, thus creating the compelling vision for future directions!

As the association's Chief Operating Officer who will be experiencing his first EAPA election, I see the election as the EAPA voting membership's biennial opportunity to select the leaders who will sustain the EAPA vision as articulated in our mission statement. This includes promoting the highest standards of EAP practice and developing EAP professionals and programs at a time when the association and the EAP field are going through considerable change in the delivery of EAP services.

Clearly, leadership is a very signifi-

cant force in maintaining a successful organization. My philosophy on organizations and management has been greatly influenced by Warren Bennis. In a 1986 interview conducted by Elise Browne for *Leadership*, a magazine published by The American Society of Association Executives, Bennis stated that leaders share four qualities. First, they have an intensity of vision, thereby attracting the attention and commitment of other people.

Second, leaders have an ability to communicate their agendas and goals in a meaningful way. The style of communication is always consistent and powerful.


A third quality is an unshakeable conviction in their goals and beliefs. This consistency develops trust and builds organizational intensity.

Lastly, according to Mr. Bennis, lead-

### Lapel pins, etc.

**M**embers of many groups show their pride by using a lapel pin, coffee mug, notepad cover, pen, etc. that displays their organization's emblem or logo. EAPA is searching for vendors who can produce promotional merchandise that would bear the association's logo. If you have such a business or know of someone who does, you are invited to contact Melvin Mooring at EAPA Headquarters for more information on submitting a proposal to produce promotional merchandise for EAPA.

ers have positive self-regard because leaders value their own self-worth. They emphasize their strengths and compensate for their weaknesses.

Within the complex environment of change that's occurring in the EAP world, come this September EAPA's voting members will cast their votes and, in November, we will have the effective leadership that is committed to ideas and ideals that correspond with what EAPA really needs and what the membership values. 



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