

EAP ASSOCIATION

EXCHANGE

OCTOBER 1994

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I N S I D E :



MEET EAPA'S NEW
CHIEF OPERATING
OFFICER

The EAP Consortium:

**Building Big Benefits
for Small Businesses**

Chadwick

EAPA Welcomes These Exhibitors to the 1994 Annual Conference in Boston:

Accurate Assessments
Austin, TX 78759
Booth 721

AdCare Hospital of Worcester, Inc.
Worcester, MA 01605
Booth 517

Alcoholics Anonymous
New York, NY 10115
Booth 203

Alternatives In Treatment
Boca Raton, FL 33487
Booth 322

American Express Company
New York, NY 10285-4850
Booth 406

Apogee, Inc.
King of Prussia, PA 19406
Booth 319

Beech Hill Hospital
Dublin, NH 03055
Booth 515

Behavioral Health Management
Magazine
Cleveland, OH 44115
Booth 305

Betty Ford Center
Rancho Mirage, CA 92270
Booth 407

Bournewood Hospital
Brookline, MA 02167
Booth 519

Brattleboro Retreat
Brattleboro, VT 05302
Booth 225

Bridgeway
Brevard, NC 28712
Booth 703

Buckley Productions
Booth 800

Bureau for Employee Education
Huntington, NY 11743
Booth 222

Charter Brookside Behavioral
Health System of N.E.
Nashua, NH 03063
Booth 202

Cornerstone
New York, New York 10010
Booth 414

Craig House Hospital
Beacon, NY 12505
Booth 209

Cry Help (tent)
N. Hollywood, CA 91601
Booth 502

DataMinder Systems
San Diego, CA 92159
Booth 812

EAP Digest
Booth 521

Eckerd Family Youth Alternatives,
Inc.
Clearwater, FL 34618
Booth 408

Employee Assistance Magazine
Waco, Texas 76702-2573
Booth 409

Father Martin's Ashley
Havre de Grace, MD 21078
Booth 711

5-Star Treatment Network
Kirkland, WA 98034
Booth 701

FLI Learning Systems, Inc.
Princeton, NJ 08543-2233
Booth 400

Freedom House
Glen Gardner, NJ 08826
Booth 719

Gosnold on Cape Cod
Falmouth, MA 02541
Booth 200

Guenster Rehabilitation Center
Bridgeport, CT 06607
Booth 412

Hazelden
Center City, MN 55012
Booth 503/501

Health Management Systems of
America
Eastpointe, MI 48021
Booth 513

Innovative
Booth 813

Jolimar Summit Recovery Center
Summit, MS 39666
Booth 707

Krames Communication
San Bruno, CA 94066
Booth 508

Logical Systems Solutions, Inc.
San Francisco, CA 94112
Booth 102

Medical Data Source
Los Angeles, CA 90045
Booth 224

MEDCO
Park Ridge, NJ 07656
Booth 208/210

Memorial Medical Center (tent)
Savannah, GA 23089

Menninger Clinic
Topeka, KS 66601-0829
Booth 410

National Association of Alcoholism
&
Drug Addiction (NAADAC)
Arlington, VA 22204-4255
Booth 412

National Association
of Social Workers
Washington, DC 20002
Booth 806

NCADI
Rockville, MD 20847-2345
Booth 205

National Institute of Mental Health
Rockville, Maryland
Booth 808

National Trauma Services
San Diego, CA 92103

OPTIONS Mental Health
Norfolk, VA 23502
Booth 507

Peninsula Village
Louisville, TN 37777
Booth 324

Pioneer Healthcare
Woburn, MA 01801
Booth 505

Plan 21, Incorporated
Houston, Texas 77027
Booth 509

Post Trauma Resources
Columbia, SC 29201
Booth 211

Prevention Research Institute
Lexington, KY 40503
Booth 317

Priority Pharmacy (tent)
San Diego, CA 92103-3015
Booth 715

Rothschild's Files
Littleton, CO 80161-3106
Booth 100

St. Paul Fire & Marine Insurance
St. Paul, MN 55418
Booth 401

Scatlin Shay Company (tent)
New York, NY 10016
Booth 504

Scott Publishing Company
Kalispell, MT 59901
Booth 223

Shepherd Hill Hospital
Newark, OH 43058-1067
Booth 705

Sierra Tucson
Tucson, AZ 85737
Booth 101

Smithers Treatment Center
New York, NY 10019
Booth 103

South Oaks
Amityville, NY 11701
Booth 418

Stuyvesant Square of
Beth Israel Medical Center
New York, NY 10128
Booth 302

Sunsource Health Products, Inc.
Kihei, Hawaii 96753
Booth 206

The Brown Schools Behavioral
Health System
Austin, TX 78765
Booth 300

The SASSI Institute
Austin, TX 78759
Booth 201

The Upjohn Company
Kalamazoo, MI 49001
Booth 402/404

Tully Hill
Tully, NY 13159
Booth 709

Valley Forge Medical Center &
Hospital, Inc.
Norristown, PA 19403
Booth 416

Valley Hope Association/
Alcohol and Drug Treatment Ser-
vices
Norton, KS 67654
Booth 511
Verita's Villa
Booth 304

Willingway
Statesboro, GA 30458
Booth 301

Wordsworth Academy
Ft. Washington, PA 19034
Booth 320

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New York, NY 10003
Booth 303

Workplace Connection
Waltham, MA 02754
Booth 316

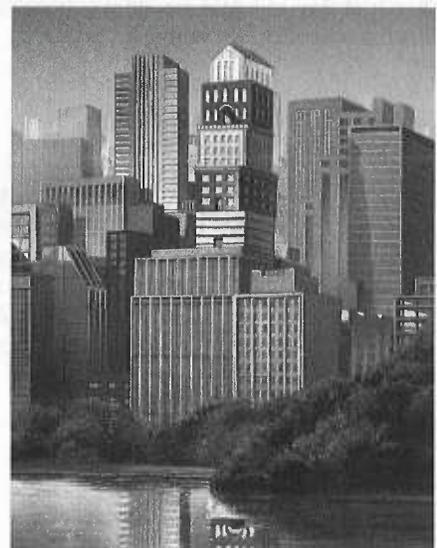
TABLE OF CONTENTS

FEATURES

- 8** **POINT: WHY SMALL BUSINESSES AREN'T RUSHING TO EMPLOYEE ASSISTANCE PROGRAMS**
by Jim Collison
- 9** **COUNTERPOINT: WHY SMALL BUSINESSES SHOULD BE SEARCHING FOR EAPs**
by Karen Hagen
- 10** **THE CONSORTIUM APPROACH: SMALL BUSINESSES SHARING THE CARING**
by Kay Springer
- 16** **HOW EA PRACTITIONERS CAN HELP SMALL BUSINESSES GET OUT OF THE COURTROOM AND BACK TO BUSINESS**
by Dick Bickerton
- 18** **EAPA PARTICIPATES IN WHITE HOUSE CONFERENCE ON SMALL BUSINESS**
by Elena Brown Carr
- 20** **RESULTS OF THE CEAP ACADEMIC ELIGIBILITY REQUIREMENT SURVEY**
by Walter Reichman
- 29** **INCREASING EAP UTILIZATION IN RURAL AREAS—THE SOFT SELL IS A SURE SELL**
by Laurie Knutzen and Vicki Gehrke

DEPARTMENTS

- 21** **WOMEN'S DEPARTMENT**
Women in the Work Force
- 22** **CONFERENCES AND WORKSHOPS**
- 23** **EAPA 23RD ANNUAL CONFERENCE**
Keynote Speaker Announced
- 24** **PUBLIC POLICY**
Healthcare Reform: Gridlock or Debate?
- 25** **INFOTRACKS**
New Publications, Proposed Legislation
- 26** **ON THE LABOR FRONT**
LIUNA's Approach to EAPs for Small Businesses
- 27** **INTERNATIONAL NEWS**
Addiction Counselling World Celebrates Five Year Anniversary
- 28** **REGIONS AND CHAPTERS**



About the cover: When small businesses pool their resources to create an EAP consortium, they can provide more comprehensive employee benefits comparable to those found in big corporations. Artwork by Kevin Chadwick.

MEET EAPA'S NEW COO— SYLVIA A. STRAUB



On September 12, 1994, Sylvia Straub, Ph.D., CAE, officially came on board as EAPA's new Chief Operating Officer (COO).

Straub was selected from 373 COO candidates from all over the U.S. and Canada. Her blend of association leadership, financial management, and marketing expertise stood out among the rest.

In accepting the appointment, Straub said, "I'm looking forward to serving with so many professionals who are assisting millions of employees in the workplace. By helping improve the lives of individuals, EAPA members are also benefitting business and society. With strong management, EAPA can grow and increase support for its many outstanding programs."

Straub was formerly executive vice president of Financial Women International, executive director for the Registry of Interpreters for the Deaf, and director of information and member marketing services for the American Speech-Language-Hearing Association. She also served as publicity manager of the National Public Radio news department and as director of communications for the Agency for Instructional Technology.

On her first day at EAPA headquarters, Straub agreed to talk with the *Exchange*:

► **What was your first priority after you were named COO?**

My first step was to take "The Elements of EAP" with Brenda Blair. It was an enriching experience, both from the standpoint of learning about the field and meeting EAP professionals. I feel that I have a much clearer picture of the challenges EAP staff face every day. While I was in California, I met with local EAPA members and I'm looking forward to getting to know more as soon as possible.

► **What are your immediate plans for meeting EAPA members?**

Personally, I want to do whatever I can to reach all EAPA members. I'm

particularly looking forward to meeting those people I'll be working with through committees. I'm told we're expecting another great crowd in Boston in November, and I plan to make the most of that opportunity. In every situation, my plan is to *listen* so that I can get a clearer picture of what EAPA members want from their association.

► **You've just come on board, but have you developed any goals yet for EAPA?**

Despite the fact that I am very new to this association, I can see many of EAPA's strengths very clearly. EAPA has exciting potential in membership, certification, public policy, publications, and conferences, and I'm eager to work with this excellent staff. EAPA has been the leader in employee assistance in the past, and I see many immediate opportunities for leadership ahead of us.

► **Your own press release mentioned that you are a Certified Association Executive, a credential earned through the American Society for Association Executives. How do you feel about certification for EAPs?**

I think certification is essential for EAPA members. As you can see, I believe in certification myself, and I support it for all EAP professionals. As the only association that offers EAP certification, EAPA is in an excellent position. The credential stands out as one of many strengths of this association.

► **Did your previous associations have large conferences?**

Oh yes, I have participated in many, many meetings and conferences, and I'm so looking forward to the EAPA conference in November. I think we've got some noteworthy topics. I under-

stand we plan to have a special presentation for Boston businesspeople, as well as an assortment of new presentations. Of course, I also plan to support staff efforts to get media attention for the conference.

► **How does the Exchange fit into your plans?**

I have quite a bit of publishing experience as well as a strong marketing background. The *Exchange* is our major means of communication with our 7,000 members, and I'm most interested in making it the most competitive publication for the EAP industry.

► **Before closing, tell our members about your personal interests. For example, what do you like to do when you're away from the office?**

For much of the past year, I've been volunteering at a shelter for homeless women in the D.C. area. It's been an extremely rewarding experience. I also belong to a local reading club, and I enjoy gardening. But when I mentioned gardening to an EAPA board member during the interview process, she told me I should consider night gardening—and after being here for just a short while, I'm beginning to understand why. ☐

EAPA EXTRACTS • EAPA EXTRACTS

EAPA members continue to increase. In July 1994, EAPA welcomed even more new members than in July 1993; 185 new members joined the association in August 1994.

Sorry! The deadline for early bird registration at the 23rd annual EAPA conference in Boston has passed. Hurry to get your conference and hotel registration in now while rooms are still available. Information about the keynote speaker is in this issue.

In case you are asked for your **EAPA member identification number**, check the mailing label for your copy of the *Exchange*, where you will find your member ID number and the date your EAPA membership expires. (Your 1994 election ballot also contains this information.)

EAPA is currently tracking a bill introduced in Congress to establish **a code of fair information practices** for health information. This proposed act—Fair Health Information Practices Act of 1994, H.R. 4077—was introduced in March 1994, and has begun to move in the legislative process. EAPA is working to ensure that the confidentiality of EAP records is covered under the proposed legislation.

EAPA recently negotiated a contract with the U.S. Army Drug and Alcohol Operations Agency (USADAOA) to provide the "Elements of EAP: A Comprehensive Overview" course on December 1-2, 1994, in Huntsville, Alabama, to 80 U.S. Army employees. The majority of these employees are expected to be eligible to take the CEAP exam on December 3. Although EAPA has already established organizational sponsorship agreements for the CEAP exam, this contract represents first-time organizational sponsorship for **both** the Elements course and the CEAP exam. Other organizations interested in pursuing such an agreement should contact Kelly Ransom, Director of Education, Training, and Information Services, at 703-522-6272.

According to spokesperson Joe Hopkins, **United Airlines** has decided to reinstate its EAP, but "it's too soon to discuss how it will be structured."

JANUARY IN THE *EXCHANGE* Read all about the revolution at EAPA's 23rd Annual Conference.

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