

EAP ASSOCIATION

EXCHANGE

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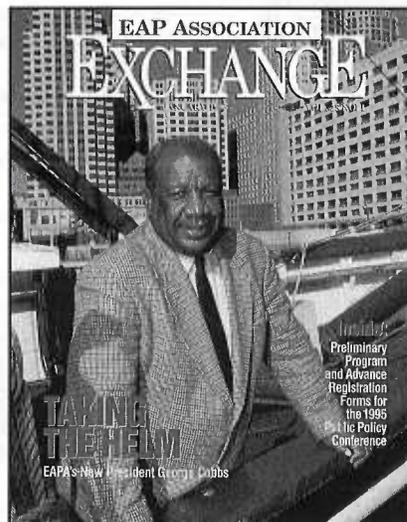
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About the cover: EAPA President George E. Cobbs, Coordinator of the International Longshoremen and Warehouse Union, visited the scene of the Boston Tea Party during the 23rd annual conference.

PRESIDENT'S MESSAGE

Three Points for the Next Two Years

Recognizing that all EAPA members could not be present at the 23rd annual conference in Boston, I'd like to use this opportunity to share my plans for this Association during the next two years.

But first, I'd like to acknowledge to all that I accept the EAPA presidency with a great deal of pleasure. I feel honored and humble that you have selected me for this position.

Many of my friends have said that I must be crazy to take on this responsibility at this time. But I have a vested interest in this organization. I have had many positive experiences in EAPA (and I can readily say that the good times have outweighed the bad).

As a labor person, I can fully appreciate the values of EAPA.

Labor people traditionally bring political expertise to the forum, and there can be no denying that labor was instrumental in the early days of the EAP movement, particularly during the '60s. Labor fought hard to have coverage for chemical dependency benefits and I am truly proud to be a president who comes from labor.

Another reason why I am willing to become EAPA president is that I can rather easily envision what a great organization we could be. In my earlier days as an EA professional, I learned how to use the EAPA resources to improve my own program. We have a wealth of information available to us, and we can continue improving ourselves while we are helping others.

So to my friends who thought I was crazy for taking this position, I must say, "Don't worry." I know what I've inherited and, best of all, I know where we're going. EAPA is an excellent organization, and I have every intention of keeping it that way. In fact, I believe we will be even stronger if each and every one of us focuses on these three points during the next two years:

EAPA members must become unified.

Ours is a still young and growing profession. Some differences are to be expected, but there's never been a better time than the present to settle those differences. In 1995 and 1996, we will see some of our best opportunities for growth as an industry. We need the

voice of EAPA to grow stronger, and we can only do that by banding together once again to focus on the issues we face as an Association.

EAPA activities must be budget-driven.

We know first-hand how lack of fiscal judgement can hamper the strength and energy of an association. No more can we assume that we will "find the money somewhere." We must limit ourselves to those activities that are budgeted. I feel we have particularly strong fiscal leadership through our new COO Sylvia Straub, and I urge everyone to take a close look at the financial report in this issue of the *Exchange* so that we can all become familiar with how we spend our association funds.

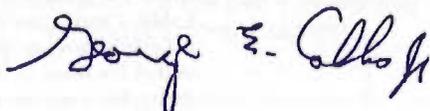
My personal goal as president will be to stay within budget without cutting into our member benefits.

EAPA must focus once again on the strategic plan.

Not long ago, our members voted to make organizational effectiveness our Association's number one priority. Now is an excellent time to review our entire strategic plan with an eye for redirecting and refocusing the priority of the remaining issues. Most important of all, we should continue to use our strategic plan. It is a powerful tool in the business world and I intend to make it one of my main instruments for shaping EAPA.

To those of you who were unable to join us in Boston for the annual conference, you missed one of the best meetings we've ever had. The host chapter did an outstanding job, we had a great turnout for the workshops and exhibits, and EAPA members contributed with leadership and constructive comments.

It's a new year and a new opportunity to work for the future. I look forward to working with all of you in the days ahead. ■



I urge everyone to take a close look at the financial report in this issue of the Exchange so that we can all become familiar with how we spend our association funds.

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