

EAP ASSOCIATION

EXCHANGE

JUNE 1995

VOL. 25 NO. 6



MARKET INDEXING



e3 the Employee Assistance P

Dr. Jodi Jacobson Frey
University of Maryland
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SEATTLE

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EAPA reserves the right to refuse or revoke at any time without prior notice exhibit space to any person or company. EAPA shall have sole right and authority to approve the tone, general content and subject matter of exhibits so that nothing which may be offensive to attendees in the opinion of EAPA shall be presented at any time. EAPA will allow exhibitors to sell in the exhibit hall ONLY.

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Brief description of exhibit materials: _____

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Make all checks payable to: **EAPA Conference**

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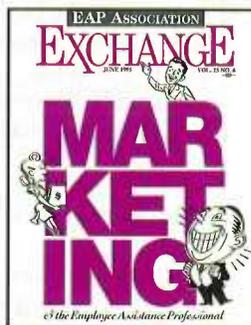
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About the cover: It's a jungle out there...unless you know how to market your EA program. Check out this month's advice from selected marketing experts.

PRESIDENT'S MESSAGE

Spirit of Cooperation and Professionalism in EAPA Board

by George E Cobbs, Jr., CEAP, EAPA President

I have many reasons to be happy as I write my column this month, and I know you will share in my enthusiasm when you hear of the progress EAPA members and staff are making on several fronts.

First, the Seattle Chapter is making great strides in preparing for the 24th Annual EAPA Conference this fall. On pages 16-17 of this issue, you'll read descriptions of the various tracks that will be available to our members.

I'm also very happy about the development of the first nationwide roster of CEAPs who plan to offer their services as substance abuse professionals (SAPs). Members and staff have been working at a breakneck pace to make this information available just as the DOT market is about to open to small businesses. The timing and level of cooperation just couldn't be better, and we all welcome the roster as another revenue opportunity for the Association.

My greatest source of pride, however, stems from the Board of Directors meeting this past April. It's becoming increasingly clear that EAPA members have selected an outstanding group of people to serve the needs of the Association through 1997. An unusual spirit of cooperation and professionalism was evident, particularly as the Board reviewed several tough issues.

For example, the *Exchange* is a valuable membership service, but it also consumes a great deal of Association revenue. As EAPA

grows and as the general public becomes more and more aware of what we do, the need for public relations and other types of communication become more and more evident. After weighing the pluses and minuses of various approaches, the Board chose to reduce the number of *Exchange* issues, while increasing the size of each issue. For fiscal year 1996 only (July 1995-June 1996), EAPA will publish six issues of the *Exchange*. Each issue will be 50 percent larger, however, so EAPA members will get basically the same amount of information but fewer times during the year. This is a cost-saving measure for one year only.

Another One-Year Decision

The Board also considered the benefits and risks of holding a Public Policy Conference during 1996, and decided to postpone having this meeting until 1997. While attendees are generally enthusiastic about the sessions and the Capitol Hill experience, the conference has been a financial liability for the Association. Only 27 percent of our chapters have participated in recent years. If each chapter sent at least one representative, we could definitely make this conference successful and cost-effective. This, too, is a decision that will be revisited in one year after EAPA regains its full financial strength. If you have any comments about either of these Board decisions, I'd welcome your letters or phone calls.

The EACC and the Liaison Subcommittee from the Board of Directors had a productive meeting on the issue of adding or not adding an academic degree requirement to the CEAP credential. There's another meeting planned in the near future to continue this productive dialogue.

On the Financial Front

Once again, the Board heard a financial report filled with good news. The third quarter financial report has been completed, and it appears that the deficit has been reduced by one-third, and possibly more, of its origi-



nal amount. Our goal of becoming deficit-free is now clearly in sight. Our success has come from developing a realistic budget and allocating funds only for those projects that have been Board-approved. I'd also like to repeat that this Board has had to make some hard, and, at times, unwelcome decisions. But these decisions had to be made if the Association wanted to enjoy financial stability again. I sincerely hope all EAPA members will appreciate and support these decisions.

In closing, I want to commend our Oklahoma City Chapter members and all those employee assistance professionals who made such courageous efforts during their moment of crisis. You can read more about that on pages 30-31 of this issue. ☐

A handwritten signature in red ink that reads "George E. Cobbs, Jr." The signature is written in a cursive style.

**Vote for
1995 Regional
Directors and
1995 Annual
Award Winners**

(see pages 18-19)

A Message from the Exchange Advisory Committee

This past April, the EAPA Board of Directors voted to reduce the number of issues of the *Exchange* to be published during FY 1996. For the next year, the magazine will be published bi-monthly; the next issue will be dated July/August.

Although this decision was not advocated by the Advisory Committee, we do support the Board's decision as a temporary, cost-saving measure. Printing costs invariably account for the largest expenditure in our budget. By going to press fewer times, we stand to save a significant amount of money.

To ease the impact of this decision, the Board has agreed that each issue during FY 1996 will be 50 percent larger. By so doing, the overall volume of information offered to members will only be reduced by approximately 15 percent.

Some members have applauded this decision, others have been very disappointed. Whatever your opinions, we welcome

them in writing so that we may carefully consider what to do for the next fiscal year.

One very positive effect of this decision will be to allow more time for our Communications Director to lead us in other types of communication. Public relations, media relations, public information—all are part of an effective communication program. EAPA is frequently consulted by the media, resulting in more exposure and more opportunities for our growing Association. We will also benefit as EAPA extends its opinions and leadership through relationships with other associations and corporations.

Once again, we look forward to hearing from you about the Exchange.

Jim Carpenter, Chair,
Exchange Advisory Committee

See page 29 for a complete list of names and telephone numbers for committee members. ☐

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