

# ALMACA 1975 ANNUAL MEETING

## OCCUPATIONAL PROGRAMS: STRUGGLE FOR QUALITY

WELCOME TO ATLANTA!



A.J. "Sully" Sullivan



James D. Douglas, Jr.



Charles N. Landreth

There appears to be a similarity between this convention and flight training. As we start our fifth year, we find that things like ground school and dual flight controls (and certainly, at times, blind flying) are behind us and we arrive at the moment of truth. **Solo time!**

Because this is our first convention as a fully functioning and separate organization, our maturity will be tested. I am confident that this test will be met and that our position of leadership in the field of occupational alcoholism will be further enhanced by the energies to be both generated and released in Atlanta during the last day of October and the first day of November, 1975.

Welcome, members and guests.

There is much here that we can learn, teach, and enjoy, especially new and renewed friendships in this most challenging field!

A.J. "Sully" Sullivan  
President

\* \* \*

Welcome to Atlanta and welcome to the Fourth Annual ALMACA Meeting. Everyone concerned with this two-day session has tried their very best to make your time here enjoyable, comfortable, and productive. I hope you will let us know how we have succeeded, and, more important, how we can make the program for next year and the years to come increasingly attractive and meaningful.

A program such as the one you will be participating in requires the work of a lot of people. This year's Program Chairman, Charles Landreth, has spent many hours of voluntary, unpaid time in putting together the workshops and plenary sessions. Thank you most sincerely, Charles, for your efforts—without you we would have had no meeting. Many thanks also for the hard work of your workshop chairmen and plenary session leaders in putting together an outstanding variety of special-interest programs.

While you are here in Atlanta you will be asked to take a few minutes to fill out a short questionnaire which has been

designed to solicit your individual views concerning the goals and objectives for ALMACA. The ALMACA Board and staff have spent considerable time in identifying the direction this association should take and the means through which we can achieve our goals. We very much want your input to this assessment of needs. I hope you will cooperate with this project and give us the benefit of your thinking.

Once again—welcome to Atlanta. If any of the ALMACA staff can do anything to make your stay more enjoyable please let us know.

James D. Douglas, Jr.  
Executive Director

\* \* \*

Thank you for sharing your ideas and needs for this year's ALMACA meeting. The Program Committee has worked with the objective of obtaining your input to shape both the content and format of this program. Every attempt has been made to address a wide variety of needs and interests and to allow a maximum number of people to say, "This is our meeting".

I hope this meeting will help each of us in some way to get it together and to be on our way toward greater quality in occupational programming. Hopefully, you will gain here in Atlanta a clearer vision, some additional knowledge, and some new acquaintances which will assist you in this task.

I would like to express my appreciation to the ALMACA staff, the Board of Directors, and the Program Committee for their valuable support and assistance in putting this meeting together.

Charles Landreth  
Program Chairman  
1975 ALMACA Annual Meeting

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ALMACA THE ALMAGRAM

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## OUR LUNCHEON KEYNOTERS AND SPECIAL SESSION LEADERS



**Mrs. Marty Mann**  
Friday Luncheon

**John J. McManus**  
Saturday Luncheon



**Grant Chandler**  
Friday Labor-Management Briefing



**Harvey Anderson**  
Friday Labor-Management Briefing



**James Baxter**  
Friday Plenary Session



**Paul A. Sherman**  
Saturday 2:15 PM  
Plenary Session



**Brayom Anderson**  
Saturday 3:45 PM  
Plenary Session



## STOP THE PRESS

As we were ready to go to press, the following Annual Meeting Program change arrived for **Workshop III—EVALUATING OCCUPATIONAL PROGRAMS**: (all sessions to take place in Lancaster Room C):

- Friday, Oct. 31**  
 9:15-10:30A **Accessing the Impact of Occupational Programs**—William Schlenger, Ph.D., Human Ecology Institute  
 10:45-12:00N **SRI Monitoring and Evaluation System**—Jean Eagleston, Stanford Research Institute.  
 3:45-5:00P **NIAAA Research Grant**—Paul Roman, Ph.D., Associate Professor, Tulane University

- Saturday, Nov. 1**  
 9:15-10:15A **A Computer Based Evaluation System**—Marshall Goby, Ph.D., Coordinator, Evaluative Services, Lutheran General Hospital  
 10:30-11:45A **Panel Discussion on Program Evaluation**—Moderator: Gerald Somers, Resident Scholar, The National Center for Alcohol Education  
 Panelists: **Paul Roman; Jean Eagleston; William Schlenger; Marshall Goby; and John Clarno, D.D.S.,** Coordinator, Special Health Services, Caterpillar Tractor Company.

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At the very, very last moment, word reached the ALMACAN that a most significant workshop has been added to the Annual Meeting Program: **"THE THREAT OF COMPETITION FOR THIRD-PARTY DOLLARS TO THE OCCUPATIONAL ALCOHOL MODALITY: AVOIDING SHABBY CARE!** The workshop will be conducted in the Hyatt Regency Essex Room B on Friday, October 31 at 10:45 AM to 12:00 Noon, and from 3:45 to 5:00 PM.

Participants are: **Wallace Mandell, Ph.D.,** Johns Hopkins University; **Fred Lincoln, M.S., Adm., Empl. Asst. Program,** Johns Hopkins University; **Howard Berkowitz,** Research and Development, Blue Cross of Maryland.

## WHAT DO YOU WANT FROM ALMACA?

ALMACA is striving hard to identify and respond to the needs of all persons in the field of occupational programming. To specifically determine these needs, ALMACA is attaching a questionnaire to the registration kit of each Annual Meeting participant. We are requesting all attendees to complete this survey form immediately after registering and return it to the registration desk.

To act effectively, ALMACA needs the vital input from each of its members. Therefore, a copy of the survey form will be mailed to each member for completion and return to ALMACA headquarters. We ask all those who do not attend the Annual Meeting to respond as promptly as possible. If you complete the questionnaire at the Annual Meeting, please **do not** mail in a second response.

## THE ALMACAN

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A. J. Sullivan, President  
 P. A. Sherman, Ph. D Vice President  
 R. L. Austin, Secretary/Treasurer

J.D. Douglas Jr., Executive Director  
 P. Fossen, Editor  
 P. Smith, Field Coordinator

## 1975 ANNUAL MEETING – PROGRAM

DATE/TIME	EVENT	ROOM
THUR. OCT. 30 9:00A-5:00P	OCCUPATIONAL PROGRAM CONSULTANTS ASSOCIATION (OPCA)	Lancaster A&B
1:00P-9:00P	ALMACA BOARD OF DIRECTORS MEETING	Lancaster E
7:00P-9:00P	RECEPTION & SOCIAL HOUR	York/Stuart
FRI. OCT. 31 8:30A-9:00A	<b>OPENING SESSION</b> WELCOME—A. J. Sullivan, ALAMCA President THEME—Charles N. Landreth, Annual Meeting Chairman	Falcon
9:15A-10:30A	<b>WORKSHOPS</b>	See Next Page
10:45A-12:00N	<b>WORKSHOPS</b>	See Next Page
11:00A-12:00N	<b>BRIEFING SESSION FOR LABOR AND MANAGEMENT</b> Presiding: A. J. Sullivan, Coordinator, Special Health Services, Standard Oil Co. of California MANAGEMENT: Grant Chandler, Senior Vice President, Associates Corporation of North America LABOR: Harvey Anderson, Labor Consultant, Occupational Programs Branch, NIAAA	Falcon
12:15P-1:45P	<b>PRESIDENT'S LUNCHEON</b> Presiding: A. J. Sullivan, ALMACA President SPEAKER: MRS. MARTY MANN, Founder-Consultant, National Council on Alcoholism	Condor
2:15P-3:30P	<b>PLENARY SESSION</b> "Problems Encountered in Developing a Cooperative Labor-Management Insurance Alcoholism Program—A Case History" Coordinator: James Baxter, Director, Keystone, American Technical Assistance Corporation Panelists: Allen Ridgway, Vice President, Claims, Blue Cross of D.C. William D. Sellars, President, Amalgamated Meatcutters & Allied Workers of North America Jerry Donovan, Director of Personnel, Giant Food, Inc.	Falcon
3:45-5:00P	<b>WORKSHOPS</b>	See Next Page
5:15-6:15P	<b>ALMACA BUSINESS MEETING</b> Presiding: A. J. Sullivan, President	Falcon
7:00P-9:00P	<b>AUDIO—VISUAL DISPLAYS</b> Coordinator: Miss Linda P. Hay, OPC, Georgia	TBA
SAT. NOV. 1 7:00A-9:00A	<b>ALMACA DIVISION BREAKFAST MEETING (Four)</b>	TBA
7:00A-9:00A	<b>ALMACA CHAPTER OFFICERS BREAKFAST</b>	TBA
9:15A-10:30A	<b>WORKSHOPS</b>	See Next Page
10:45A-12:00N	<b>WORKSHOPS</b>	See Next Page
12:15P-1:45P	<b>HONORS AND AWARDS LUNCHEON</b> Presiding: Rowland L. Austin, Director Alcoholism and Drug Abuse Program, GMC, Sect./Treas. ALMACA SPEAKER: JOHN J. MCMANUS, Assistant Director, Department of Community Services, AFL-CIO. "Labors Role in the Prevention and Treatment of Alcoholism."	Condor
2:15P-3:30P	<b>PLENARY SESSION</b> "The Role of National Organizations in Occupational Programming." Coordinator: Paul A. Sherman, Ph.D., Director Special Programs, ITT, Vice President ALMACA Panelists: George Dimas, Executive Director, NCA, Inc. Donald F. Godwin, Chief, Occupational Branch, NIAAA Gus Hewlett, Executive Director, ADPA Raymond Kelly, President, OPCA Jim Douglas, Executive Director, ALMACA	Falcon
3:45P-5:00P	<b>PLENARY SESSION</b> "Occupational Program Training—New Innovations" Coordinator: Brayom Anderson, Director, National Occupational Alcoholism Training Institute, Inc. Panelists: Dr. Dale A. Masi, Chairman, Community Organization and Social Planning Department, Boston College Graduate School of Social Work William E. Burke, Director, Personal Guidance, The Hartford Insurance Group.	Falcon
5:00P	<b>ADJOURNMENT</b>	

# 1975 ANNUAL MEETING — WORKSHOP SCHEDULE

WORKSHOP		TOPIC AND PARTICIPANTS			FRI. OCT 31			SAT. NOV. 1	
NO.					9:15A 10:30A Room	10:45A 12:00N Room	3:45P 5:00P Room	9:15A 10:30A Room	10:45A 12:00N Room
I	<b>FUNDING OCCUPATIONAL PROGRAMS</b> COORDINATOR: Jerome S. Becker, Coord. Occupational Programs, Office of Alcohol Program Management, State of California				LA = LANCASTER Room "A"				
I-A	Insurance—Donald D. Jones, Asst. Director of Research, Health Insurance Association of America				LA			LA	
I-B	Accreditation—JCAH Leadership—Uwe Gunderson, Division Director, Joint Commission on Accreditation of Hospitals					LA			
I-C	Public Funding—Robert W. Wilson, Chief, Health Benefits Division, Public Employee's Retirement, State of California						LA		LA
II	<b>SELECTED PAPERS</b> COORDINATOR: Frank Huddleston, Assistant Manager, Employee Counseling, Hughes Aircraft Co.				LB = LANCASTER ROOM "B"				
II-A	Systems, Motivators, and Alternatives—Don Phillips, Manager Alcoholism and Drug Abuse Program, U.S. Civil Service Commission					LB			
II-B	The INROADS Approach to Marketing—The Employee Assistance Program for Industries With 15—5,000 Employees—Richard Wentzel, INROADS.				LB				
II-C	The Systems Approach to Occupational Alcoholism—Ken Bennett, Regional Consultant, Alcoholism and Drug Addiction Research Foundation, Hamilton, Ontario.						LB		
II-D	A True Cost Effectiveness Analysis for Employee Assistance Programs—William D. Thomas, Administrator, Employee Counseling Program, Northrop Corporation.							LB	
II-E	Evaluation—Proposed Model—Robert C. Temer, Director, Occupational Health Services, Inc.								LB
III	<b>EVALUATING OCCUPATIONAL PROGRAMS</b> COORDINATOR: Jerome B. Hallan, Dr. P.H., Director, The Human Ecology Institute				LC = LANCASTER ROOM "C"				
III-A	NOTE: SEE "STOP THE PRESS" COLUMN FOR EVALUATING WORKSHOP PARTICIPANT AND SCHEDULE CHANGES				<del>LC</del>	<del>LC</del>	<del>LC</del>	<del>LC</del>	<del>LC</del>
III-B					<del>LC</del>	<del>LC</del>	<del>LC</del>	<del>LC</del>	
III-C					<del>LC</del>	<del>LC</del>	<del>LC</del>	<del>LC</del>	
IV	<b>COMMUNITY RESOURCES</b> COORDINATOR: Mrs. Judy Arnold, Executive Director, Red River Regional Council on Alcoholism, Texarkana, TX				LD = LANCASTER ROOM "D"				
IV-A	Selecting Appropriate Treatment Resources for Troubled Employees—Gary F. Jensen, M.S. Deputy Director, Council of State & Territorial Alcoholism Authorities				LD				
IV-B	The After Care and Follow-up Process—Al Lothrop, Occupational Consultant, Tucson, AZ; Edward L. Johnson, Coordinator, Employee Assistance Program, Firestone Tire & Rubber Company; James T. Wrich, Director of Consultation Services, Hazelden Foundation					LD		LD	
IV-C	Confidentiality Issues—Preston Martin, Occupational Program Consultant, State of California; Zolita Boysen, Chief Alcoholism Therapist, CAREUNIT, Mercy San Juan Hospital						LD		LD
V	<b>LABOR</b> COORDINATOR: William G. Livingston—Labor Management Consultant, Piedmont, CA				LE = LANCASTER ROOM "E"				
V-A	National & State Organizational Structure—George J. Robinson, President & General Chairman, District 141, IAMAW				LE				
V-B	Pros. & Cons of a Negotiated Contract—Bill Combs, Director, California Labor-Management Plan; Harold Mamola, Coordinator, Western Region, District 141, IAMAW Alcoholism Program.					LE		LE	
V-C	Analysis of a Union Project—R. E. "Andy" Anderson, Project Coordinator, United Labor Committee Member Assistance Program.						LE		LE
VI	<b>CONSORTIA</b> COORDINATOR: Robert K. McGinn—Industrial Alcohol Coordinator, State of Wisconsin				EA = ESSEX ROOM "A"				
VI-A	Consortium—Jim Pomeroy, Project Manager Alcoholism Counseling & Rehabilitation Philadelphia, PA				EA				
VI-B	Consortium—Nelson Hodgkins—Industrial Counseling Service, Greensboro, NC					EA		EA	
VI-C	Consortium—Maurice R. Davenport (formerly with Philadelphia, Pa. Consortium.)						EA		EA
VII	<b>US CIVIL SERVICE COMMISSION EMPLOYEE PROGRAM</b> COORDINATOR: Don Phillips, US Civil Service Commission				EB = ESSEX ROOM "B"				
VII-A	Federal Supervisory Attitudes Toward Alcoholism Problems & Policies—Harrison Trice, Ph.D., Cornell University; Paul Roman, Ph.D, Tulane University				EB				
VII-B	Update on Federal Civilian Program Activity—Don Phillips								EB
VIII	<b>STATE EMPLOYEE PROGRAMS</b> COORDINATOR: C. P. Rabaut, Jr., Occupational Program Consultant, State of Florida				FA = FALCON ROOM				
VIII-A	Illinois State Employee Alcoholism Program—Dorothy Lou Johnson, Occupational Program Consultant, State of Illinois				FA				
VIII-B	California State Employee Alcoholism Program—Preston Martin, Occupational Program Consultant, State of California					FA			
VIII-C	South Carolina State Alcoholism Program—Bob Charles, Occupational Program Consultant, State of South Carolina						FA		

## SOME OF OUR 1974 WORKSHOP LEADERS



**Jerome S. Becker**  
Workshop No. I

**Jerome B. Hallan**  
Workshop No. III



**Mrs. Judy Arnold**  
Workshop No. IV



**C. P. Rabout, Jr.**  
Workshop No. VIII



## OPCA TO OFFER WIDE VARIETY OF WORKSHOP TOPICS AT ATLANTA MEET

**Place:** LANCASTER ROOMS A & B  
HYATT REGENCY HOTEL, ATLANTA, GA.  
**Date:** THURSDAY, OCTOBER 30, 1975

- I. **General Session:** 9 a.m.—10:30 a.m.  
Welcome and Remarks—**Ray Kelly**, President, OPCA  
Secretary's Report—**Wayne Frey**  
Program Format; Introduction of Speaker—**Earl Agee**  
"The OPC and the Clearinghouse"—**Joyce Kelley**, Southwest Sector Representative, NCALI  
**Break:** 10:30 a.m.—10:45 a.m.
- II. **Workshop Development:** 10:45 a.m.—Noon  
Each of these groups will identify and discuss areas of problems or progress, with the group moderator suggesting topics if the group desires. Tentative topics as alternates to group needs.
  1. **Company Staffing Need for Effective Programs**
  2. **Supervisor Training—Getting Companies To Do It**
  3. **Resolving Domain Conflicts**
  4. **Peer Grouping for Diagnostic and Referral Resources**
  5. **Human Resources Conservation—A New Frontier**
  6. **The OPC and the OSHA program, Health Maintenance Organizations, State Program Development**

### GROUP A

**Private Sector, Rural**  
Moderator: **Bob Mason**; New Mexico

### GROUP B

**Private Sector, Urban**  
Moderator: **Dick Rhyne**, North Carolina

### GROUP C

**Public Sector**  
Moderator: **Barbara Banonis**, Delaware

- \***Lunch:** 12:00-1:30 p.m.—On Your Own  
III. **Workshop Continuation:** 1:30 p.m.—2:45 p.m.  
**Break:** 2:45 p.m.—3:00 p.m.

- IV. **General Session:** 3:00 p.m.—4:30 p.m.

Small group reports key problem and solution, or new techniques shared. Group discussion and questions.

- V. **Closing Remarks:** President **Ray Kelly**, Adjournment—5:00 p.m.

## NCA's LABOR/MANAGEMENT TASK FORCE ACTIVATED IN ATLANTA

Atlanta, Georgia, will be the first city to activate a program under NCA's Labor/Management Task Force. Working on a three-year NIAAA-grant, the NCA Task Force will implement occupational alcoholism programs in 10 target cities throughout the United States. A key link in the implementation is the mobilization of top business and labor leaders in each of the 10 cities as volunteers in the task of influencing their peers in major corporations and unions. NCA's national Labor/Management Committee will use their outreach to enlist co-chairmen for each city—one a chief executive and the other an influential labor leader.

Following a series of interviews, the NCA Task Force has appointed **Margaret Summey** to the position Labor Staff Representative for the Atlanta operation, and **James Cooley** to the role of Management Staff Representative.

**Margaret Summey** has a long career of active participation in Georgia labor circles. She joins the NCA operation under leave of absence from CWA/Southern Bell where she functioned as vice president and legislative chairman for CWA local 3219. She is also a member of the Rome (Georgia) Central Labor Council.

**James Cooley** comes to the NCA position from the Metropolitan Atlanta Council on Alcohol and Drugs where he functioned as industrial consultant. Prior to that he was an alcoholism counselor at Atlanta's Peachford Hospital and, before that, national sales manager for Rubbermaid Corporation.

The Atlanta operation is scheduled for activation in October.

The other cities chosen for the NCA Task Force are: **Birmingham, Alabama; Boston, Massachusetts; Chicago, Illinois; Cincinnati, Ohio; Cleveland, Ohio; Detroit, Michigan; Houston, Texas; New York, N.Y.; and Pittsburgh, Pennsylvania.**

Houston is next on the agenda for activation with operations expected to be launched sometime in November, 1975. Personnel interviewing has been completed for the Houston staff positions.

## STAFF COMMENTS

### OUR "PERSONAL" STRUGGLE FOR QUALITY

Our efforts in "the struggle for quality" in occupational programming (OP) during the past year will come to a climax at the end of this month. The occasion, which will bring us all together to assess and evaluate these efforts, is the ALMACA Annual Meeting in Atlanta. At this time, each of us must review and determine our past, present and future effectiveness as professionals delivering services in the OP field. Only by utilizing this opportunity to begin evaluating the quality of our professional job performance can we expect to render quality services and programs.

No matter what our individual roles might be, all of us are functioning as part of the occupational alcoholism programming system, and all products emanating from that system are a direct result of our job performance. If our overall system goal is to deliver quality programs that are both efficient and effective, then we, as the service providers, must function responsibly and accountably to ensure that our daily activities represent quality, also. The time is nigh to measure the quality of our own professional job performance if we intend to develop, market, and implement OP's.

Management has awakened to the need for facing up to its social responsibilities. The corporate social conscience is aware that the treatment and rehabi-