

THE ALMACAN

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Swift & Company Head to be ALMACA Speaker

Joseph P. Sullivan, president and chief executive officer of Swift & Company, will be the lead speaker at ALMACA's 12th Annual Meeting October 3-7.

Sullivan is a staunch supporter of the Swift & Company employee assistance program, which is one of the oldest in the country.

Two Swift & Company employees, now retired, are credited with being instrumental in the development of Swift's Employee Assistance Program. Both of these persons, Bill Meyer and Bob Kincheloe, began working with alcoholics long before it was an accepted activity in industry in general—Meyer more than 40 years ago.

Meyer spent most of his 46 years at Swift in Industrial Relations, where part of his work involved counseling problem employees. Although there was no formal company policy that addressed the alcoholic at that time, Meyer recognized alcoholism as an illness and treated alcoholic employees accordingly. In 1964, he authored the first Swift & Company policy to address the issue of the alcoholic employee. Basically that policy recognized the illness aspect of alcoholism and offered assistance to the employee suffering from the condition. Meyer continued his work until he retired in 1969.

During much of the time Meyer was working with alcoholics in the corporate setting, Bob Kincheloe was implementing employee assistance programs at two major plant locations—Sioux City, Iowa and St. Paul, Minnesota. He began his efforts with the alcoholic just prior to 1960. Kincheloe, too, became aware of the problems an employee's alcoholism causes for both the company and the employee. He saw a need to address this problem in a way that would hopefully allow the company to retain one who had been, and could again be, a valuable employee and, at the same time, provide that employee with an alternative to his usual prolonged existence of hurt, deception and despair. He continued working with troubled employees until he retired just recently. Kincheloe, an outgoing person who, like Meyer, has a genuine concern for people, found himself becoming more and more involved in occupational alcoholism. His increasing caseload required that he keep himself current in the occupational alcoholism field. It also heightened his own and the company's awareness of the destructiveness alcoholism and other personal problems create in the work place.

Sullivan recognized very early both the problem and the options available for deal-

ing with the problem. The result of this increased awareness at Swift was a revision of the original policy toward more specificity and to include problems in addition to alcohol. The revised policy was issued in early 1981. From that time until his retirement, Kincheloe was working primarily in employee assistance, although he still carried other duties.

Upon Kincheloe's retirement, Richard Kilgus, Ed.D., was hired as the first full-time Director of The Employee Assistance Program. The mandate given to Dr. Kilgus was to ensure that employee assistance services are available to all Swift employees and their family members throughout the country. As he begins his work at Swift, Kilgus can look forward to a working environment that is extremely supportive of the employee assistance concept, thanks to the pioneering work of Meyer and Kincheloe and the full support of President Sullivan and other top management. □

Plans Underway for 1984 Annual Meeting

As ALMACA has grown, the Annual Meeting has become a large national exhibition that requires detailed planning. One of the most critical tasks is the development of a program committee. In order to assure the development of an interesting program, the Board of Directors, in 1981, approved a protocol for developing the process that establishes a program committee for each annual meeting.

The program committee for the 1984 meeting is already starting to function. ALMACA National President Thomas P. O'Connor has asked Dr. Madeleine Tramm to chair the committee. Dr. Tramm is Director of the Health Assistance Program for the Amalgamated Clothing and Textile Workers Union (AFL-CIO). She is also president of the New York City Chapter of ALMACA and chair of the Committee on Women's Issues of the ALMACA Board.

Dr. Tramm plans to start the work of the committee immediately with a meeting

at this year's ALMACA Annual Meeting. The protocol provides that the ALMACA Executive Committee and the Executive Director should also be members of the committee along with several members chosen by Dr. Tramm.

Dr. Tramm has selected two other persons as members of the committee. One is Margaret "Bonnie" Forquer, who is Occupational Programs Specialist with the Colorado Division of Alcohol and Drug Abuse and is President of the Colorado Chapter of ALMACA. The other is Gary Atkins, who is EAP Coordinator for the Lockheed Aircraft Company in Sunnyvale, CA, and is President of the Santa Clara Valley ALMACA Chapter.

The 1984 Annual Meeting will be in Denver, Colorado, from October 1 through October 5. The meeting headquarters will be the Denver Hilton. Suggestions about the 1984 annual meeting program may be submitted to Madeleine Tramm in care of the ALMACA national office. □

Conference Attendees May Earn Continuing Ed Units

ALMACAN's attending this year's Annual Meeting in Minneapolis will be able to receive Continuing Education Units (CEUs) to be awarded by ALMACA and the University of Maryland's Baltimore Campus.

ALMACA members wanting CEUs should sign up at the conference registration desk and must pay a \$10 fee at that time. A packet of information will be supplied to the CEU registrant detailing the procedures that have to be followed in order to receive the CEUs.

In establishing this process with the University of Maryland, ALMACA will be able to offer CEUs to its members for annual and regional meetings; for training programs conducted for EAP staffs; and for other training programs that may be conducted by ALMACA for its members. By setting up this relationship with a single institution of higher learning, ALMACA members will be assured of having one location that will maintain their individual CEU file.

A future issue of *The ALMACAN* will contain more information on the steps to be followed to obtain CEU approval from ALMACA and the University of Maryland.

President's Comment

By Tom O'Connor

The ALMACA Regionalization concept has moved ahead very well during the past year, and we plan to expand upon it with additional activities and responsibilities for the coming year.

Both the Central and the Eastern Regions held Annual Spring Conferences in 1983—their second and fifth respectively—and they were joined this year by the Western Region for their first Annual Spring Conference. All three were great successes, and they all plan repeats for 1984. In addition, our International Region planned a special meeting for this month at New Brunswick, NJ, hosted by Johnson and Johnson Company, for ALMACA's 6-plus companies with international divisions or affiliations. Also, our Southern Regional Vice President, Bill Cook, is in the process of appointing a Regional Committee to plan and organize their first conference, tentatively scheduled for April/May 1984.

We plan to hold a special meeting in Minneapolis for the Regional Committee members to discuss the expanded roles for the Regional Vice Presidents and Regional Representatives, and the new activities we expect to reassign from the national level. We are pleased to invite any of our members attending the national conference to participate in this meeting if they are interested in helping with any of the projects, and are active in their local chapter.

The industry outreach project must be decentralized in order to improve its effectiveness. Ed Marchesini has had an outstanding response to the Chapter Symposium project, with 30 Chapters presently involved. However, he has proposed that the ongoing responsibility for coordinating the annual chapter symposia, and its expansion to all the Chapters where it may be feasible, be assigned to the Regional Committees. We are convinced there is absolutely no substitute for having a local coordinator in each Chapter to sustain interest and improve participation.

We also plan to regionalize (and localize) the other three industry outreach components—the ALMACA Speakers Bureau, the ALMACA Exhibit showings, and the special campaign for new Organization members. This, of course, is all predicated on our assumption that local interest and support is available and will be forthcoming. So you can see there is much that needs to be done, just on industry outreach alone. However, there are two other projects we are considering to coordinate at the regional and local levels.

We expect to organize a "long range planning" project for ALMACA under the general direction of our Development Committee Chairperson, to reexamine our Organization mission and direction, and the means required to achieve our longer

range goals for 5 years, 10 years and even 20 years hence. This will require extensive regional and local Chapter coordination.

As we "blue sky" the project at this point in time, we expect to examine areas such as:

- The optimum staffing pattern for the national ALMACA headquarters, and a prioritized schedule for implementation.
- The feasibility of various services to the membership and to our industry; and, the appropriateness of delivery sources—volunteer versus professional staff.
- Funding sources and appropriateness.
- The optimum organizational structure for ALMACA, to distribute and equalize the national, regional, and local influence of individuals and groups within our membership.
- The mechanisms to assure that no region or Chapter of ALMACA ever dominates the organization in order to make sure that we retain our national focus.
- Any other issues of concern to the members.

Lastly, we have considered the feasibility of re-activating the general membership campaign that proved so enormously successful during 1981, and which greatly swelled our ranks. This would be a natural for regional (and local) coordination. We actually conducted the membership campaign in this general manner during 1981, but it was not formally structured as such. And it was not subdivided with regional objectives and goals.

In closing, I wish to emphasize, again, our strong desire and interest and need for the full participation of our entire membership in all of these projects. You will be hearing directly from the project managers and the regional committees later on as we progress. And, in the interim, please do not hesitate to take the initiative and volunteer your services. The more widespread and definitive the input and the process, the more assurance we will have for a quality end result. □

Alcohol Advertising and Magazine Editorial Content

An attempt was made to determine if the amount of alcoholic beverage advertising in magazines affects the editorial content of those magazines, e.g., if magazines with a large amount of alcohol advertising tended to publish editorial content favorable to the use of alcohol. It was found that magazines with few alcohol ads tended to present a negative view of the use of alcoholic beverages and those magazines with many alcohol ads tended to present a positive viewpoint regarding alcoholic beverage consumption.

Tankard, J.W., and Peirce, K. Journalism Quarterly 59(2):302-305, 1982.

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Letters to the Editor

To the Editor:

I have been delegated by the Executive Level Statewide EAP L/M Advisory Board to write this letter.

The issues at hand are the comments made in the June '83 issue of the ALMACAN. It is the belief of the EAP Advisory Board that Mr. Byers and the Division misrepresented themselves in stating that DAAA is the lead state agency in promoting public sector EAP development. The Statewide EAP L/M Advisory Board is indeed the lead group guiding public sector initiatives serving state governmental employees.

Secondly, reference to a State L/M Committee is misleading and confusing. It in no way clarifies or distinguishes the Statewide EAP L/M Advisory Board from the L/M Committee created by the Division.

Finally, reference to a Statewide Governor's Conference on EAP is thought to be premature and ineffective without consultation and coordination with the Statewide EAP L/M Advisory Board.

The EAP Advisory Board requests that these concerns be remedied as soon as possible.

Thank you for your attention to this matter.

Sincerely,
J. Thomas Going
Program Manager
Statewide EAP L/M
Advisory Board
Albany, NY

SOUTH OAKS SPONSORS FORUM ON COMPULSIVE GAMBLING AND EMPLOYEE ASSISTANCE PROGRAMS

A second annual Forum on Compulsive Gambling and Employee Assistance Programs will be held at South Oaks Hospital, Amityville, NY, on Thursday, October 20, from 9 a.m. to 3 p.m.

"Compulsive Gambling and Its Effects on Industry" is geared especially to those who manage, administer, and counsel in employee assistance programs. Speakers at the Forum will include Jule Moravec, Ph.D., Associate Director of the National Foundation for Study and Treatment of Pathological Gambling, and Robert Klein, Executive Director of the Council on Compulsive Gambling of New Jersey.

The Forum will also include a film, "You Bet Your Life," and a panel discussion with members of South Oaks Hospital's compulsive gambling treatment team.

Statistics show that a large number of alcoholics are cross-addicted to gambling. Compulsive gamblers present special problems to society. They are often troubled employees who spend a great part of each day thinking about gambling, placing

Proposed Regulation on Patient Confidentiality

The Alcohol, Drug Abuse, and Mental Health Administration (ADAMHA) has proposed revised rules on the confidentiality of alcohol and drug abuse patient records.

These rules implement statutes that restrict disclosure and use of alcohol and drug abuse patient records by alcohol or drug abuse programs that are conducted, regulated, or directly or indirectly assisted by any department or agency of the United States government.

Proposed changes to the existing rules include:

- Limiting applicability to specialized alcohol or drug abuse programs, thus deregulating hospitals or other general medical care facilities unless they have a specialized program;
- Simplifying and reducing the regulatory text by about half;
- Requiring notice to patients of federal confidentiality requirements;
- Facilitating patient access to his or her own records by removing existing impediments;
- Eliminating most restrictions on disclosures based on patient consent;
- Allowing court orders to extend to communications by a patient to personnel of the program, i.e., to subjective information; and,
- Facilitating reporting of suspected child abuse and neglect within the limits of the confidentiality statutes.

ADAMHA is soliciting comments on the proposed revisions to be received no later than October 24. □

International Region Activities

The ALMACA International Region has been involved in several activities. The Vice President for the International Region, Charlie Pilkington of the United Technologies Company, and ALMACA Executive Director Tom Delaney attended INPUT 83, the Fifth Biennial Canadian Conference on Employee Assistance Programs and Alcohol and Addiction Problems in the Workplace. This conference is sponsored by Humber College and was chaired by Wayne Corneil of Health and Welfare of Canada. It ran from August 10 through 12 in Toronto.

While in Toronto, Delaney and Pilkington had a chance to meet many Canadian ALMACA members and discuss plans for future ALMACA activities in Canada. There was good representation at the conference from the Western Canada Chapter of ALMACA, including Chapter President Jack McNeil, the EAP Coordinator for Canadian National Railroad in Vancouver. Jack arranged for Tom Delaney to meet with the chapter members and introduced many Canadian EAP practitioners to both he and Pilkington.

The closing session featured a speech by Donald Sandin, President of Donald Sandin and Associates from New York City. In addition to reviewing the developing of occupational alcoholism programs throughout North America and identifying pressing issues, Sandin stressed the important role of ALMACA in providing a voice for EAP professionals.

Charlie Pilkington has arranged to have a follow-up session for Canadian ALMACA members at the 12th ALMACA Annual Meeting in Minneapolis. There will be a special interest meeting of the International Committee on Tuesday, October 4, from 1 p.m. to 3 p.m. He has issued a special invitation to Canadians to attend this meeting. ALMACA Canadian activities will be the major topic of this special interest meeting. □

New Chapter Formed

The Board of Directors has given final approval to the establishment of the California Central Coast ALMACA Chapter. The chapter draws members from along the Pacific Coast north of Los Angeles and includes the area from south of Santa Barbara to north of San Luis Obispo.

The first president of the chapter is Adolph J. "Sully" Sullivan. Sully is a long time activist in the occupational alcoholism field and a supporter of ALMACA. He was one of the founders of ALMACA in 1971 and served as national president from 1974 to 1976.

This is the 52nd ALMACA chapter and the eighth in California. California has the most ALMACA chapters of any state followed by New York with six and Michigan with five. □

Denver is ALMACA '84



(Above) Historic St. Anthony Falls, lumber and milling power source in early Minneapolis, is the navigable beginning of the Mississippi River and the site of Federal Lock and Dam, where visitors are always welcome. (Below) Water sports, bathing beaches, and good fishing make Minneapolis unique among metropolitan centers. Nowhere are these recreational facilities so close to all the residents as they are in Minneapolis.

