

EMPLOYEE ASSISTANCE REPORT

supporting EAP professionals

Partners in Workplace Addiction

EAPs, HRs Need to Work Together to Raise Awareness

Most people believe that employees have easy access to drug addiction treatment, but over a third of companies surveyed note that none of their workers have ever sought treatment. As a result, it's clear that EA and HR professionals need to better work together to raise awareness about drug addiction in the workplace.

Those are among the key findings from a new "Workplace Addiction Survey" conducted by the Minnesota-based Hazelden Foundation as part of its "Making Recovery America's Business" corporate education campaign.

"Our survey reveals a stunning disconnect in corporate America: HR professionals recognize that addiction treatment works and know that recovering employees come back after treatment as productive members of their company," states William Moyers, VP-External Affairs for Hazelden. "Yet at many companies, these enlightened beliefs aren't translat-

ed into the practice of directing employees into treatment, thanks to the stigma of addiction and lack of knowledge about it."

Moyers points out that over 60% of the HR professionals surveyed believe addiction significantly affects employees in their workplaces — citing absenteeism and reduced productivity. However, the same respondents highlighted barriers keeping them from suggesting chemical dependency treatment to employees:

- Over half (54%) of respondents reported a lack of experience or expertise in knowing how to identify addiction.
- More than one third (36%) reported a lack of experience or expertise in knowing how to get treatment.
- One quarter (25%) reported a belief at their company that it is easier in the long run to terminate an addicted employee as opposed to getting them treatment.
- One quarter (25%) reported a belief at their company that treatment is too expensive.

Cheryl Lowe, Manager of Employee Relations with Hazelden, adds that she was "absolutely stunned" by the survey results. "There seems to be a lack of interest in doing something different and raising awareness."

On terminating an addicted employee, Lowe stresses that employers need to consider the cost of replacing the individual. "There's recruiting, advertising, training and then, the new person may (also) have an addiction."

Positives

Not all results were negative. Hazelden's survey of 200 American companies — from Fortune 500 giants to small businesses — also reveals:

- Almost all (84%) of HR profes-

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sionals surveyed consider addiction a chronic illness or disease.

- Over 80% would recommend treatment for an addicted executive or a rank-and-file worker, rather than merely firing them.
- An overwhelming 94% of respondents believe that employees at their companies have easy access to addiction treatment, but 38% of companies say none of their employees has ever sought treatment.
- Nearly three quarters (73%) of respondents believe that employees who sought treatment later returned to work as productive members of the workforce.
- Nearly all (89%) respondents believe that addiction treatment programs are effective in helping employees beat addiction. Lowe adds that workers treated compassionately by the company in getting them help are likely to be extremely loyal employees.

EA/HR as Partners

Lowe says the survey results indicate it's imperative that EA and HR professionals find ways to work together on the issue. "EAPs are in a great position to be able to walk in, in a nonjudgmental way, to share information," Lowe states.

- Start with the HR department — "Make a connection there as sometimes there's a disconnect," Lowe states. Once the ball is rolling, so to speak, the EA and HR professionals need to sit down and talk about corporate philosophy. For instance, what is it about addiction they want to communicate? While HR should

look to the EAP for guidance, both need to think of themselves as partners.

- Don't assume the individual will seek treatment on their own —

"...it's time for businesses to learn how to recognize addiction, banish its stigma, and encourage treatment for all employees who need it."

Since the survey revealed that many employees won't seek treatment on their own, it's important the employee knows that help is available. Ask

them something like: "Can I tell you about EAP benefits?"

- Increase management awareness — As well as increasing EAP awareness among employees, do the managers themselves understand that EAPs are available to help employees with addiction problems? Communicate to them what the EAP is about and how it can help.
- Use absenteeism as an opportunity to talk with the employee — Since absenteeism will be a problem with any addiction, take advantage of this opportunity to confront the employee in a straightforward, yet caring manner. Ask questions like: "You don't look well. Are you seeing anyone about it? Your productivity is down. This is serious."

"It's clear these types of conversations are not taking place as often as they should," Lowe states. She adds: "With more than 23 million Americans suffering from alcohol and other drug addiction, it's time for businesses to learn how to recognize addiction, banish its stigma, and encourage treatment for all employees who need it." ■

Source: Hazelden (www.hazelden.org) is an international provider of families and communities affected by chemical dependency.

Splitting Hairs: Testing the Limits

Everything changes and drug screening has been doing its share of changing lately, along with everything else. A few years ago, the only real drug test in the workplace was the urine screen. And even though urine remains the undisputed king of testing — its dominance may be, well, eliminated in coming months and years. That's because big business is nothing if not responsive to market trends, and drug testing is a big business and getting bigger by the minute, to judge from recent surveys.

As they've gotten bigger, testing labs have also gotten diversified, in their quest for the holy grail of drug testing — a test more accurate and less intrusive than current methods.

In the process, they've left virtually no body fluid untapped — or, at least, unanalyzed. The latest entry is hair analysis. It detects drug breakdown products in the hair shaft, and can reveal use over a much longer period — months, even years, rather than the days or weeks in which use is detectable in urine.

Besides its wider detectability "window," proponents tout hair testing as less intrusive and more difficult to contaminate than urine. Still, hair analysis is more time-consuming and expensive and less likely to show recent use than urine (since hair takes time to grow), a main reason that number two remains number one for now in the workplace — and is expected to stay that way.

Source: Do It Now Foundation, www.doitnow.org.



Subscriber Extra!

EAPA-EASNA FAQ's:

Q: What is the benefit to EAPA of a merger with EASNA — a much smaller association?

Conversations over the past several years with government and public policy officials, corporate representatives and EA professionals have expressed a desire for the EAP field to create a unified voice to advocate for public policies, consistent standards and research, and a coordinated industry that will educate purchasers about the value and the differences in various EAP offerings. Each party brings unique strengths to the unification — EAPA brings its strong, diverse, worldwide membership and member services — and more; EASNA brings its strong Canadian presence and effective research, education and public policy experience — and more.

Q: How will membership be affected?

Both EAPA and EASNA are seeking to simplify the member-

ship categories for our association. The Membership Workgroup of the EAPA-EASNA Task Force has agreed that the primary category of membership should be an "Individual Member" category, to include all individuals working actively in the EA field (e.g., direct service providers, consultants, administrators, researchers.)

Q: If EASNA has "lifetime members," how will they be treated?

Membership in the single association will require payment of membership dues.

Q: What happens to the CEAP?

Nothing. Our association will continue to support CEAP certification and the EACC.

Q: Will EAPA require accreditation of EA programs?

No. Accreditation of EA programs is the decision of each program. EASNA does not offer EAP accreditation. Only COA and CARF accredit EA programs.

Q: Who has the final say on

"merging" the two associations?

As was clarified at the Annual Business Meeting, the EAPA Board has approved the work toward unification of the two associations. The final decision,

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Pro-Tool

Workplace Violence: A Training Program for Employees is a comprehensive, "user friendly" prevention and resource guide for Employee Assistance Program (EAP) counselors, human resource professionals, union stewards, and others interested in training employees on this topic.

Workplace Violence is a total training package — complete with 21 pages of easy to follow trainer's notes, 11 overhead transparencies and 8 handouts, including a factors and controls checklist and incident report and violence policy samples.

Workplace Violence identifies and explains in detail four categories of workplace violence:

- Criminal intent;
- Customer/client;
- Worker-on-worker, and;
- Personal relationship incidents.

Participants who complete training should gain a better understanding of:

- Impacts of violence in the workplace;
- Identifying workplace violence;
- How to recognize and report potentially dangerous situations;
- Ways to prevent and/or diffuse volatile situations; and
- Responding to an incident.

Workplace Violence was designed by Beth Milanowski, MS, CEAP

Workplace Violence costs \$224 for Employee Assistance Resource Network (EARN) members and \$249 for non-members.

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Have No Fear of Public Speaking by Joe Takash

According to studies of American adults, public speaking is the most common human fear — more common than death. In other words, most folks would rather be the person lying in the coffin than the one delivering the eulogy. Something is definitely wrong here!

Speaking and presenting to a group of people can be much easier than you think. A wise woman once said, “Act confident, and the audience will think that you are

confident. When you see that they are confident in you, you will become more confident in yourself.”

The ability to successfully communicate in public is a key determinant in the success or failure of many careers, not just those in the speaking industry. Whether you’re addressing the boardroom at corporate headquarters or answering your boss’s question at a weekly staff meeting, it’s time for you to get some public speaking experience...and fear nothing.

Let It Go!

The first thing you must realize is that you have zero control over the audience’s response, so why worry about it? Granted, it’s natural to want the audience to accept and respect you. But fretting about this deepest human desire is as fruitless as worrying about the weather every day. Think about it. What can you really do about the weather? The same thing you can do about the perception of those around you: absolutely nothing. Don’t let it bother you.

Once you grasp this mindset and drill it into your head, a tremendous feeling of relief and satisfaction will follow. You may also want to consider practicing some relaxation exercises for added peace of mind. When you adjust the important part of your approach to public speaking — your attitude — you can focus on honing your craft.

Solid Strategies

Successful presentation skills extend far beyond standing in front of a group and sharing information. Speaking effectively is

about showing a natural enthusiasm and connecting with every group you encounter.

The following tips are the “little things that make a big difference” in speaking to a group of people. Incorporate these into your approach with every group you address — from the conference room to the podium — and you will elevate your success to a much higher level.

- **Smile.** A warm and genuine smile has the power to loosen up any atmosphere. When you smile, you communicate that you are happy to be in front of the group to whom you are speaking. No matter how serious the subject matter of your presentation, a pleasant

smile is an outstanding tool for disarming every audience. Keep this in mind from the time you enter the room to the time you leave. You will be amazed at the difference a smile makes.

- **Network beforehand.** Prior to your presentation, introduce yourself to attendees and thank them for coming. Network with as many people as possible and learn about who they are and what they do. If you already know your audience, for instance in a staff meeting, take some time to chat with your colleagues. Remember, they are people, just like you. Familiarity with your listeners will help you to relax and improve your effectiveness as a speaker.

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- **Learn and remember names.**

Effective now, focus more energy on learning names than you ever have before. Learning names will accomplish a number of things: It increases your confidence, humanizing your audience, and makes others feel great. It's more personal to say to a group, "Joan, what do you think?" as opposed to, "That lady in the red dress with the big glasses has a question."

When you engage in pre-speaking networking, try to develop associations and hooks that help you remember people's names. For instance, let's pretend you meet Ben Edwards, a gentleman who happens to have a blue ballpoint pen behind his ear. In your mind, repeat something catchy, like "Blue Pen Ben." Have fun with it! If you practice this technique, you'll greatly increase the number of names you remember, which will help you to further relax.

- **Include everyone.** Now that you are familiar with your audience, try to involve everyone in your presentation. Communicate that they are all integral parts of the learning process. Make eye contact with everyone, and do so with kindfidence: a combination of confidence, courtesy, and respect.
- **Tune in.** Read the body language of every audience. Try to get a feel for what they want. How do they feel? Are they absorbing your presentation? Ask questions and refer questions to other audience members. Again, engage everyone, so that everyone feels significant.
- **Use your creativity.** Everyone is creative. Take some chances and break the monotony of the everyday monotone approach. Tell

personal stories and take chances with humor. Make it fun for your most important audience member: You! If a joke bombs, so what? If you can't take time to laugh at yourself, you leave the job up to other people.

- **Be yourself.** Incorporating these skills does not entail changing who you are. There is no substitute for authenticity. If a certain approach feels too forced or contrary to your general nature, then consider a different tactic that fits better with your character. "What you see is what you get" is an attitude that everyone appreciates. Be the best "you" you can be!

Talk the Talk: GET EXPERIENCE!

We learn the fastest through practice and experience. Nothing beats it. Perhaps you are thinking, "Well, that sounds great in theory, buddy, but I don't have the experience."

Guess what, friend? It's time to gather some. Consider joining Toastmasters or another professional speaking group; do your research, though, to make sure the financial investment is worthwhile. Also, volunteer for a committee, speak at your church, participate in the school board, coach a team, or teach a class. Force yourself into situations where you can get repetition before groups. Familiarity is the fastest way to beat the demon of fear and ensure effective communication with any audience. ■

Source: A professional speaker, Joe Takash has delivered more than three thousand speaking programs throughout the country since 1988. He has been the keynote speaker for General Motors, Prudential, 3COM, Century 21 and other corporate giants. Contact him at 312-943-6627 or visit www.joetakash.com.

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Free tax help available, access information via personal computer, 800-829-4477, TaxFax Service, or walk-in service and Taxpayer Assistance Centers. Check out the "Dirty Dozen" — the 12 common scams.

www.butlerwebs.com

Tax Time! Income Tax Humor, Jokes, Riddles & Cartoons. A lot of people still have the first dollar they ever made. Uncle Sam has all the others. Why is a tax loophole like a good parking spot? As soon as you see one, it's gone.

www.smbiz.com

Small Business Taxes & Management provides tax and management guidance to small businesses. Features a daily update, special reports, IRS quick links, reference section and a business library.

www.investoreducation.org

Twelve timely tax tips for investors and resources for consumers as a "crash course" in what they need to know about investing.

www.taxsites.com

Tax accounting news, tools, and a discussion group. A full tax and accounting site directory.

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Find out the most litigated tax issues...unreported and underreported income and non-filing, collection due process, trade and business expenses, valuation, earned income credit, abusive trusts, itemized deductions, capital gains, civil fraud penalty, joint and several liability, barred refunds.

The Job-Loss Recovery Guide

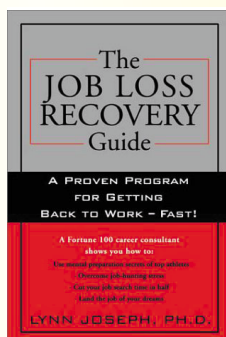
By Lynn Joseph, PhD

Lay-offs. Corporate restructuring. Cutbacks. Downsizing. They continue, unabated with millions of casualties. How does America get back to work?

Lynn Joseph, PhD, psychologist and career-transition consultant to Fortune 100 companies, teaches you how to use the mental preparation techniques used by top athletes to overcome job-hunting stress, cut your search time in half, and land the job of your dreams. Her unique program of guided imagery exercise helps you make a powerful ally of your subconscious mind and has

been proven to yield quick results. One recent study compared those who used Joseph's program to those who used an alternative guided imagery method. Two months after the program was completed five times the number of participants in the former group had found permanent, full-time work than had the latter group.

Source: Publisher: Newharbinger, www.newharbinger.com, \$14.95, 137 pages, ISBN: 1-57224-353-8.



@look ahead

UPCOMING EAR FEATURES...

- Emotional Intelligence
- Mentoring

In the News

Industry Uncovers the Major Issues and Trends

Innovative Employee Solutions researched and interviewed the HR industry to uncover the most important HR issues and trends in 2004 for employers and workers.

Job creation and employment are on the rise. After the last several years of economic stagnancy and record-high unemployment rates, things are finally looking up for the U.S. job market in 2004. According to the latest Employment Outlook report released by the Bureau of Labor Statistics of the U.S. Department of Labor, the 5.7% U.S. unemployment rate as of December 2003 is gradually declining. The Federal Reserve also predicts modest improvements in 2004 in the labor market.

Knowledge workers, consultants, and temporary employees are in high demand. The labor market shows a strong demand for knowledge workers, particularly in the life science and technology sectors. Temporary and self-employment are two other growing fields.

Recruitment and retention are important to today's employers.

From the HR professionals we spoke with, recruitment and retention are very important issues. One statistic, according to *The Harvard Business Review*, states that reducing employee turnover rates by just 5% lowers operational costs by 10% and improves worker productivity by a significant 65%. Employers are constantly looking at ways to retain their valued employees. Compensation and benefit packages, end-of-year bonuses, workplace conditions, and training and

development are all important factors.

Companies are increasingly concerned about employee satisfaction. In many organizations, employee morale is sagging, and it's no wonder. For several years now the negatives have been piling up: 9/11 and terrorist threats, the war in Iraq, Enron-like scandals and the resulting loss of retirement savings, waves of downsizing, and the constant pressure to work harder, produce more, and satisfy even the most demanding customers. Recent surveys by Gallup and other polling organizations indicate that only 25% of workers feel a strong connection to their employer; many of the rest are simply biding their time, waiting for the job market to improve. That's why smart managers are putting new emphasis on raising employee morale and promoting career development. They recognize that employees who feel valued and engaged represent an enormous competitive advantage.

More companies are focusing on innovation and productivity.

Successful firms are constantly seeking ways to improve efficiency and effectiveness while, at the same time, foster innovation and creative problem solving. Increasingly, HR managers are supporting these initiatives by helping to create a corporate culture that values learning. For example, a company's performance management and rewards system needs to align with corporate strategies and priorities. Also, strategically minded HR managers continuously emphasize the importance of employee develop-

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ment, giving staff members the opportunity to acquire new skills and learn about practices that have worked in other workplaces, such as Six Sigma quality principles, lean practices, global supply-chain logistics, data mining, and team-based problem-solving.

Benefits compensation is a major issue for employers and employees. Employee benefits compensation is a major issue for both employers and employees. Evidence of this is the massive supermarket strike on the West Coast over the demand for health-care benefits. Skyrocketing insurance costs are making it more and more difficult for employers to offer their employees a competitive benefits plan — including medical, dental, vision, disability, 401(k), etc. Retirement is also extremely important to employees.

People want to know that they'll have a nest egg when they retire. A competitive benefits plan is one of the biggest "perks" employees value and look for in their job, and is an important recruitment tool.

Today's workforce is more flexible and agile. The rapid pace of mergers and acquisitions, a global economy, and technology will all continue to have a profound impact on the U.S. workforce. More companies are outsourcing, driving the demand for consultants, project workers, and in general a more flexible and agile workforce. People are telecommuting and working remote, away from a company's physical headquarters. "Flexibility among both employers and

employees allows organizations to thrive in times of intense competitive, changing markets, customers, products, delivery systems, and services," states Management Consultant Susan Heathfield in a recent article she published on About.com, "*HR Trends: Are You Ready for an Agile Future?*"

HR managers are focused on leadership and succession planning. Experienced HR managers know that the key to attracting and

retaining talented employees is the quality of leadership. The old saying that, "People don't leave companies, they leave people" is true. That's why in so many companies, large and small, there's an ongoing commitment to identifying and developing leadership talent among their staff. ■

Source: <http://www.innovativeemployee.com> — sram@blueminegroup.com.

EAR Conferences

- **American Association of Suicidology; Working Together to Save Lives**

Dates: April 14-17, 2004

Place: Miami, FL

Contact: www.suicidology.org

- **Society for Human Resource Management: 35th Annual Conference & Exposition**

Dates: April 19-21, 2004

Place: Washington, DC

Contact: SHRM: 1-800-283-SHRM (U.S. only); www.shrm.org/conferences

- **Evidence Based Practices: Reducing the Use of Restraint**

Dates: April 22-23, 2004

Place: Plano, TX

Contact: Telephone: 972-495-0755; www.mandtsystem.com

- **Innovative Practices for Suicide Prevention**

Dates: May 4-7, 2004

Place: Montreal, Quebec, Canada

Contact: www.suicidology.org

- **Treatment Update on Eating Disorders: Case Illustrations and Panel Discussion**

Dates: May 7, 2004

Place: Oconomowoc, WI

Contact: Rogers Memorial Hospital, 800-767-4411, ext. 566; www.rogershospital.org/seminars.htm

- **Suicide Prevention Advocacy Network (SPAN)**

Dates: May 6-7, 2004

Place: Sacramento, CA

Contact: www.suicidology.org

- **Social Workers Making a Difference: The Power of Social Work**

Dates: May 19-21, 2004

Place: Brookfield, WI

Contact: 608-257-6334, website: naswwi.org

- **Michigan AADAC Annual Conference**

Dates: May 21-22, 2004

Place: Michigan

Contact: 734-254-9333

- **Scottish-American Congress 2004 on Alcoholism & Drug Abuse**

Dates: May 22-30, 2004

Place: University of Stirling, Scotland

Contact: Center for Interpersonal Development, 888-876-7770; website: www.cid1.com

- **World Conference on Injury Prevention and Safety Promotion**

Dates: June 6-9, 2004

Place: Vienna, Austria, Europe

Contact: www.suicidology.org

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however, will be based upon a vote of the EAPA Membership.

Q: How are you addressing the traditional differences between the two associations?

There is “tradition,” and there is “past history.” During the Task Force discussions the leaders (including long-time members of each association) noted that there are now far more commonalities than differences, and these differences were more style than substance. EAPA members found that certain beliefs about EASNA were no longer accurate, and the reverse was true as well. In addition, both parties identified certain “deal breakers” during discussions (e.g., CEAP recognition, inclusive membership, support for labor, etc.) All have been resolved to date.

Q: What will be the focus of the “new” association?

- Shape the understanding of EA as *the* recognized authority in the prevention and intervention of human workplace problems;
- Increase business opportunities for members;
- Increase constituent involvement;
- Increase quality of professional practice;
- Impact public policy;
- Assist global EA development;
- Support Credentialing;
- Advocacy and Public policy;
- Promote the value, utility and visibility of EA;
- Promote research; and
- Recruit and educate EA professionals

Marketing and Development Activities:

During the past year we have worked to address the immediate and critical demands of our members — better communication with

members and chapters, increased education and awareness of EAP, and fiscal responsibility. As we move forward EAPA must also expand our financial support to deliver additional value, both to and for members. Thus, we created a Marketing and Development Task Force to identify creative and focused methods to establish our capacity for financial development for new projects.

In talks with members and chapters, we heard clearly that there is a willingness to increase support for the association — as long as the specific projects or needs are identified. You — the EAPA membership — clearly identified the need for investment in a better membership tracking system as the number one priority. Our Board and our Marketing/Development Task Force listened.

In the next week your Chapter leaders will be receiving the EAPA Development Plan. One of the goals is to raise at least \$100,000 specifically for investment in a new hardware and data management system to improve service to members. This investment will directly benefit local chapters.

We will be asking each Chapter to make an investment according to your Chapter’s ability and size. We are already grateful to the three Chapters who have set the pace: the Houston Chapter invested \$5,000; the South Florida Chapter invested \$2,500, and the Colorado Chapter invested \$2,000. Please ask your Chapter leaders for details and consider joining in the support of EAPA’s redevelopment. Thank you. ■

Source: EAPA



RESOURCES

📖 **Financial Peace @ Work**, 1-888-227-3223 x125 or email corporate@daveramsey.com. For more information www.daveramsey.com.

📖 One day course offered by **National Safety Council** is designed to assist Human Resource staff to understand the value of safety, including containing costs and increasing profits. For more information about the Making Sense of Safety training program, visit NSC at www.nsc.org.

📖 **Women Seen and Heard: Lessons Learned from Successful Speakers** by Lois Phillips, PhD, (242 pages, 2004, ISBN 0-9673399-5-x) available for \$19.95 at Amazon.com, or 805-962-8083 or lois@loisphillips.com.

📖 **www.bna.com**. Family law reporter is a service that provides family law information on new federal and state cases, legislation, trends, and issues.

📖 Million Index of Personality Styles Revised (MIPS Revised) Test, this addition provides the complete line of personality assessments developed by Theodore Million, PhD, DSc. For more information about the MIPS Revised test and report options available, call Pearson Assessments at 800-627-7271, x3225.

Healthy Workplace winner named

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