

***North Carolina
Employee Assistance
Professionals Association
33rd Annual Conference
March 14 – 16, 2012***

***"Opening
New
Doors to
the
Future of
EAP "***



**Renaissance Charlotte Suites Hotel
Charlotte, North Carolina**

Message from the Conference Chair:

Welcome to the North Carolina Employee Assistance Professionals Association's 33rd Annual Conference!

We are "Opening New Doors to the Future of EAP" by providing you with a phenomenal slate of speakers! Some topics covered will be how to make social media work for us, as well as ways to work with substance abuse in our ever growing, aging population. There is something for everyone and to be sure, valuable information to take back to your workplace.

While at the conference, take time to visit the exhibitors and enjoy some fellowship with your peers from around the state and beyond! Part of the benefit of attending a professional conference is to rekindle old friendships, and make new EA friends!

We are very honored to have Dr. Paul Roman, as our keynote speaker Wednesday afternoon. He is perhaps the most respected EAP researcher in the field. Dr. Roman developed the Employee Assistance "Core Technology" which formed the foundation for the practice of Employee Assistance.

I would like to thank each of the presenters as well as the sponsors and exhibitors. Thank you for being a part of the process in making this year's conference a success! We could not do this without your support.

Also, **a big thank you** goes out to all the conference committee members. Having a seasoned team of people to work with is a blessing for a chairperson! Thanks for all your input, enthusiasm and hard work.

Enjoy the conference!

Sincerely,

Gina Penland, Conference Chair

NC EAPA 2012 Conference Committee:

David Hamby, NC EAPA President

Karen Molli, Conference Committee Co- Chair and Program Editor

Renee Evans, 2011 Conference Committee Chair

Lib Edwards
Eileen Hodiak
Julie Ingram
Dawn Klug

Cheri Timmons
John Waller
Mike Whaley

Special Recognition

On behalf of the Board of Directors, Conference Planning Committee and the members of the North Carolina Chapter of Employee Assistance Professionals Association, we thank the following sponsors for their support of the 33rd Annual March conference.

Four Circles Recovery Center

Also a HUGE Thanks to Our Exhibitors

The Exhibitor List can be found on The Passport.



**The 33rd Annual
NC EAPA March Conference
“Opening New Doors to the Future of EAP”
March 14-16, 2012**

Location: Renaissance Charlotte Suites Hotel
2800 Coliseum Centre Drive, Charlotte, NC 28217

For reservations, call 877-212-5752 and reference NCEAPA in March 2012 or visit the Renaissance Charlotte Suites Hotel online at:
<https://resweb.passkey.com/go/nceapa0312>.

Rooms must be reserved by **February 20, 2012 at 5pm** to receive the discounted room rate of \$129.00 single or double. Specify that you are with NC Employee Assistance Professional Association.

Full conference registration includes all presentations, Wednesday exhibitor and awards luncheon, admission to exhibit area, breaks, all handout material, **13 and ½ PDH's** and substance abuse certification credits.

For additional information and online registration visit our website at www.eapa.com and click on “Conferences and Events” or contact Gina Penland, Conference Chair at gpenland@firsthealth.org.

33rd Annual NC EAPA March Conference Registration

Opening New Doors to the Future of EAP

Renaissance Charlotte Suites Hotel
2800 Coliseum Centre Drive, Charlotte, NC 28217

March 14 -16, 2012

Name/Credentials: (as you want it printed on name tag) _____
 Telephone: _____
 Organization Name: _____
 Address: _____
 City: _____ State: _____ ZIP _____
 Email: _____
 LEAP: Yes No CEAP: Yes No
 LPC: Yes No Please list other licenses/certifications: _____
 I plan to attend the lunch banquet: Yes No

Early Registration must be postmarked and *payment made* by **February 24th, 2012!**

	Early Registration Before Feb. 24, 2012	After February 24, 2012
Full Conference Member	\$185.00	\$240.00
Full Conference Non-Member	285.00	340.00
One Day Member*	100.00	155.00
One Day Non-Member*	175.00	230.00
Full Time Student EAPA Member	50.00	50.00
Full Time Student Non-Member	150.00 (or \$50 per day)	150.00
Additional Lunch Ticket (s) number _____ x _____ 35.00		_____ 35.00
	Total \$ _____	Total \$ _____

*Full conference and one day registrations for Wednesday include banquet lunch

Please indicate if you need a vegetarian meal: _____

EAPA-NC membership # _____

You can pay by check via mail, or by credit card via Pay Pal on website

By Check: Complete registration form; make checks payable to NC EAPA and mail to:

John Waller, Treasurer, NC EAPA
 Carolinas HealthCare System EAP
 720 East Blvd.
 Charlotte, NC 28203
 Phone (704) 347-5667/Fax: (704) 355-7287 john.waller@carolinashealthcare.org

Pay Pal: Go to www.eapa.com and click on Conferences and Events, and follow Pay Pal instructions (**available only until February 24th**). After that date use mail or register on-site.

Scholarships Available: Contact Dawn Klug: Dawn@eannc.com phone: 1-800-454-1477
THERE WILL BE NO REFUNDS

Wednesday, March 14

Top 10 Web Secrets for the Next Decade: What Every Professional Should Know

Marina London, LCSW, CEAP

Marina is known for her informative and entertaining presentations on social media marketing, blogging, Twitter, and web design for EA and mental health professionals, and has presented her "Web Secrets" at numerous local and national conferences. In this plenary session, Marina will show attendees how to develop a more proactive approach in incorporating cutting edge social media tools into their practice/business. She will identify which internet trends are most relevant and demonstrate how to implement those trends that directly impact professional development and business practice.

Tao of Twitter and Blogging

In the break out session, Marina is going to help participants evaluate if Twitter and/or blogging are relevant to their professional/EAP practice. She will demonstrate specific social networking techniques so attendees can optimally participate in social networking, thereby directly impacting their professional development and serving their professional/EAP clients' needs.

Marina London, LCSW, CEAP

Marina is the Web Editor for the Employee Assistance Professionals Association and a former EAP executive. In this capacity, she maintains and writes content for the Association's website. She is the author of the award winning iWebU blog, which is geared towards helping professionals use social media and technology to grow their businesses and private practices. She also writes a quarterly column on "Technology Trends" for the Journal of Employee Assistance. Marina has a Bachelor of Arts cum laude in Psychology from Yale University and a Master of Science from Columbia University.

Hallmarks of EAP Research

Paul Roman, PhD

My principal research activity for the past 15 years has been a national study of substance abuse treatment, with repeated data collections such that we have a tremendous amount of information on organization, evidence based practices and staffing.

Paul Roman, PhD

Dr. Roman has been Director of the Center for Research on Behavioral Health and Human Services Delivery, Institute for Behavioral Research, University of Georgia, since 1986 where he is also a tenured faculty member in the Department of Sociology. In university-wide competition, he has been awarded three consecutive 5-years terms as a Distinguished Research Professor. Previously he was the Favrot Professor of Human Relations and Professor of Epidemiology at Tulane University where he served on the faculty from 1969 to 1986. He received his Ph.D. from Cornell University in 1968. His research is focused on the sociological aspects of alcohol problems, with particular attention to the organization of treatment systems and to the workplace and the design of intervention efforts to deal with employees with substance abuse problems. His current research is focused on patterns of organizational structure associated with organizational innovation and change among substance abuse treatment providers. Other recent research has centered on referral patterns associated with different types of employee problems referred to

employee assistance programs, national patterns of drinking and drug related behaviors and attitudes among employed persons, and the structural and process characteristics of EAPs.

Ethics for Employee Assistance Professionals

Robert Buchanan, MA, LPC

Robert will examine the EAPA Code of Ethics by looking at the Professional Competency, Professional Conduct, Confidentiality, Conflict of Interest, Business Practices, Public Responsibility, Electronic Communication and Record Keeping. He will also compare and contrast the EAPA Code of Ethics with that of counselors and social workers. He will also help participants become familiar with the concepts presented in order to encourage application of the concepts in individual settings.

Robert Buchanan, MA, LPC

Robert is a clinical supervisor with Value Options in the Health and Performance Solutions Division working with clinicians who provide EAP assessments, management referrals and workplace services for client companies in North Carolina and across the United States. Mr. Buchanan has two earned Masters Degrees – one in counseling psychology and another in urban ministry. He is an LPC with a broad range of experience in the clinical field including individual, group, IOP, and inpatient treatment in both mental health and substance abuse. He has many years experience with Fitness for Duty evaluations for safety –sensitive employees. He also served in parish ministry and other non-profit services. He has successfully completed at least six ethics presentations to groups of counselors, social workers, psychologists and other medical professionals.

Thursday, March 15

Future of EAP: Panel Discussion

John Burke, MA, Chuck Taylor MA, and Rich Paul, MSW, CEAP

The EAP industry has experienced continual change since its formal inception dating back to the early 1970's. Through this change, EA professionals have been resilient and adapted to change to meet the changing needs of employers and employees. Currently, the EAP industry is faced with issues of commoditization, price sensitivity, lessening of perceived value, increased competitiveness and industry consolidation. All of these challenges are indicative of the typical life cycle of any service and indicates a certain level of industry maturity. This presentation and break-out session will address all of these challenges and discuss new directions and opportunities for the industry. Where there is change there is opportunity and the presenters will review actual and anticipated areas of opportunity.

John Burke, MA

John of Burke Consulting, is a business development consultant working with EAP and other related companies within the US and internationally. His work focuses on assisting organizations in the re-engineering and retooling to meet the changing marketplace needs. Currently he is working exclusively with Empathia based in Wisconsin. He has held a range of positions in the EAP profession for over 30 years as well as a frequent speaker and writer.

Chuck Taylor, MA

Chuck is the Vice President of Sales for the Federal Division of ValueOptions. He is responsible for leading the execution of ValueOptions' growth strategy for the federal sector which includes the government and military. He has enjoyed diverse roles within the EAP industry for over 30 years and has held several positions within EAPA on an international and national level.

Rich Paul, MSW, CEAP

Rich serves as senior vice president of health and performance solutions at ValueOptions. He has oversight and development responsibilities over EAP, Work/Life and health and wellness as well as other employer support services. He has served as President of the Employee Assistance Society of North America (EASNA) and has authored dozens of articles on a variety of issues that impact upon productivity and organizational performance.

Working with Treatment Resistant Clients in the EAP setting

Gabriel Rogers, PhD, LPCS, LEAP, CEAP

In this training, participants will peruse current research data on the importance of treatment resistant clients and why short term settings have to treat more difficult clients these days. This will be done by exploring the most common types of treatment resistant clients and examine why some clients become resistant to treatment. Will look at 8 strategies to improve care of difficult clients and discuss the importance of the therapeutic alliance in working with these resistant clients and effective treatment planning methods.

Gabriel Rogers, PhD, LPCS, LEAP, CEAP

Dr. Rogers is the Clinical Coordinator of Carolinas HealthCare System EAP located in Charlotte, NC. He has served as a Board Member of NC Board of LPCs and has also had a myriad of experiences in different counseling settings. He currently serves as an Adjunct Professor for Graduate schools in the areas of Counseling and Psychology. He also operates a small private practice specializing in individual, family and Christian counseling.

Suicide Prevention and Intervention in EAP and IOP Settings

Dan Wilemon, Med, LPC and Rhonda Ferrell, LPC, CEAP

This session will educate and prepare participants to practice the SAFE model for prevention, intervention and postvention of suicidality. The SAFE model is designed for anyone to use, not just behavioral health professionals. Supervisors, leaders, medical service providers and coworkers can apply the simple, logical steps of the SAFE model to assist in prevention and intervention of suicidality.

Dan Wilemon, Med, LPC

Dan has been a licensed clinician for 20 years, working at all levels of care in mental health treatment, including on-call intervention services. He is the lead therapist for both the Mental Health Partial Hospital and Intensive Outpatient Programs at Novant Health.

Rhonda Ferrell, LPC, CEAP

Rhonda has over 20 years of experience in EAP from Burke Taylor to Value Options to Novant EAP in Winston Salem, NC. Rhonda created the SAFE program in response to a need for a suicide prevention model that guides lay persons as well as professionals in determining how to effectively respond to a potentially suicidal person. Rhonda's specialty and passions is using innovative and synergistic methods in a brief counseling setting for post trauma symptoms and anxiety/depressive disorders. Her newest adventures are at her stable working with equestrian assisted psychotherapy, combining her appreciation for horses and counseling.

Substance Abuse and the Older Adult

Alyson Kuroski-Mazzei, MD

Attendees will become familiar with the signs and symptoms of common substance abuse and dependency issues. They will consider how symptoms of these disorders can impact one's overall physical and mental health, as well as ability to function. Attendees will also review screening for alcoholism and substance abuse in the older adult, and will look at the available treatments and interventions for the older adult population. They will also talk about what it means to live with the disease of addiction.

Alyson Kuroski-Mazzei, MD

Dr. Kuroski-Mazzei obtained her medical degree from Midwestern University and completed her general psychiatry residency training at Duke University. She then furthered her training in forensic psychiatry at the University of North Carolina and is currently board certified in Psychiatry, Forensic Psychiatry and Addiction Medicine. Dr. Kuroski-Mazzei is the Medical Director at Fellowship Hall, Inc., in Greensboro, NC and holds academic appointments at both the UNC School of Medicine and Duke University. Dr. Kuroski-Mazzei further serves as the Associate Director of the UNC Forensic Psychiatry Residency Program and is the Director of Training for the UNC Forensic Psychiatry Program & Clinic.

Switching Your Seat on the Titanic : Dual and Multiple Addictions

Cathy Killian, MD, LPC, LCAS, CCS, CCH

This presentation will focus on the relationship and interaction between alcohol/drug abuse and eating disorders, gambling, computer/Internet/technology addiction, sexual addiction, love/relationship addiction, compulsive shopping/spending, workaholism, and self-injurious behaviors. Assessment tools, care scenarios, and treatment issues will be discussed to help the professional better recognize and address these addictions and behaviors in a coexisting situation, thus improving quality of care and decreased incident of relapse in substance abuse clients.

Cathy Killian, MD, LPC, LCAS, CCS, CCH

Cathy Killian has been a counselor in the Charlotte area for over 20 years. She has conducted numerous workshops and presentations on a variety of topics, combining extensive information with a playful sense of humor. She is a Licensed Professional Counselor, Licensed Clinical Addictions Specialist, Licensed Certified Clinical Supervisor and is a Certified Clinical Hypnotherapist. She has additional Training in Critical Incident Stress Debriefing, Trauma Response and Eye Movement Desensitization Reprocessing. She is currently in private practice at Synergy Counseling and Consulting, and works with individuals, couples and groups. Her areas of specialty include trauma-based disorders, eating disorders, addictive or obsessive/compulsive behaviors; transition issues, depression, anxiety, and helping clients

achieve balance after life-changing events. She provides crisis debriefing, training, and consulting services to a variety of local and national companies and health care corporations. Cathy is also the Program Chair in Substance Abuse and Central Piedmont Community College where she has been an instructor for the last 15 years, and received the part-time employee award for excellence in 2004.

Addressing Diversity Related Issues with Management

Willie Fleming, PhD, LPC

This interactive session will briefly examine the historical and cultural context of their personal identity (self-cultural awareness) and its implications for working with diverse populations. It will also demonstrate a layman's knowledge of diverse cultures and the implications for working with these individuals and groups. Finally, it will discuss awareness and knowledge of the nature of biases, prejudices, processes of intentional and unintentional imposition of cultural values and discrimination as well as other culturally supported behaviors that are detrimental to the growth of the human spirit, mind, or body. This will enable participants to become knowledgeable about the ethical expectations of professionals in regards to diversity and multicultural issues.

Willie Fleming, PhD, LPC

Dr. Fleming is a licensed professional counselor and tenured professor at Gardner Webb University. He is also the Coordinator of the Mental Health and School Counseling programs at the Statesville campus. His doctoral research as well as professional research agenda has included various topics on multicultural issues.

Prevention of Executive Burnout

Elaine Robinson, MA

The goal of this presentation is to identify signs of executive burnout. It will look at the 5 keys to time management, employee actions to eliminate stressors, discuss effective support systems, employee bottomline benefits of rest and relaxation and examine effective employer wellness programs.

Elaine Robinson, MA

Elaine is CEP of Empowerment? Consulting Intl. (ECI) and serves as leadership coach, consultant, and speaker. ECI is an energizing leadership development company committed to establishing and realigning leaders and organizations to achieve greater health and success. Elaine is a graduate of Simmons College, where she received her B.A. degree in business Administration. She also holds a masters degree in leadership and Management from Montreat College and has acquired the designation of Registered Corporate Coach™ through the Worldwide Association of Business Coaches.

Aligning EAP to Business Objectives

Lucy Henry, LPC, LMFT, CEAP and Jay Hale, LPC, CEAP, LEAP

Participants will gain an understanding of the work of the Strategic Plan Goal 2 Task Force by participating in evaluating a model presentation and Request for Proposal designed for EA members to take to groups, meetings and conferences of Purchasers, Brokers, and consultants of EAP services.

Luch Henry, LPC, LMFT, CEAP

Lucy is an EAP Consultant for First Sun EAP in Columbia, SC. She is the EAPA Board Chairperson for Strategic Plan Goal 2 Task Force which is focusing on disseminating the value proposition of EAPs to Purchasers, Brokers, and Consultants.

Jay Hale, LPC, CEAP, LEAP

Jay is the Quality Improvement/Clinical Operations Manager at Carolina Behavioral Health Alliance. He is the Immediate Past President of the NCEAPA Chapter and has 20 years of experience in EAP and Managed Care.

Friday, March 16

Identifying and Responding to Motivations of Violence

Johnny Lee, MS

The final conference presentation will explore the characteristics and warning signs of those motivated by the need for justice to commit acts of violence. There will be discussion of the correlation between the new potential diagnosis Post-Traumatic Embitterment Disorder and revenge-based shootings as well as the cultural reinforcement of seeking justice – frontier justice and independence. Attendees will deepen their understanding by reviewing cases where justice/revenge were central motivations for assault and participating in group activity looking at actual case and discussing intervention measures that focus on addressing subject's need for justice.

Johnny Lee, MS

Johnny Lee is the Director of Peace@Work, an agency dedicated to the prevention of violence in and through the workplace and the providers of the **ePanic Button**, a software duress alarm program. Johnny's previous experience includes Training Director for the UNC-Chapel Hill Injury Prevention Research Center's PREVENT program, was the Workplace Violence Specialist for the Office of State Personnel in Raleigh, North Carolina, he also implemented the Batterers Treatment Certification Program for the State of North Carolina. **HRD Press** has published his human resources book, *Addressing Domestic Violence in the Workplace* in 2004. Johnny co-authored the Armed Robbery Preparation Manual, a training resource for front line clerks and bank tellers to survive a robbery and support the investigations, and has conducted a study of 500 incidents of domestic violence assaults which occurred in the workplace and produced the *Workplace Campaign to End Domestic Violence*, empowering community educator advocates to do outreach to their business community.

The North Carolina Chapter of EAPA – 33rd Annual Conference Schedule of Events

Wednesday March 14, 2012

10:00am – 11:00am	Conference Registration
11:00am - 11:15 pm	Welcome and Opening Remarks – Gina Penland
11:15am – 1:00pm	Exhibitor Luncheon & Awards Banquet Keynote speaker Dr. Paul Roman “The 21 st Century EAP in Historical Perspective”
1:00pm- 1:15 pm	Break in Exhibit Hall
1:15pm – 3:30pm	Plenary Session – Marina London
<u>With a break from 2:15-2:30</u>	Top 10 Secrets for the Next Decade: What Every Professional Should Know
3:30-pm – 3:45pm	Break in Exhibit Hall
3:45pm – 5:30pm	Track A – Marina London Tao of Twitter and Blogging
<u>With a break from 4:30-4:45</u>	Track B – Robert Buchanan Ethics for Employee Assistance Professionals
	Track C – Dr. Paul Roman Hallmarks of EAP Research
	DINNER ON YOUR OWN

Thursday March 15, 2012

7:45 am- 8:15am	Conference Registration Breakfast, Coffee & Tea in Exhibit Hall
8:00am – 8:15am	Welcome and Remarks – Gina Penland
8:15am – 9:45am	Plenary Session – John Burke, Chuck Taylor and Rich Paul Future of EAP: Panel Discussion
9:45am – 10:00am	Break in Exhibitor Hall
10:00am – 11:30am	Track A – John Burke, Chuck Taylor and Rich Paul Future of EAP: Panel Discussion (cont.)
	Track B – Dr. Gabe Rogers Working with Treatment Resistant Clients in the EAP Setting

Track C – Dan Wilemon and Rhonda Ferrell
Suicide Prevention and Intervention in EAP and IOP settings

11:30am – 1:00pm

LUNCH ON YOUR OWN

1:00pm – 2:00pm

Plenary – Dr. Alyson Kuroski-Mazzei
Substance Abuse and the Older Adult

2:00pm – 2:15pm

Break in the Exhibitor Hall

2:15pm – 3:45pm

Track A – Cathy Killian
Switching Your Seat on the Titanic: Dual and Multiple Addictions

Track B – Dr. Willie Fleming
Addressing Diversity Related Issues with Management

Track C – Elaine Robinson
Prevention of Executive Burnout

3:45pm – 4:00pm

Break in Exhibitor Hall –

4:00pm – 5:30pm

Track A – Cathy Killian
Switching Your Seat on the Titanic (continued)

Track B – Dr. Willie Fleming
Addressing Diversity Related Issues with Management (continued)

Track C – Lucy Henry and Jay Hale
Aligning EAP to Business Objectives

5:30pm

DINNER ON YOUR OWN

Friday March 16, 2012

7:45am – 8:00am

Registration –
Breakfast, Coffee & Tea in Exhibit Hall

8:00am – 9:00am

Chapter Business Meeting –
Passport Prize Drawing (**Must be present to win**)

9:00am – 10:30am

Plenary – Johnny Lee
Identifying and Responding to Motivations of Violence

10:30 am – 10:45am

Break

10:45am – 12:15pm

Plenary – Johnny Lee
Identifying and Responding to Motivations of Violence (continued)

12:15pm

Wrap Up