

NAADAC Ends Out-Sourcing of Annual Conference and Magazine

For Immediate Release
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As the only national association representing substance use disorder counselors, NAADAC's mission is to serve the professional needs and interests of our members so they can practice at the highest possible level.

NAADAC is pleased to announce that the publications and conferences NAADAC previously outsourced have been brought back "in-house" so all decisions about content, production and pricing will be made to maximize the benefit to our members and the association. Beginning in 2012, NAADAC will be publishing an expanded and enhanced version of the NAADAC magazine and re-establishing the premier NAADAC Annual Meeting.

In the weeks to come, the new NAADAC Sales and Customer Service team will provide all the details and specifics related to the official publication for NAADAC and the NAADAC 2012 Annual Meeting. Here's a preview of what we are working on now:

- NAADAC will no longer contribute its content or member lists to Addiction Professional magazine. Instead, all content for NAADAC members and audiences will be exclusively carried in the NAADAC News. The publication is undergoing an exciting transformation that expands its editorial mission and scope, making make it the "official" publication of NAADAC. The new format promises to become a "must read" for members, with an innovative format that will connect the substance use counselor community with the rapidly evolving treatment evidence-base and technology-driven practice advances.
- NAADAC will assume sole responsibility for its successful Annual Meeting this year with an agenda that will be member-driven and hosted in a place and at a time that will maximize the ability for members and other target audiences to attend in record numbers. The meeting will be constructed with creative new opportunities for industry to engage with attendees for

educational exchanges. The NAADAC Annual Meeting planners understand that there is no substitute for face-to-face communication.

NAADAC wants to thank each of you for your loyal support of NAADAC over the years. You will be pleased with the new integrated promotional vehicles we are developing for you. As NAADAC Executive Director [Cynthia Moreno Tuohy](#) put it: "Our membership is growing, our discipline is advancing and I am certain that we are all poised to enjoy a most prosperous 2012."

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