

## CEO Barry Karlin Keynotes President's Dinner

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NAADAC, The Association for Addiction Professionals, welcomes business innovator Barry Karlin as the keynote speaker to its second annual President's Dinner on October 7, 2004, at the Sunspree Resort in West Yellowstone, Montana. Over three hundred clinicians who on a daily basis work to prevent and treat individuals with alcohol and other drug disorders will be at NAADAC's Annual Conference.

Barry Karlin is Chairman & Chief Executive Officer of CRC Health Corporation, the largest provider of drug and alcohol treatment in the country. In 1995, he co-founded CRC to acquire and operate drug and alcohol abuse treatment facilities and provide a comprehensive continuum of substance abuse treatment. In December 1999, he founded eGetgoing, a subsidiary of CRC, which uses on-line technology to expand quality treatment to untreated segments of the population. As Chairman and Chief Executive Officer of both eGetgoing and CRC, Dr. Karlin is responsible for the company's strategy and overall performance.

In 2002, the Silicon Valley Business Journal cited CRC Health as one of "the five fastest growing companies in the Silicon Valley". eGetgoing, the only nationally accredited online alcohol and drug treatment program, won the 2002 eHealthcare Leadership Award Gold Medal for best websites, achieving the Gold medal for Best Physician/Clinician-Focused Site.

Dr. Karlin has a diverse background in operating companies, venture capital and management consulting. Also, he has expertise in general management, finance, marketing and strategic planning. He received his Ph.D. and M.S. from Stanford University in the Department of Engineering-Economic-Systems in 1981 and a B.S. in Electrical Engineering in 1976.

"It is a unique pleasure to find a speaker of Barry Karlin's abilities and accomplishments. His commitment to innovation and to non-traditional delivery of quality care is unparalleled," said NAADAC's President, Roger Curtiss. "In these times of tighter budgets and increasing need for prevention, intervention and treatment, the CRC Health Group stands as a great example of how to do things right."