

December 1, 2006

Dear NAADAC Members,

In March of 2006, NAADAC, The Association for Addiction Professionals and HourPower Watches® agreed to collaborate on a joint venture to provide an official wellness and recovery timepiece. The benefits of utilizing this product during recovery will be immediate and long lasting.

The HourPower Watch® was developed by a clinical psychologist, Dr. Brenda Ellner, and her business partner, Paulette Nance, to support growth and change by utilizing a cognitive behavioral technique. Drawing on her experience as a therapist and professional coach Dr. Ellner realized that the HourPower Watch® could become a powerful therapeutic tool.

As Dr. Ellner tells it: “In the first 30 years of my practice, I used a notecard that was to be read throughout the day in order to anchor the intention for change. Clients would continually tell me that this simple technique gave them a wonderful feeling of energy and resolve. But, they kept asking for a better place to carry their message.”

“After many years of urging, I came up with the idea for the HourPower® timepiece. I reasoned that since a watch is an indispensable item of daily life, it was a natural place to begin. Our patented watch is high quality and handsome on the outside; yet it has a secret! It has a hidden compartment for viewing one’s message. These messages can be interchanged; therefore creating a kind of delivery system for whatever a person needs to read at that time. It is now possible to have a quiet space in a busy day—open the watch and it returns you to your central focus or to whatever provides meaning and commitment to you.”

We believe that the HourPower Watch® has the power of creating possibilities -connecting people with the tools involved in overcoming their addiction. Because of the unique role that NAADAC members play in working for the prevention, intervention, treatment and continuing care for clients, we are offering an exclusive package to encourage NAADAC members to utilize this recovery tool. We are offering a 25% discount for the official watch with a special NAADAC logo on the lift tab. Included with the timepiece is a package of interchangeable brass discs with selected recovery slogans for placement in the hidden chamber. The following ad slick will discuss the details.

I hope you take advantage of this offer and join all of us on the Board in our action plan to utilize the HourPower Watch® as a Wellness and Recovery tool for everyone.

Best Regards,



Cynthia Moreno Tuohy, NAADAC Executive Director