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Welcome to the 2014 Advocacy in Action Conference!

Thank you for joining us. If this is your first time in Washington, D.C., or you are returning to the nation’s capital, we welcome you on behalf of NAADAC. No doubt you have other demands in your life, yet you have chosen to be here with one purpose, to speak and be heard by your congressional leaders. Thank you for taking time away from the organizations and people you serve. We commend you for the sacrifices you have made and thank you for your leadership.

This year marks NAADAC’s 40th year of working to advance the interests of addiction-focused professionals and organizations, and our 27th Annual Advocacy Conference. Together, we know firsthand the needs of the people we serve. We are their voice as well as the voice of an essential system of services. Our work to prevent substance use disorders, treat the disease, and support recovery hastens people back to work, reunites families and creates safer communities. But most importantly, our work helps people get their lives back.

Over the next two days we will have the opportunity to impart and gather information with members of Congress. We will receive up-to-date information on the issues that impact us the most: funding for services, workforce development, and the implementation of parity and other healthcare reforms. We will hear from top federal officials regarding their initiatives to support our profession and ensure access to services. The agenda includes the opportunity to have breakfast with our addiction advocates in Congress and then meet with Representatives and Senators so that they can hear directly from us about front-line issues. We will also take the time to say thank you to Representative Tim Ryan (D-OH), our 2014 Legislator of the Year recipient, the 2014 Senator Harold E. Hughes Advocate of the Year recipient, and the NAADAC Emerging Young Leaders of the Year recipients.

Finally, we look forward to this time with you. Please do not hesitate to approach any of us to speak and share your thoughts and questions.

Again welcome, and enjoy these days of advocacy with your colleagues in the addiction profession.

Robert C. Richards, MA, NCAC II, CADC III
President of NAADAC, the Association for Addiction Professionals

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“When NAADAC calls on Capitol Hill, my colleagues and I pay attention. You bring the wisdom that results from your members’ hands-on work, not to mention your vision and determination. Addiction is one of America’s most serious public health challenges, and your members are needed to meet it.”

– former Representative Patrick J. Kennedy (D-RI)
Conference Schedule

Sunday, March 2, 2014
Holiday Inn & Suites Alexandria–Historic District
625 First Street, Alexandria, VA 22314

4:00 pm – 7:00 pm: Conference Registration Open
Outside Ballroom C

5:30 pm – 7:30 pm: ONDCP Briefing & Reception
Opening Remarks: Robert (Bob) Richards, NAADAC President
Briefing: Michael Botticelli, Deputy Director, White House Office of National Drug Control Policy (ONDCP)

Ballroom C & D
1.5 Business Hour/CE Credit
Kick off the Conference with a briefing about the Office of National Drug Control Strategy. Highlights will include updates on parity under the Affordable Care Act (ACA), the paradigm shift of substance use disorder serves delivery to a public health model highlighting workforce issues, the importance of early intervention evidence-based approaches to include improving access to medication-assisted treatment, overdose prevention and the Prescription Drug Plan.
Open to all registered participants. Reception will follow.

8:00 pm: Self-Help Meeting Room Available
Wythe Room

Monday, March 3, 2014
Holiday Inn & Suites Alexandria–Historic District
625 First Street, Alexandria, VA 22314

8:00 am – 5:30 pm: Conference Registration Open
Outside Ballroom C

8:00 am – 9:00 am: Continental Breakfast and Exhibitor Visits
Commonwealth Foyer

9:00 am – 9:45 am: Welcome and SAMHSA Issues Briefing
Welcome: Bob Richards, NAADAC President
Introduction: Cynthia Moreno Tuohy, NAADAC Executive Director
Presenter: Pamela Hyde, Administrator, Substance Abuse and Mental Health Services Administration (SAMHSA)

Commonwealth C & D
.75 CE Credit
Challenges and Opportunities for Addiction Professionals: Behavioral Health as Public Health in an Era of Health Reform
Administrator Hyde will discuss the current drivers of change in the behavioral health field including behavioral health’s role in public health; implementation of the Affordable Care Act; and emerging issues facing the behavioral health workforce. She will explore ways to increase partnership and will address the evolving role of providers with regard to new opportunities for behavioral health in health care.

9:45 am – 10:30 am: ACA and Provider Reimbursement
Introduction: Kirk Bowden, NAADAC President-Elect
Co-Presenters: Jim Clarkson, CEO, Via Positiva, LLC and Deborah Adler, Senior Vice-President, Optum Health

Commonwealth C & D
.75 CE Credit
Ten Key Learnings That Every Addiction Professional Should Know About Health Reform, Advocacy and Revenue in the Evolving Behavioral Health Landscape
With the onset of the ACA and related healthcare reform initiatives, there is so much information and rapid change that it is sometimes challenging for addiction professionals to know where to focus first. This presentation will provide ten “starting point” learnings that every addiction professional should know about healthcare reform and positioning for sustainability and growth in the current environment.

The Changing Landscape of Provider Reimbursement Models and Integrated Care
This presentation will outline and explain the various reimbursement models available to addiction and co-occurring treatment providers through third-party payers with suggestions on the advantages and challenges within each. An overview of the principles of integrated care will be discussed as well as suggestions of where addiction and co-occurring “specialty” providers can position themselves on an integrated continuum of services.

10:30 am – 11:00 am: Break and Exhibitor Visits
Commonwealth Foyer

11:00 am – Noon: Status of Federal Funding for Addiction Services
Introduction: Don Osborn, NAADAC Past-President
Presenter: Rob Morrison, Executive Director of the National Association of State Alcohol and Drug Abuse Directors (NASADAD)

Commonwealth C & D
1 CE Credit
This presentation will provide an update on the status of federal funding for addiction services, including background information on trends, the most recent action by the Administration and Congress, and a preview of the year ahead.

Noon – 1:15 pm: Lunch Presentation
Introduction: Bob Richards, NAADAC President
Presenter: C. (West) Huddleston, III, CEO, National Association of Drug Court Professionals (NADCP)

Ballroom A & B
1.25 CE Credits
Painting the Current Picture: 25 Years of Drug Court
This year marks the 25th anniversary of the first Drug Court in Miami-Dade County, FL. Was the experiment successful? This presentation will share highlights of the past 25 years of the Drug Court movement and present a vision for the future.

Plated lunch will be served.

1:15 pm – 1:30 pm: Break and Exhibitor Visits
Commonwealth Foyer
1:30 pm – 2:15 pm: Workforce Issues in the ACA
Introduction: Bob Richards, NAADAC President
Panelists: Cynthia Moreno Tuohy, NAADAC Executive Director and Gerry Schmidt, NAADAC Public Policy Chair
Commonwealth C & D
.75 CE Credit
This session will educate participants on the many tensions affecting the addiction workforce as a result of the ACA and the addiction profession’s current struggle to recruit, retain and reimburse. Previous workforce efforts and new efforts currently underway will be discussed with future recommendations.

2:15 pm – 3:00 pm: Health Information Technology — How are the Addictions and Mental Health Treatment Fields Affected by the New Health Reform?
Introduction: John Lisy, NAADAC Treasurer
Co-Presenters: Paul Le, Vice-President and Director of Business, Orion Healthcare Technologies and Allen Davis, Consultant, DrCloudEMR
Commonwealth C & D
.75 CE Credit
In the last two decades, the addiction and mental health field has seen major changes in not only clinical but technological advances. The new health reform laws recognize the importance of health information technology (HIT) and have supported the use of data and electronic health systems. However, even with the inclusion of initiatives such as the ACA and the American Recovery and Reinvestment Act, there still remain a large percentage of behavioral health providers/organizations that are unaware of the effects of health reform in regards to HIT or even misinformed. The session will provide an overview of how health reform, through the new health reform laws have impacted the field today and potential for the future. This includes effects on documentation, outcomes, funding source trends and other topics in regards to the electronic healthcare records landscape.

3:00 pm – 3:30 pm: Break and Exhibitor Visits
Commonwealth Foyer

3:30 pm – 4:15 pm: The Recovery to Practice (RTP) Initiative — Hastening Awareness, Acceptance, and Adoption of Recovery-Based Addiction Services
Introduction: Cynthia Moreno Tuohy, NAADAC Executive Director
Presenter: Misti Storie, NAADAC Director of Training and Professional Development
Commonwealth C & D
.75 CE Credit
As a part of the federal government’s efforts to promote recovery for all Americans affected by mental illness and/or addiction, in March 2012, SAMHSA engaged with NAADAC to be one of six disciplines included in its Recovery to Practice (RTP) Initiative. The RTP Initiative is designed to hasten awareness, acceptance, and adoption of recovery-based practices in the delivery of addiction-related services and builds on SAMHSA’s definition and fundamental components of recovery. Through this project, NAADAC conducted a Situational Analysis that produced a snapshot of how the addiction profession currently views and uses the concepts, services, and practices of recovery, as well as the barriers, strengths, and contextual conditions related to full integration. NAADAC also developed a recovery-oriented training curriculum to further promote the basic principles, skills, and services within a recovery-oriented systems of care (ROSC). This presentation will describe the efforts and findings of the project so far, where we are heading, and what you can do to get involved.

4:15 pm – 5:00 pm: Advocacy 101 and Hill Visit Preparation
Introduction: Nancy Deming, NERF Special Activities Coordinator
Presenter: Gerry Schmidt, NAADAC Public Policy Chair
Commonwealth C & D
.75 CE Credit
Upon completion of this session, participants will feel comfortable and confident in achieving their goals during visits with members of Congress.

5:30 pm – 6:30 pm: NERF Reception and Auction
Hosts: Nancy Deming, NERF Special Activities Coordinator and Gerry Schmidt, NAADAC Public Policy Chair
Commonwealth C & D
This event supports workforce education and promotion efforts. All proceeds benefit the NAADAC Education and Research Foundation (NERF). Tax-deductible donations will be accepted at the Conference Registration Desk. Hors d’oeuvres will be served.
Open to all registered participants and family members.

6:30 pm – 8:30 pm: Screening of The Anonymous People and Panel Discussion
Introduction: Sherri Layton, NAADAC Mid-South Regional Vice President
Presenter: Robert Ashford, Founder of Texas branch of Young People in Recovery (YPR)
Commonwealth C & D
2 CE Credits
The Anonymous People is a feature documentary film about the 23.5 million Americans living in long-term recovery from alcohol and other drug addiction told through the faces and voices of the leaders, volunteers, corporate executives and celebrities who are laying it all on the line to save the lives of others just like them. This passionate new public recovery movement is fueling a changing conversation that aims to transform public opinion, and finally shift problematic policy toward lasting recovery solutions.

9:00 pm: Self-Help Meeting Room Available
Wythe Room
Tuesday, March 4, 2014

*Holiday Inn & Suites Alexandria–Historic District*
625 First Street, Alexandria, VA 22314

7:30 am – 9:00 am: Conference Registration Open
Outside Ballroom C
7:30 am – 5:00 pm: Luggage Storage Available
Marshall Room
  Don’t want to get dinged for late check-out fees? Drop your bag off and pick it up after you return from Capitol Hill.

*Cannon Building, Room 122*
*Cannon House Office Building, Corner of Independence Ave. SE and New Jersey Ave. SE, Washington, D.C. 20003 (Nearest Metro stop: Capitol South on the blue and orange lines)*

9:00 am – 10:30 am: Briefing on Capitol Hill and Awards Breakfast
Host and Opening Speaker: Rep. Tim Ryan (D-OH)
Additional Speakers:
  ● Bob Richards, NAADAC President
  ● Readings from Addiction Professionals and people in recovery
  ● A.J. Senerchia, Vice-President of Communications, YPR
  ● Cynthia Moreno Tuohy, NAADAC Executive Director, and Gerry Schmidt, NAADAC Public Policy Chair

*Cannon Building, Room 122*

1.5 CE Credits
NAADAC Awards Presentations: Legislator of the Year, Emerging Young Leaders of the Year, and Sen. Harold E. Hughes Advocate of the Year.

11:00 am – 4:00 pm: Capitol Hill Visits

*Up to 6 Business Hour/CE credits based on number of visits and hours*

*Holiday Inn & Suites Alexandria–Historic District*
625 First Street, Alexandria, VA 22314

3:00 pm – 6:00 pm: Capitol Hill Debrief Session at the Hotel
Facilitators: Cynthia Moreno Tuohy, NAADAC Executive Director, and Gerry Schmidt, NAADAC Public Policy Chair

*Martin Room*

*Up to 3 Business Hour/CE credits based on length of attendance*
  Share your experiences from Capitol Hill with NAADAC staff and enjoy healthy snacks.

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**Education Credits**

Participants may earn up to 10.5 Continuing Education (CE) credits and up to 9 Business Hours.

This educational program is approved for Continuing Education hours by NAADAC #189, National Board of Certified Counselors (NBCC) #5703, and California Association for Alcohol/Drug Educators (CAADE) #CP30 696 P 0000, accredited by the American Probation & Parole Association, and accepted by the New York State Office of Alcoholism and Substance Abuse Services (OASAS).

NAADAC will award certificates of attendance to all registered conference participants. Please fill out the NAADAC Education Credit Validation Form in your registration packet and return it to the Conference Registration Desk before you leave. You may also mail it to NAADAC at 1001 N. Fairfax St., Ste. 201, Alexandria, VA 22314, by March 31, 2014. Certificates will be mailed within four weeks of receipt of completed CE forms.

For more information, please call 800.548.0497 or e-mail misti@naadac.org.
General Information

If you have any questions about the conference, visit the Conference Registration Desk or contact NAADAC at 800.548.0497.

**Conference Registration/Information Desk Schedule**

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<th>Date</th>
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<td>March 2, 2014</td>
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<td>March 3, 2014</td>
<td>8:00 am – 5:30 pm</td>
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<tr>
<td>March 4, 2014</td>
<td>7:30 am – 9:00 am</td>
<td>Outside Ballroom C</td>
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**Meetings with Legislators**

Interacting with legislators is a key part of this event. Participants will need to make their own arrangements with legislators. Please use the contact information listed in your congressional guide to confirm your Tuesday appointments with your legislators. For more information, please visit www.naadac.org/advocacy.

**Getting Around the Area**

The hotel has complimentary service to the Metro at the Washington National Airport and King Street in Old Town Alexandria. Check with the hotel front desk for the schedule.

**Self-Help Meetings**

The Wythe Room at the Holiday Inn Hotel & Suites Alexandria—Historic District will be available for Self-Help meetings on March 2nd at 8:00 pm and March 3rd at 9:00 pm.

**Smoking**

All workshops, meetings, general sessions and meal functions are smoke free. Please use the hotel designated areas.

**Room Temperature**

Conference organizers have limited control over the temperature in the meeting rooms. Please bring a coat/sweater to avoid being too cold.

**Lost and Found**

Any lost or found items should be brought to the attention of the hotel’s front desk.

**Guest Meal Tickets**

Please purchase $35 guest meal tickets for each event at the Conference Registration Desk.

**Hotel Check-in/Check-out**

Check-in time is 3:00 pm and check-out time is Noon.

**Flight Check-in**

Hotel guests can check in with most airlines using the kiosks in the hotel lobby.

**Cell Phones**

Please put your phone on silent or vibrate mode to avoid disrupting the sessions. Those who repeatedly violate this request will be asked to leave the sessions.

**Sightseeing in Washington, D.C.**

The nation’s Capital has many unique attractions, including the national monuments, sporting events and museums. For a free visitor’s guide and a comprehensive list of attractions and events, please contact the Washington, D.C., Convention and Tourism Corporation at www.washington.org or call 202.789.7000.

Nearby attractions (and their approximate distance from the hotel) include:

**Potomac River Walk** (0.2 mile): When the United States became a nation, Alexandria developed tobacco warehouses, mills and loading facilities to move both tobacco and milled grains such as wheat and corn to seagoing ships. The Potomac’s beautiful riverside path provides an unmatched view of the Capitol and a glimpse into the past.

**Gadsby’s Tavern Museum** (0.5 mile): Named after Englishman John Gadsby, the site includes two buildings, a (circa) 1785 tavern and the 1792 City Hotel. Notable visitors, aside from yourselves, include George Washington, Thomas Jefferson, John Adams, James Madison and James Monroe.

**King Street’s Shopping and Dining** (0.5 mile): King Street offers history, dining and shopping in the heart of Alexandria’s Old Town. The city offers a free King Street Trolley between the King Street Metrorail Station and the Potomac River waterfront. The trolley operates along the one-and-a-half-mile route seven days a week from 11:30 am to 10:00 pm.

**Torpedo Factory Art Center** (0.5 mile): The Torpedo Factory Art Center is the highlight of Alexandria’s Potomac River waterfront, attracting approximately 500,000 visitors annually. Visit 82 artists’ studios, six galleries, two workshops and the Alexandria Archaeology Museum.

**Arlington National Cemetery** (6 miles): The grounds of Arlington National Cemetery honor more than 14,000 veterans who have served our nation by providing a sense of beauty and peace for our guests. The rolling green hills are dotted with trees that are hundreds of years in age and complement the gardens found throughout the 624 acres of the cemetery.

**Smithsonian Museums** (6 miles): The Smithsonian Institution, the world’s largest museum and research complex, includes 19 museums and galleries and the National Zoological Park.

**National Mall and Memorials** (6 miles): The National Mall includes the Lincoln Memorial, the Washington Monument, the Martin Luther King, Jr. Memorial, the Jefferson Memorial, the U.S. Capitol and the White House.

**Mount Vernon** (9 miles): George Washington and his wife Martha Washington lived at Mount Vernon, which is now the most popular historic estate in America. Guests to Mount Vernon can visit the Mansion, more than a dozen original structures, Washington’s Tomb and nearly 50 acres of his extensive plantation.
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**Deborah Adler** is the Senior Vice President for Optum’s Specialty Network Services. She joined the company in 2008 and is currently responsible for coordinating all recruitment, credentialing and contracting for a network of over 170,000 providers, assuring members have access to quality providers and a broad continuum of care. With a team of over 400 staff, Adler has facilitated innovative network programs, including implementing tele-health programs to address member access needs and developing credentialing and operational requirements to incorporate peer- and family-run organizations as part of the array of behavioral network services. Since entering the managed behavioral health care field 18 years ago, she has worked in a variety of capacities including network executive, quality management executive and chief operating officer. She has a Master’s degree in educational psychology and evaluation from Catholic University of America and is a Certified Professional in Health Care Quality (CPHQ).

**Robert Ashford** is a Social Work undergraduate at the University of North Texas, President of the UNT Collegiate Recovery Program, Eagle Peer Recovery, and Chair of Young People in Recovery – Texas, the Texas state chapter of the national advocacy organization, Young People in Recovery. Ashford, along with a small core group of students, created the CRP at UNT in 2013, and has grown the program to include over 500 student and faculty members at the university. Ashford also serves on multiple non-profit organizations board of directors in the North Texas community, the Council for Advising and Planning for The Texas Department of State Health Services, and is a current National Planning Partner with SAMHSA. Ashford, now in long-term recovery himself, hopes to turn his first-hand experience with substance use disorders and mental health disorders into a valuable toolset in helping men and women in their struggles.

**Michael Botticelli,** Deputy Director, White House Office of National Drug Control Policy (ONDCP), has more than two decades of experience supporting Americans who have been affected by substance use disorders. Prior to joining ONDCP, Botticelli served as Director of the Bureau of Substance Abuse Services at the Massachusetts Department of Public Health, as a member of the National Advisory Committee for SAMHSA’s Center for Substance Abuse Prevention and the National Action Alliance for Suicide Prevention, and in a variety of leadership roles for NASADAD. Botticelli was the first recipient of the annual Ramstad/Kennedy National Award for Outstanding Leadership in Promoting Addiction Recovery in 2008, and was awarded the Service Award from NASADAD in 2012.

**Kirk Bowden, PhD, MAC, LISAC, NCC, LPC,** is currently NAADAC President-Elect and serves on the Editorial Advisory Committee for NAADAC’s *Advances in Addiction & Recovery* magazine. While serving in many capacities for NAADAC through the years, Bowden has also served as Chair of the Chemical Dependency Counseling Rio Salado College, Director of the Department of Professional Counseling and Addiction Studies at Grand Canyon University, President International Coalition for Addiction Studies Education (INCASE), and as a steering committee member for SAMHSA’s Center for Substance Abuse Treatment (CSAT), Partners for Recovery, and the Higher Education Accreditation and Competencies expert panel for SAMHSA/CSAT. Bowden was recognized by the Arizona Association for Alcoholism and Drug Abuse Counselors as Advocate of the Year for 2010, and by the American Counseling Association for the Counselor Educator Advocacy Award in 2013 and the Fellow Award in 2014.

**Jim Clarkson, MA, LADAC,** serves as CEO of Via Positiva, LLC, a consulting, counseling, coaching, training and telehealth company with locations in Seattle, Albuquerque and Houston. He previously served as Vice President with ValueOptions, Inc., the nation’s largest private behavioral health and wellness managed care organization. Clarkson has provided consultation and training nationally and has worked and consulted with programs across the country focusing on the connection between spirituality, mental health, addiction recovery, cultural diversity, creativity and the “next generation” in client-centered therapy processes. In addition to his role as a managed care executive, he has helped Fortune 500 companies and public healthcare systems create environments for recovery, sustainability and positive therapeutic outcomes.
**Allen Davis** is a Consultant with DrCloudEMR with extensive experience in the management, ownership and staffing of inpatient, residential, and hospital psychiatric programs. Davis has designed and run outpatient medical clinics, for-profit fee-for-service programs for the aging, and several drug and alcohol programs. His formal professional training concentrated on health care finance, health care management, health care policy and capital formation in the course of meeting the requirements for a MBA from the Johnson School of Management at Cornell University in 1978. He is very familiar with the Affordable Care Act and has been named an Affordable Care Act Ambassador for the State of Maryland AARP office.

**Nancy Deming, MSW, LCSW, AADC-S**, has over 25 years of experience in the addictions profession in the area of both direct practice as well as management. Deming served as the recent Chair of NAADAC’s Political Action Committee from 2011 and as a member of the PAC since 2006. Additionally she served as Mid-Atlantic Regional Vice President of NAADAC from 2006 through 2010. She served as President of NAADAC’s West Virginia affiliate, the West Virginia Association of Alcoholism & Drug Abuse Counselors (WVAADAC), and represented the association at NAADAC board of directors meetings from 2000–2003. She has coordinated trainings for WVAADAC membership with the Mid-Atlantic Addiction Technology Transfer Center (ATTC), and has received various trainings including Trainer of Trainers from the ATTC. She has also served as a Mentor for the ATTC Mid-Atlantic Leadership Institute in 2007 and currently is serving as a Coach for the PFR/ATTC Advanced Leadership Institute. Deming is the Division Director of Addiction Services for Valley HealthCare System, a comprehensive community behavioral health center in West Virginia and is responsible for the development, management, and oversight of its CD services, which includes school and center based services for adolescents and a continuum of care for adults in both outpatient and residential settings.

**Kristen Harper, ME, LCDC**, is the Executive Director of the Association of Recovery Schools (ARS) and a person living in long-term recovery. ARS supports existing, as well as emerging recovery high school programs by providing schools with an optional accreditation process and best practices trainings. Harper is currently pursuing a PhD in Higher Education Administration at Texas Tech University, where she was the Collegiate Recovery Communities (CRC) Replication Coordinator for the Center for the Study of Addiction and Recovery over the past three years. Prior to joining Tech, she founded a CRC at Georgia Southern University in 2008.

**C. “West” Huddleston, III**, is the Chief Executive Officer of the National Association of Drug Court Professionals (NADCP), located in the nation’s capital. Prior to being appointed CEO in 2006, Huddleston served as the first Deputy Director and then Director of NADCP’s professional services branch, the National Drug Court Institute (NDCI), for nine years. Huddleston is regarded as a pioneer in drug courts and other alternative sentencing strategies having spent more than a decade providing vision and leadership throughout the world, furthering the movement and its impact on the addict, the family and the community.

**Pamela Hyde, JD**, was confirmed by the U.S. Senate to serve as the Administrator of the Substance Abuse and Mental Health Services Administration (SAMHSA), a public health agency within the Department of Health and Human Services in November 2009. The agency’s mission is to reduce the impact of substance abuse and mental illness on America’s communities. Hyde is an attorney and came to SAMHSA with more than 35 years of experience in management and consulting for public healthcare and human services agencies. She has served as a state mental health director, state human services director, city housing and human services director, as well as CEO of a private non-profit managed behavioral healthcare firm.

**Sherri Layton, MBA, LCDC, CCS**, is a strong advocate for the addiction counseling profession, NAADAC and the Texas affiliate, Texas Association of Addiction Professionals (TAAP). She continues to engage in local, state and national legislative activities that promote treatment and protect our credentials and has served on NAADAC’s Public Policy Committee since 2008. Layton has worked in the profession for 35 years and currently serves on the Board of Directors for TAAP. She serves on the TAAP annual state conference committee and is part of the national outreach effort to develop membership in the three adjoining states that form the Mid-South Region with Texas. Layton has always demonstrated exceptional organization skills and is a team player, never losing focus of NAADAC’s mission to educate, develop and serve addiction professionals. She possesses the energy and passion to accompany her great ideas in improving the profession and collaborating with others.
Paul H. Le has been with Orion Healthcare for over 14 years and serves as the organization’s Vice President and Director of Business. Le’s expertise is in consulting and implementing technology and best practice solutions with the addictions and mental health fields. He has worked with a variety of treatment providers (both domestic and overseas) ranging from private practitioners to entire counties, states, federal and tribal entities. Le also directs special projects for government, tribal and national associations, combining best practices and procedures with technology solutions that support the goals of each initiative.

John Lisy, LICDC, OCPS II, LISW, LPCC, serves as NAADAC Treasurer and is the Executive Director of the Shaker Heights Youth Center in Ohio, which has received the Exemplary Prevention Award from the Ohio Department of Alcohol and Drug Addiction Services (ODADAS) three times, and the Matthew Dunlop Prevention Services Award. Lisy has received the Calvin Thomas Community Leadership Award, August Martin Meuli Humanitarian Award, and NAADAC’s Advocate of the Year award. Lisy has also served in many community programs assuming leadership positions, including Chair of the Ohio Alcohol and Drug Policy Alliance (1998–2000), and President and State Legislator Chair of the Ohio Association of Alcoholism and Drug Abuse Counselors. Lisy is also a founding member of the Coalition for Chemical Dependency Licensure and has been a participant in Leadership Ohio. Lisy has a Masters in Social Work from Case Western Reserve University.

Cynthia Moreno Tuohy, NCAC II, CCDC III, SAP, is the Executive Director of NAADAC, the Association for Addiction Professionals, and has been an addiction professional for over 35 years. Moreno Tuohy is a former Executive Director for the Danya Institute and Project Officer of the Central East Addiction Technology Transfer Center (CEATTC). She has a Bachelor’s degree in Social Work from Washington State University and holds a Certificate in Alcohol/Drug Abuse. Moreno Tuohy has taught throughout the United States, Iceland, Russia, China, New Zealand, Cyprus, Egypt, Hong Kong, South Korea, Cuba, Kenya, Bali, Pacific Jurisdiction and Australia.

Robert I.L. Morrison is the Executive Director and Director of Legislative Affairs of the National Association of State Alcohol and Drug Abuse Directors (NASADAD), after serving the Association in a number of roles: Public Policy Associate (1997–1999); Director of Public Policy (2001–2005); Deputy Executive Director (2006–2007) and Interim Executive Director (2008–2009). In addition, Morrison was Associate Director of Government Relations at Smith, Bucklin and Associates from 1999 to 2001, where he directed government affairs programs for a variety of health care clients, including the American Psychiatric Nurses Association (APNA). Morrison began his career working for U.S. Senator Frank R. Lautenberg (NJ).

Donald Osborn, PhD, LCAC, MAC, CCS, CAC, is the Past-President of NAADAC and Director and Professor of Graduate Addictions and Executive Director of the Addictions Studies Center at Indiana Wesleyan University. Additionally, he is a Clinical Member of the American Association for Marriage and Family Therapy, a National Board Certified Counselor and a National Certified Psychologist. Osborn has served on several NAADAC committees and currently serves as Chair of the National Addiction Studies and Standards Committee. Previously, he has served two terms as the NAADAC Mid Central Regional Vice President, and served as board member and state president of Indiana.

Devin Reaves, MSW, CRS, is Program Director of Brotherly Love House, Chair of the Pennsylvania chapter of Young People in Recovery, and a young person in long term recovery. Reaves regularly speaks locally about addiction and recovery, and is highly visible within the Philadelphia recovery community. He has been advocating for people in recovery since 2011, when he joined the PRO-ACT Public Policy Committee, which is the only Recovery Advocacy Organization in the Philadelphia Metro Area. Reaves graduated from The University of Pennsylvania School of Social Policy and Practice with a Master’s in Social Work in 2013.

Robert (Bob) C. Richards, MA, CADC II, NCAC II, serves as President of NAADAC, the Association for Addiction Professionals. Richards has been a NAADAC board member for the past 12 years and has served as President of AADACO, the Oregon NAADAC affiliate. Richards was Executive Director of Willamette Family Inc., which operates eight facilities in Eugene, Springfield and Cottage Grove, Ore. During his 27+ years as an addiction professional he has worked as a counselor, clinical supervisor, administrator and educator. He is a past member of CAAP, the ATTC-founded Consortium for the Advancement of Addiction Professionals and is an experienced trainer specializing in cultural aspects of addiction, spirituality, advanced counseling skills and other topics.
**Representative Tim Ryan** serves as Co-chair of the House Addiction, Treatment and Recovery Caucus and represents Ohio’s 17th District. He was first elected to the U.S. House of Representatives in 2002 and is currently serving in his fifth term. Ryan’s primary focus remains on the economy and quality-of-life in Northeast Ohio. He works closely with local officials and community leaders to advance local projects that enhance the economic competitiveness and help attract high-quality, high-paying jobs. Ryan has supported legislation in the Affordable Care Act to include addiction and mental health professionals and essential benefits, including treatment for addiction and mental health disorders. Ryan is the recipient of NAADAC’s 2014 Legislator of the Year Award.

**A.J. Senerchia** is Vice President of Communications for Young Persons in Recovery, and a young person in long-term recovery. He is a founding member of YPR, and has also founded both YPR-DC and YPR-MA. Senerchia first entered recovery in 2006, when he was 18, and eventually became abstinent in 2010 at age 22. A graduate of The Richard Stockton College of New Jersey, he discovered his passion for activism and grass roots organizing while writing his senior thesis on the 1906’s Free Speech Movement at Berkeley. Senerchia continues to draw essential comparisons between the Free Speech Movement and the emerging Youth Recovery Movement. Senerchia is able to use his experience and expertise to implement key strategic structural interpretations, which will advance both YPR and the Recovery Movement.

**Gerry Schmidt, MA, LPC, MAC,** has served as the Vice President and Chief Development Officer at Valley HealthCare System since September 1980. He has been in the mental health and addictions treatment profession for 40 years, beginning his career with the State of West Virginia working as an alcohol and drug counselor doing assessments, treatment and prevention in 1972. Schmidt has a variety of publications to his credit including several articles on the development of Employee Assistance Programs in rural areas and served on the Center for Substance Abuse Treatment (CSAT) Expert Panel for the National Treatment Plan development. Schmidt is currently the Clinical Affairs Consultant for NAADAC, as well as the Chair of the Public Policy Committee and has been active in the coordination and delivery of the series of Practitioners Services Network (PSN) projects for NAADAC and CSAT.

**Thurston Smith, CCS, NCACI, ICADC,** is Secretary of NAADAC and a Program Manager for the Veterans Health Administration’s Substance Abuse Treatment Center in Memphis, TN. He holds national credentials specializing in clinical supervision and substance abuse counseling and has served as a consultant for both public and private sector establishments. Among other accomplishments, Smith has published a course on compulsive gambling that is sponsored by the Florida School of Addictions Studies and the Florida Association of D.U.I. Programs, where he has served as faculty, and NAADAC. He has also served as instructional staff for the Alabama School for Alcohol and Other Drug Studies, the Southeastern School of Alcohol and Other Drug Studies, the South Carolina School of Alcohol and Other Drug Studies, the National Conference on Addictions Treatment, the Carolinas’ Conference on Addiction and Recovery, the United States District Court of Probation and Parole Conference, Federal Bureau of Prisons, the U.S. Attorney’s Office Drug Diversion Summit, the U.S. Court (Western District) and a host of other conferences and training initiatives.

**Misti Storie, MS, NCC,** serves as the Director of Training and Professional Development for NAADAC, the Association for Addiction Professionals. She is the Technical Writer and advisor for many of NAADAC’s educational face-to-face, home-study and online trainings on such topics as co-occurring disorders, medication-assisted treatment, Motivational Interviewing, DOT/SAP and SBIRT. She has also co-authored and edited the Basics of Addiction Counseling: Desk Reference and Study Guide, tenth edition and numerous articles and book chapters concerning addiction-related issues. Storie holds a Master of Science degree in Professional Counseling from Georgia State University and a Master of Science degree in Justice, Law and Society from American University.
PATRICIA TAYLOR is the Executive Director of Faces & Voices of Recovery. Most recently, Taylor served as Deputy Director of Ensuring Solutions to Alcohol Problems at George Washington University Medical Center; other work includes service as Associate Director of Neighborhood Funders Group, Director of the Alcohol Policies Group at the Center for Science in the Public Interest, and Director of the Advocates Senior Alert Process at the health advocacy group Families USA. She has also worked as a U.S. Senate campaign staff member.

IVETTE TORRES, MEd, MSc, is the Director for Consumer Affairs at SAMHSA’s Center for Substance Abuse Treatment (CSAT). Torres oversees the CSAT team responsible for generating and disseminating mental and substance use disorder treatment information to SAMHSA’s mission-related constituents. She develops national communication strategies and campaigns including the observance of the National Recovery Month, celebrated each September.

NAADAC Legislative Awards

NAADAC Legislator of the Year Award
Presented to a legislator whose work has demonstrated an outstanding commitment to addiction professionals and the clients they serve.

2014 Rep. Tim Ryan (D-OH)
2010 Rep. Mary Bono-Mack (R-CA)
2009 Sen. Michael B. Enzi (R-WY) and Sen. Edward M. Kennedy (D-MA)
2008 Rep. Danny K. Davis (D-IL)
2006 Rep. Joe Rahall (D-W.V.)
2005 Rep. Ralph Regula (R-OH)
2003 Rep. James Ramstad (R-MN)
2000 Rep. Jeff Bingaman (D-N.M.)
1999 Sen. Arlen Specter (R-PA)
1998 Rep. James Ramstad (R-MN) and Sen. Paul David Wellstone (D-MN)
1995 Sen. Mike DeWine (R-OH)
1994 Rep. Charles Schumer (D-N.Y.) and Sen. Paul David Wellstone (D-MN)
1992 Rep. Mary Rose Oakar (D-OH)
1990 Sen. Jake Garn (R-UT)
1989 Sen. David Pryor (D-AR)
1988 Rep. Rod Chandler (R-WA)
1987 Sen. John Glenn (D-OH)

Sen. Harold E. Hughes Advocate of the Year Award
Named after Harold E. Hughes, an Iowa governor, United States senator and lifelong advocate for treatment, research and recovery, this award is presented to a NAADAC member in recognition of outstanding public advocacy for addiction professionals and the clients they serve.

2014 To be Announced
2012 Michael Kemp, ICS, CSAC, CSW
2010 Gerry Schmidt, MA, LPC, MAC
2009 Michael Waupoose, MSW
2008 Peter Formaz, NCAC II, LAC
2007 Cynthia Moreno Tuohy, NCAC II, CCDC III, SAP
2006 Joseph Deegan, MSW, MAC
2005 John Lisy, LICDC, OCPS II, LISW, LPCC
2003 Leroy L. Kelly
2002 Jennifer Carr
2001 Martha Alexander and John Avery, MPA
2000 Ray Harris
1999 Robert Miles
1998 Walter Kloetzli
1994 Merrill A. Norton, R.Ph., NCAC II, CCS

NAADAC Emerging Young Leaders Award
Recipients have demonstrated innovative thinking, a commitment to the advancement of the public’s understanding of addiction, exemplary leadership qualities and a significant impact on the local, state or national community.

2014 To be Announced
2010 Center for Students in Recovery (CSR) at the University of Texas in Austin
2009 Kids Against Drugs and Alcohol (KADAA) of Utah
2008 Student Organization of Addiction Professionals (SOAP), Nevada
2007 Coalition of Addiction Students and Professionals Pursuing Advocacy (CASPPA), South Dakota
2006 Texas Teens program, Texas
2005 Youth to Youth program of Dover, New Hampshire
U.S. House of Representatives Bipartisan Congressional
Addiction Treatment & Recovery Caucus

The Honorable Tim Ryan and the Honorable Dr. John Fleming, Co-Chairs

Karen Bass
(CA – 37th)
Lois Capps
(CA – 24th)
Tony Cardenas
(CA – 29st)
Jared Huffman
(CA – 2nd)
Barbara Lee
(CA – 13th)
Gary A. Miller
(CA – 31st)
Grace Napolitano
(CA – 32nd)
Loretta Sanchez
(CA – 46th)
Henry Waxman
(CA – 33rd)
Rick Larsen
(WA – 2nd)
Jim McDermott
(WA – 7th)
Mike Simpson
>ID – 2nd)
Jim Matheson
(UT – 4th)
Bruce Braley
(IA – 1st)
Tom Latham
(IA – 3rd)
David Loebbecke
(IA – 2nd)
Lee Terry
(NE – 2nd)
Lee B. Todman
(NE – 1st)
Tom Cole
(OK – 4th)
John Carter
(TX – 31st)
Lloyd Doggett
(TX – 35th)
Gene Green
(TX – 29th)
Sheila Jackson Lee
(TX – 18th)
Steve Stockman
(TX – 36th)
Wm. Lacy Clay
(MO – 1st)
Ron Kind
(WI – 3rd)
Sander M. Levin
(MI – 9th)
Mike Rogers
(MI – 8th)
Danny K. Davis
(IL – 7th)
Jan Schakowsky
(IL – 9th)
Edward Davis
(IL – 1st)
 있어 Kaptur
(OH – 9th)
Tim Ryan
(OH – 13th)
Carolyn Maloney
(N.Y. – 12th)
Carolyn McCarthy
(N.Y. – 4th)
Gregory W. Meeks
(N.Y. – 6th)
Charles Rangel
(N.Y. – 13th)
Rush Holt
(N.J. – 12th)
Bill Pascrell Jr.
(N.J. – 9th)
Christopher H. Smith
(N.J. – 4th)
Mike McIntyre
(N.C. – 7th)
David E. Price
(N.C. – 4th)
John Barrow
(GA – 12th)
Henry “Hank” Johnson
(GA – 4th)
Shelly Moore Capito
(W.V. – 2nd)
Nick Rahall
(W.V. – 3rd)
Donna M. Christensen
(V.I. – at large)

U.S. House of Representatives Bipartisan Congressional
Addiction Treatment & Recovery Caucus

The Honorable Tim Ryan and the Honorable Dr. John Fleming, Co-Chairs

Michael E. Capuano
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(MA – 9th)
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(MA – 4th)
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(N.H. – 1st)
James R. Langevin
(R.I. – 2nd)
Rush Holt
(N.J. – 12th)
Bill Pascrell Jr.
(N.J. – 9th)
Christopher H. Smith
(N.J. – 4th)
Eric Cantor
(VA – 7th)
Gerald Connolly
(VA – 11th)
Jim Moran
(VA – 8th)
Mike McIntyre
(N.C. – 7th)
David E. Price
(N.C. – 4th)
John Barrow
(GA – 12th)
Henry “Hank” Johnson
(GA – 4th)
Shelly Moore Capito
(W.V. – 2nd)
Nick Rahall
(W.V. – 3rd)
Donna M. Christensen
(V.I. – at large)
NAADAC: Helping Addiction Professionals Treat the Nation’s Addiction Epidemic

Addition Profession Workforce Profile
(Bureau of Labor Statistics, 2013)

- Over 85,500 professionals work as Addiction Focused Professionals
- Between 2010 & 2020 the workforce is expected to grow by 27% (Nearly 2X the average growth)
- “Growth expected as more minor drug offenders are increasingly sentenced to treatment rather than jail time”

Advancements through Advocacy

- Promoting the addiction workforce for 40 years through NAADAC’s government relations department
- Hosting and participating in state and national Advocacy and Public Policy Conferences over the past 27 years
- Writing authoritative position papers and a Situational Analysis of the addiction profession
- Working to build awareness and education through state affiliates on important national advocacy efforts
- Partnering with other associations and organizations including: Recovery Month Partners, Addiction Leadership Group, National ATTC/NIATx, National Council for Behavioral Health, NORC at the University of Chicago, Hispanic and Latino ATTC, National Center for Responsible Gambling, IC&RC, SBIRT ATTC, and many others

Creating Identity for Addiction Professionals

- Imagine Who You Can Save recruitment video and packet
- NAADAC’s 47 State Affiliates provide technical support and professional services
- NAADAC publications for Addiction Professionals:
  - Advances in Addiction & Recovery, the official publication of NAADAC and a quarterly magazine, focuses on providing useful, innovative and timely information on trends and best practices in the profession that are beneficial for practitioners
  - Addiction & Recovery eNews, a free bi-weekly eNewsletter, delivering trending and breaking news, innovations, research and trends impacting the addiction-focused profession
  - Professional eUpdate, a free weekly eNewsletter, delivering the latest news from NAADAC and partner organizations, including educational events, trainings, resources, and career opportunities
- Offering student and new professional mentoring
- Building a social media presence through Twitter, Facebook, and LinkedIn
- Providing resources through NAADAC’s new website, www.naadac.org

Setting Standards

- Working with Addiction Studies programs at academic institutions to set curriculum standards
- Establishing scopes of practice and setting the national career ladder
- Standardizing training providers and Training of Trainers (TOT)
- Incorporating Code of Ethics updates to include new challenges in tele-counseling and electronic communication

NAADAC & NCC AP Endorsements, Qualifications, Certifications, & Certificate Programs

- Professional (SAP) Qualification
- Masters Addiction Counselor (MAC)
- National Certified Addiction Counselor I & II (NCAC I & II)
- Nicotine Dependent Specialist
- Nationally Certified Adolescent Addictions Counselor
- Peer Recovery Credential
- Nationally Endorsed Clinical Supervision for Substance Use Disorders Professionals
- Nationally Endorsed Student Assistance Professional
- Co-occurring Disorders Proficiency Certificate
- See www.naadac.org/certification for additional programs

Delivering Quality Education

- Over 35,000 participants trained through the webinar series since 2012
- Over 70 Webinars addressing: co-occurring disorders, ethics, ASAM Criteria, brain neurochemistry and much more
- Innovative homestudy and face-to-face trainings
- Nationwide state affiliate training
- National Annual Conference
- NAADAC is growing our training services to include more online training products and certificate programs. Look for these in the Spring of 2014.
- International training and credentialing in over 30 countries
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Organizational Representative
Philip L. Herschman, PhD

Updated 2/16/14
U.S. CAPITOL COMPLEX

1. Russell Senate Office Building
2. Dirksen Senate Office Building
3. Hart Senate Office Building
4. U.S. Supreme Court
7. Cannon House Office Building
8. Longworth House Office Building
9. Rayburn House Office Building
10. Ford House Office Building
11. U.S. Botanic Garden & the National Garden
NAADAC, the Association for Addiction Professionals is proud to invite you to celebrate its 40th Anniversary at the 2014 Annual Conference in Seattle, WA.

A vibrant arts and culture scene, celebrity chef restaurants, live music, farmers markets and an abundance of lakes, mountains and shoreline to explore. Explore Seattle while earning continuing education credits from the profession’s thought leaders!

Interested in attending, exhibiting or sponsoring at NAADAC’s 2014 Annual Conference? Get more information at www.naadac.org/annualconference.