

# NAADAC Honors 2015 National Award Winners

Compiled by Jessica Gleason, NAADAC Director of Communications

*Each year NAADAC honors the work of dedicated addiction professionals, organizations, and public figures during its President's Awards Luncheon at the Annual Conference. This year, NAADAC will present awards to five outstanding individuals for their extraordinary service and contributions to the addiction profession, and one outstanding organization and its CEO for their strong commitment to the addiction professional and to individual addiction professionals.*



## Lifetime Honorary Membership Award: James McKenna

*This award recognizes an individual who has established outstanding service through a lifetime of consistent contributions to the advancement of NAADAC, the addiction profession, and its professionals.*

This esteemed award is presented to James McKenna, LCSW, LADC I, BRI II, who has dedicated his career over the past 40 years to enhancing treatment opportunities for persons and families struggling with substance use disorders. Most notable has been McKenna's 23-year tenure with AdCare Hospital in Worcester, MA, where he has played a key role in the Hospital's success growth to a 114-bed inpatient facility that treats over 6,000 patients per year and delivers over 100,000 outpatient services at six offices throughout Massachusetts and Rhode Island.

As founding member and past treasurer of NAADAC's affiliate, Massachusetts Association of Alcoholism & Drug Abuse Counselors (MAADAC), McKenna brought a fragmented organization of counselors to its present robust status. Through AdCare, he has provided space for meetings, trainings, and events, and promotes MAADAC/NAADAC membership to all he works with. McKenna is also an advanced member of the American College of Addiction Treatment Administrators and the Employee Assistance Professional Association, a founding member of Drug and Alcohol Treatment Association (DATA) in Rhode Island, serves on the Board of Directors of Caritas, Inc., and has served as a mentor to many new addiction counselors and teacher through AdCare's Educational Addiction Counselor Education Program and Westfield States University.

Through the years, McKenna has received numerous awards, including recognition from the MA/RI Chapter of the Employee Assistance Professionals Association, Rhode Island Labor Assistance Professionals, and MAADAC in 2015, Massachusetts Organization for Addiction Recovery (MOAR) and Gateway Healthcare in 2014, and the Rhode Island Council of Alcoholism and Other Drug Dependence in 2009.

## Lora Roe Memorial Alcoholism and Drug Abuse Counselor of the Year: Martha Deering



*This award, renamed for Lora Roe in 1988, is presented to a counselor who has made an outstanding contribution to the profession of addiction counseling.*

Martha Deering, MA, CAGS, LADC I, CADC II, LRC, CRC, DOT SAP, is the recipient of NAADAC's Counselor of the Year award for her outstanding teaching and clinical skills, strong ethics, commitment to her clients' needs, and never ending compassion for her work as a counselor, consultant, and trainer in Massachusetts since 1978. Besides providing counseling through her private practice and working AdCare, Deering provides consultation, supervision, and trainings to businesses, higher education, municipalities substance abuse agencies, human service agencies, private clinicians, and community organizations. Deering has taught or spoken at a variety of colleges and universities in New England, New York, Pennsylvania, and Florida, and is a frequent presenter at state and regional conferences, has multiple publications in the fields of Rehabilitation Counseling and Substance Use Disorders, and has over 20 years of experience working with Employee Assistance Programs.

Deering has served in leadership at the Massachusetts Rehabilitation Association, the Massachusetts Rehabilitation Counseling Association, and National Rehabilitation Counseling Association, and as an evaluator for the Massachusetts Board of Substance Abuse Counselor Certification. She is the recipient of MAADAC's 2015 Counselor of the Year Award.



## Mel Schulstad Professional of the Year: Edward Reading

*This award recognizes an individual who has made outstanding and sustained contributions to the advancement of the addiction counseling profession.*

This year's recipient, Edward Reading, PhD, LCADC, is the Assistant Director of the Professionals Assistance Program in Princeton, President of the Matt Talbot Institute for Addiction Studies in Toms River, NJ, an Adjunct Graduate Faculty member at Stockton University in Galloway, NJ, and an ordained Catholic Priest for the Diocese of Paterson, NJ. He has spent the past 46 years supporting persons with substance use disorders and using his counselor, educator, consultant, board member, and advocate experiences, roles, and leadership positions to advance the addiction counseling profession at the local, state, and national levels.

As a counselor, Reading has raised standards while working in pastoral counseling, outpatient clinics, halfway houses, residential programs, professional assistance programs, and was the first Executive Director of New Jersey Prevention, Inc. in 1980. Since 1980, Reading has been intimately involved in the improvement of addiction studies education, teaching addiction studies courses at over 10 colleges and universities, publishing over 27 articles, training and speaking at conferences, working with INCASE to develop first curriculum standards for academic addiction studies programs, and playing a key role in INCASE and NAADAC's creation of the National Addiction Studies Accreditation Commission (NASAC), the only academic accreditation organization for higher education addiction studies programs. In addition, Reading is a member of the New Jersey State Board of Marriage and Family Therapy Examiners, where he chairs the Alcohol and Drug Abuse Committee, chair of the New Jersey Licensing Board for Clinical Alcohol and Drug Abuse Counselors, founder of the Federation of State Physician Health Programs, and chair of the coordinating committee of the newly formed Federation of State Addiction Counseling Licensing Boards, which will have its first meeting at the 2015 NAADAC Annual Conference in Washington, D.C. Reading was one of the first non-physicians to be granted membership in the American Society of Addiction Medicine (ASAM), and one of eight non-recovering people to be invited to speak at the 75th International Meeting on Alcoholics Anonymous.

Finally, as an advocate, Reading has worked tirelessly in the subspecialty area of Healthcare Professional Impairment treatment and monitoring, and at both the State and National levels to improve access to treatment, higher standards for addiction counselors, and workforce development.



#### **William F. "Bill" Callahan Award: Peter Crumb**

*This award recognizes sustained and meritorious service at the national level to the profession of addiction counseling.*

Peter Crumb, MEd, CAC, was nominated for this award due to his tireless commitment to developing and promulgating quality, professional adolescent substance use disorder programs in the public sector during his 35 years as a counselor, educator, mentor, and advocate. Moving from counselor to student assistance counselor in 1987, Crumb spent over 17 years developing and improving student assistance programs at 13 schools in the Pioneer Valley. In 1991, he founded the Western Massachusetts School Substance Abuse Counselors Association (WMSSACA), which meets monthly to discuss problems and trends being seen in schools and the best way to bring the message of addiction and recovery to faculty and students. Under Crumb's leadership, WMSSACA advocacy efforts for an adolescent treatment facility in Western Massachusetts led to the establishment of the Phoenix Academy and later to the Recovery High School in Springfield, MA. After his retirement in 2003, Crumb continued his commitment to adolescent treatment, serving on advisory boards for the MA Department of Education Health and Springfield Recovery High School,



#### **Lifetime Achievement Award: H. Westley Clark**

In Fall 2014, NAADAC and the addiction prevention, treatment, and recovery communities lost a giant in their corner in the federal government with the retirement of Dr. H. Westley Clark, MD, JD, MPH, CAS, FASAM. While Clark has moved into academia as a Dean's Executive Professor of Public Health at Santa Clara University in Santa Clara, CA, NAADAC recognizes the tremendous impact Clark made on substance use disorder research,

practice, policies, and programs during his 16 years as the Director of Center for Substance Abuse Treatment (CSAT) at the Substance Abuse and Mental Health Services Administration (SAMHSA), and more than 30 years in the federal government, not only on the addiction profession, but also on NAADAC as an organization.

At SAMHSA, Clark provided oversight over a range of programs including medication assisted treatment, drug courts, buprenorphine, federal substance use block grants, children and adolescents, and grants for people with HIV and people experiencing homelessness. Under his leadership, NAADAC formed the National Addiction Education Task Force that developed national curricula in Addiction Studies from one-year certificate to doctoral levels. Building on that work, NAADAC and the International Coalition for Addiction Studies Education (INCASE) created the National Addiction Studies Accreditation Commission (NASAC) to evaluation and accredit addiction-specific education programs.

Prior to CSAT, Clark was the former chief of the Associated Substance Abuse Programs at the U.S. Department of Veterans Affairs Medical Center (DVAMC) in San Francisco, CA, and a former associate clinical professor, Department of Psychiatry, University of California at San Francisco (UCSF). In addition to his duties at the DVAMC, Clark served as a senior program consultant to the Robert Wood Johnson Foundation Substance Abuse Policy Program, and was a co-investigator on a number of the National Institute on Drug Abuse-funded research grants in conjunction with UCSF. Clark also worked as Health Counsel for Senator Edward Kennedy (D-MA) on various health policy issues.

Clark is a true expert steeped in the science of addiction and its treatments. Clark is a graduate of Wayne State University, the University of Michigan Schools of Medicine and Public Health, and Harvard Law School. He also completed a two-year Substance Abuse Fellowship at the Department of Veteran Affairs Medical Center in San Francisco, where he served as Associate Clinical Professional, Department of Psychiatry, University of California at San Francisco. Clark received his board certification from the American Board of Psychiatry and Neurology in Psychiatry and sub-specialty certification in Addiction Psychiatry. He is licensed to practice medicine in California, Maryland, Massachusetts and Michigan, and is also a member of the Washington, DC, Bar Association.

Clark has been the recipient of the John P. Govern Award and Presidential Rank Award from the American Medical Association (ASAM), Vernelle Fox Award from the California Society of Addiction Medicine, the Solomon Carter Fuller Award from the American Psychiatric Association, and multiple Awards for Distinguished Service from the Secretary of the Department of Health and Human Services. He has also served on the Board of Directors for ASAM, the East Bay Recovery Project, the California Advocates for Pregnant Women, and the Pacific Graduate School of Psychology. Clark has always performed his duties with unrivaled integrity and commitment, and NAADAC greatly admires and appreciates his leadership and contributions to the addiction profession.

working with a youth diversion program and a juvenile drug court, and advocating that school substance abuse counselors be certified in addiction treatment and for improved adolescent access to treatment. In addition, Crumb has worked as a Driver Alcohol Education Instructor since 1986.

Crumb is a member of the Massachusetts Organization for Addiction Recovery (MOAR), served in numerous MAADAC leadership positions, including President, and served as MAADAC's Delegate to NAADAC for seven years. In addition to his advocacy efforts on behalf of adolescents, Crumb was instrumental in advocating for parity, licensure for addiction counselors, and insurance reimbursement.

Crumb has won numerous awards for his work, including MAADAC's 2013 Outstanding Service Award, the Mental Health and Substance Abuse Corporations of America's 2008 Advocacy Leadership Award, the Massachusetts Department of Education's Interdisciplinary Health Council's 2005 Outstanding Service Award, and MAADAC's 1999 Counselor of the Year Award.



**Organizational Achievement Award:  
New Beginnings Adolescent Recovery  
Center & CEO, Johnny Patout**

*This award recognizes an organization that has demonstrated a strong commitment to the addiction profession and particularly strong support for the individual addiction professional.*

NAADAC recognizes New Beginnings Adolescent Recovery Center ("New Beginnings") of Opelousas, LA, as its 2015 Organizational Achievement Award winner for its high level of care, support, and commitment to the addiction professionals on its staff and throughout the industry. New Beginnings offers medically monitored detox services and residential, partial hospitalization, intense outpatient, and extended care programs for patients ages 13 to 18. With the leadership of its CEO, Johnny Patout, LCSW, New Beginnings transformed from a struggling program in 2011 to one of the leading award-winning treatment centers in the country today. Through the recruitment of qualified, Master's level therapists, nurses, and physicians who are dedicated to providing the highest quality of care possible for their patients, New Beginnings has become a center of excellence for struggling teenagers from across the country. The highly experienced leadership team, many of whom are in recovery themselves, offer their experience, training, knowledge, and skills in treating addiction to offer real hope for adolescents and their families.

In 2013, New Beginnings was honored as the recipient of the National Association of Addiction Treatment Providers (NAATP)'s James W. West Quality Improvement Award. In 2014, Behavioral Healthcare magazine named Patout a Behavioral Healthcare Champion for his contribution to the addiction profession and for his leadership over the past three decades.

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