

# Meet the 2016 Candidates for NAADAC Executive Leadership Positions

By Charles Jordan, NAADAC Contributing Writer

*Help choose the future leaders of NAADAC! It's election time again, and we are seeking new leadership to help us determine the direction of the Association. NAADAC holds elections every two years to select its Officers and four Regional Vice-Presidents (the other four Regional Representatives are selected on alternate years). This year, 10 well-qualified addiction-focused professionals have been nominated as candidates for NAADAC Executive Leadership. All 2016–2018 terms will begin on October 12, immediately after the 2016 NAADAC Annual Conference in Minneapolis, MN.*

*Voting starts on April 30, 2016 and ends May 30, 2016. All NAADAC members are eligible and encouraged to vote. Eligible members will receive email instructions for voting. Voting can be done online by logging into your naadac.org account or by mail.*

*Please read the following statements by and for the candidates in order to help inform your vote this spring.*



## Candidates for President-Elect



**President-Elect Candidate:**  
**Sherri Layton, MBA, LCDC, CCS**  
 Bourne, TX  
 slayton@lahacienda.com

**Summarize the nominee's NAADAC activities:** Sherri was elected Mid-South Regional VP in 2012 and is currently serving her second term. She joined NAADAC's Public Policy Committee in 2008 and serves alongside Michael Kemp as Co-Chair. Sherri worked on the Recovery to Practice Advisory Board for NAADAC, assisting with both the Situational Analysis and curriculum development, and co-presented one webinar. She has been actively involved with the National Conference and Advocacy in Action Conference for a number of years. As Mid-South RVP, Sherri has reached out to addiction professionals in Louisiana, Oklahoma and Arkansas, working to establish affiliates in those states; a goal not yet fully accomplished. On behalf of NAADAC she has made connections with the South Southwest ATTC and SAMHSA's Regional Representative. Her membership in NAADAC, and its Texas affiliate, TAAP, dates back to the mid 1980s. Her involvement over the decades has been an important and meaningful part of her career. She served on the Texas Board of Directors as well as the Texas Certification Board in the past. She is active in TAAP's Legislative Committee and frequently presents on advocacy, as well as other topics. She also chairs the golf tournament for TAAP's Annual State Conference.

**Philosophy statement of the nominee on the future of NAADAC:** I believe the future of NAADAC holds great promise. We will grow our

*Layton, continued on page 11* ◀



**President-Elect Candidate:**  
**Diane Sevening, EdD, LAC**  
 Vermillion, SD  
 diane.sevening@usd.edu

**Summarize the nominee's NAADAC activities:** Diane has been the RVP for the North Central Region for several years, and to say she has done an outstanding job is an understatement. She was president of SDAAPP for several years, and brought SDAAPP into the NAADAC family single handedly. Dr. Sevening was the driving force behind licensure in South Dakota, and worked extensively with NAADAC to see that massive project through to the end.

**Philosophy statement of the nominee on the future of NAADAC:** Dr. Diane Sevening believes in the NAADAC mission to lead, unify and empower addiction focused professionals to achieve excellence through education, advocacy, and knowledge, standards of practice, ethics, professional development and research. Further she is a strong advocate for addiction studies' students. She is also dedicated to recruiting students to join NAADAC. These students will enhance the health and recovery of individuals, families, and communities and help strengthen NAADAC by emerging as future leaders.

**Other qualifications of the nominee for this office:** Dr Diane Sevening is an Assistant Professor, in the Department of Addiction Studies, at the University of South Dakota. She serves on the Board of Directors of INCASE a professional association of college/university professors specializing in addiction studies counselor education. She has also served as an addiction family therapist at St. Luke's Addiction Center and as an

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established position as an important contributor to the national conversation concerning addiction prevention, treatment and recovery, allowing us to influence legislation and policy. We will continue to support state affiliates pursuing licensure; assure addiction counseling is recognized as an important and unique skill set; increase opportunities for education assistance; advocate for addiction professionals in third-party reimbursement; insure healthcare integration does not mean absorption (and loss) of addiction related services. And support the growth of recovery support services and further emphasize a chronic care model. Our members and state affiliates are the life blood of NAADAC. Looking to the future we will continue to increase services to members and affiliates, adding valuable products and services that make membership so valuable. We will add to our excellent education offerings. Lastly, we will expand our partnerships with other organizations working on behalf of addiction, prevention, treatment,

and recovery. In combing our voicing our impact will be even greater.

**Other qualifications of the nominee for this office:** Sherri began her career in addiction treatment working as an evening tech in 1977. She was first certified as an Alcohol and Drug Abuse Counselor in 1983. She has worked in outpatient and residential setting with adolescents, adults and families, in privately funded non-for-profit and for-profit organizations. She has been closely involved with training new counselors since early in her career. Sherri is currently the Outpatient Services Administrator for La Hacienda Treatment Center and has been with them for 23 years. She oversees intensive outpatient programs, continuing care, and alumni services. Sherri is part of the Executive Leadership Team and represents the organization in regulatory, legislative, and policy activities at the local, state and national level. Although her roots are in counseling, Sherri found herself more and more in administrative

and leadership roles, prompting her to complete an MBA with an emphasis in leadership in 2009. Day to day Sherri's primary focus is to ensure the counselors she works with have the resources and support needed to provide the best service possible to their patients. She sees the role of NAADAC Present Elect much like that—doing all she can to support NAADAC's addiction professionals in their important work.

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alcohol and drug counselor at the University of South Dakota student health services. Dr. Sevening presented at the 2011–2015 NAADAC conferences, the 2010 National Conference on Addiction Disorders (NCAD), the 2007 Advocacy in Action Conference and the 2006 Workforce Development Summit. As NAADAC student committee chair, she was vital in the implementation of the NAADAC William L. White student scholarship award in 2015.

## Candidate for Secretary-Elect



### Secretary Candidate:

**John Lisy, LICDC-CS, OCPS II, LISW-S, LPCC-S**  
Cleveland Heights, OH  
jlisy@msn.com

#### Summarize the nominee's NAADAC activities:

John currently is serving in his second term as NAADAC Treasurer. In that capacity he has worked with NAADAC staff to improve fiscal planning, reporting and accountability. Currently the Treasurer, Executive Committee and Management Staff have focus on developing a plan for long term fiscal stability. NAADAC is currently in the process of implementing that plan. John currently serves on the NAADAC Executive, Finance and Personnel committees and represents NAADAC on the National Addiction Studied Accreditation Committee. John has completed two terms as the Mid-Central Regional Vice President. He has served on the Mentoring Committee and the NAADAC Public Policy Committee. John was awarded the NAADAC Advocate of the Year for 2005 at the Leadership Conference in Washington, DC. John helped to secure national funding for workforce development for NAADAC and the State of Ohio. He chaired the Workforce Development Committee, a statewide coalition representing all segments of the Addictions Prevention and Treatment Community. The committee assembled a comprehensive team that developed and implemented a strategic plan for the addictions workforce. On the state level, John was President of OAADAC from 2001 to 2003. He has served as State Legislative Chair. John received the OAADAC August Meuli Humanitarian Award.

#### Philosophy statement of the nominee on the future of NAADAC:

I believe the future of NAADAC is dependent on both strong fiscal management and a vision for the Addictions profession that will enable all of our members to continue to provide excellent services to their clients. The Board and Staff have taken significant steps to insure that NAADAC is financially secure. As Treasurer I worked with the staff to be good stewards of our current resources and expand our ability to bring in grants and

contracts that are in harmony with our core mission. I would like to continue to serve on the Executive Committee to help us take that next step in service to our members. NAADAC is the premier organization for addictions professionals. We as addiction professionals have an obligation to the individuals we serve to advocate for a system of care that has the capacity to provide them the help they need. Capacity includes both "treatment on demand" and a workforce that is empowered by the most current scientific advancements of our field. These principals should guide us as we seek new resources to maintain a combination of strong advocacy and leadership in Addiction Workforce Development.

**Other qualifications of the nominee for this office:** Education/ Licenses – John's education includes a Masters in Social Work from Case Western Reserve University. He is also a Licensed Independent Chemical Dependency Counselor – Clinical Supervisor, an Ohio Certified Prevention Specialist II, a Licensed Independent Social Worker- Supervisor and a Licensed Professional Clinical Counselor- Supervisor. Current work experience – John Lisy is the Executive Director of the Shaker Heights Youth Center. While serving in this position since 1996, he has been responsible for a 350% increase in funding and a 450% increase in services. More important than the increase in services is the excellent quality of services the Center provides to its consumers. The Center received the Exemplary Prevention Award from the Ohio Department of Alcohol and Drug Addiction Services three times: for the Mentoring Program, 1999, the Intensive Prevention Program, 2001 and the Academic Success Aid Program, 2004. The Center received the Matthew Dunlop Prevention Services Award and John received the Calvin Thomas Community Leadership Award from the Alcohol and Drug Addiction Services Board of Cuyahoga County. Licensure – John worked to build the Ohio Coalition for Chemical Dependency Licensure. He very actively served on the Coalition for seven years from its inception through the passage of the licensure bill.

## Candidate for Treasurer



### Treasurer Candidate:

**Mita M. Johnson, EdD, LPC, LMFT, ACS, LAC, MAC, SAP**  
Evergreen, CO  
mitamjohnson@comcast.net

### Summarize the nominee's NAADAC activities:

Advocating for the addictions workforce and engaging in activities specific to recruitment and retention are important to Dr. Mita Johnson. It has been a privilege and honor for Mita to be associated with NAADAC. For over 8 years, Mita has been actively participating at NAADAC and the Colorado state affiliate (CAAP). Mita is a NAADAC member and served as a Board Member for 2 years, has been the South-west Regional Vice President for 3 years, served on the Executive Committee for 3 years, and been the Ethics Chair for 1 year. Mita had the opportunity on behalf of NAADAC, to teach pharmacology and other topics to clinicians working in Hong Kong. At the Colorado state affiliate level, Mita has served as Treasurer, President, Past-President, Events Chair, and committee member. Mita is currently mentoring 3 NAADAC members including an awardee of the NAADAC Minority Fellowship Grant.

### Philosophy statement of the nominee on the future of NAADAC:

I believe that the future of NAADAC rests squarely on how well NAADAC represents and serves its members. Now more than ever before the addictions treatment workforce needs to strengthen its professional identity. Pressing issues that require NAADAC's and our attention include insufficient workforce capacity to meet demand; lack of national credentialing and portability of credentials; unenforced parity laws; inadequate compensation; changing profile of those needing services; and societal and organization stigmatization and judgment. Insurance payors and governmental programs (VA, Medicare, Medicaid, etc.) have been slow to accept

addiction credentials as genuine mental health/behavioral health credentials on the same par as other mental health credentials. There is profound need for workforce recruitment, development, and retention. The future of the addictions treatment workforce would be time-limited if it were not for the efforts for NAADAC and its state affiliates. The future of NAADAC will lie in its ability to build up the next generation of professionals. I believe that the future of the addiction treatment profession will require NAADAC to initiate and engage in opportunities to network, educate, train, empower, mentor, unify, develop, collaborate, and advocate.

**Other qualifications of the nominee for this office:** Currently, Mita has over 25 years of experience in the world of addictions, having worked in outpatient clinics and private practice settings. Mita is core faculty at Walden University in the Masters in Clinical Counseling Program and has taught addiction-specific courses for Walden. Mita provides online trainings for Seven Cedars Live and Online Trainings, and trains all over her state and nationally. Mita has been involved with her regional ATTC, and sits on a committee at the state SSA. Advocacy is important; Mita serves on 2 governor-appointed councils specific to behavioral health integration as well as being a member of several addiction-focused committees. Mita is a consultant to the state regulatory body regarding addictions and marriage and family issues. Mita actively supervises the next generation coming into our profession. She speaks whenever she can on issues related to excellence in clinical care, culturally-sensitive care, ethics, boundaries, and pharmacology/neurology. Mita served as Treasurer of the Colorado Association of Addiction Professionals; a faith-based community non-profit; and the local Boy Scout troop. Mita is very detail oriented and committed to an ethical work ethic.

## Candidates for Mid-Atlantic Regional Vice President



### Mid-Atlantic RVP Candidate:

**Susan Coyer, MA, AADC-S, MAC, SAP, CCJP**  
Huntington, WV  
susancoyer@outlook.com

**Summary of NAADAC activities:** Susan has been a member of NAADAC for over 20 years. She has served as Mid-Atlantic Regional Vice President since the fall of

2014. During this time, she served on the annual conference, membership and ethics committees. Prior to taking office as RVP, Susan served on the NCC AP as secretary and ethics committee chair. In addition, she also chaired the NCC AP policies and procedures and co-chaired strategic planning/marketing committees. Susan previously served on the NAADAC membership, annual conference, bylaws and public policy committees. As affiliate president, Susan represented the West Virginia Association of Alcohol and Drug Abuse Counselor on the NAADAC Board of Directors for four years. Prior to becoming President of WVAADC she was the affiliate secretary and chaired the affiliate conference, regional training seminar, membership, nominations and awards committees.

**Philosophy statement on the future of NAADAC:** I believe that the future of NAADAC lies in the strength of membership and advocacy. NAADAC members are challenged by reductions in revenue streams, increased workloads and lower salaries than other healthcare professions. Qualified professionals are needed to meet the demand for treatment.

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### Mid-Atlantic RVP Candidate:

**Ron Pritchard, BS, CSAC, CAC**  
Virginia Beach, VA  
ronpritchard@verizon.net

**Summary of NAADAC activities:** Has been personally active in a wide spectrum of NAADAC activities that include advocacy at the White House, Federal and State Public Comment sessions, local General Assembly and Virginia Board of Counseling. Past Mid-Atlantic RVP. Current Mil/Vet Affairs Chairperson. Current State Affiliate Chair with 30% membership growth in one year. Volunteer at NAADAC Annual Conferences. Active in Forging NAADAC role in Dept of Defense SA Education and Certification programs. Provides yearly SA training at Uniform Services College, Bethesda Graduate Psychiatric Nursing Program. Provides state-wide training, education and Town Hall Sessions. Serves on Governor's Boards of Beh Health, Council for SA Services, and SA Public Policy Committees Participating in funding, policy and strategic planning for state's SA/MH service delivery.

**Philosophy statement on the future of NAADAC:** I believe that the future of NAADAC will be determined by the strength and vision of our leadership. NAADAC leaders must be alert and active to ensure that the policies of our federal and state governments do not relegate the roles of qualified Addiction Professionals to para-professional status. The RVP position requires active leadership with responsiveness to the needs and

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Workforce development, including a national credential, is needed to attract and maintain a professional, well-trained workforce. Competitive salaries and solid benefits including tuition reimbursement are vital to increasing the number of practicing addiction professionals. Advocacy efforts at the state and national level are crucial to support our workforce and continue to decrease stigma associated with addictive disorders. Advocacy is essential in ensuring quality addiction prevention, treatment and recovery support services as well as improving treatment access. Advancing legislation at the national and state levels is imperative to continue to support and enhance addiction services. Established partnerships with stakeholders allows NAADAC to have a meaningful impact on these areas and lead our members through these exciting times. Affiliates, needed in all states in our region, play a key role in these efforts. NAADAC remains the premiere organization dedicated to individuals working in addiction services and will continue to serve as the most relevant voice for the addictions field.

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concerns of all the regional membership. RVP communication and interaction with the NAADAC board must be achieved in such a way that information and services pertaining to the membership is fast, accurate and effective. As a member of the NAADAC Board of Directors, the RVP must take an active role in ensuring NAADAC and state affiliate Boards do more than meet to plan conferences. Our future is NAADAC leadership's responsiveness to our membership and its ability to recognize and carry out effective advocacy strategies. NAADAC must continue to have a respected seat at the decision table regarding addiction strategies at the state and federal level.

**Other qualifications for RVP-Mid-Atlantic:** Ron Pritchard has experience. He has participated as founder, or co-founder of a number of

**Other qualifications for RVP-Mid-Atlantic:** Susan has over 27 years of experience in the addictions field in direct practice, clinical and administrative management of outpatient and residential addiction treatment programs. She has been active with NAADAC and WVAADC for over 20 years. She has participated in a number of ATTC Training of Trainers events including the Buprenorphine blending products and Motivational Interviewing Assessment: Supervisory Tools for Enhancing Proficiency (MIA:STEP) providing training across the region. She was a mentor in the ATTC Leadership Institute in West Virginia. In 2001, Susan was the recipient of the West Virginia Certification Board for Addiction and Prevention professionals Lisa Grossi Award for inspiring dedication in the field of addiction prevention and treatment. She is a former surveyor with CARE (Behavioral Health Division) and is currently serving on a number of committees and task forces.

successful non-profit organizations with focus on education, prevention, treatment, and recovery in the MH/SUD population. Retired from the US Navy and past Head of Addiction Medicine Services at Portsmouth Naval Hospital, he continues to be active in lecturing and training in Department of Defense and other audiences of Behavior Care providers. Self-employed, Ron is the owner/manager of Addictions Program Consulting and provides guidance and strategic planning for program development. Ron serves on a variety of boards and councils and constantly advocates for the inclusion and growth of the addiction counseling field. Ron continues to participate in, or coach interventions with substance abusing clients and their families.

## Candidate for Northeast Regional Vice President



### Northeast RVP Candidate:

**William A. Keithcart, MA, LADC, SAP**

Essex Junction, VT

[william.keithcart@uvmhealth.org](mailto:william.keithcart@uvmhealth.org)

**Summary of NAADAC activities:** I have actively been involved with the Vermont State Affiliate and been President for the past five years.

**Philosophy statement on the future of NAADAC:** I believe the future of NAADAC is to enhance our professional colleagues by providing them with national level guidance, support and training to further their clinical skills. Membership within this organization allows for professional networking and advocacy. I believe that my fifteen years as a substance use disorder clinician has enabled me to see where the profession has been and where we need to proceed.

**Other qualifications for RVP-Northeast:** Licensed Alcohol and Drug Abuse Counselor – Vermont  
Substance Abuse Professional  
Board Certified Clinical Psychotherapist  
EMDR Part II Training

1978 Master of Arts in Psychology – University of West Georgia, Carrollton, Georgia

1975 Bachelor of Arts in Psychology/Sociology – Mercer University, Macon, Georgia

President – Vermont Addiction Professionals' Association (VAPA)

Board Member – Vermont Association for Mental Health & Addiction Recovery

Vermont Department of Health, Agency of Drug and Alcohol Programs – Treatment Engagement Work group member

Life member – Appalachian Trail Conservancy

Life member – National Eagle Scout Association

Member – Burlington Partnership for a Healthy Community

Member – Green Mountain Club

Member – Vermont Addiction Association of Treatment Providers (VAATP)

Involvement with University of Vermont Collegiate Recovery Community

Collaboration with Turning Point Center of Chittenden County

## Candidate for Mid-South Regional Vice President



### Mid-South RVP Candidate:

**Matt Feehery, LCDC**

Houston, TX

matt.feehery@nemorialhermann.org

**Summary of NAADAC activities:** Matt has been a member of TAAP and NAADAC for over 30 years. He has served as interim Region Vice President for NAADAC

prior to Sherri Layton's election 4 years ago. He was legislative representative to NAADAC in the 1990's in addition to all his service to the Texas affiliate. He has been TAAP President, TAAP Finance Committee Chairman, TAAP Education Committee Chairman and also held numerous leadership roles with the TAAP Houston chapter, including President and numerous times as TAAP Spectrum Conference Chair. Matt has been active on the local, state and national legislative levels and a long time advocate the addiction professional. He has actively supported the education and training of licensed counselors in Texas and beyond. The treatment organization that Matt is employed with has been a leader in preparing counselor interns and providing practicum opportunities for students. They also have an accredited ABAM addiction medicine fellowship for physicians.

**Philosophy statement on the future of NAADAC:** First and foremost, I believe NAADAC'S role is to protect, promote and enhance the addiction profession, including its related credentials. As an advocate for public policy and legislation that advances the educational and treatment options for Americans, NAADAC must continue to provide an important voice of influence and unite addiction professionals. Collaboration with government agencies, research and educational institutions, addiction industry treatment and support organizations and other credentialing representatives is vital for maintaining credibility and significance in an ever-changing healthcare environment. The future of NAADAC and the recognition of our licenses and credentials requires that addiction professionals from all states come together to advance the profession through attraction and activism. As Regional VP, I will continue the work to reach out and support the states in the Mid-South Region, inviting the non-member and less active states to participate more fully in NAADAC for both their input and benefit.

**Other qualifications for RVP-Mid-South:** Matt has served NAADAC and its Texas affiliate well over the years. His business perspective, commitment to the addiction profession and leadership will help the region achieve its objectives to engage the regional membership and grow participation in NAADAC.

## Candidates for Northwest Regional Vice President



### Northwest RVP Candidate:

**Malcolm Horn, LCSW, MAC**

Billings, MT

mhorn@rimrock.org

**Summary of NAADAC activities:** MAC since 2010  
President Elect of Montana Chapter 2012–2014  
President of Montana Chapter 2014–current

As current President, is a strong advocate for utilizing technology to expand practice and education for practitioners

Provides Clinical Supervision for Addiction Counselors since 2010: focusing on evidence-based practices, rural practice, ASAM practices and philosophy.

Currently provides supervision for 13 practitioners.

Has been counseling chemical dependency and process addictions for over 10 years.

**Philosophy statement on the future of NAADAC:** I believe that the future of NAADAC exists in our ability to be advocates for and effect social change. The disease of addiction requires specialized treatment and unique skills: as a practitioner and teacher I believe that effecting change happens by not only improving counseling skills of practitioner, but also societal understanding of the disease of addiction. Society is at a place where pivotal choices are being made in terms of health care and mental health services: addiction is one of leading co-morbid conditions that affects people across all economic and cultural lines. As the leader in the country, I believe that NAADAC is obligated to ensure that practitioners and clients have 1) access to resources including education, supervision, and evidence-based practices, and 2) we are advocating on a political level to change the stigma of addiction and mental health on a legislative platform in 50 states. I believe that, as the president of NAADAC, and the principle addiction practitioner for Montana's ECHO, I am uniquely positioned to fulfill these goals.

**Other qualifications for RVP-Northwest:** Currently all but

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### Northwest RVP Candidate:

**Arturo P. Zamudio, CADCI**

Springfield, OR

artz@wfts.org

**Summary of NAADAC activities:** Art has been on the Oregon Board (AADACO) for the last 6 years. Within that time Art has held the positions of Secretary, Treasurer,

Vice President and is the current President of Oregon. Each position he has successfully shown up and followed through with the responsibilities that came with these positions. Art has shown integrity and perseverance while on the board as it has gone through many challenges. He also sought help and direction from the Regional Vice President, President of NAADAC and Executive Director of NAADAC in times of need to ensure NAADAC's code of ethics and bylaws were followed. Art has participated in State and National trainings and has always lended a hand when needed.

**Philosophy statement on the future of NAADAC:** I believe that the Country is finally realizing the importance of Alcohol and Drug treatment. I also believe that NAADAC should be the light to show both our government officials and our Alcohol and Drug professionals the way. Through advocacy and training we can help steer the ship of recovery to all those that need it and/or provide it. As you can see from some of my other answers I get involved to be part of a solution rather than be a bystander that points out the problems. I believe NAADAC provides solutions and I wish to be part of it in any way I am allowed. My hope is to share NAADAC's message which "is to lead, unify, and empower addiction focused professionals to achieve excellence through education, advocacy, knowledge, standards of practice, ethics professional development and research."

**Other qualifications for RVP-Northwest:** Art has held several positions within his community to further support the Alcohol and Drug profession. Other than being the current President of Oregon

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