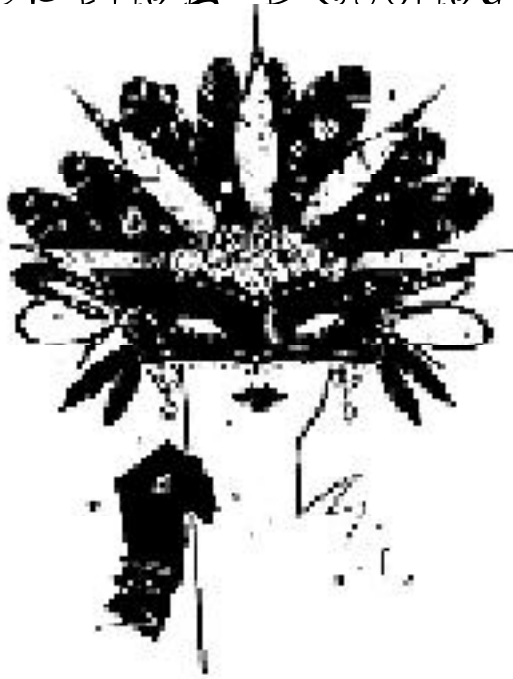


# Executive Report

Published by Mental Health Corporations of America, Inc.

## Spring Destination: N'awlins



The Crescent City calls . . . New Orleans is the place to be May 14-17 for MHCA's Spring Meeting where the business at hand will be enhanced by the jazzy mood of this great old city in the heart of the bayou country.

We will meet at Le Meridien, one of the city's premier luxury hotels. Located directly across the street from the fabled French Quarter, Le Meridien promises a pleasant stay and excellent service.

Come Tuesday to participate in our Standards/Outcomes Committee, our PES Users' Group or Information Systems Committee. Subsidiary corporations boards meet that afternoon as well (MHA and Enterprises). EAP players are invited to at-

tend Wednesday morning's EAP Committee and Focus Group, a roundtable that meets twice yearly. Our three forums (Corporate Structures, New Trends and Futures) will meet consecutively Wednesday morning.

General Session begins Wednesday afternoon with a keynote by Larry W. Bacon, State Coordinator of Florida's Partners in Crisis program. This highly effective coalition of law enforcement, legislators, judges and mental health professionals is making a difference for good in the Sunshine State. Thursday's General Session offers four presentations: "HIPPA Update," "Privatization of State Psychiatric Hospital - A Case Study," "The Use of Satisfaction Survey Data and Its Impact on Organizational Operations" and a member showcase (TBA).

MHCA's Board of Directors and the Mental Health Risk Retention Group Board will meet Friday morning.

Come early or stay late...make time to enjoy yourself amid the shady courtyards, jazz clubs and world class restaurants of New Orleans. Ride the streetcar to the Garden District and the Zoo. Enjoy the Warehouse/Arts District, considered by some to be the "So Ho of the South." Indulge in beignettes and serious coffee...you'll soon be speaking Cajun!

Meeting registration materials were mailed in mid-March.



# President's Column by Donald J. Hevey

## The Churning Has Begun

*For this issue I'm sharing an article published January 30 by The Herman Group...how does it pertain to your corner of the world?*

**T**he first people hired in a reheating economy are key executives needed to lead the charge. Many organizations bring in new blood specifically charged with substantial growth. Smart companies will strive for strong positioning on the leading edge of the expansion.

More aggressive recruiting of executives has begun. From a number of sources, we have indications of significant movement—among recruiters, among executives accepting new positions, and among relocation companies engaged to manage moves. This activity is the first step in the transformation back to a lively economy, and it is quietly beginning.

The next targets of recruiters will be middle managers with specific talents. Depending on their needs, savvy companies preparing for growth will seek experienced marketers, sales professionals, manufacturing managers, logistics specialists, and others, depending on the nature of their business.

Expect an unprecedented churning in the American labor marketplace, beginning in the third quarter of 2002. As the economy heats up, refreshing opportunities and aggressive recruiting will challenge loyalties. Wise employers will engage in

strategies now to build positive relationships with their employees. Employers will invest in training, development, and coaching efforts to strengthen the bonds with valued employees.

Economically, we see slow growth starting in first quarter 2002, with more apparent signals surfacing in the second quarter. Economic futurists anticipate 4-5% growth rate by fourth quarter. As the country gets back on track, latent American optimism will resurface with the strong economic projections laid out at the start of the decade. We'll move back into a boom mentality, causing severe difficulties, as employers' demands for workers cannot be met. The country is currently approximately five million workers short, a figure exacerbated by the need for competencies in short supply.

Complicating this intricate web of interacting trends and factors is an increasing tendency for workers, particularly young people, to take more control of their own careers. Demands for life balance, telework, and personalized compensation and benefits will drive many employers to undertake major changes in the way they do business. American trends are followed by similar trends elsewhere. Lag time may be shorter than in the past. ❖

*From "Herman Trend Alert," by Roger Herman and Joyce Gioia, Strategic Business Futurists. (800) 227-3566 or [www.hermangroup.com](http://www.hermangroup.com)*

### Board of Directors

#### Officers:

Richard J. DeSanto  
*Chairman*  
Susan D. Buchwalter, PhD  
*Vice Chairman*  
Ervin R. Brinker  
*Treasurer*  
Dennis P. Morrison, PhD  
*Secretary*  
Anthony A. Kopera, PhD  
*Director-at-Large*  
Harriet L. Hall, PhD  
*Past Chairman*

Donald J. Hevey, President  
& Chief Executive Officer

#### Directors:

Howard F. Bracco, PhD  
Wesley R. Davidson  
C. Richard DeHaven  
James G. Gaynor, II  
William C. Huddleston, PhD  
Gary Lamson  
Jerry Mayo  
Daniel J. Ranieri, PhD  
R. Thomas Riggs, ACSW  
Susan Rushing  
William J. Sette  
Harry Shulman, MSW  
Robert S. Ward

#### MISSION STATEMENT:

Mental Health Corporations of America, Inc., a national system of mental health organizations, was formed to strengthen the competitive position of its members within the health care industry and to enhance their financial viability.

#### THE EXECUTIVE REPORT:

Information printed in the Executive Report does not necessarily represent the opinion or policies of MHCA. Content is intended for informational purposes only. The Executive Report is published four times per year by Mental Health Corporations of America. Tara S. Boyter, Editor  
8 MHCA 2002

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## Hall Recognized for Service to MHCA

### New Board Members Elected

The award was a fragile thing, largely glass, requiring careful packaging. But the sentiment was robust - a big "thank you" - to outgoing MHCA Board Chairman Harriet Hall as she steps down after two years in office. Members recognized Harriet's leadership at the 2002 Annual Business Meeting held Wednesday, February 27 in St. Pete Beach, Florida. Along with the accolades for Harriet, members welcomed incoming Board members Jerry Mayo (Mississippi, South Region), Susan Rushing (Texas, Southwest Region), and Bob Ward (Florida, South Region). These members were elected to fill three year terms (2002-2004) and will replace outgoing members Wayne Dreggors (1999-2001), Bill Peel (1990-2001) and Lloyd Sidwell (1996-2001). Those whose terms were ending were thanked as well and given tokens of appreciation.

MHCA's Board includes 19 members. Five serve from the Midwest Region, five from the South Region, four from the Northeast Region, four from the Southwest Region and one from the Northwest Region - based on distribution of MHCA membership. There are four regular Board meeting each year, held in conjunction with quarterly conferences and typically convened on Friday morning. Board meetings are open to all MHCA members.



***Harriet Hall receives recognition for her two years of service to MHCA as Board Chairman. President/CEO Don Hevey bestows the honors.***

At the MHCA Board meeting on March 1, officers for 2002 were recommended by the Nominating Committee and elected by Board members:

Dick DeSanto	<i>Chairman</i>
Sue Buchwalter, PhD	<i>Vice Chairman</i>
Erv Brinker	<i>Treasurer</i>
Denny Morrison, PhD	<i>Secretary</i>
Tony Kopera, PhD	<i>Director-at-Large</i>
Harriet Hall, PhD	<i>Past Chairman</i>

These officers will serve as MHCA's Executive Committee for the coming year. ❖

## Welcome New Board Members

### *Three Will Serve 2002-2004*



***Jerry Mayo***  
***South Region***



***Susan Rushing***  
***Southwest Region***



***Bob Ward***  
***South Region***

## Thanks for a Job Well Done

### *Collectively...21 Years of Service*



***Wayne Dreggors***  
***South Region***



***Lloyd Sidwell***  
***Southwest Region***



***Bill Peel***  
***South Region***

## NAMI Salutes Gulf Coast Center

On September 21, The Gulf Coast Center of Galveston, Texas received the Texas 2001 Professional Organization of the Year Award from NAMI (National Alliance for the Mentally Ill). The award, presented to the Center's Executive Director, Michael Winburn, during the NAMI Texas state convention held in Houston, was the first such award ever presented to an MHMR community center in the State of Texas.

NAMI Gulf Coast nominated the Center for the prestigious award. "The only way NAMI Gulf Coast is where we are today, with an office and paid staff, is because of the support and assistance we received from The Gulf Coast Center in our beginning in 1988," Gerald Mitchell, a NAMI spokesperson explained.

Mitchell went on to say that family education had always been an important part of both the Center and NAMI Gulf Coast. He recounted how the joint efforts proved successful in securing a 20-bed community regional hospital in Galveston and continue today with the "Partnerships" education program.

In receiving the award, Winburn said, "We are so honored to receive this award, especially as the first community center to do so. We feel that it is a direct result of our working with NAMI to ensure that consumers can live quality lives in their communities. To know that this award is from the families of the people we serve is just overwhelming."

MHCA is pleased to hear this good news about Gulf Coast Center, a member since 1989. ❖

## Riverbend Receives National Award

Riverbend Community Mental Health of Concord, New Hampshire received first place in the 2001 MetLife Foundation Awards for Excellence in Affordable Housing. The \$25,000 award was presented at the Enterprise Foundation's Annual Network Conference in Washington, DC.

"As a mission-driven organization, we created Mill House to address a critical need for quality housing for people with serious mental illness," said Dale Klatzker, PhD, President and CEO of Riverbend.

Riverbend took first place in the Property and Asset Management category for Riverbend Mill House at 30 Tremont Street in Boscawen. Riverbend Mill House was created through renovation of a former nursing home into 15 units of permanent rental housing. The residents are formerly homeless, elderly persons who are severely or persistently mentally ill.

The award committee found that the agency has applied principles of asset management, integrated a wide range of services and operations to provide cost-effective management, and implemented good oversight systems for Riverbend Mill House.

Riverbend was also recently given the Walter J. Dunfey Award for New Hampshire Nonprofit Excellence. This award is given annually by the Corporate Fund of the New Hampshire Charitable Foundation.

Congratulations to the entire Riverbend organization, an MHCA member since 1999. ❖

## Founding MHCA Member Retires

Jeanne H. Wurmser, PhD has announced her retirement from CPC Behavioral Healthcare, Inc. in Neptune, New Jersey. Dr. Wurmser was one of the original nineteen CEOs who together formed Mental Health Corporations of America in 1984. She has served in numerous leadership positions including a two year term as Chairman of MHCA's Board of Directors (1992-93). "With a new marriage and a new grandchild, I'd like more time and energy for enjoying my personal life," Jeanne said in a letter announcing her new

plans. She will relinquish her Board position with Mental Health Risk Retention Group as well as her membership in MHCA. After a summer break, she plans to volunteer on several boards and provide consultation.

Stephen Scher, ACSW, will serve as CPC's Interim CEO. He formerly served as the Director of Program Development there. ❖



*Jeanne Wurmser*

## 2002 Negley Awards

## Winners Named in Risk Management Competition

Before they even packed their suitcases, representatives of three MHRRG (Mental Health Risk Retention Group) insured companies knew they'd banked some cash. Preliminary winners in the 2002 Negley Awards for Excellence in Risk Management headed for St. Pete Beach, Florida with a sure \$5,000 and a possible \$15,000 safely credited to their award winning programs.

The topic for Negley's 2002 Awards Program was "Excellent Supervision-Key to employee responsibility and reduced corporate risk". These winners presented their programs on February 28 in MHCA's general session:

**Vinfen Corporation - Cambridge, MA**

CEO: Gary W. Lamson

Presenters: Kelly Douglas and Tim de Araujo

**United Services - Dayville, CT**

CEO: Diane L. Manning, MBA, CBHE

Presenters: Diane Manning and Jenine Glatzer-Wicks

**Tri-County Mental Health Services**

Lewiston, ME

CEO: J. Gregory Shea, ACSW, CBHE

Presenter: Chris Copeland, LCSW

A two-part judging system selected these winners first from written entries and then following their presentations at MHCA's Annual Meeting. Winners will also present their programs at the training conference of the National Council for Community Behavioral Healthcare (March 23-26, Chicago).



**Negley Award Winners!** (seated, left to right) Chris Copeland, Tri-County MH; Diane Manning and Jenine Glatzer-Wicks, United Services. (standing) Marilyn Udis, VP, Negley Associates; Tim de Araujo and Kelly Douglas, Vinfen Corporation.

MHRRG Board members served as judges in both review phases. Announcement of final judging results were made following the MHCA meeting. Taking the top spot was Vinfen Corporation which will receive \$15,000. United Services and Tri-County will each receive \$5,000.

The awards were established in 1990 by Negley Associates, Inc., underwriting managers for the Mental Health Risk Retention Group. Over the course of the 12 year program, 28 mental health organizations have collectively received over a quarter million dollars in unrestricted awards. ❖

## Leadership Teams Will Meet

Executive Committee members of MHCA and of the National Council for Community Behavioral Healthcare will convene at NCCBH's training conference in Chicago (March 23-26) to explore issues of mutual concern. While many community mental health centers hold membership in both organizations, the focus of the two are different. MHCA's membership is limited to

CEOs and is by invitation. Primary efforts pertain to the education of the CEO and the expansion of entrepreneurial business development. NCCBH's membership is more diverse, and the organization's responsibilities include Congressional lobbying. Many issues are held in common, however, and each organization is committed to partnering when possible. ❖

# Annual Meeting 2002

**I**t's hard to improve on a proven winner. MHCA convened its 2002 Annual Meeting once again at the Don CeSar Beach Resort and Spa on St. Pete Beach located on Florida's beautiful west coast. Though no one used the term "balmy", the weather cooperated with glorious sunsets during the February 26 – March 1 meeting.

Tuesday's agenda and that of Wednesday morning included committee, forum and board meetings. The Annual Business Meeting Luncheon featured outgoing MHCA Board Chairman Harriet Hall's annual report and included reports from Treasurer Erv Brinker and Nominating Committee Chairman Gary Lamson.

Keynoting our conference on Wednesday afternoon was Marilyn Moats Kennedy whose topic, "Intergenerational Workforce Issues," received top marks from the audience. Kennedy is founder and managing partner of Career Strategies, a 26-year-old career consulting firm in Wilmette, Illinois. She has written seven books on office strategies, the most recent one being *Office Politics for Dummies* (2001).

Computer training was offered by MHCA's Director of Information Systems, Frank Collins, throughout Thursday on use of MHCA's Listserve, effective web searching and MHCA's online Management Institute.

Thanks go to the Eli Lilly Corporation and Negley Associates/MHRRG for hosting receptions on Wednesday and Thursday evenings.

"The concerns of racial, gender and ethnic diversity have been superseded by a bigger issue ... age diversity."



**Keynoter**  
**Marilyn Moats Kennedy**

## How About A Study Tour Abroad?

At MHCA's 2002 Annual Meeting members of our International Group narrowed down their short term mission to a clear goal...creating a behavioral healthcare study tour in Birmingham, England. The tour, which will be hosted in part by NIMH, will be limited to 10-15 participants and is tentatively scheduled for late April, 2003.

Fran Silvestri, formerly of Monadnock Family Services in New Hampshire and a well traveled behavioral healthcare consultant, is preparing a document for CEOs to use within their centers to promote the concept of international partnerships and staff sabbaticals. Stay tuned...



## Diverse Topics Featured on Annual Meeting Agenda

MHCA's general session on February 28 included four presentations on topics requested throughout this past year from the membership. "Excellent Supervision, Key to employee responsibility and reduced corporate risk" was presented by Negley Award Finalists (*see article, page 5*). Additionally the following presentations were welcomed by members:



### "Positive Outcomes From Atypical Antipsychotic Medications"

*Presenter:* David M. Ziegler, Southeastern Consulting

Mr. Zeigler is joined here by Joe Toy, CEO of Bluegrass Regional MHMR Board.

### "Critical Incident Response Service"

*Presenter:*

Tye Hunter, PhD  
Seattle Mental Health



### "Joint Commission Update"

*Presenter:* Peggy Williams, JCAHO

Ms. Williams  
is joined here  
by MHCA  
Meeting  
Planner  
Glenda  
Deal



## Video Will Recall and Preserve the Mission of Community Mental Health

If you heard, "Lights, Camera, Action!" on Monday, February 25 at the Don CeSar Hotel just prior to MHCA's Annual Meeting, you were hearing the first phase of an exciting new project taking shape. Fifteen long-time MHCA members were telling their stories in front of the camera, recalling the formative years of community mental health in the United States, and imagining together how the mission and values of that time might be preserved for behavioral healthcare leaders of tomorrow.

Created as a project within MHCA Enterprises, Inc., a subsidiary corporation of MHCA, the resulting video will be used as a staff teaching tool as well as a community education piece. A "small budget film" to start, the finished product may be some time in development. Portions

of the original work, however, will be made available to members as soon as possible.

Participants included Susan Buchwalter, Gary Lamson, Denny Morrison, Bob Ward, Bennett Cooper, David Dangerfield, Dick DeSanto, Howard Bracco, Gil Aliber, Charley Maynard, Jess Turner, Wayne Dreggors, Morris Eaddy, Dennis Vaccaro and Jim Whitaker.

Grady Wilkinson of Heritage Behavioral Health first brought the project concept to Enterprises and has been instrumental in developing its format. Videographer is Diane Wilkins of Wilkins Productions, Tallahassee, Florida. Ms. Wilkins has provided services to Mental Health Risk Retention Group in the filming of risk retention education videos and has won national awards for documentary film making. ❖

# Calendar

## NCCBH Annual Training Conference

Dates: March 23-26, 2002  
 Location: Chicago Marriott Downtown  
 Chicago, Illinois  
 For more Info: ☎ 301-984-6200

## MHCA 2002 Spring Meeting

Dates: May 14 - 17, 2002  
 Location: Le Meridien Hotel  
 New Orleans, Louisiana  
 ☎ 504-525-6500  
 Rate: \$165/single or double - Superior  
 \$185/single or double - Deluxe  
 Registration Deadline: April 15, 2002

## MHCA 2002 Summer Meeting

Dates: August 6 - 9, 2002  
 Location: Westin Harbour Castle  
 Toronto, Ontario Canada  
 Rate: \$249 single/double Canadian  
 Registration Deadline: July 3, 2002

Calendar Quip:  
*Air travel is nature's way of making you look like your passport photo...* Al Gore

## Spice It Up in New Orleans!

MHCA Spring Meeting  
 May 14-17, 2002

LeMeridien Hotel



## Supplement Featuring "The Rest of the Story" Will Enhance Mergers Manual



At its meeting in November, MHCA's Corporate Structures Committee appointed a task group to review the 1994 MHCA *Affiliations, Mergers and Acquisitions Workbook*. It is thought that a second edition might be in order to include additional information or simply confirm and update the original text.

Used widely by members and others to assess potential partnering possibilities, the 70+ page guidelines provided practical "how to" steps for companies pursuing corporate integration. Conceptualized by the Corporate Structures Committee and jointly drafted by many MHCA members, the final product was authored by Craig M. Savage, a nationally recognized business consultant. The workbook was produced by MHCA and published by the National Council for Community Behavioral Healthcare.

Since publication of the workbook, many in the behavioral healthcare arena have experienced corporate reconfigurations of myriad types. Some have found their partnerships successful while others have since dissolved them. Much has been learned in both cases. Certainly in the years since 1994 the face of healthcare has changed considerably, and the Corporate Structures Committee recognized the need to revisit its earlier work.

Task group members include Tony Kopera, PhD, Community Counseling Centers of Chicago; Maggie Labarta, PhD, Meridian Behavioral Healthcare; Tim Otis, Mental Health Center of Dane County; Tom Riggs, Directions for Mental Health; and Jeanne Wurmser, PhD, CPC Behavioral Healthcare. The group reported its initial assessment to the Committee during MHCA's Annual Meeting in February and intends to develop a member survey to solicit vignettes of merger/affiliation experience for compilation into a supplement to the workbook.

If you wish to make recommendations to the group, please do so by emailing Tom Riggs, Committee Chairman: [riggs@directionsmh.org](mailto:riggs@directionsmh.org) ❖