

# Executive Report

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## Mile High: Come to Denver for MHCA's Summer Conference

There's a big event in Denver, Colorado this August. The Democratic National Convention? Well, yes, but just before that red, white and blue



extravaganza arrives in the Mile High City, MHCA will hold its own big event there – our 2008 Summer Conference! Our dates are August 19-22 and we are meeting at the beautiful new downtown Ritz Carlton Hotel. Make your plans early and come for the prior weekend if you have time to visit the city as there will be little space available surrounding the dates of the DNC arrival.

MHCA has a great conference planned for members and guests. We have invited Colorado's First Lady, Mrs. Bill Ritter (Jeannie Lewis Ritter) to visit with us in Denver. She has identified mental health issues as a high priority topic on her agenda. The First Lady holds a degree in special education and in the 1980s served in the Peace Corps in Africa where she helped build and open educational and vocational centers for people with disabilities. We hope her schedule will allow her participation with us during some portion of our Conference.

Our Keynoter Scott Deming leads us off in Wednesday morning's general session with a presentation on "Creating a Powerful, Emotional Brand." His remarks will set the stage for our Marketing Focus Group

discussions later in the conference. Marketing Chairman Nelson Burns is coordinating the Focus Group programs that will include a conference

call conversation with Editor Doug Edwards of *Behavioral Healthcare* magazine on how service providers can best relate to and maximize exposure with the industry press. Our marketing participants will also hear a panel discussion on ensuring a positive return on investment (ROI) from marketing initiatives – i.e., "What are we really getting out of our public relations and marketing efforts?" Also invited to share her experience is our own Ann Borders, CEO of Cummins Behavioral Health Systems, who serves as an official online "Blogger" for Edwards' magazine and will explain how that medium can expand the reach of behavioral health organizations.

Thursday's general session begins with a presentation by Ronald K. Zimmet, P.A., Florida attorney and Legal Counsel to the Mental Health Risk Retention Group (MHRRG). His topic addresses treatment decisions when addressing a potentially high risk patient, and his talk will be videotaped to become part of the MHRRG risk management education series. Zimmet will be followed by Gordon Boxall, Chief Executive of MCCH

See Denver, page 8

### Keynote:

### Powerful, Emotional Branding

In 1983 our Denver Keynoter Scott Deming started his own marketing and advertising company, RCI, which soon grew into a multi-million dollar organization servicing numerous companies, among them the Fortune 500. RCI helped their clients successfully grow and beat their competition with what could be considered renegade branding, sales, customer service and communications programs. RCI became *The Business Journal's* "Most Inspiring Business of the Year".

Deming knew early in his career that great advertising alone was not going to build and sustain a powerful brand. Advertising was merely an awareness vehicle. If his clients were to truly grow their companies and create a powerful, emotional brand, they would do so by focusing on relationships, creating the ultimate customer experience and turning every customer into an evangelist.

This businessman's experience taught him the hard way how to create successful services, programs and relationships. Now with style and energy he teaches these successful techniques to corporations like Verizon Wireless; Wells Fargo; Okidata; USAA; GlaxoSmithKline; ACE Hardware; Super 8 Motels, 3M; Royal Caribbean International and many others.

He has written articles on the topics of "Brand Building" and "Creating the Ultimate Customer Experience" for numerous magazines including *Entrepreneur Magazine* and *Newsweek*. His new book, *The Brand Who Cried Wolf* is a real-world guide to successful brand building and customer interaction.

Join us Wednesday morning, August 20, for Deming's keynote address in Denver. His message will provide a great kickoff for the Marketing Focus Group to follow on Wednesday and Thursday afternoons. ❖



*A Message from the President***Reality Leadership**

Who would have guessed that “reality shows” would be such a huge phenomenon? From the standouts like *Survivor*, *Lost*, and *American Idol*, to the social experiment genre such as *Wife Swap*, the list of these programs is staggering and their devoted following is impressive. Or so I’ve been told as I’ve not watched any of them. Here at MHCA we’ve got our own issues of reality to deal with. Though we remain solidly committed to our original mission of providing growth opportunities for behavioral healthcare leadership, it becomes more and more difficult to discern just who does and who doesn’t fit our profile for membership. In the meantime we’ve got work to do and must deal with the “reality” of how our members are providing services in their communities.

Former community mental health centers (CMHCs) now provide housing, transportation, job training, general health care, and a myriad of other related services while other non-profit entities formerly engaged in non-behavioral health endeavors are partnering with or acquiring mental health delivery organizations. The lines of corporate mission are blurred, very, very blurred.

And so we have at this time a Board Chairman, Dennis P. (Denny) Morrison, PhD, who has been an MHCA member since 1996, a Board member since 1999 and an Executive Committee member since 2001 whose recent transition to CEO of a research institute makes his membership viability questionable. It’s MHCA’s reality.

I am extremely pleased that our Task Force on Member Criteria, under the leadership of Chairman Susan D. Buchwalter, PhD, has met this issue forthrightly. The Task Force was asked by the Board of Directors to re-examine our mission and vision statements in light of the wide and growing variation of corporate reconfigurations taking place within the membership and larger

industry. The Task Force met in May and will meet again in Denver with plans to make final recommendations to the Board at the summer or fall meeting.

For the interim, however, the Task Force made a very specific recommendation that was adopted by the Board on May 30 – and that recommendation was to recognize Denny Morrison as Chairman of the Board for the 2008 term regardless of the eventual membership status of Centerstone Research Institute. This is a completely transparent and appropriate action and captures the essence of MHCA. We will not be bound by rigid guidelines that do not serve us well but instead will respond to the ever changing behavioral healthcare environment with forward thinking resolve.

When all the Task Force recommendations are in and have been carefully considered by the Board of Directors, we will know better how far reaching our membership will extend.

In the meantime, we are fortunate to have the caliber of leadership that Denny Morrison brings to our Board of Directors. Denny has proven his commitment to MHCA through his many years of exemplary participation. He was duly elected to serve as Board Chairman prior to the merger of his former organization, Center for Behavioral Health, with Centerstone and the creation of the research institute. Furthermore I know that he will continue to bring valuable expertise to MHCA in the years to come regardless of his membership status.

I appreciate our Membership Task Force, our Board and all of you, our members, for the work you do and the time you take to make MHCA a well grounded organization that serves a most worthy mission. We serve the real world. Who needs a “reality show”?❖



Don Hevey

**MHCA MISSION STATEMENT**

MHCA is an alliance of select organizations that provide behavioral health and related services. It is designed to strengthen members’ competitive position, enhance their leadership capabilities and facilitate their strategic networking opportunities.

**THE EXECUTIVE REPORT**

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Tara S. Boyter, Editor  
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**MHCA BOARD OF DIRECTORS  
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143 Members in 34 States

## National Council Awards of Excellence

In a stirring tribute to the work of devoted individuals and organizations within the behavioral healthcare field, the National Council bestowed their Awards of Excellence on Friday, May 2 as part of their 38<sup>th</sup> National Council Conference. Boston's beautiful John F. Kennedy Presidential Library and Museum was the venue, and Christopher

Kennedy Lawford, nephew of the late President, was the Honorary Awards Chair. It is an honor that several MHCA members were among those recognized.

Earning the Excellence in Innovation Award were two MHCA member organizations, Centerstone, for their Research Institute, and Monadnock Family Services (SHAPE Program). MHCA Board Chairman Dennis P. Morrison, PhD is the CEO of the Research Institute and Ken Jue is CEO of Monadnock. United Services, Inc. of Connecticut, led by CEO Diane Manning, was one of two winners of the Excellence in Grassroots Advocacy Award. The Lifetime Achievement Staff Leadership Award was given to Moe Armstrong of Massachusetts' Vinfen Corporation where longtime member Gary Lamson is CEO. The same Award was bestowed posthumously on former MHCA member David J. Berkowitz, PhD. Finally, our own MHCA President/CEO Donald J. Hevey received the Excellence in Public Service Award for his lifetime work in the field of behavioral healthcare as clinician, administrator and national leader.

We join the National Council in recognizing the devoted service that these awards imply. ❖



*Left to right: Honorary Awards Chair Christopher Kennedy Lawford, National Council CEO Linda Rosenberg, Don and Joy Hevey*



*Diane Manning (holding award) with staff and board members of United Services and National Council's Linda Rosenberg (far right)*



*Linda Rosenberg and Ken Jue*



*David C. Guth, Jr.*

## DePiano Chosen for Board

At its May 30 meeting, the MHCA Board of Directors selected Linda C. De Piano, PhD to serve out the term of Director David Guth who resigned as a result of the reconfiguration of his organization, Centerstone. Dr. De Piano, like Guth, is from MHCA's South Region and therefore meets the requirements of like geographical area. She is CEO of the Oakwood Center of the Palm Beaches, Inc. of West Palm Beach, Florida where she oversees a budget of \$24 million and 276 employees. Oakwood Center has been an MHCA member since 2003. To complete Guth's term, Dr. De Piano will serve as an MHCA Director through February 2011. ❖



*Linda De Piano*

## MHCA Board to Select New Secretary



*Dan Ranieri*

Daniel J. Ranieri, PhD has stepped down from his position as Secretary on the MHCA Board of Directors but will complete his term as a Director. He was first elected to the Board in 2001, became Director-at-Large in 2006, and named Secretary in February 2008.

MHCA's Nominating Committee will present a candidate to fill the vacancy and make that recommendation to the Board of Directors at their meeting on August 22 in Denver.

The Secretary serves as part of the Executive Committee of the Board that includes the Chairman, Vice-Chairman, Treasurer, Secretary, Director-at-Large and Immediate Past President as well as MHCA President/CEO Don Hevey.

❖

## Insurance Leader Bud Negley Honored in New Orleans

On May 29, the Board of Directors of Mental Health Risk Retention Group (MHRRG) recognized Edward T. (Bud) Negley, MD while in New Orleans for their meeting in conjunction with the MHCA conference there. Negley, who has formally stepped down as consultant to the Board, ends a 20-plus year career as owner and then adviser to Negley Associates, the managing firm for MHRRG.

Negley Associates was founded by Dr. Negley's father and greatly expanded over the following years during which time MHRRG became one of its most successful companies. Bud Negley merged the company in 2005 with CRC Insurance, a wholly-owned and Alabama based subsidiary of Branch Banking & Trust Company (BB&T).

Under Negley's leadership and in concert with the MHRRG Board of Directors, MHRRG has flourished as a nationally respected risk retention group with consistent recognition for sound business practice, reliable professional liability insurance coverage products, and sizeable dividends to its shareholders, all of whom are insureds. Recent product additions include coverage for Workers Compensation and automobiles.

In honoring Negley at a dinner party held at New Orleans' well known "Mr. B's" restaurant, the Board's Legal



*Bud Negley (right) with Attorney Ron Zimmet*

Counsel Ron Zimmet presented an award recognizing his "Outstanding Vision, Exceptional Leadership, Dedicated Service, and Continuous Support which contributed greatly to MHRRG's success as a company serving the insurance needs of the behavioral healthcare community for over 20 years."

Chosen in 2006 to follow Dr. Negley as Managing Director of Negley Associates is Nicholas Bozzo. Susan J. Cohen, Executive Vice President, and Marilyn Udis, Vice President, remain with the company and regularly visit MHCA. Negley, who with his wife Thelma has enjoyed a Naples, Florida home for some time, has partnered in the Bay House Restaurant there (799 Walkerbilt Road, 239-591-3837). ❖



## MHCA's Newest Member

Join us in welcoming Community Healthcore of Longview, Texas as MHCA's newest member. CEO Inman White visited our February conference in St. Pete Beach, Florida and made his membership official soon thereafter.

First established in 1970 with 12 employees and a \$2 million budget, Community Healthcore now operates with a total budget of \$22 million and 461 employees (FTE). The community mental health and mental retardation center's legal corporate name by which they were known for many years is Sabine Valley Regional MHMR Center. In December, 2006, the center merged with Northeast Texas MHMR Center to become Community Healthcore.

They serve greater East Texas including the counties of Bowie, Cass, Gregg, Harrison, Marion, Panola, Red River, Rusk and Upshur. Community Healthcore is JCAHO accredited.

To learn more, visit our newest member online at their website: <http://www.communityhealthcore.com/>



*Inman White*

## MHRRG Board of Directors

Gil Aliber, *Chairman*  
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## New Trends Forum Shares Positive Initiatives

Our New Trends Forum is a great place for members, longtime and new, to get to know each other as participants share information from their home state experiences. Though it is often a temptation to acknowledge the negatives, in MHCA fashion we strive to find the positives and learn how to replicate one another's best efforts. Our most recent New Trends Forum held in New Orleans was a great example of "accentuating the positive." Here are just a few of the observations expressed at the meeting:

**Chairman Diana Knaebe** opened the Forum sharing an article from *USA Today* that cited collaboration between AARP and Hollywood for the purpose of exploring affordable healthcare answers. She noted that this is an "odd couple" but indicative of the kind of creative solution seeking we should all pursue. She then asked the group to report on positive initiatives underway or being considered in their home states.

**Howard Bracco (Kentucky):** As the population ages, our skill sets will be invaluable. Solutions are sought for keeping the aged in their homes. Also, as behavioral health clients become more litigious about treatment alternatives, we can be proactive about providing options.

**Jerry Kassab (Florida):** A large Orlando based hospital has recently ceased serving the SPMI population which has opened up opportunities for local behavioral health organizations to fill their inpatient units. Jerry suggested this may be a wider trend.

**Bill Kyles (Missouri):** The State of Missouri recently suffered widespread budget cuts but actually increased behavioral health spending by three percent. Disease management funding may also be available to the SPMI population.

**Dennis Regnier (Illinois):** Dennis is working with non-traditional partners through business connections made possible through the Chamber of Commerce. He sees evidence of positive education strides with the business community to gain parity for behavioral health coverage.

**Joe Tardella (Michigan):** A downturn in the economy has resulted in numerous home mortgage foreclosures. His organization has retooled its first home owners training to offer foreclosure prevention training with a financial coaching component.



**Jim Sleeper (Florida):** A litany of bad news on the economic front has forced providers to find niche markets and reevaluate use of resources including new strategic alliances.

**Mike Rhodes (New Jersey):** Recent bad press on a state hospital has resulted in discharges for 300 clients who will be picked up by local behavioral health organizations. There is also new funding for jail diversion in his area.

**Jennette Hitchcock (Maine):** The return of National Guard troops from Iraq has resulted in negotiations with the Veterans group for behavioral health services.

**Maggie Labarta (Florida):** Her own organization has been given a nine acre tract of land that they will develop as a youth camp.

**Jon Cherry (Florida):** Thirty-one members of the Florida Council for Community Mental Health are bidding collectively for Medicaid contracts and positioning themselves to become an HMO.

**Jim Frutkin (Massachusetts):** His organization is beginning to receive a number of private payor requests for behavioral healthcare services.

**David Guth (Tennessee):** Specialty packaging (inter-service) may provide funding solutions among the three client sectors (Medicare/Medicaid, Indigent, and "not indigent but not fully insured").

**Nelson Burns (Ohio):** Having former MHCA member Sandy Stephenson now serving as the Ohio Mental Health Director is very positive. His own organization is readying for the use of a Balanced Scorecard initiative.

And then it was time for a conference visitor to speak up:

**Barbara Conniff (Guest from Pennsylvania):** At her organization, Milestone Centers, a greenhouse project has turned into a booming business with lettuce sales averaging 1600 heads per week. With some foundation support, the business is self sustaining.

Before the Forum ended, Barbara was talking to a number of members about how to start a lettuce business! In the spirit of MHCA, she gladly offered to share more information - and once again, along with other ideas around the table, another good idea gained traction at MHCA's New Trends Forum!

New Trends meets at most MHCA quarterly conferences and is open to all behavioral members and guests. Chairman Diana Knaebe welcomes suggestions for discussion topics including recommendations for guest speakers. Contact her at [dknaebe@heritagenet.org](mailto:dknaebe@heritagenet.org)



## Learn About It Program to Feature Mergers Manual

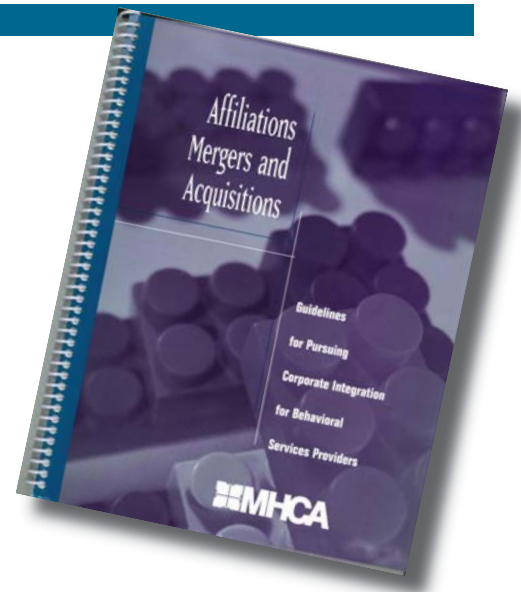
The business environment that fosters corporate affiliation, merger and/or acquisition swells and diminishes from time to time. Within the behavioral health industry we have seen surges when it seems that the many will eventually become one, and we have seen ebbs when there is little interest in corporate reconfiguration.

In 1995 interest was high – so high that MHCA saw a need to create a guidebook to assist members in their efforts to acquire, be acquired, merge or affiliate with other providers. In response, our then existing Corporate Structures Committee, under the direction of Chairman Tom Riggs, set to the task of creating the first edition of MHCA's *Affiliations, Mergers and Acquisitions* manual, subtitled "Guidelines for Pursuing Corporate Integration for Behavioral Services Providers." The guidelines were well

received and soon co-published with the National Council.

By 2004 another nine years of practice had resulted in some successful mergers and an assortment of affiliations and outright acquisitions among MHCA's membership. There was sufficient activity to warrant a second publishing of the manual with a "lessons learned" component taken from actual experiences. Thus, the Corporate Structures Committee tackled once again the review, compilation and publication of a second edition of what has come to be called the "Mergers Manual". All members then and since have received a copy.

When we gather in Denver for MHCA's 2008 Summer Conference, our "Learn About It" program, a series on MHCA member benefits, will feature this useful handbook. Several MHCA members who have applied its



tools to actual corporate reconfiguration scenarios will serve as a panel to share their experiences. Come hear from your colleagues how this tangible member benefit can be useful to your organization. The program will be held Wednesday, August 20 at 1:30 pm.

Additional copies of the manual are available for purchase (MHCA members: \$95, Nonmembers: \$195) ❖

## MHCA to Participate in IIMHL Planning Event

The IIMHL Sponsoring Country Leadership Group (SCLG) will meet July 10 and 11 in Nashville, Tennessee just prior to the July 13-15 summer meeting of the National Association of State Mental Health Program Directors (NASMHPD) with plans to optimize synergies between the two organizations. MHCA's CEO Don Hevey with Board Chairman Denny Morrison and Immediate Past Board Chairman Erv Brinker will represent MHCA at both meetings.

The SCLG will begin its meeting with a planning session led by longtime MHCA friend Warren Evans providing leadership and direction. Evans has served as outside coordinator at several MHCA long-range planning sessions over the past twenty years.

Created in 2003, IIMHL offers support and technical assistance to countries and their provider leaders by

assisting leaders in adapting to rapid changes in the field and providing a support network through partnership with other leaders from around the world. IIMHL identifies and shares the best in managerial and operational practices together with access to information about developments that are occurring in other countries. IIMHL provides member countries with a linkage to international leadership development that supplements their national policies and service developments with an emphasis on evidence-based practices.



IIMHL operates under the umbrella of MHCA as its fiduciary agent. The IIMHL structure has two basic levels: First, the Sponsoring Country Leadership Group sets direction for and oversees the activities of IIMHL. It includes representatives from each country, as well as the Director of IIMHL (Fran Silvestri) and President/CEO and Board Chair of MHCA to review IIMHL goals and activities. Second, each participating country (either on its own or with a collaborating region) organizes forums to: (a) Identify and communicate key issues for that country/area to SCLG (and vice versa), (b) Host the Exchange and Conference, (c) Collaborate in IIMHL projects and activities.

A growing number of MHCA members hold IIMHL membership.

See *IIMHL*, page 8

## MHCA Spring Conference in New Orleans Data, Deliberation, Discussion!

From the positive spin of New Trends conversation to the data laden keynote by Dr. Ann Doucette and example rich IT Focus Group, MHCA's 2008 Spring Conference provided ideas galore for behavioral healthcare leaders including CEOs, researchers, IT specialists and others. The dates were May 27-30, and the venue was New Orleans.

In the continuing "Learn About It" presentation series on MHCA products and services, three members provided excellent information about the ongoing Peer Collaboration program. Beginning with a four-man start up in 1998 (Bill Sette, Wes Davidson, Erv Brinker and now retired Mel Smith), peer groups now include nearly 30 MHCA members who serve as consultants to one another's organizations. Central to the success of this initiative is the underlying trust level built among MHCA members as well as the essential honesty and forthrightness of peers whose own experience elevates the value of their assessment. An attentive and appreciative audience heard about the experience of Sette, Davidson and Brinker and were given tips on how to create their own groups.

Our Information & Technology Focus Group studied applications for telecommunication within behavioral healthcare when they met Wednesday and then turned their attention to successful Access (Call) Centers in Thursday's session. General Session presentations on two topics Thursday received high marks – first Drs. Gary Burlingame and Michael Lambert of Brigham Young University described "New Methods for Improving Treatment Outcomes in Community Mental Health: Progress Feedback and Decision Support." Their presentation was followed by David Guth of Centerstone co-presenting with Brad

Zimmerman of Personal Mastery Programs on "Accelerating Innovation – Building a Culture of Personal Growth."

We were treated to a delightful welcome reception on Tuesday evening hosted by UNI/CARE with representation from former MHCA member Dennis Wool. Wednesday's continental breakfast was provided by QoL meds, thanks to representatives Gabe Santry and Lisa Persang. Our good friends from Genoa Healthcare sponsored Wednesday evening's generous reception. A total of ten exhibitors were on hand throughout the conference to explain and promote the highlights of their products, and MHCA's Applied Research Focus Group shared seven "storyboards" describing research projects at their organizations.

Also on the agenda, Nelson Burns convened our Marketing Committee Thursday to begin planning for the Marketing and Fund Development Focus Group at MHCA's 2008 Summer Conference in Denver. Our Task Force on Member Criteria met Tuesday to deliberate increasing opportunities and challenges created by ongoing corporate reconfiguration within the membership. The International Committee received updates on IIMHL's upcoming 2009 Leadership Exchange to be held in Australia.

**Members are always encouraged to visit MHCA committees and find a "good fit" for participation and leadership.**



*Left to Right : Catherine Carter, Tony Kopera, , Keynoter Ann Doucette, Greg Speed and MHCA CEO Don Hevey*



**Below-Top:**

*Left to Right: Brad Zimmerman, David Guth, and MHCA Board Chairman Denny Morrison*

**Below-Bottom:**

*Left to Right: Gary Burlingame, MHCA CEO Don Hevey, and Michael Lambert*



**Denver, continued from page 1**

Society, a British provider of housing, employment and related support services to people with a mental illness, autism or learning disability in London and elsewhere in England. He will talk to us about England's Mental Health Helplines. Boxall is also a member of the International Initiative for Mental Health Leaders (IIMHL) and through that organization is partnered with MHCA's Rich DeHaven of Indiana. Our third speaker on Thursday is John L. McKeever, III, ChFC, who will make a presentation on financial planning in a difficult economic environment entitled "Building Your Financial Defenses." McKeever is Executive Vice President of Delaware Valley Financial Group, Inc. and serves as financial consultant to MHCA in addition to serving as Treasurer of the Board of Directors of MHRRG.

Research related topics continue with the fifth meeting of the MHCA/IOM Transformation Work Group on Tuesday and our own Applied Research Focus Group on Wednesday. The "Learn About It" program will feature MHCA's *Affiliations, Mergers and Acquisitions* manual and include a panel presentation by members who have used the workbook in actual corporate negotiations and decision making (see article on page 6).

Our Futures Forum will be led on Wednesday afternoon by Tony Kopera,

Vice Chairman of the MHCA Board of Directors. New Trends, under the direction of Forum Chair Diana Knaebe, will be held on Thursday afternoon and address the use of "Dashboards" for performance measurement. Diana will be polling MHCA members this summer and summarizing the successes and disappointments of various domains within dashboard systems.

We are pleased to recognize the following companies that plan to participate as exhibitors in Denver: ClaimTrak Systems, Essential Learning, Genoa Healthcare, iCentrix Corporation, InfoMC, Inc., Mental Health Risk Retention Group (MHRRG), QoL meds, Qualifacts Systems, and UNI/CARE. Wednesday and Thursday morning continental breakfasts will be sponsored by QoL meds and InfoMC, Inc. respectively. Genoa Healthcare will host our Wednesday evening reception.

Denver offers the perfect blend of outdoor adventure and urban sophistication. That's the duality locals love about the Mile High City. With snow-capped peaks providing a spectacular backdrop, Denver is as refined as it is laid-back. Our Colorado members invite us to enjoy their beautiful state. Make your travel and hotel plans now and be part of MHCA's 2008 Summer Conference - it's going to be great! It will be even better if you are there. ❖

**IIMHL, continued from page 6**

Those countries presently associated with IIMHL include:



The National Institute for Mental Health in England (NIMHE)



The Substance Abuse and Mental Health Service Administration (SAMHSA) of the US



The Mental Health Directorate of the Ministry of Health New Zealand (MOHNZ)



The Scottish Executive (SE)



The Department of Health and Children, Ireland (DoHC)



The Department of Health, Social Services and Public Safety, Northern Ireland (DHSSPS)



The Department of Health and Ageing, Australia (DH&A Au)



The Ministry of Health and Canadian Mental Health Commission

Visit [www.iimhl.com](http://www.iimhl.com) for more information about the structure and activities of IIMHL and to learn how to join this unique and vibrant organization. ❖

# CALENDAR

**MHCA 2008 Summer Conference**

*Dates:* August 19-22, 2008

*Location:* Ritz Carlton  
Denver, Colorado

*Phone:* 303-312-3800

*Rate:* \$280 single/double

*Deadline:* July 22, 2008

**MHCA 2008 Fall Conference**

*Dates:* November 11-14, 2008

*Location:* Manchester Grand Hyatt  
San Diego, California

*Phone:* 619-232-1234

*Rate:* \$299 single/double

*Deadline:* October 13, 2008

**MHCA 2009 Winter Conference and Annual Meeting**

*Dates:* February 17-20, 2009

*Location:* Sandpearl Resort  
Clearwater Beach, Florida

*Phone:* 727-441-2425  
or 877-726-3111

*Rate:* \$283 single/double

*Deadline:* January 13, 2009

**IIMHL 2009 Leadership Exchange**

*Dates:* March 2- 6, 2009

*Location:* Brisbane, Queensland  
Australia

*Primary Venue*

Rydges South Bank Brisbane

*Secondary Venue*

Mantra South Bank Brisbane

*More Information:*

[www.iimhl.com](http://www.iimhl.com)

**MHCA 2009 Spring Conference**

*Dates:* May 12-15, 2009

*Location:* Westin Savannah Harbor  
Savannah, Georgia

*Phone:* 800-228-3000

*Rate:* \$251 single/double

*Deadline:* April 16, 2009