

# Executive Report

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## Kathryn Power to Address Winter Conference

Each year MHCA's Winter Conference serves the two-fold purpose of providing one of four quarterly educational forums and highlighting the



*Kathryn Power, M.Ed.*

year just ended at an Annual Business Meeting that reviews our work and recognizes our accomplishments. The dates of our 2009 Winter Conference and Annual Meeting are February 17-20. We meet in Clearwater Beach at the beautiful new Sandpearl Resort.

Wednesday's featured general session presenter is Kathryn Power, M.Ed, Director of SAMHSA's Center for Mental Health Services (learn more about Power on page 4). Ms. Power will describe SAMHSA's two year partnership with MHCA during which transformation goals of the Institute of Medicine reflected in the President's New Freedom Commission on Mental Health have been explored by MHCA members through specific projects. Prior to her comments, our MHCA Transformation participants will demonstrate their projects which exemplify consumer focused issues of effectiveness, timeliness, efficiency, safety and equity.

Our Annual Business Meeting and Luncheon will be held at noon on Wednesday during which MHCA Board Chairman Denny Morrison will present "2008 in Review". MHCA Treasurer

Susan Rushing will make a year-end Financial Report, and Applied Research Chairman Greg Speed will present Best Practice Awards in MHCA's Customer Satisfaction Management System Program. Recent election results will be declared officially by Nominating Committee Chair Erv Brinker. Reservations are required for the luncheon.

Our Wednesday afternoon schedule includes Session I of our Marketing and Fund Development Focus Group, the Futures Forum, the Applied Research Focus Group and another presentation in our "Learn About It" Series that highlights MHCA products and services – our topic this time is MHCA's Benchmarking Survey Instrument. As the afternoon winds down, be sure to participate in our Third Annual Speed Networking Event – always a fast-paced, fun way to meet new people and renew MHCA acquaintances.

We are especially pleased to welcome National Council President and CEO Linda Rosenberg to our Thursday morning general session where she will describe the Council's newly formed Key Contact Club. Come learn from Rosenberg how you can be an effective voice for behavioral healthcare.

Later in the morning we will hear from Blake Groves of Internet based Convio, who will teach us how to maximize our websites as marketing and fundraising tools. Groves will



MHCA's 2009 Winter Conference and Annual Meeting will be held at the Sandpearl Resort in Clearwater Beach, Florida. The Sandpearl opened in the summer of 2007 as the first new beachfront resort on Clearwater Beach in over 25 years. The luxury resort features 253 guest rooms and suites, a full-service spa and fitness center, upscale and casual dining, state-of-the-art meeting & event space, and enrichment programs.

As a designated member of the Florida Green Lodging Program Sandpearl is also designed with environmental stewardship in mind.

The resort is located on the north end of Clearwater Beach with 700 feet of gorgeous Gulf of Mexico beachfront. Clearwater Beach is located approximately 20 miles west of Tampa International Airport (TPA) and 12 miles northwest of St. Petersburg-Clearwater International Airport (PIE) ❖



*See Conference, page 4*

*A Message from the President*

Our Unspoken Agenda:

**Political Advocacy**

Don Hevey

Since our inception, MHCA has existed “to strengthen members’ competitive position, enhance their leadership capabilities and facilitate their strategic networking opportunities.” We have never included in our strategic mission any reference to political advocacy. We have encouraged members to take active roles in their local, state and national political arenas and have worked together with the National Council to champion the cause of behavioral healthcare. This remains our official stance.

At the same time, as the National Council keenly hones its advocacy role under the capable leadership of CEO Linda Rosenberg, we at MHCA are called upon and are anxious to provide our support. In a recent letter to us, Rosenberg has outlined an “opportunity for our organizations to collaborate in the area of public policy by the development of what we are calling a ‘key contact club.’”

She elaborates: “As Congress takes up healthcare reform, the behavioral healthcare community must be ready to engage in these dialogues. Entering requires more than policy suggestions and expertise: it also requires political influence and power. Therefore, we must continue to expand our influence by building ongoing and deep relationships with members of Congress.

We ask MHCA to join us in the implementation of a strategy to establish a network of individuals who have good relationships with members of Congress and who are willing to meet with elected officials on our behalf and to keep us updated on these contacts. We need to have a key

contact in every congressional district and working together, I know that we can accomplish this goal.

Mindful of the press of business, Key Contact responsibilities are minimal and succinct:

*Contact Members: Direct Meetings with Members of Congress*

- At home during winter recess
- In Washington during National Council’s Annual Hill Day
- At home during the summer recess

*Build Relationships*

- Provide regular information on current issues and National Council view
- Demonstrate importance of the industry to the state and district
- Participate in Campaign activities
- Offer assistance when Member of Congress is home in District

We would welcome the opportunity to meet with your members at an upcoming meeting to discuss this approach as well as partnership opportunities.”

I am glad to report that Linda will address MHCA members in February at our Winter Conference and Annual Meeting to be held in Clearwater Beach, Florida. We hope she will join us for the entire meeting, but her formal comments are scheduled for Thursday morning, February 19.

*See Advocacy, page 4*

**MHCA MISSION STATEMENT**

MHCA is an alliance of select organizations that provide behavioral health and/or 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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**MHCA BOARD OF DIRECTORS 2008**Executive Committee

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146 Members in 35 States

## Directions in Mental Health and Porter Starke Services Make Changes at the Top

As long time MHCA member and Director Tom Riggs makes plans for retirement in March, 2009 his organization, Directions for Mental Health in Clearwater, Florida has carefully planned for his replacement.

According to placement professional Stuart Meyers, the selection of David Lomaka to succeed Riggs has been a very “dedicated and thoughtful board process.” Lomaka is a familiar name to MHCA members as he comes directly from Porter-Starke Services, an MHCA member center in Valparaiso, Indiana. Having served the Florida community behavioral health system earlier in his career, Lomaka will be returning to familiar territory.

In the meantime at Porter-Starke, Lomaka reports that “second in command” Rocco (Rocky) Schiralli will become President/CEO there effective January 1, 2009. Schiralli has served Porter-Starke as Executive Vice President for Programs along with Lomaka for approximately eight years. Porter-Starke Services was founded in 1975 and operates with a budget of approximately \$13 million and staff of 152 FTE.

Both Lomaka and Schiralli hope to attend MHCA’s Winter Conference in February. ❖



*Tom Riggs*



*David Lomaka*



*Rocco Schiralli*

## Muntel Retires, Turns CEO Job Over to Owen Nichols

After 27 years with NorthKey in Covington, Kentucky, CEO Ed Muntel, PhD has retired. On December 1st Muntel gave the keys to his office to the new exec, Owen Nichols, PsyD, a psychologist who has worked for the State of Kentucky at Western State Hospital as Clinical Director and Assistant Director for the past 20 years.

Muntel became NorthKey’s second CEO in 1992 and has been described by his co-workers as “steady at the helm, compassionate, committed and cooperative.”

NorthKey and MHCA are pleased to welcome Dr. Nichols, who in 2004 was selected as the “Kentucky Psychologist of the Year” by the Kentucky Psychological Association. Earlier he was named the “Outstanding Mental Health Administrator” in the Commonwealth of Kentucky in 2001. ❖



*Ed Muntel*



*Owen Nichols*

## River Edge Names New Leader as Frank Fields Retires

River Edge Behavioral Health Center in Macon, Georgia has announced the appointment of Shannon T. Harvey, LCSW as CEO to follow Frank Fields on his retirement February 1, 2009.

Referred to as a “pragmatic visionary committed to compassionate care excellence”, Ms. Harvey brings 20 years private provider and community service board senior leadership commitment and experience to River Edge.

As Director of Strategic Planning at River Edge she has helped lead the center to secure three new, competitive state and national funding contracts totaling more than \$2.5M. She has managed a partnership of three community service boards’ common electronic health record implementation which earned national recognition. Formerly she served for three years as inaugural CEO of a nationally recognized regional, not-for-profit acute and specialty care health network. ❖



*Frank Fields*



*Shannon Harvey*

## Hudspeth to Follow Ogden

Four Rivers Behavioral Health of Padukah, Kentucky has announced the hiring of Terry Hudspeth, MSSW as CEO to follow Allison Ogden when she retires on January 1, 2009. Hudspeth has worked in the behavioral health industry for over 20 years. He has served in a variety of community based settings which include traditional outpatient and specialized vocational programs. Terry has worked at Four Rivers Behavioral Health for the last 15 years as Senior Vice President/Chief Operations Officer, as well as Vice President for Developmental Disability Services.

Four Rivers Behavioral Health serves approximately 10,000 individuals in the areas of mental health, developmental disability, and chemical dependency in nine westernmost counties of Kentucky. ❖



*Terry Hudspeth*



*Allison Ogden*

## New Members in November

In November three behavioral health centers joined MHCA, bringing our year end membership to 146.

From Springdale, Arkansas we welcome Ozark Guidance under the direction of CEO Tom Petrizzo. The Center operates with a budget of \$33 million and total FTE of 516. Tom was a guest at MHCA's Summer Conference in Denver.



Tom Petrizzo

Adding Pennsylvania to our state representation is CEO Barbara Conniff of Milestone Centers in Pittsburgh. Barbara visited with us at our Spring Conference in New Orleans and was represented in San Diego by their Chief Operating Officer, Ken Wood. Milestone Centers serves 20 counties in Western Pennsylvania with a budget approaching \$20 million and a staff of 367 FTE.



Barb Conniff

We also met new member James R. (Jim) Moore in New Orleans when he visited as a guest. Jim is CEO of Indian Rivers Mental Health Center in Tuscaloosa, Alabama. The center has a \$13.7 million budget and is staffed by 270 FTE.



Jim Moore

We look forward to the full participation of these outstanding new members and invite all of you to get to know them soon. ❖

## A Matter of Membership

MHCA members have received a letter dated December 16 detailing recent developments concerning the membership status of our present Chairman of the Board, Dennis P. Morrison, PhD. Morrison is CEO of recently formed Centerstone Research Institute in Bloomington, Indiana. The company's membership has been "in limbo" for some time since the reorganization/mergers of parent company, Centerstone, Inc. In polling the Indiana members regarding inclusion of CRI for 2009, membership has been denied. Therefore, Denny will no longer be a member of MHCA and will be ineligible to continue in his role on the MHCA Board of Directors after February 20. A special appointment will be made by the Board to complete his term as Director.

On receiving this information, Denny said, "I hope all of my friends in MHCA know how much I value them and my nearly fourteen years in MHCA. It has been a wonderful experience."

We all recognize that there are many other issues and considerations regarding membership in MHCA in the future. The Board has selected membership criteria as one of the major issues to discuss in our next strategic planning cycle which begins next year.

## Conference, *continued from page 1*

also participate in the Marketing and Fund Development Focus Group that afternoon. To complete the morning agenda we will hear from finalists in the 2009 Negley Awards program as they describe their efforts to target and avoid sexual misconduct in the workplace.

Thursday afternoon offerings include (1) our New Trends Forum that will continue its exploration of behavioral health and primary health care integration, and (2) Session II of our Marketing and Fund Development

Focus Group. See the recently mailed conference preliminary program for additional details on all these programs (also available online at [www.mhca.com](http://www.mhca.com)).

Joining us in Clearwater Beach will be the Mental Health Risk Retention Group's Board of Directors that meets on Friday morning following their Annual Shareholders Meeting.

Lots to do, lots to enjoy. Come to Florida and experience MHCA at work during our 2009 Winter Conference and Annual Meeting. ❖

## About Kathryn Power

A. Kathryn Power, M.Ed. is Director of the Center for Mental Health Services (CMHS), Substance Abuse and Mental Health Services Administration (SAMHSA), an operating division of the US Department of Health and Human Services (DHHS). CMHS provides national leadership in mental health promotion, mental illness prevention, and the development and dissemination of effective mental health services. Director Power leads a staff of 126 professionals in facilitating the transformation of our nation's mental health care system into one that is recovery-oriented and con-

sumer-centered. In 2005, Director Power received the U.S. Department of Health and Human Services Secretary's Award for Distinguished Service for spearheading the Federal Mental Health Transformation Team, an unprecedented interdepartmental coalition that produced the first ever Federal Action Agenda for Mental Health Transformation.

Prior to her appointment as Director of CMHS, Ms. Power served for over 10 years as the Director of the Rhode Island Department of Mental Health, Retardation and Hospitals (DMHRH). ❖

Advocacy, *continued from page 2*



*National Council CEO Linda Rosenberg with MHCA President/CEO Don Hevey*

Shortly after passage of the Mental Health Parity and Addiction Equity Act of 2008, we wrote to the National Council commending them on their diligent work on this piece of legislation. Quoting from our letter, “Your steadfast commitment to moving this legislation past extraordinary obstacles has paid off for so many citizens – both existing behavioral health clients and those whose lives are yet to be touched by the challenges of mental health and addiction disorders....All of us in the behavioral healthcare community understand that implementation of this newly favored status will require considerable work. It is imperative that we continue to promote the message of parity as we ensure education, access, oversight and enforcement. Please know that MHCA, through its network of community behavioral healthcare service providers in 35 states, will do our part.”

Join me in welcoming Linda Rosenberg to MHCA in February. Plan to roll up your sleeves and take part in our shared advocacy responsibilities. ❖

**Read the Supplements**

Enclosed with this issue of *Executive Report* are two informative supplements:

- (1) 2008 Negley Award Winning Program by The Providence Center, Rhode Island, and
- (2) Reprint from *Risk Retention Reporter* featuring Negley Associates’ Managing Director Nicholas Bozzo.

**MHCA Board Elections Completed**

The MHCA Board of Directors is pleased to welcome back incumbents Susan D. Buchwalter, PhD (Midwest), Anthony A. Kopera, PhD (Midwest) and Chris Wyre (South) who were re-elected on first balloting in November. Run off elections were then held to determine the third Midwest Director and the two Northeast Directors.

Newly elected from the Midwest is Diana Knaebe, CEO at Heritage Behavioral Health Center in Decatur, Illinois. Diana presently chairs our New Trends Forum

In the Northeast, long time Directors Wes Davidson (Maine) and Gary Lamson (Massachusetts) declined nomination as they expect to retire soon. A run off election for those two positions was held among the top four nominees resulting in the election of Gregory M. Speed, LCSW and David A. Jordan, DHA. Speed is CEO at Cape Counseling Services in Cape May Courthouse, New Jersey and presently chairs our Applied Research Committee. Jordan is CEO of Seven Hills Foundation in Worcester, Massachusetts.

The six newly and reelected Directors will assume their duties at the close of the Annual Meeting in February and will serve a three year term through February 2012.

Also at hand is the approaching retirement of long time Board member Tom Riggs (Florida). In keeping with MHCA Bylaws, the Board will appoint



*Diana Knaebe*



*Sue Buchwalter*



*Greg Speed*



*Tony Kopera*



*David Jordan*



*Chris Wyre*

a Director from the South Region to complete his term which has one more year remaining.

The MHCA Board of Directors includes nineteen members and an Executive Committee elected from and by Board members prior to the February meeting. ❖

**Long Time Directors Retiring**

Among them, Tom Riggs, Wes Davidson and Gary Lamson have provided 44 years of service to MHCA’s Board of Directors. Each of them has announced their approaching retirement and will depart the Board in February 2009 with commendation and thanks from all their colleagues. Davidson has served since 2000, Lamson since 1991 and Riggs since 1989. ❖



*Tom Riggs*



*Wes Davidson*



*Gary Lamson*

# Resources Abound at November Conference

Dashboards, transformation, benchmarks, personal health records, integration – buzzing about the MHCA 2008 Fall Conference, these terms kept popping up in forums, focus groups and formal presentations. Held November 11-14 in San Diego, California, our meeting was one of exploration, comparison and collaboration for all 156 participants.

Jim Clemmer's keynote focused on "Leading at the Speed of Change", an appropriate kick off for the many formal and informal conversations that followed.

Meeting jointly on Wednesday afternoon, the Information & Technology Focus Group and the Applied Research Focus Group heard from MHCA members Grady Wilkinson and Rick Doucet on dashboard systems being used at their respective organizations. Joining them was Doug Philipon of iCentrix Corporation, who weighed in on how vendors are readying companies to implement meaningful dashboards while continuing the use of broader benchmarks.

Wednesday afternoon's Learn About It agenda offered information on the International Initiative for Mental Health Leadership (IIMHL) as panelists Rich DeHaven, Sue Stubbs, Bill Sette and IIMHL Director Fran Silvestri described the extraordinary value of their international partnerships.

Taking these and many more topics to the next level, galactically speaking, Jim Gaynor led a dynamic discussion in the Futures Forum on "Recasting ourselves as the preferred agents of transformation change management."

As always, Jim facilitated a fast-paced, imaginative yet practice-rooted dialogue.

Dr. May Ahdab of UNI/CARE Systems led off Thursday morning's general session with a presentation on "New Trends in Healthcare" with a focus on use of electronic and personal health records. She was followed by George Brogmus of Liberty Mutual



*Keynoter Jim Clemmer signs one of his books for conference participant Marilyn Wyman of Healthcare.*

Insurance who described strategies to reduce the risk of injury and illness among our workforce. Dr. Lorraine Watson of Essential Learning closed the morning session with a description of consumer empowerment and personal responsibility made possible through e-learning tools.

Integration of behavioral and primary healthcare was the lively topic in New Trends where Forum Chairman Diana Knaebe interacted with panelists Jon Cherry, Wes Davidson, Rick Doucet, Dale Shreve and Jim Sleeper

in a multi-faceted presentation on integration models.

We welcomed among our conference attendees both new members and invited guests as well as many longtime vendor associates. Representing new member Milestone Centers of Pittsburgh, Pennsylvania was COO Ken Wood. Visiting were Vic Topo of Center for Life Management in Derry, New Hampshire; Phil Weaver, CEO and Larry Grinwis, VP of Hope Network, Grand Rapids, Michigan; Bruce Hayden, CEO of Miami Behavioral Health Center; Cathy Pope, CEO and Tim Carroll, CIO of Lubbock Regional MHMR, Texas and Don Miskowiec, CEO of North Central Behavioral Health Systems, LaSalle, Illinois.

Attending for the first time was Terry Hudspeth, who will become CEO at Four Rivers Behavioral Healthcare in Padukah, Kentucky on Allison Ogden's retirement in January.

With this conference, participants in the MHCA/IOM Transformation Workgroup that has been meeting in collaboration since Spring, 2007, turned their attention to a final report on their work. That report will be given at MHCA's 2009 Winter Conference and Annual Meeting which convenes February 17-20 in Clearwater Beach, Florida. There, SAMHSA's Kathryn Power will join them in presentation to the general session (see article on page 1). This two year project has been led by our Applied Research Chairman Greg Speed with assistance from Dr. Catherine Carter of Valley Mental Health. ❖

## Vendors Add Information, Fun to Conference

Thanks to MHCA's vendor friends, our Fall Conference in San Diego was broadened to include information about new technologies, services and products.

We especially appreciate the sponsorship of our continental breakfasts by UNI/CARE Systems and QoL meds. Wednesday evening's dinner cruise aboard the Lord Hornblower was quite the party! Hosts for the event were Genoa Healthcare. Adding to the fun was an onboard visit

from "Marilyn Monroe" who helped Genoa CEO Kevin Martyn and his wife celebrate their 20th wedding anniversary.

On Thursday evening, the weather cooperated for a delightful outdoor reception hosted by MHRRG and Negley Associates. Exhibitors included ClaimTrak Systems, Essential Learning, Genoa Healthcare, iCentrix Corporation, InfoMC, MHRRG, QoL meds, Qualifacts Systems, the ECHO Group and UNI/CARE Systems.



## MHCA Florida Members Wed Prior to Conference

Margarita (Maggie) Labarta and Jon Cherry were married in Florida on November 7, the Friday just prior to MHCA's Fall Conference. And where did they spend their honeymoon? With MHCA, of course (with an extended California excursion immediately following)! The two were recognized and their marriage celebrated at Wednesday's general session. Maggie is CEO of Meridian Behavioral Healthcare in Gainesville, Florida. Jon is CEO of nearby Lifestream Behavioral Center in Leesburg, Florida. Both organizations have been MHCA members since 1985. Congratulations to the newlyweds!



File Photo

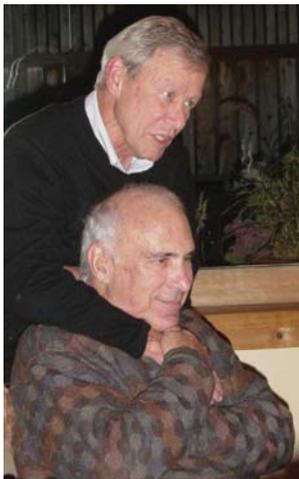


**Top Left:** *Dr. May Ahdab, President of UNI/CARE Systems, here pictured with MHCA CEO Don Hevey, described the potential and challenges of electronic and personal health records.*

**Center Left:** *MHCA Illinois member John Markley (left) visited with Liberal Mutual Insurance representative and speaker George Brogmus (center) who was joined by Negley Associates President, Nicholas Bozzo*

**Below Left:** *(left to right) Panelists Rich DeHaven, Sue Stubbs, Bill Sette and Fran Silvestri described their experience with the International Initiative for Mental Health Leadership.*

## Gil Aliber Celebrated for Service to Mental Health Risk Retention Group



MHCA's CEO Don Hevey bids Gil Aliber an affectionate "farewell".

At an honorary dinner held October 17 in Quechee, Vermont, Gil Aliber's lengthy service as Chairman of the Mental Health Risk Retention Group Board was celebrated by Board members, staff and invited guests. Gil became Board Chair in 1985 and has served as the only person in that job until his retirement this fall. Under his careful and caring leadership the company has thrived, providing highly rated professional insurance products and annual dividends to behavioral healthcare organizations. ❖



Former Director David Dangerfield, standing, and Negley Associates President Nicholas Bozzo at right share a reflective moment with Gil.



Top: Wes Davidson makes a few comments as honoree Gil Aliber listens, joined by Nicholas Bozzo and Director Deb Falvo, seated.

Above: Negley Associates' VP Marilyn Udis and President Nicholas Bozzo present a recognition plaque to Gil Aliber, center.



Above: Director Howard Bracco and newly elected MHRRG Board Chair Sue Buchwalter listen to the honors.

At right: Gil and Phyllis Aliber enjoy a Vermont sunset as they attend his retirement party in Quechee at Simon Pearce Restaurant.



## CALENDAR



**MHCA's Office Will Be Closed for the Winter Holidays from December 25 through January 1**

### MHCA 2009 Winter Conference and Annual Meeting

(including Negley Awards Presentations I)

**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)

### National Council 2009 Conference

(including Negley Awards Presentations II)  
**Dates:** April 5-8, 2009  
**Location:** The Riverwalk  
 San Antonio, Texas  
**More Information:**  
[www.thenationalcouncil.org](http://www.thenationalcouncil.org)

### 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

### MHCA 2009 Summer Conference

**Dates:** August 2009  
**Location:** TBA  
 Seattle, Washington

### MHCA 2009 Fall Conference

**Dates:** November 2009  
**Location:** TBA  
 Phoenix/Scottsdale, Arizona