

# Executive Report

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## SAVANNAH TO HOST MHCA IN THE SPRING

The MHCA 2009 Spring Conference will provide just the tonic you need to regain enthusiasm and jump start innovation – kick those economic doldrums to the curb and rediscover your ability to thrive in the midst of challenge! Plan now to join your MHCA colleagues in Savannah for our May 13-15 meeting. A great way to begin is to hear our keynote presentation on “Discovering Greatness in Ordinary Places” on Wednesday morning. We are pleased to bring Pam Bilbrey and Brian Jones to the podium to share their unique perspectives on maximizing the talents within your own organization. Be sure to bring your IT specialists to participate in Wednesday and Thursday IT Focus Group discussions. In our Learn About It program we will begin the 2010-2012 MHCA strategic planning process by tapping the folks who have always driven our work – the members! Dr. Harriet Hall will lead Wednesday afternoon’s Futures Forum where participants will work through a dynamic future-modeling exercise in which the intersection of variables will produce quadrants of possibilities - be watching for MHCA listserv messages for details. In Thursday’s general session Kevin Scalia of Netsmart Technologies will describe how the recently signed federal stimulus package affects clinical information systems used by behavioral healthcare providers – where the

See Spring Conference, p. 4

### Keynote for MHCA’s 2009 Spring Conference

## Discovering Greatness in Ordinary Places

Co-authors **Pam Bilbrey and Brian Jones**, whose book *Ordinary Greatness* is scheduled to be published by Wiley & Sons in July 2009, will address MHCA’s Spring Conference as keynoters on May 13. In their book, the authors claim that “ordinary people do great things in the



business environment, but their deeds go largely unnoticed.” The authors analyze the invisibility of ordinary greatness, how it happens and what it is, how leaders can learn to open their eyes to recognize and maximize it. Through real-world stories, the authors will tell leaders how to improve organizational results by removing the barriers that prevent them from seeing ordinary greatness on their own doorsteps.

**Pam Bilbrey** is a highly sought-after organizational consultant, author, international speaker and facilitator of workshops and learning processes. Throughout her career, she has received national recognition for her professional achievements and thought leadership. Pam has authored three books and over 50 articles on employee engagement, leadership and team development, and organizational change. Before starting her own consulting firm, Pam served as the founder and President of the Baptist Health Care Leadership Institute. She is a consulting partner with The Table Group where her focus is on coaching executive teams to extraordinary levels of excellence. Pam’s passion is helping individuals and organizations discover their greatness.

**Brian Jones** has been described by his clients as “a breath of fresh air” and “the most effective consultant we’ve ever hired.” He travels the country helping teams and organizations achieve real results with ordinary, yet great tools and advice. Brian has also spoken to audiences of leaders from around the world. Prior to founding his own consulting firm, Brian was Director of People Development at Baptist Health Care, Pensacola, Florida, and was Senior Consultant with the Baptist Leadership Institute. Brian is also a Consulting Partner of the Table Group, Patrick Lencioni’s consulting firm. ❖

*A Message from the President*

**Introducing Your Executive Committee**

We are fortunate in MHCA to count among our members an extraordinary group of dedicated individuals who are willing to lead this organization as committee chairmen, focus group facilitators, forum leaders and board members. Called to provide oversight for all our endeavors is our Executive Committee composed of the officers of the MHCA Board, the Director-at-Large and Past Chairman. In addition I meet with these leaders as your President and CEO.

For 2009 our Executive Committee is led by Chairman Anthony A. (Tony) Kopera, PhD, CEO of Chicago Counseling Centers of Chicago, aptly abbreviated as C4. Vice Chairman is Susan L. Rushing, CEO of the Burke Center in Lufkin, Texas. Jerry Mayo, a CPA by training, is our new Treasurer and serves as CEO of Pine Belt Mental Healthcare Resources in Hattiesburg, Mississippi. New to the Executive Committee in 2008 is Debra L. Falvo, MHSA, RN C who is CEO of Utah's Valley Mental Health in Salt Lake City. Deb is our Secretary this year. Elected to serve as Director-at-Large is Chris Wyre, CEO of Volunteer Behavioral Health Care System in Murphreesboro, Tennessee. Erv Brinker, CEO of Summit Pointe in Battle Creek, Michigan, continues in the post of Past Chairman.

The Executive Committee will meet on April 16 in Tallahassee at MHCA's corporate office to consider the agenda before us in the coming year. They will serve as facilitators of a preliminary strategic planning session in May at our Spring Conference where we will begin a fact-finding, opinion-gathering process to fuel our 2010-2012 Strategic Plan.

I am indebted to these MHCA leaders for their willingness to devote their time and talents to our members' work over the balance of the year. It is a privilege to serve with all of them as they represent the entire membership and wrestle with the many collective challenges facing community behavioral healthcare. ❖



Don Hevey

**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 2009**

Executive Committee

Anthony A. Kopera, PhD  
*Chairman*

Susan L. Rushing  
*Vice Chairman*

Jerry Mayo  
*Treasurer*

Debra L. Falvo, MHSA, RN C  
*Secretary*

Chris Wyre  
*Director-at-Large*

Ervin R. Brinker  
*Past Chairman*

Donald J. Hevey  
*President  
& Chief Executive Officer*

Directors

- Susan D. Buchwalter, PhD
- Jonathan M. Cherry
- Linda C. De Piano, PhD
- James G. Gaynor, II
- Harriet L. Hall, PhD
- David A. Jordan, DHA
- Ken Jue
- Diana Knaebe
- Daniel J. Ranieri, PhD
- William J. Sette
- Gregory M. Speed, ACSW
- David R. Stone, PhD
- Grady L. Wilkinson, MSW

135 Members in 33 States

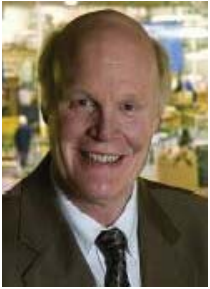
**MHCA Honors Gil Aliber**

The Mental Health Risk Retention Group was led from 1983 - 2008 by Chairman Gil Aliber, former CEO of MHCA member Rutland Mental Health in Vermont. On his recent retirement, MHCA presented him an architectural window to recognize Gil's service (and his fondness for vistas!).

Two inscriptions conveyed our sentiments: "All the windows of my heart I open to the day." (Whittier) and "The final test of a leader is that he leaves behind him in others the conviction and will to carry on." (Lippman) The presentation was made at MHRRG's board meeting on February 20 in Clearwater Beach. ❖



## New Members Welcomed to MHCA



*Phil Weaver*



*Scott Bock*



*Don Miskowicz*



*Bruce Hayden*

Since the last edition of *Executive Report*, we have added four members from as many states.

**Phil Weaver** is CEO at **Hope Network** of Grand Rapids, Michigan. Hope Network describes itself as “a non-profit Christian organization founded in 1963 that empowers people with disabilities or disadvantages to achieve their highest level of independence.” They provide services in 170+ locations in more than 50 counties. Visit their website at [www.hopenetwork.org](http://www.hopenetwork.org).

**Scott Bock** is CEO of **Riverside Community Care** located in Dedham, Massachusetts. Scott was a guest at our 2008 Summer Conference in Denver and has recently been named by *Behavioral Healthcare* magazine as one of their 2008 “Champions.” Riverside serves 70 Eastern and Central Massachusetts towns. Learn more about our

newest member at their website: [www.riversidecc.org](http://www.riversidecc.org).

**Don Miskowicz** serves as CEO at **North Central Behavioral Health Systems, Inc.** of LaSalle, Illinois. Don was a guest at MHCA’s 2008 Fall Conference and had joined by the time he attended our February conference in Clearwater Beach. He is a Board member of the National Council along with MHCA members Bill Kyles, Joe Masciandro and Shirley Havenga. North Central’s website is [www.ncbhs.org](http://www.ncbhs.org).

**Bruce Hayden** is CEO of **Miami Behavioral Health Center**. He also visited with us in San Diego at MHCA’s 2008 Fall Conference and attended the Clearwater meeting as well. The Center operates with a budget of \$33 million and 505 FTEs serving Dade County in south Florida. Learn more at [www.mbhc.org](http://www.mbhc.org) ❖

## Transitions at Vinfen

Massachusetts based Vinfen has announced that effective January 1, 2009, “our Board has developed a plan for continuing Vinfen’s history of strong and effective leadership.” Recently CEO Gary Lamson notified the Vinfen Board that he intends to retire at the end of 2009. The Board has chosen Bruce Bird, former Chief Operating Officer, as Gary’s successor. Gary will continue to serve as President over the coming year while Bruce will have

responsibility for managing the Vinfen family of companies as CEO. As President, Gary will serve as liaison to outside constituencies including MHCA until Bruce transitions to both President and CEO in January 2010.❖



*Bruce Bird*



*Gary Lamson*

### *A sign of the times*

## Corporate Consolidation

In the past several weeks MHCA has been informed of three consolidations involving its members, all occurring in Indiana.



First, Bob Krumwied, who has been serving simultaneously as CEO at Tri-City CMHC in East Chicago and Southlake Center for Mental Health in Merrillville, announced that the two companies will merge. As the remaining corporate entity, Southlake will retain MHCA membership.

Then we heard from Kay Whittington, CEO at Dunn Mental Health Center in Richmond. This 30 year old CMHC, which actually began in 1958 as a child guidance clinic, is being merged into the recently reconfigured Centerstone of Indiana (formerly Quinco Behavioral Health) headed by Bob Williams. MHCA membership will be retained through the corporate presence of Centerstone.

The third consolidation story involves the Center for Mental Health and its CEO Rich DeHaven. Rich recently advised MHCA that the Center, with offices in Anderson, Indiana, has signed a letter of intent to merge with nearby BehaviorCorp of Carmel in July. Unlike the first two consolidations, this one is with an organization outside the membership of MHCA.

In each case, the intention of both parties is to strengthen corporate capabilities and ensure the continuation of and enhancements to client care. MHCA supports the efforts of all parties and applauds their proactive initiatives. In an ever tightening financial climate those who seek economies and efficiencies of scale intend by so doing to better provide essential services to their communities and remain viable organizations in the future. ❖



## MHA Adds Citron to Board



**Tod Citron**

The Board of Directors of Mental Healthcare America has appointed Tod Citron as a Director to serve through Spring 2010. He fills a vacancy created by the resignation of Peter Scerbo in 2008. Citron is CEO of Cobb and Douglas Community Services Board in Smyrna, Georgia which is located in the northwest portion of metropolitan Atlanta. The CSB first joined MHCA in 2003. Citron was featured with other members of the Peachstate Information Network in *Behavioral Healthcare* magazine's January 2008 issue.

MHA is the for-profit, wholly owned subsidiary of MHCA created to provide oversight to a number of products and services offered to both members and non-members. It meets twice a year in conjunction with MHCA conferences and will next convene in November in Scottsdale, Arizona as part of the 2009 MHCA Fall Conference. ❖

## Spring Conference, from p. 1

funding is going, how best to get grants and requirements for implementing them. Then Afia's Jeremy Nelson will give an "Executive Primer" on Web 2.0/Social Media. You won't want to miss Thursday afternoon's New Trends Forum where Drs. Kathy Reynolds and Fred Michel will formally introduce MHCA's year-long Integrated Health Learning Community which will be conducted August 2009 – May 2010. Our preliminary program and registration information were mailed in late March. Be sure to make your hotel reservations at the Westin Savannah Harbor Hotel by April 16. Register separately with MHCA either by mail or online at [www.mhca.com](http://www.mhca.com). ❖

## Cherry, Wilkinson to Fill MHCA Board Vacancies

At its meeting on February 20, the MHCA Board of Directors elected two Directors to fill vacated seats.

From the Southeast Region, Jonathan M. Cherry was elected to replace retiring Tom Riggs and will serve through February, 2010. Cherry is CEO of LifeStream Behavioral Center in Leesburg, Florida. LifeStream first joined MHCA in 1985 and is one of 18 Florida members.

From the Midwest Region, Grady Wilkinson was elected to replace Dennis P. Morrison, PhD and will serve through February 2011. Wilkinson is CEO of Sacred Heart Rehabilitation Center in Memphis, Michigan. Sacred Heart first joined MHCA in 2002 and is one of five Michigan members. Wilkinson has been a MHCA member since the mid-1990s when he was CEO of Heritage Behavioral Health in Decatur, Illinois. ❖



**Jon Cherry**



**Grady Wilkinson**

## MHCA Members Capture National Council Awards

The National Council has announced honorees in its 2009 Awards of Excellence program. MHCA is proud to claim as members six of the winners and another two in the honorable mention category. The National Council award recipients were chosen from more than 150 nominations based on their demonstrated achievements in providing critical services to those with mental illnesses and addictions disorders.

### **Excellence in Community Collaboration**

#### ***The Center for Mental Health***

Anderson, Indiana  
CEO: Richard DeHaven

### **Excellence in Innovation**

*Sponsored by Wiley, Inc.*

#### ***Southwest Counseling Solutions***

Detroit, Michigan  
CEO: John Van Camp

### **Excellence in the Use of Technology**

*Sponsored by Qualifacts, Inc.*

#### ***Community Counseling Centers of Chicago***

Chicago, Illinois  
CEO: Anthony A. Kopera, PhD

### **Excellence in Grassroots Advocacy (Community)**

#### ***Crider Health Center***

Wentzville, Missouri  
CEO: Karl Wilson, PhD

### **Lifetime Achievement (Staff)**

#### ***Jim McDermott, PhD***

Chief Executive Officer  
MHMR of Tarrant County  
Fort Worth, Texas

#### ***Kathleen Reynolds, MSW, ACSW***

Chief Executive Officer  
Washtenaw Community Health Org.  
Ypsilanti, Michigan

### **Honorable Mention**

#### ***Coleman Professional Services***

Kent, Ohio  
CEO: Nelson Burns  
With Summa Health System, for their efforts to reduce inpatient hospital admissions and increased services in the community

#### ***El Paso MHMR***

El Paso, Texas  
CEO: Gary Larcenaire  
For their work with the El Paso Greater Chamber of Commerce Healthcare Council, Governmental Affairs Division and Leadership of El Paso Division ❖

### MHCA/SAMHSA-CMHS Quality Improvement Collaborative Completes Phase One of Comprehensive Study

After meeting at MHCA conferences over a period of two years, "IOM Transformation Workgroup" participants and facilitators Allen Daniels, EdD and Neal Adams, MD were recognized at MHCA's Winter Conference for their diligent study of the six aims set forth in the Institute of Medicine's Quality Framework...that health care will be safe, effective, efficient, equitable, timely and in all ways, patient-centered. ❖



**Top Left:**  
**EFFECTIVE:** Don Hevey, Rita Porter, Jon Cherry, Neal Adams, Allen Daniels, Tim Camp, Ken Jue, Heather Taras

**Above:**  
**SAFETY:** Don Hevey, Neal Adams, Allen Daniels, Pat Novak, Greg Speed, Kathy Reeves, Greg Lewis, Terry Haru, Phyllis Persinger

**Left:**  
**EQUITABLE:** Seated: Don Hevey, Allen Daniels, Neal Adams; Standing: Tony Kopera, Kathy Reynolds, Jeff Capobianco, Catherine Carter, Gary Baker

**Lower Left:**  
**TIMELY:** Seated: Don Hevey, Allen Daniels, Neal Adams; Standing: Rich Leclerc, Jennette Hitchcock, Katherine Powell, James DeNunzio, Lisa Labiak, Dennis Regnier

**Lower Right:**  
**EFFICIENT:** Seated: Don Hevey, Allen Daniels, Neal Adams; Standing: Rob Welsh, Deb O'Brien, Dan Fishbein, Maggie Labarta, Sandy Hall, Donna Moore, Richard Anderson, Rosa West, Paul Wilson, Sharon Stremel





MHCA Winter Conference and Annual Meeting: Clearwater Beach, Florida - February 17-20, 2009

# Scenes From a Dynamic Gathering of Leaders



*Members and friends came away from MHCA's 2009 Winter Conference with renewed energy and fresh ideas to advance behavioral healthcare practice and policy. Pictures tell the tale! Clockwise from top left: National Council and MHCA CEOs Linda Rosenberg and Don Hevey.*



*Keynoter Ken Thompson of SAMHSA-CMHS (3rd from left) with Neal Adams, Allen Daniels and Don Hevey.*

*Marketing speaker Blake Groves (left) with Nelson Burns.*



*Integration Panelists Bob Franko, Maryalice Larson and Kathy Reynolds (inset)*

*Marketing Focus Group speakers Ron Cloer, Jim Cockrum and Dan Arens with Nelson Burns.*

See Supplement for General Session Poster Photos.





## As MHCA Leadership Changes, Four Are Recognized for Outstanding Performance

At MHCA's 2009 Annual Business Meeting four members were recognized for their leadership, service and dedication. Outgoing Board Chairman Dennis P. Morrison, PhD of Centerpoint Research Institute received two awards, one recognizing his service to the Board as a Director since February 1999 and to the Mental Healthcare America Board since August 1997 and another thanking him for his term as MHCA Board Chairman, February 2008 – February 2009. Newly elected Board Chairman Anthony A. Kopera, PhD of Community Counseling Centers of Chicago assumed leadership of MHCA at the close of the February 20th Board meeting.

Three long time MHCA Board members will retire in the coming year and thus did not seek reelection for the 2009-2012 term. R. Thomas Riggs of Directions for Mental Health has been a Director since 1989; Gary W. Lamson of Vinfen Corporation, since 1991; and Wesley R. Davidson of Aroostook Mental Health since 2000...in all 44 years of service! ❖



**Top:**  
*Denny Morrison and Tony Kopera.*



**Middle:**  
*Denny Morrison and MHCA CEO Don Hevey*



**Bottom:**  
*Retiring Board Members (from left) Gary Lamson, Tom Riggs and Wes Davidson*

## Negley Award Finalists Deliver Programs in Clearwater Beach

Boys Town took top honors and \$15,000 in the 2009 Negley Awards for Excellence in Risk Management with their program on *Taking Action to Prevent Sexual Misconduct in the Workplace*. Heritage Behavioral Health Center and Lakeside Behavioral Healthcare each received \$7,500 for their programs on the same challenging issue. All three will present their programs again and receive their awards at the National Council's annual meeting in April. ❖



**Top:** *Scott Hartman and Dennis Vollmer represent Boys Town National Research Hospital*  
**Middle:** *Leslie Risby and Terry Haru speak for Heritage Behavioral Health Center*  
**Bottom:** *Duranne Hawkins and Diana Jackson deliver Lakeside Behavioral Healthcare's program*

## 2008 Best Practices Applauded



**Left to right:** Joe Niedzwiedski of North Central Mental Health Services; Susan Buchwalter, CEO, The Counseling Center; Greg Speed, CEO, Cape Counseling Services; Jerry Thompson, CEO, Coastal Behavioral Healthcare; and John Mans, CEO, CPC Behavioral Healthcare.

Of the twelve organizations recognized for best practices in Customer Satisfaction in 2008, five were present to receive awards at MHCA's Annual Business Meeting on February 18, 2009 in Clearwater Beach, Florida. In its 12th year, the Best Practice Awards salute high performance in 16 areas. Data is submitted to MHCA's National Data Center under the direction of Nancy Maudlin, MBA. Mental Healthcare America, MHCA's for-profit subsidiary corporation, provides oversight for the program. Below is a listing of all award winners.

### 2008 Best Practice Awards in Customer Satisfaction Management System

Category III (5-7 services):	Care Plus of New Jersey (NJ)
Category II (3-4 services):	North Central Mental Health Services (OH)
Category I (1-2 services):	Mental Health & Recovery Center of Clinton County (OH)
Overall:	
Mental Health Services:	Mental Health & Recovery Center of Clinton County (OH)
Drug & Alcohol Services:	River Valley Behavioral Health (KY)
Inpatient Services:	Operation PAR, Inc. (FL)
Outpatient Services	
Mental Health:	North Central Mental Health Services (OH)
Drug & Alcohol:	Community Counseling Centers/Chicago (IL)
Emergency Services:	Coastal Behavioral Healthcare (FL)
Case Management:	Cape Counseling Services (NJ)
Vocational Services:	AtlantiCare Behavioral Health (NJ)
Partial/Day Treatment:	The Counseling Center (OH)
Residential	
Mental Health:	CPC Behavioral Healthcare (NJ)
Drug & Alcohol:	River Valley Behavioral Health (KY)
Referral Sources:	Pine Belt Mental Healthcare (MS)
Staff Satisfaction:	Care Plus of New Jersey (NJ)

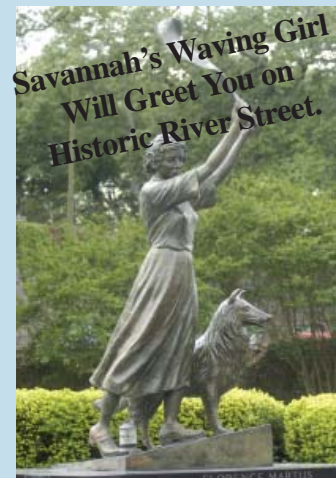
## CALENDAR

### MHCA Executive Committee

**Dates:** April 15-16, 2009  
**Location:** MHCA Corporate Office  
 1876-A Eider Court  
 Tallahassee, Florida

### MHCA 2009 Spring Conference

**Dates:** May 13-15, 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 18-21, 2009  
**Location:** Hyatt at Olive 8  
 Seattle, Washington  
**Phone:** 206-774-1234  
**Rate:** \$199 single/double  
**Deadline:** July 15, 2009

### MHCA 2009 Fall Conference

**Dates:** November 10-13, 2009  
**Location:** Westin Kierland Resort  
 Scottsdale, Arizona  
**Phone:** 800-228-3000  
**Rate:** \$249 single/double  
**Deadline:** October 7, 2009

### MHCA 2010 Winter Conference and Annual Meeting

**Dates:** February 23-26, 2010  
**Location:** Sandpearl Resort  
 Clearwater Beach, Florida  
**Phone:** 877-726-3111  
**Rate:** \$283 single/double  
**Deadline:** January 19, 2010