20th Annual Institute

EASNA 20th Annual Institute • Fairmont Hotel Vancouver
Vancouver, British Columbia • April 16-18, 2008
Welcome to Vancouver! One of the most beautiful, livable, and cosmopolitan cities in North America, Vancouver is a cultural crossroads that boasts more restaurants and ethnic cuisine than anywhere else, as well as wonderful theater and performing arts. Be sure to take the opportunity to explore some of the local haunts and sights.

This year’s 20th Annual Institute has more programming geared specifically towards employers than ever before, and our lineup this year is fantastic! We are especially pleased to welcome all nonmembers to this year’s Institute, and hope that after your time with us you will see that EASNA is definitely the organization with which you want to be connected!

For EA professionals, we are proud to offer an opportunity to earn 20 hours of professional development credits (PDHs/CEUs) all in a learning-focused agenda packed full of lectures, case studies, best practices, and novel approaches to EA services.

The all-day Pre-Institute Professional Development Training on Wednesday, April 16, features Dr. Robert Rausch’s interactive and experiential Expanding Enterprise Energy—a critical resource in leadership and team development—where participants will learn the characteristics of energy and how it impacts performance and productivity. Our Opening Plenary on Thursday, April 17, is one you must attend. John Burke, President of Burke Consulting, will speak on The Current Global View of EAPs and the Opportunity for Tomorrow—with information on the effect of national and global marketplace forces, and likely trends over the next year.

The sessions during the two-day Institute include Listening to our Customers and Clients—Defining and Refining Responsive Employee Assistance, a continuation of last year’s discussion on the importance of paying attention to our customers and clients, and the need for businesses, providers, and researchers to operate together to address costly mental health conditions affecting workplace productivity and health. This session will highlight a recent analysis of the current state of EAP services by the National Business Group on Health. Other novel features of our 20th Annual Institute include two closing Super Sessions on Friday, April 18—a full two hours of in-depth presentations on two hot topics: eCounseling and Responding to Workplace Traumas and Tragedies.

We also encourage you to visit the Exhibition Hall, where you will be able to connect with industry leaders and take advantage of the opportunity to learn about future trends in employee assistance.

We hope you will also join us for our Annual General Meeting lunch, sponsored by Protocol, where Carl Tisone will speak about the new Tisone Family Foundation supporting research and advancement in the EAP field.

Online registration is open and accessible from our new website: www.EASNA.org. Prepare to enjoy a great Institute and city. See you in Vancouver, April 16-18!

Barb Veder
EASNA President
Who Should Attend
EA professionals, psychologists, counselors, social workers, human resource practitioners, health educators, occupational health and safety professionals, labor educators, organizational development experts, researchers and public policy makers, union leaders, personnel directors, family and marriage therapists, substance abuse professionals, management consultants, risk managers, benefits and insurance managers, health promotion and wellness managers and consultants are invited to attend.

Professional Credits Available
A total of 20 hours of Professional Development Hours or Continuing Educational Units may be earned by Institute participants. PDHs will be awarded by the Employee Assistance Certification Commission (EACC) for a fee of $15.00 per participant. CEUs will be provided by the American Psychological Association (APA), Association of Social Work Boards (ASWB), National Association of Social Workers (NASW), National Association of Alcohol and Drug Abuse Counselors (NAADAC) and the National Board of Certified Counselors (NBCC) for a fee of $20.00 per participant.

Sponsorships, Exhibits and Advertising
For information on Sponsorships, Institute Program advertising, exhibit space, and delegate bag stuffers, call 703-416-0060, or send an email to contact info@easna.org.

The Fairmont Hotel Vancouver Hotel Reservations
The room rate will be $215 CAD a night. To reserve your room call 800-257-7544 and ask for the EASNA Institute room rate, or to reserve your room online visit the Institute website: http://www.easna.org/conferences.html.

Registration
The early bird registration fee is $465 USD for members, $565 USD for nonmembers until March 15. Register online at the Institute website: http://www.easna.org/conferences.html

EASNA Membership Discount
EASNA Members receive a $100 discount on registration. Membership is based on the calendar year. To renew for 2008 or to join, go to www.easna.org and click on Membership.

Maximize Your Institute Experience in the EASNA Exhibit Hall
The Institute will bring together more than 30 of the top EAP service providers in one room, giving you unmatched networking opportunities, as well as exposure to the professional and organizational tools you need as an EA Professional. Take advantage of planned uninterrupted hall hours without missing a session, or visit at your leisure, but be sure to spend time in this industry-leading Exhibit Hall.

Exhibit Hall Highlights
• Internet Café, sponsored by Center for Clinical Social Work and EAP Expert
• Bookstore
• Continental Breakfasts
• Box Lunch on Thursday
• Coffee Breaks on Thursday and Friday

Institute Major Sponsors (Platinum and Gold)
WEDNESDAY, APRIL 16

PRE-INSTITUTE 8:30 a.m.–5:00 p.m.

Robert Rausch PhD, CEO, Executive Energy

Expanding Enterprise Energy: Achieving Results with Clients, Customers and Work Teams

You won’t want to miss this full day of interactive and experiential learning where participants will discover the impact of individual and enterprise energy and how leaders and managers can use energy to build collaborative teams. Course content will include group exercises, discussion and energy assessments to demonstrate how energy levels can affect the morale and performance of workers. Participants will learn the practical, but critical applications that create and maintain high-energy individuals and work teams. This all-day training will also include illustrations of the impact on energy from a variety of influences – from maximizing interpersonal communications to a unique approach to developing energized workplaces.

THURSDAY, APRIL 17

OPENING PLENARY 8:30 a.m.–10:00 a.m.

John Burke MA, President, Burke Consulting

The Current Global View of EAPs and the Opportunity for Tomorrow

Employee Assistance professionals across the world have seen another year of interesting changes and challenges. To succeed and thrive in the global EAP market, professionals must have a mature business mentality, they must understand the needs of the customer and they must be open to change. This presentation will present information on the impact of national and global marketplace forces, assess their impact and review the likely trends over the next 12 months.

WORKSHOPS 10:30 a.m.–12 noon

WS1A: The Global Workforce: EAP Risk and Reward in Europe

Beginning with an overview of EAP market conditions, this presentation will provide an understanding of the opportunities and barriers for development of EAPs in Europe. The information provided will help EA professionals ensure proposed programs are targeted to fit local market conditions. Additionally, the presenter will discuss criteria for implementation activities and best use of promotional budgets to engage employees, raise utilization and positively embed EA efforts within European-based organizations.

Type: Lecture  • Level: General

Nicholas Malhomme BA, MBA, PPC Worldwide
WS1B: EAPs and The Global Workplace: What “Back To the Future” Can Teach Us Today

EAPs today are routinely sold as commodities. However, our experience has been “One size does not fit all.” Rather, working closely with the purchaser to blend a client organization’s values while using new and old EAP methods which adhere to professional practice guidelines creates the best hybrid for today’s workplace environment. The use of customized organizational measurements and anecdotal vignettes can illustrate tangible impacts on the workforce and serve to cement the trusting relationship between EA provider and purchaser clients.

Type: Case Study • Level: General

Ron Sparrow MSW, RSW, Source Line Inc.; Nancy Leathong RN, COHN, Apotex Inc.

WS1C: Getting Noticed: Practical Outcome Evaluations to Show EAP Value

This presentation provides EA professionals with a model for outcomes studies. Presenters will illustrate applied outcomes studies that have been conducted in actual EAP client settings. The panel will provide the practical knowledge and tools needed for participants to carry out similar studies within their own programs. The presentation will also provide an understanding of how to interpret and communicate the results of outcomes studies to purchasers and others to shed light on the value and effectiveness of a program’s policies and practices.

Type: Panel • Level: General

Tom Amaral PhD, EAP Technology Systems Inc.; David Sharar PhD, CEAP, Chestnut Global Partners; Karen Chan Osilla, PhD, The Rand Corporation

WS1D: A Global View of Workplace Mental Health Trends in Research, Government and Business

It is increasingly obvious that practitioners support their actions and interventions with evidence-based research. Best practices require that professionals base their policies, procedures and practices on evidence of efficacy, integrity and safety. In this session, findings from contemporary global workplace surveys that explore issues of mental health at work and how employers and employees respond to these concerns will be explored. Participants will learn of important new trends for educating and empowering employers to respond to workplace mental health issues. The panel will present contemporary evidence-based knowledge offered by new research studies and review papers; discuss increased government and business support, particularly in Canada, through white papers, national commissions, and advocacy organizations; and illustrate practical tools for use by EAPs.

Type: Panel, Research Findings • Level: General

Mark Attridge PhD, Private Practice; Joseph Ricciuti BA, Watson Wyatt; Sandra Routledge RN, BNSc, Watson Wyatt; Ramona Steacy RN, MBA, Watson Wyatt; Craig Thompson MEd, MBA, Wilson Banwell PROACT Human Solutions
PLENARY SESSION 1:30 p.m.–3:00 p.m.

Listening to our Customers & Clients – Defining and Refining Responsive Employee Assistance Efforts

This plenary session continues the discussion from last year’s Institute on the importance of listening to our customers and clients, and the need for businesses, providers and researchers to operate together to address costly mental health conditions affecting workplace productivity and health. Beginning with the larger view, presenters from the National Business Group on Health will share the results of an analysis of the current state of EA services and recommendations for employers to create and/or reengineer their EAPs. Secondly, focusing on a current approach to addressing depression in the workplace, presenters will illuminate what employers, employees and family members need from EA professionals, and how all parties can work collectively on this leading cause of disability.

Paula Cayley, MSW, CEO, Interlock Employee & Family Assistance Corporation; Ronald Finch, EdD, Vice President, National Business Group on Health; Lloyd Craig, CEO, Coast Capital Savings; Chair, BC Business & Economic Roundtable on Mental Health; Kathleen Keating, Mental Health Advocate; Allan Young, PhD, Professor, UBC Department of Psychiatry, Co-Director of the Institute of Mental Health

WORKSHOPS 3:30 p.m.–5:00 p.m.

WS2A: The Role of EAPs in Engaging the Multi-Generational Workforce

An unprecedented number of workers from four generations – Veterans, Baby-Boomers, Gen-Xers and Millennials are working alongside one another and they are bringing their own values, goals and communication approaches to the work place. Such generational dynamics in the workplace affect morale, productivity, recruiting and retention. Employers are facing immediate challenges when it comes to optimizing productivity: protecting the bottom line and positioning their work organizations for growth. This session will explore leveraging generational diversity and will emphasize tools and information to align benefits with the needs of each generational group, manage and motivate the multigenerational workforce; engaging all employees for a productive work environment.

Type: Lecture  •  Level: Introductory

Richard Paul MSW, CEAP, ValueOptions; Kathleen Greco LCSW, CEAP, ValueOptions

Crisis Care Network will be attending its eighth consecutive EASNA conference this year because it offers a great blend of clinical/business development/networking opportunity. Sign us up now for 09!
WS2B: Getting Your Life Back: EAP Telephone Counselling for Depression

Participants will learn of an evidence-based telephone counselling program for depression that has been successfully, cost-effectively, cross-regionally applied within an EAP setting. Participants will be informed about the program structure and methodology (CBT, MI and solution-focused interventions) and critical elements for successful delivery of the program at personal and organizational levels, and be challenged to consider telephone counselling as an efficient means to provide specialized EAP services across distance.

Type: Panel, Case Study  •  Level: General

Deljeet Parmer, MSW, RSW, Counsellor/Coordinator, Interlock Employee & Family Assistance Corporation; Melady Preece, PhD, Consulting Psychologist, University of British Columbia; Carole Taylor, Corporate Director, Workplace Health and Safety, Interior Health Authority; Kevin Lutz, BA, Psychometrician, Gastown Vocational Services

WS2C: Are We Ready to be Accountable? An Interactive Response to the NBGH Report

The EAP industry is at a crossroads. One direction is towards becoming an adjunct commodity purchased by corporate Human Resources departments operating in an increasingly resource restricted environment. Another direction is to embrace transparency, accountability and comparability for services valued (and resourced) by employers as crucial investments in human capital. Following up on the day’s earlier presentation by representatives of the National Business Group on Health, participants in this session will be challenged to develop personal and EAP industry approaches in response to the issues identified in the recently published NBCH Employer Guide to EAPs.

Type: Panel  •  Level: General

Eric Goplerud PhD, George Washington University Medical Center; Dennis Derr EdD, SPHR, Director, Aetna EAP; George Grant CEAP, Access Consultants

WS2D: Global Benchmarking: Implications of Research Data for EAP Best Practices

Today, EAPs are under pressure to demonstrate their value to host organizations more than ever. Benchmarking, which involves comparing one’s own practices with the practices of exemplary programs, offers a powerful tool for demonstrating value and identifying best practices. This presentation will introduce suggested standardized EAP performance metrics, provide comparison data on these global metrics, and demonstrate the utility of this type of data and information to prove enhanced value, derive best practices, and guide research.

Type: Lecture  •  Level: General

Tom Amaral PhD, EAP Technology Systems Inc.
**FRIDAY, APRIL 18**

**OPENING PLENARY** 8:30a.m.–9:45a.m.

*Nora Spinks RPO, CEO, Work-Life Harmony Enterprises*

**Leveraging Generational Diversity in Today’s Workplace**

For the first time ever, there are five generations working side by side in our workplaces, each with their own perspectives, experiences and attitudes. Effectively managing across generations can be frustrating or exhilarating. Learn what management skills and techniques will help leverage the generational diversity in today’s workplaces to enhance performance, increase productivity and maximize efficiency. This session will offer insights, provide information, and share best practices for managing, motivating and retaining a diverse workforce.

**WORKSHOPS** 10:15a.m.–11:45a.m.

**WS3A: Survey Results: “Organizational Factors and Client Utilization of EA Services” & “Are Employers Really Interested in EAPs?”**

This session will highlight two contemporary EA-related research projects conducted in the US. The first will profile a project on organizational features of large employer purchasers of different EAP and managed behavioral healthcare products, linking these characteristics to administrative data on client utilization patterns and discuss evidence regarding key factors which may influence use of substance abuse and mental health services. The second research summary will examine employers’ responsiveness to developing drug free workplace policies and programs, determine their perceptions of the effectiveness of maintaining a drug free workplace has on a list of variables related to performance and productivity and examine employers’ response and perceptions of EAPs as a mechanism to help promote a drug free workforce.

*Type:* Research Findings  •  *Level:* Introductory

*Bernie McCann MS, CEAP, Brandeis University; Paul Maiden PhD, LCSW, CEAP, University of Southern California School of Social Work; Vanessa Azzone PhD, Harvard Medical School; Arlene Darick LCSW, CEAP, MHN*

**WS3B: Antidepressant Skills @ Work: Dealing with Mood Problems in the Workplace**

This session will present features and experiences regarding a workplace-focused initiative: Antidepressant Skills @ Work - Dealing with Mood Problems in the Workplace, an integrated, comprehensive workplace mental health and addiction strategy to improve employee health, and to support employers in creating healthier workplaces. It is intended to assist employees experiencing low mood or depression, and is based on evidence-based principles and practices relating to depression and chronic disease management. AS@W is a free, easily accessible self-care tool authored by research-scientists within a university setting.

*Type:* Lecture  •  *Level:* General

*Joti Samra PhD, R.Psych., Centre for Applied Research in Mental Health and Addiction, Simon Fraser University; Merv Gilbert PhD, RPpsych., Gilbert Acton Ltd., Simon Fraser University*
**WS3C: Communication & Commitment: Building Blocks for the 21st Century Workplace**

Employers are confronting changes in human capital that are shaping the emotional bond of the workforce. This presentation will focus on two key universal human capital building blocks for the 21st century workforce: 1) Communication – Ensuring successful conversations when the stakes are high and decisions matter; and 2) Commitment – Sustaining employee engagement during times of uncertainty and rapid change. The presenters will discuss the use of innovative mentoring and coaching initiatives complete with examples from the award-winning programs of the British Columbia-based Minerva Foundation for women in the workforce.

**Type:** Lecture  •  **Level:** General

*Thomas McKinley PsyD, RPsych, MCC, The McKinley Group and Institute for Life Coach Training; Danna Murray BA, The Minerva Foundation of British Columbia*

**WS3D: COA - Employee Assistance Program Accreditation Update**

Human service providers are experiencing increased oversight from government agencies, purchasers and the public to demonstrate that they operate in the best interests of the client and the public. In partnership with EASNA, the Council on Accreditation has established an accreditation process for EA providers. This presentation will provide an analysis of the current environment, effective strategies to satisfy the requests of stakeholders and an overview of the newly revised COA program accreditation as a process to achieve ethical and legal operations, mitigation of risks, and provision of quality services.

**Type:** Lecture  •  **Level:** Introductory

*Richard Karlberg Esq., Council on Accreditation*

---

**AFTERNOON PLENARY**

1:15p.m.–2:30p.m.

**Mark Hyde, MA, CEAP, Director, Mayo Clinic EAP**

**EAPs as Workplace Behavior Experts: Do You Share the Dream?**

Participants will walk away from this session with strong “thoughts” about using their expert knowledge of human behavior in a very different way with client companies. After this session, participants will see the value in actually demonstrating effective behavior management skills that will allow client workplace leaders to see their value in action with them personally, not just behind closed doors but also with employees, team trainings, CISDs or individual case consults. The presenter will illustrate how to directly apply this information and techniques with client organizational leaders, and their own EAP staff, and thus begin saying “It’s time we stop talking about becoming a business necessity as an profession and start talking out loud together on real time, effective methods to achieve those objectives.”
WS4A: Responding to Workplace Traumas and Tragedies

Response Programme
This two-hour super session is designed to both engage participants in discussions regarding their experiences and to increase their competency in addressing the needs of those involved in tragic and traumatic workplace events – managers, employees, human resource professionals and other stakeholders. Panel members will provide a variety of perspectives, including a description of the Canadian government Employee Assistance Service’s Psycho-social Preparedness and Response Programme; an approach to identifying and providing customer-focused trauma response; as well as, an example of CISM programming as an evolving organizational development process rather than a time-limited event. Participants will gain useful information and be exposed to various approaches to better understand the need for partnership between EAPs and organizations, to invest more heavily in individualized, proactive planning to maximize the delivery of an effective response before a trauma or tragedy occurs.

Type: Panel ● Level: Introductory
Eric Ellis PhD, Health Canada; Dianne Heath MSW, RSW, Interlock Employee and Family Assistance Corporation; Jennifer Rebarchik MA, CEAP, NEAS, Inc.; Darren Buckler MSc, Vancouver Island Health Authority; Shirley Dufour MPS, Health Canada; Benjamin Murray, Health Canada

WS4B: Delivering Employee eCounseling Programs: Issues and Experiences

This two-hour super session will offer Employee Assistance professionals a wide-spectrum view of the issues and innovations in current eCounseling approaches. By describing examples of specific eCounselling service models, participants will gain an understanding of the benefits and challenges of online counselling within the context of EAP practice. The presenters will provide an in depth discussion of the theory and practice of specialized skills involved in eCounseling, identifying the unique therapeutic benefits of the model and exploring the experience of thousands of successful online cases to date. Additionally, a brief overview of an anonymous eHealth behaviour modification social network program will be followed by an illustration of the differences between facilitating live online behavioural advice and direct patient counselling.

Type: Panel ● Level: Introductory
Rachel Fornier BSc, V-CC Systems Inc.; Paul Parnass MSW, RSW, Parnass Consulting Services; Paul Wittes MSW, OPTSQ, Sheppell-fgi, Inc.; Dan L. Mitchell MA, CCC, Worldwide Therapy Online Inc.; Samantha Seagram MA, RCC, Interlock Employee and Family Assistance Corporation; Cedric Speyer MA, Sheppell-fgi, Inc.
Vancouver is a dynamic, international city surrounded by mountains, ocean, beaches, and forests that offer endless activities and experiences. Like the city that surrounds it, The Fairmont Hotel Vancouver is rich in history, resplendent in natural beauty, vibrant and cosmopolitan. Vancouver’s business, cultural and entertainment districts are at The Fairmont Hotel Vancouver’s doorstep. Within its walls you will find the luxurious Absolute Spa, an exclusive Fairmont Gold floor, a state-of-the-art health club, award-winning restaurants and designer shops.

**Scenic Sights**

Popular attractions include the Vancouver Aquarium Marine Science Centre where you can experience the BC Coast in wonderful detail. Walk across the famed Capilano Suspension Bridge or take the Skyride to the top of Grouse Mountain. Top off the excitement with a visit to Science World and its interactive exhibits or ride the glass walled elevator to see the spectacular 360-degree view from the Lookout! at Harbour Centre.

**Cultural Activities**

Vancouver is home to some wonderful galleries and museums. Highlights include the Vancouver Art Gallery that showcases modern and historical artists, the University of British Columbia Museum of Anthropology offering incredible First Nations art, the Vancouver Museum, and the Vancouver Maritime Museum, just minutes away from downtown.

**Performing Arts**

Vancouver offers everything from innovative comedy theatre and Broadway extravaganzas to Shakespeare on the beach, as well as brilliant performances by the Vancouver Symphony Orchestra, the Vancouver Opera and the Vancouver Cantata Singers.

**City of Neighbourhoods**

Stroll the cobbled streets of historic Gastown or join a sightseeing tour of colourful Chinatown. Discover Vancouver’s many distinctive enclaves, from the Punjabi Market to trendy Yaletown with its designer shops, galleries and popular bistros. Beautiful Beaches and Gardens With miles of protected coastline, Vancouver offers an incredible variety of beaches. The city boasts an equally diverse selection of botanical gardens and parks, including Vancouver’s treasured 1,000 acre Stanley Park.

---

### Our Sponsors and Exhibitors

- Caron Treatment Centers
- Center for Clinical Social Work
- CLC, Inc.
- Consolidated Credit Counseling Services
- ConvergenceHealth
- Crisis Care Network
- EAP Expert
- Genesis EAP
- Health Canada
- Homewood Employee Health
- InfoMC, Inc.
- Life Advantages, LLC
- NEAS, Inc.
- PPC Worldwide
- Pride Institute
- ProForma Document Management Services, Inc.
- ProtoCall Services, Inc.
- Reckitt Benckiser Pharmaceuticals
- Shepell-fgi
- Supportive Solutions, Inc.
- The SASSI Institute
- Valley Hope Association
- ValueOptions
- Wilson Banwell PROACT Human Solutions