

Executive Report

Promoting Excellence in Behavioral Healthcare for 25 Years

MHCA has just celebrated its anniversary—25 years of collegial efforts devoted to excellence in the provision of behavioral healthcare, a quarter century of leadership, partnership, dedication and determination by a steady corps of talented individuals across this entire country. It has involved CEOs and clinical staff, CFOs and administrative supporters, directors, clients and their families, all striving together to improve the environment of care in communities from Maine to California.

It's been a great journey, and the days ahead are equally promising. Members have struggled in times of economic hardship and triumphed when the odds were against them. Friendships have been formed that

will last a lifetime. Innovation has led the way – creative solutions emerging through shared ability. There is still so much that MHCA will do. We are proud of our members, appreciative of our friends, committed to our work and joyful in the celebration of our past achievements. In Clearwater Beach, Florida from February 23-26, 2010 a record number of conference attendees

enjoyed the moment, glad for the chance to celebrate 25 great years.

If you were there - if you enjoyed the keynote address and played volleyball on the beach, if you participated in the forums and danced the night away at the banquet – you were part of something important in the life of this organization. If you couldn't make the trip but spent a few minutes reflecting on this milestone for MHCA, you were part of the experience as well. It was a fitting occasion for an association of colleagues whose common commitment to excellence in behavioral healthcare makes them keep caring about each other as they provide care to so many. ❖

MHCA truly is:

...An exciting place to learn

...In an atmosphere of optimism

...With a gathering of colleagues

...Where we celebrate our

history together

... and focus on the future.



MHCA Chairman Anthony A. Kopera, PhD delivers the 2009 Annual Report at Wednesday evening's celebratory banquet.



MHCA CEO Don Hevey salutes our founders, applauds our sponsors.



Taking his cue from the morning's keynote, Tony Kopera comments on the national economy and declares MHCA both fiscally sound and operationally healthy.

A Message from the President

We are delighted to bring you this Special Edition of the *Executive Report* to provide additional review of our recent Anniversary Celebration. It was such a pleasure seeing old friends and enjoying the company of so many current members. We have heard from some who couldn't make the trip to Clearwater and from others after their visit there with us. We truly appreciate their comments and want to share them with our readers:

MHCA is worth the investment of time and resources. Please tell everyone at MHCA we remember them fondly and send them our best wishes – Diane Lewie (former CEO) and JJ Pauls of Scioto Paint Valley Mental Health, Chillicothe, Ohio

Participation in MHCA was a critical and valued component in my professional development. The networking and cutting edge information facilitated my ability to lead in a difficult business environment – Youlon Savage, former CEO, Adams CMH, now Community Reach, Thornton, Colorado

Thank you for hosting the 25th anniversary celebration. It was a wonderful event, orchestrated with grace and joy. I enjoyed reconnecting with you and so many other wonderful folks. The event reflected the positive culture of MHCA – Patricia Walden, former CEO, Six County, Inc., Zanesville, Ohio

It was wonderful to see so many of the CMHC Directors that I had gotten to know through this great organization. I'm so glad to see that MHCA is still on the cutting edge and its members still share their outstanding ideas and accomplishments as well as strategies to deal with the difficult financial times every state is facing – Jeanne Wurmser, an MHCA founder and former CEO, Children's Psychiatric Center – now CPC Behavioral Healthcare

I will not be able to attend the 25th anniversary celebration, but what a remarkable point in MHCA's history. My hat is off to you and all those who are endeavoring to make a better life for those in need. Keep up the good work – Roger Pricer, former CEO, Life Resource – now Spindletop, Beaumont, Texas



Don Hevey

Congratulations on a litany of remarkable achievements...during the past quarter century. I will continue to appreciate the memories of the extraordinary learning and fellowship opportunities we have shared over the years. I wish you all the very best in the pursuit of most worthy goals in a very challenging environment – Stan Eichenauer, former CEO, Eastway Corporation, Dayton, Ohio

It seems like only yesterday that MHCA was a concept being mulled over... it really is quite remarkable what you have achieved and the network that has been built across the country. A real testament to the value of MHCA is that as original members retire from their organizations, their replacements continue with MHCA – Richard J. Gilmartin, President, Gulf Coast Enterprises, Pensacola, Florida

The celebration was over the top! It was so great to see everyone and to see MHCA thriving so well – MaryAleese Schreiber, former CEO, Counseling Associates, Conway, Arkansas

Thanks so much for inviting us to the gala 25th. It was a treat A-Z especially to see so many old friends and to meet many of the new members who've joined in the past few years...this was indeed a choice experience, to see ... the "dream come true" from that original glimmer of a national vision ... how thrilling to have been a small part of all this and now to see the full circle and to meet with those who make things happen on a day to day basis. These experiences had a profound impact on me – made me feel so grateful to have had the privilege of associating with such fine people and being a part of a very impressive and transformational national organization – Charles Vorwallner, an MHCA Founder and former CEO of Pikes Peak Behavioral Health in Colorado Springs, Colorado

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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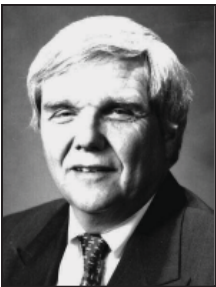
137 Members in 32 States

Founders Provided Visionary Leadership

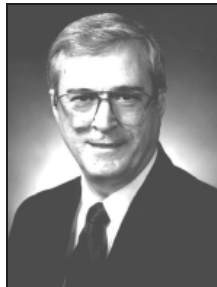
When MHCA was founded in 1985, it was through the efforts of 19 individuals who dared to dream big. They believed that together they could provide an entrepreneurial environment that would foster delivery of innovative, effective and efficient behavioral healthcare services. The work that was being done at the time was good.

A long line of devoted and talented people had provided compassionate care to mentally ill clients for years. But it could be better. The national political and economic conditions were ripe for change. The earliest leaders of MHCA invested their time, applied their abilities and devoted their very careers to elevating behavioral healthcare to

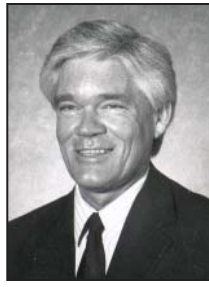
its highest potential. These individuals were honored at MHCA's recent 25th Anniversary Celebration. We are indebted to their leadership, aware of their legacy and grateful for the path they paved so that communities across the country could access the best possible care for those who deserve no less. ❖



*David Dangerfield, EdD
Valley Mental Health
Salt Lake City, Utah*



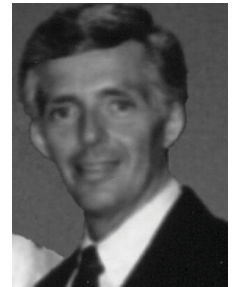
*Morris Eaddy, PhD
Lakeview Center
Pensacola, Florida*



*Ron Kirkland
Apalachee Center
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Southwest Detroit CMHC
Detroit, Michigan*



*Charles Vorwaller
Pikes Peak CMHC
Pikes Peak, Colorado*



*Jeanne Wurmser
Children's Psychiatric Center
Eatontown, New Jersey*

Not Pictured
*John Flor (deceased)
Dick Hruska (deceased)
Ed Lakeman
Robert Lehman
Dale Peterson
James Small*

Eaddy Praises Don Hevey

MHCA lead founder Morris Eaddy came to the stage with his customary grace and style, invited by Board Chair Tony Kopera to say a few words on the occasion of our 25th Anniversary Celebration. It was February 24, 2010. Some 250 members and friends had just enjoyed a fine banquet and were anticipating a big night of great music, good wine and continuing merriment. But a hush came over the crowd as Dr. Eaddy began to speak. He told of the importance of MHCA, its rich history and promising future. And he

spoke of Don Hevey, MHCA's only CEO since its inception. As Don was asked to come forward, Eaddy presented two gifts – one, a light-hearted remembrance of Hevey's "can do" attitude – a tee shirt printed with his famous, oft cited words, "MHCA... We can do that!". The other was a true gift from the heart of Morris Eaddy – a beautiful, original watercolor painting entitled "Celebration" – created by Eaddy himself, an artist of considerable talent. Two great men devoted to one noble cause, an admirable duo indeed. ❖



Sette is Masterful



Bill Sette was the perfect Master of Ceremonies and ad libber extraordinaire.



MHCA Staff Enjoys the Show: (left to right) Nancy Maudlin, Kelly Lackey, friend Chris Hines, Tara Boyter, Rick and Glenda Deal, Cathy and Frank Collins

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Welcome to the Party!



Genoa Healthcare sponsored our Wednesday evening banquet - thanks to all of you!



QoL meds' Gabe Santry (center) enjoys the evening with Genoa's Dan Carto and Jacki Zewe. QoL meds hosted our Wednesday morning breakfast.



The National Council expressed their support with a beautiful floral gift, admired here by Don Hevey

"The MHCA 25th gala week was outstanding. Everyone who attended the conference was raving about the significance of the milestone. Thanks as always for your help and partnership."

*Nicholas L. Bozzo
President, Negley Associates
Managing Director, MHRRG*



MHRRG and Negley Associates sponsored our pre-banquet reception and Thursday morning breakfast.



Joan and Gary Lamson, Jane and Bill Sette



*Seated: Elaine and Tony Kopera, Jerry Mayo, Morris and Lee Eaddy
Standing: Ery Brinker, Don and Joy Hevey, Susan Rushing, Bill and Jane Sette*



*Sue Buchwalter
Don Wood and
Glenda Bussell*



Diana Knaebe, Candace Clevenger



Morris Roth, Youlon Savage



John Van Camp, Harriet Hall and Ken Jue



*Seated: Sue Buchwalter, Joan Lamson, Debra Falvo and Dell Larcen
Standing: James Alberi and Founder Jeanne Wurmser, Gary Lamson,
Chris Wyre and Founder Ron Meserve*



Marilyn Udis



Fran Flener, Mary Aleese Schreiber

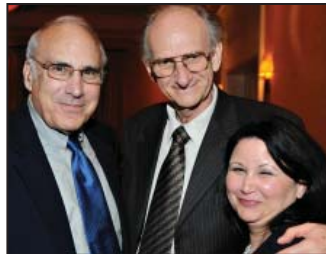
Scenes from a Celebration Old Friends, Good Times, Great Memories



Pat Walden and Mary Aleese Schreiber



Don Wood!



*Gil Aliber, Wes Davidson
and Sue Cohen*



Nancy Maudlin and Doug Philipon



Tom Riggs and Wayne Dreggors



*From ServiceNet: Seth Dunn, Sue Stubbs,
Rosie and Jim Frutkin*



Fran Flener, Mary Aleese Schreiber and Jane Sette



Bill Kyles and Jon Cherry



*Florida members Jim Sleeper, Bruce Hayden, Gary
Bemby, Steve Ronik, Laureen Pagel, Linda De Piano,
Jon Cherry, Maggie Labarta and Wayne Dreggors*

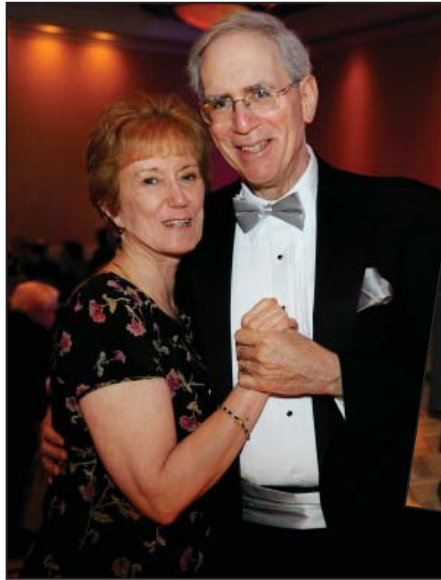


*Longtime friends Madeline and Founder Charles Vorwallers,
Bob and Sharon Ward.*

We Could Have Danced All Night



Elaine and Tony Kopera



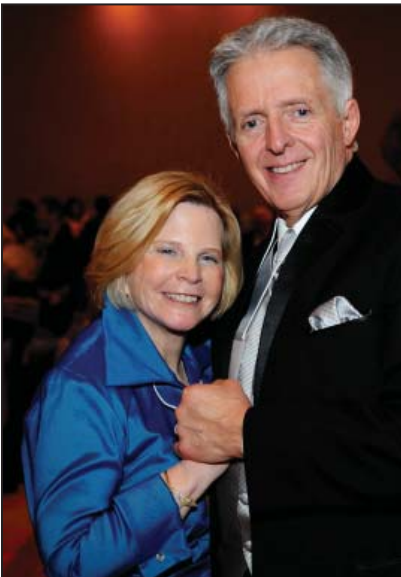
Founder Jeanne Wurmser and husband James Alberi



The Davidsons and Smiths



A great band inspired us - DeLeon Entertainment.



Left: Dell Larcen and Founder Ron Meserve

Above Right: Don Hevey, encouraged by Marilyn Udis and Joy Hevey

Near Right: Denny Morrison plays air guitar...

Far Right: The dance floor fills up!

