

DANIEL A. FEERST, BSW, MSW, LISW-CP #8845

Experience Summary

Publisher, Consultant, Author, and Social Entrepreneur with thirty-five years of experience involving alcohol and drug education, addiction treatment and employee assistance professional work, behavioral healthcare marketing and consulting; employee assistance program management and drug-free workplace consulting; substance abuse intervention program design workplaces and families; extensive professional writing experience, professional speaking, desktop publishing, web-based course authorship, and the creation over 100 products and innovative tools used by HR, Benefits, and workplace counseling (EAPs), worldwide.

Professional Experience:

Licensed Independent Social Worker, Industrial Consultant Mt. Pleasant, SC
1989 – Present
Founder, DFA Publishing & Consulting, LLC; DBA/WorkExcel.com. Produces materials and products for human resources, professional counselors, insurance professionals, employee assistance professionals, workers' compensation, management, and training and development professionals.

ARLINGTON COUNTY PUBLIC SCHOOLS & GOVT EAP ARLINGTON, VA
1996 – 2002
Assistant Director

- Served as assistant director for a comprehensive internal employee assistance program for school system and county government employees serving 7,000 employees (W-2's) plus family members, and retirees. Duties included all EAP core technology functions, crisis intervention, and authorship of employee and supervisory newsletters. Others services include workplace mediation and conflict resolution, internal promotion, specialized training and productivity projects, consulting on behavioral risk matters, and human resources and performance management consultation. Position provided limited managed care services for behavioral health carve-out of health insurance plan; extensive critical incident stress management services for public safety personnel, and Substance Abuse Professional (SAP) services under DOT federal regulations.

VALUE OPTIONS (VALUE BEHAVIORAL HEALTH) FALL CHURCH, VA
1995 - 1996
DOT/EAP Clinical Care Manager

- Serve as lead DOT/EAP Care Manager for one of the nation's largest managed care providers. Provide comprehensive employees assistance program services for VBH national EAP corporate contacts including FLEET Bank, Columbia Gas, Sweet Heart Paper Products, DELMARVA Power, ADT Security Systems, Acacia Group, Toshiba, and the Reynolds Metals Corporation among others. Duties included EAP assessment and referral; CISM response coordination; supervisor and management consultation; coordinating of self- and supervisor, and DOT referrals; EAP follow-up; inpatient/outpatient clinical reviews and approval of psychiatric and substance abuse treatment.

THE ARLINGTON HOSPITAL, CENTER FOR PSYCHIATRIC & ADDICTION TREATMENT ARLINGTON, VA

- **Manager, Business & Community Services** 1984 - 1995
Provided medical social work services for several months prior to leaving in 1995, but for 11 years I directed a comprehensive marketing, community relations program for a 40 bed behavioral health care treatment unit in a 350 bed general hospital. Program encompassed six different clinical programs including inpatient, outpatient, and day treatment, adolescent treatment, acute detox, and support programs. Directed the marketing and negotiations of new managed care and PPO agreements; coordinated publicity opportunities and media appearances; prepared marketing and advertising plans; directed mail and literature campaigns; purchased radio and television advertising; wrote billboard, television, radio, and print ad copy; contracted with advertising agencies; organized conferences and events; wrote brochures and

capabilities documents; designed supervisor training and community education programs; directed sales management and referral development programs; supervised marketing staff of adolescent program; advised hospital on strategic plans and environmental analyses; founded and directed the *ASSIST for Families* and *ASSIST for Small Business* intervention service programs; provided drug-free workplace consulting to businesses and EAPs; created and directed business and industry follow up program; provided 24-hour crisis intervention; performed patient assessments.

DFA PUBLISHING & CONSULTING, LLC
President/Publisher WorkExcel.com
 General Manager/Founder/CEO

Manteo, North Carolina
1985 – Present

- **Founding Publisher**, *The FrontLine Employee Workplace Newsletter* (2001 – Present)
- **Founding Publisher**, *The FrontLine Supervisor EAP Newsletter Tool* (1994 – Present)
- **Publisher**, BehavioralRisk.com (Products and services to support EAPs and behavioral risk management.)
- **Founding Publisher**, *Small Business Employee Assistance Newsletter* (1991 – 1994)
- **Employee Assistance Professional**; Currently provide all after-hours support for INOVA Health Systems Employee Assistance Program, Fairfax, VA (50,000 employees); 1996 – present.
- **EAP Consultant**, Local 2, Office & Professional Employees International Union (1993 – 1994)
- **Employee Assistance Affiliate** (for local and national EAPs) 1991 – 1995
- **Coordinator/Founder**, *1995 Institute for Workplace Substance Abuse Education & Training* (20 PDHs; approved by EAPA)
- **Psychotherapist and EAP Consultant**, Provided psychotherapy services to individuals, couples, and groups. I have provided supervisors training to over 5000 supervisors in over 100 companies on managing troubled employees and intervening with substance abuse in the workplace.
- **Consultant**, Association of Flight Attendants, Peer Intervention Training Consultant, 1994, 1995.
- **Consultant**, Virginia State Bar, Lawyers Helping Lawyers Committee, Intervention Consultant, 1995
- Expert witness on substance abuse for Fairfax County, Department of Labor Arbitration Hearings, 1993, 1994.
- **Consultant**, Corporation Against Drug Abuse, 1991 – 1993 (Drug-free workplace consultant and training specialist for three year, Robert Wood Johnson Foundation grantee to establish EAPs in small businesses in the metropolitan Washington, D.C. area.)
- **Training Consultant**, ISA Associates, Alexandria, VA; NIAAA; Six-week project to Bristol-Myers Squibb; *Alcohol Awareness: Health Choices for Feeling Good*.
- **Founder**, *Marketing Addiction Treatment for Business and Industry Referrals* (national seminar training program for addiction treatment providers; Pittsburgh, PA 1987; Atlanta, GA 1987; Chicago, IL 1988; New York, NY 1988; Austin, TX 1990.)
- **Owner**, Employee Assistance Programs for Small Businesses, 1990 – 1994 (Full service EAP contracts to several small businesses in the metropolitan Washington, D.C. area.)
- **Therapist/Expert Witness**, The Fogel Foundation, Human Sexuality Institute. Provided in-institution psychosexual evaluations of sexual offenders and other violent criminals; provided court testimony in most area jurisdictions; provided individual, couple, and group psychotherapy to clients experiencing human sexuality problems and related dysfunctions; provided community education programs to corrections and legal professionals 1991-1994.

PRINCE GEORGE'S COUNTY HEALTH DEPARTMENT
Chief, Division of Occupational Alcoholism

RIVERDALE, MD
1983 – 1985

- Directed the U.S. Department of Agriculture EAP Consortium of 22 USDA agencies serving over 12,000 employees. Supervised four EA professionals and administrative staff. Established EAP affiliates in field locations in the northeastern United States and consulted with USDA employee relations offices nationwide. Increased utilization of this government EAP to second highest of all federal EAPs in Washington, D.C. area in 1984.

CAREUNIT HOSPITAL OF LOS ANGELES

LOS ANGELES, CA

Program Coordinator, Adolescent Unit

1982 – 1983

- Directed program for 25-bed addiction treatment program for adolescents. Responsible for clinical supervision of three key staff, crisis intervention, program development, marketing, community relations and education. Recognized by management for exceptional intervention skills in census development through teen and family interventions.

KENNECOTT COPPER CORP. INSIGHT EAP

SALT LAKE CITY, UT

EA Professional

1981 – 1982

- Second year field placement and industrial social work internship providing full continuum of EAP core technology functions at the largest copper mine in the United States. Employee population 6000. Provided psychotherapy services in the community under supervision of licensed professionals (INSIGHT EAP is recognized by EAP historians as America's first broad brush, comprehensive employee assistance program.)

SALT LAKE CITY COMMUNITY MENTAL HEALTH CENTER

SALT LAKE CITY, UT

Certified Social Worker

1981 – 1982

- Provided direct service psychotherapy services and mental health intake services with individuals, couples, and groups. Directed marketing efforts to attract referrals from the public sector to respond to declining state revenues resulting from non-profit, privatization of mental health centers.

SALT LAKE CITY ADULT RESIDENTIAL TREATMENT UNIT

SALT LAKE CITY, UT

Social Work Intern

1980 – 1981

- Provided individual, group, and family therapy at this community-based, residential treatment facility for the chronically mentally ill.

PROVIDENCE HOSPITAL

WASHINGTON, D.C.

Alcoholism Counselor/Nursing Assistant

1979 – 1980

- Provided individual and group counseling, family education, and case management services and nursing assistance at this 40 bed free-standing facility, inpatient treatment facility.

U.S. CENTRAL INTELLIGENCE AGENCY

WASHINGTON, D.C.

EA Professional (Social Science Officer)

1978 – 1980

- Served as an EA professional (social science officer) for the U.S. Central Intelligence Agency occupational alcoholism program established to address employee and family alcoholism problems affecting agency missions domestically and overseas. I assisted in helping establish this program in its first full year of operations. I specialized in records management, counseling with younger employees, report writing, and internal marketing to help promote the program's services.

NATIONAL ASSOCIATION OF SOCIAL WORKERS

WASHINGTON, D.C.

Social Work Intern

1977 – 1978

- Served as a community organizer to mobilize chapter members in a broad effort to increase social work employment opportunities in the metropolitan Washington, D.C. area. Coordinated and established the

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Social Worker's Employment Cooperative (SWEC), which still serves as the chapter's primary means of assisting unemployed social workers in their job search efforts.

FAIRFAX COUNTY YMCA

FAIRFAX, VA

Youth Counselor, Looking Glass Project

1976 – 77

- Provided individual, group counseling, and referral services to area youths at this weekend, drop-in counseling center. Personal problems of clients encompassed sexuality issues, drug abuse problems, family and emotional problems, and legal difficulties. Provided individual case management services as need to specific youths with exceptional needs.

FACULTY EXPERIENCE:

UNIVERSITY OF MARYLAND

BALTIMORE, MD

Field Faculty/Student Supervision

1993-1995

- Provided supervision and consultation to second-year MSW social work students specializing in employee assistance programming and industrial social work for three years: 1993, 1994, 1995.

OTHER ACCOMPLISHMENTS/RECOGNITIONS:

- **Founder, METRO/EAP Newsletter**, Washington, D.C. Chapter, Employee Assistance Professionals Association; 1995 – 1999.
- **Technical Advisor, Board Member, newsletter columnist**; Legal Advocacy Network for Substance Addiction Recovery (LANSAR); Silver Spring, MD, This is an advocacy group supports legal rights of persons recovering and suffering with addictive disease. It advocates for amendments to the Americans with Disabilities Act to improve legal parity for those affected by addictive disease.
- **Founder, Small Business Employee Assistance Roundtable**, EAPA National Conferences, 1992, 1993, and 1994.
- **Co-chair, Eastern Region District I Conference**, Employee Assistance Professionals Association, Washington, D.C. Chapter; 1991.
- **Chairperson**, Membership Committee, Washington, D.C. Chapter, Employee Assistance Professionals Association, 1991 – 1992.
- **Second Vice-President**, Washington, D.C. Chapter, Employee Assistance Professional's Association, 1985 – 1986.
- **Founding Board Member**, Utah Association of Employee Assistance Programs, 1981. (Informal group of EAPs meeting to share program development and mutual goals to support of employee assistance programming in the state of Utah.)
- **Coordinator**, ALMACA/NASW Conference on Employee Assistance Programs; (This was NASW's and EAPA's first collaboration to introduce social workers to the field of employee assistance programs); Fall 1980.
- **Member**, National Planning Committee, 9th Annual Meeting of the Association of Labor-Management Administrators, and Consultants on Alcoholism, 1980.
- **Founder**, Industrial Social Work Committee, Metropolitan Washington, D.C. Chapter, National Association of Social Workers, 1980.

MEDIA AND PRESS APPEARANCES

- WNIS 790AM Radio, Norfolk, VA, October 2002, Live guest on Substance Abuse issue
- WRC-TV, Channel 4, Washington, D.C., Drug-Free Zones Project, Drugs at Work.
- CNN: Women, Drug Abuse, and the Workplace; 1984 .
- Maryland Public Television; Drugs in the Workplace; 1991.
- WTOP, 1510 AM; radio interview; Addiction Treatment, 1988.
- Other appearances in local small presses providing expert opinion in response to local and national events associated with alcohol and drug addiction or abuse.
- Talk show on adolescent substance abuse answering questions for call-in guests; each month for one hour; KVEN 1450 AM, Ventura, California; October 1982 – June 1983.

LECTURES AND SPECIAL PRESENTATIONS

- Trinity College, Washington, D.C., 1984; *Marketing Employee Assistance Programs*
- Catholic University, Washington, D.C., 1983; *Occupational Social Work Opportunities*
- American University, Washington, D.C., 1990, 1991; *Addictive Disease and Its Treatment*
- University of Maryland, School of Social Work, 1995, Substance Abuse Issues and Trends Conference, *The Family Empowerment Model of Addiction Intervention*
- Virginia Association of Alcohol & Drug Abuse Counselors, 1995; *The Family Empowerment Model of Substance Abuse Intervention*

- Washington, D.C. Chapter, EAPA, 1995, *The Family Empowerment Model of Substance Abuse Intervention: Applications for Employee Assistance Practice*
- Washington, D.C. Chapter, EAPA; 1990; *EAP Follow-up: Principles for Influencing Recovery Success Rates of Workers Treated for Addictive Disease*
- George Mason University, 1989/90, *Addictive Disease and Its Treatment*
- Northern Virginia Community College, 1993-1995, *Substance Abuse and College Students*
- South Carolina Chapter, Employee Assistance Professionals Association, February 2012; *"How to Conduct Effective EAP Supervisor Training"*

PUBLISHED ARTICLES AND EDUCATIONAL PRODUCTS

- "EAPs Help Limit Behavioral Exposure", *National Underwriter*, August 12, 2002, VI. 106, No. 32
- "Behavioral Risk: The Other Side of the Mountain", EAP Association, *Exchange Magazine*, Nov/Dec 2001, Vol. 31.
- "On the Front Lines, Vision, Planning Position EAPs for Successful Response to 9/11", *EAP Digest Magazine*, Summer 2002.
- DFA Publishing & Consulting; *Supervisors Training: EAP – Using the EAP in Supervision*. 73 images, slides, transparencies, and CD for PowerPoint with instructor's guide; 1999.
- DFA Publishing & Consulting; *Alcohol & Other Drugs at Work; What Supervisors Should Know*; 57 images; slides, transparencies, and CD for PowerPoint with instructor' guide.
- DFA Publishing & Consulting; *The One-Minute Interventionist: The Common Sense Approach to Salvaging Employees with Alcohol or Other Drug Problems Using Performance-based Intervention; 2000; Manual and audiocassette program.*
- EAPA Exchange; "Long-term Survival, the Core Technology, and You", March-April, 1998
- Drug and Alcohol Nurses Association; DANA Newsletter; "The Family Empowerment Model of Substance Abuse Intervention"; September 1995.
- Employee Assistance Magazine; "Small Business: Keeping EAP's Promise Alive", July 1993
- Employee Assistance Magazine; "Innovations in Marketing Employee Assistance to Small Business", March 1992
- "It's Your Business"; Created and authored this four-page newsletter for two years; 1991-1993. Circulation: 2000 small businesses in Montgomery County, Maryland
- Employee Assistance Magazine; "Fail-safe Follow-up for EAPs: Helping Clients Win in Recovery", July 1991
- Addiction Program Management; "Increase Referrals Through Careful Analysis of Inquiry Forms", July 1989.
- Virginia Lawyers Weekly; "Winning the Battle and the War: Helping Attorneys with Addicted Clients"; March 7, 1988.

CONFERENCE PAPERS PRESENTED

- "Advanced Training for Supervisors in Maximizing EAP Utilization in the Referral of Troubled Employees, South Carolina Chapter, Employee Assistance Professionals Association, Myrtle Beach, SC, February 2012.
- "Claiming the Behavioral Risk High Ground"; *International Employee Assistance Professionals Association Conference, Boston, MA; October 24, 2002*
- "The ASSIST Intervention Program: Opportunity for Marketing Employee Assistance Programs to Small Business"; Eastern Region, District One Conference, EAPA, Cape Code, MA; June 1992.
- "Fail-safe Follow With EAP Clients"; 20th Annual International Conference of the Employee Assistance Professionals Association; New Orleans, LA; 1990.
- "Baccalaureate Social Work Practice in Business", Social Workers in Alcoholism and Employee Assistance Programming, NASW Conference, Washington, D.C.; 1980.

PROFESSIONAL MEMBERSHIP:

- Employee Assistance Professionals Association (member since 1978)
- National Association of Social Workers #881165498 (member intermittently since 1977)

- 4ThoseWhoServe.org (Charter member. 4thosewhoserve is a grassroots membership organization of behavioral health specialists and interested leaders with a focus on prevention, managing, and supporting those first responder's and military personnel who are susceptible to, and who suffer from, traumatic stress disorders such as PTSD)

EDUCATION:

- UNIVERSITY OF UTAH, Masters of Social Work, Industrial Specialization, 1982
- GEORGE MASON UNIVERSITY, Bachelor of Social Work, 1978
(with additional course work in business administration)

SPECIALIZED TRAINING:

- Basic & Advanced Training, Critical Incident Stress Management, International Critical Incident Stress Foundation, (Mitchell Model Course), University of Maryland; 1996, 2000.

CONTINUING EDUCATION (EMPLOYEE ASSISTANCE PROGRAMMING):

- *Administration of Employee Assistance Programs*, Audit 40 hours, U.S. Office of Personnel Management, 1984
- *Employee Assistance Programs, University of Utah, Summer School of Alcohol Studies, 1981*
- *Advanced Management of Employee Assistance Programs*, Ohio State University, (40 Hours), 1980
- *Employee Assistance Programs*, Duke University, 1979 (40 Hours)
- Extensive Training in Critical Incident Stress Management and related experience with first responders.

CONTINUING EDUCATION (HEALTH CARE MARKETING)

Have completed numerous courses and seminars including the following:

- Johnson Institute, Marketing That Works, 15-hour course on marketing addiction treatment programs, 1987.
- Temple University, How to Market Health Care Services Successfully, Washington, D.C. 1986.
- National Association of Addiction Treatment Programs, Successful Marketing, Chicago, IL, 1986

LICENSES AND CERTIFICATIONS

- Licensed Independent Social Worker (LISW CP), South Carolina #8845
- Charter CEAP 1986-2004, (Not active since Publisher of WorkExcel.com)