

## Speakers

**William L. White** is a Senior Research Consultant at Chestnut Health Systems / Lighthouse Institute and past-chair of the board of Recovery Communities United. Bill has a Master's degree in Addiction Studies and has worked full time in the addictions field since 1969 as a streetworker, counselor, clinical director, researcher and well-traveled trainer and consultant. He has authored or co-authored more than 300 articles, monographs, research reports and book chapters and 13 books. His book, *Slaying the Dragon - The History of Addiction Treatment and Recovery in America*, received the McGovern Family Foundation Award for the best book on addiction recovery. Bill was featured in the Bill Moyers' PBS special "Close To Home: Addiction in America" and Showtime's documentary "Smoking, Drinking and Drugging in the 20th Century." Bill's sustained contributions to the field have been acknowledged by awards from the National Association of Addiction Treatment Providers, the National Council on Alcoholism and Drug Dependence, NAADAC: The Association of Addiction Professionals, the American Society of Addiction Medicine, and the Native American Wellbriety Movement. The Johnson Institute recently published Bill's widely read papers on recovery advocacy in a book entitled *Let's Go Make Some History: Chronicles of the New Addiction Recovery Advocacy Movement*.



**Lisa Marie Anderson** is a seasoned sales and marketing professional who has worked in the technology sector for the past 16 years. Having held positions as National Account Manager, Regional Sales Manager and Director of Sales with Fortune 500 and 1000 technology companies. Lisa now owns and operates DOCS 2 DISC-an internet marketing company specifically focused on the Addiction Treatment Industry. Lisa offers invaluable insight as it relates to Addiction Treatment Internet Marketing, and is also the Director and Developer of [newliferecovery.net](http://newliferecovery.net).

**Monica E. Oss, M.S.**, Chief Executive Officer and Senior Associate, is the founder of OPEN MINDS. Ms. Oss is a featured speaker on and author of numerous books and articles on industry trends and strategic marketing and management issues. She leads the OPEN MINDS consulting practice and serves as executive editor of its three information services. Ms. Oss has a broad range of executive experience in both the private and public sectors of the behavioral health and social service fields. Prior to OPEN MINDS, she was founder of a managed behavioral health program, vice president of a U.S. health risk management and underwriting division of an international insurance company, and head of account management for an occupational health services firm.

**M. Colleen Elmer, M.S.W., M.B.A., LCSW**, Executive Vice President & Senior Associate, brings twenty years of experience as an administrator, educator, and clinician. She has worked with a myriad of organizations including: state and local governments, pharmaceutical companies, managed care organizations, neurotechnology companies, and behavioral health and social services providers. Her projects have included strategic planning, clinical and operations reviews, marketing and business development, process reengineering, human resource management and succession planning, as well as a variety of large research projects.