



The View

Newsletter of the Ridgeview Alumni Association

Volume X, No. 1

March, 1998

Smyrna, GA

Alumni Association had productive year in 1997 with varied projects and socials

Since its inception nine years ago, the Ridgeview Alumni Association has become a vibrant and integral support feature of Ridgeview Institute's inpatient, outpatient, and continuing care programs.

In fact, many independent reviews and critiques of Ridgeview's ongoing scope and mission often point to the institute's alumni program as a factor which sets Ridgeview apart from many of its fellow treatment centers.

1997 was one of the alumni group's busiest and most productive years ever. Members focused their energies on honoring their commitment of collectively sharing their "experience, strength, and hope" with individuals actively engaged in Ridgeview's many treatment programs, as well as providing a source of fellowship and support for the

recovery community in general and members of the Ridgeview community in particular.

Hundreds of meetings held

During the past year, the focal point of the Alumni Association's service work was the continued sponsorship of 11 Twelve-Step meetings that were held on the Ridgeview campus each week. The meetings were chaired by alumni and were held primarily for Ridgeview patients, but many alumni also attended. Two special meetings continued to serve selec-

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Continuing Care - Alumni offices relocated . . . again

The office of Continuing Care/Alumni Advisor Sam Anders has been relocated once again. He is now on the second floor of Professional Building North, a few doors down from his previous office location in Pro North before he moved to the Cottage A-B Connector for most of 1997.

According to Anders, the move was precipitated by the conversion of Cottage A to house Ridgeview's adolescent and women's programs.

Alumni are invited to take advantage of the scores of speaker meeting audio tapes that can be dubbed for \$1 in the Alumni Office or bring your own blank tape.

Ridgeview to be featured on TV special on March 30th

Ridgeview Institute and several members of its staff and alumni association will be featured as part of a five-part, three-night special on addiction produced by renowned journalist Bill Moyers. The overall series, "Moyers on Addiction: Close to Home," will air on Public Broadcasting stations throughout the country such as Atlanta's WGTV, March 29-31. The Ridgeview segment, entitled "Changing Lives," will air Monday night, March 30, from 9 to 10:30 p.m.

William Cope Moyers, Moyers' oldest son, was a patient at Ridgeview who was treated after a relapse in his recovery.



In addition to two visits by his production crew, Moyers came to the Ridgeview campus during Alumni Weekend last year. He interviewed several alumni who are recovering addicts and alcoholics, as well as Ridgeview's medical director, Dr. Paul Earley. The intimate interaction of a group therapy session at Ridgeview was also recorded.

"My wife, Judith, and I thought we knew about addiction, until it came close to home," Moyers said, referring to his son's struggles with drugs and alcohol. "What we learned about addiction, and are still learning, prompted this series. It's not about use, or even the occasional abuse of

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Ridgeview Calendar

Family Learning Series - Meetings - Socials

All activities are in the Ridgeview Conference Center unless otherwise noted. Check monitor in foyer for room locations.

MARCH

Sunday-Tuesday, 29th-31st- *Movers on Addiction-Close to Home*, 9 p.m. PBS Television Network

APRIL

Thursday, 2nd- Family Learning Series - *How to Help Someone with an Alcohol or Drug Problem*, Roy A. Kupkowski, R.Ph., NCACII, 7:30 p.m.

Friday- 3rd- First Friday Speaker Meeting, 8 p.m.

Saturday, 4th- Relationships in Recovery, 8 p.m.

Thursday, 9th- Family Learning Series- *Family Dynamics in Addiction Recovery*, Judy Williams, M.S., M.Ed., 7:30 p.m.

Saturday, 11th- Relationships in Recovery, 8 p.m.

Monday-Thursday, 13th-16th- Family Workshop, 9 a.m. - 4 p.m. (see page 11 for details)

Thursday, 16th- Family Learning Series- *Couples in Recovery: Rediscovering Intimacy*, Brian L. Moore, Ph. D., 7:30 p.m.

Saturday, 18th- Relationships in Recovery, 8 p.m.

Thursday, 23rd- Family Learning Series- *How Your Family of Origin Affects Your Marriage*, Sandra S. Maddock, LCSW, 7:30 p.m.

Saturday, 25th- Relationships in Recovery, 8 p.m.

Thursday, 30th- Family Learning Series- *Trust, Disillusionment, and Betrayal in Marriage*, Jack Graham, LPC, 7:30 p.m.

MAY

Friday, 1st- First Friday Speaker Meeting

Saturday, 2nd- Relationships in Recovery, 8 p.m.

Thursday, 7th- Family Learning Series- *Men's Issues with Intimacy*, Douglas N. McKee, Psy.D., 7:30 p.m.

Saturday, 9th- Relationships in Recovery, 8 p.m.

Thursday, 14th- Family Learning Series- *Rekindling the Romance in Your Marriage*, Sheila Buck, LPC, 7:30 p.m.

Saturday, 16th- Relationships in Recovery, 8 p.m.

Thursday, 21st- Family Learning Series- *Stress, Nutrition & Weight Control - Part II*, John T. Cooper, Ph.D., 7:30 p.m.

Saturday, 23rd- Relationships in Recovery, 8 p.m.

Thursday, 28th- Family Learning Series- *Relationships: Breaking Up Without Breaking Down*, Joan Miller, Ph.D., 7:30 p.m.

Saturday, 30th- Relationships in Recovery, 8 p.m.

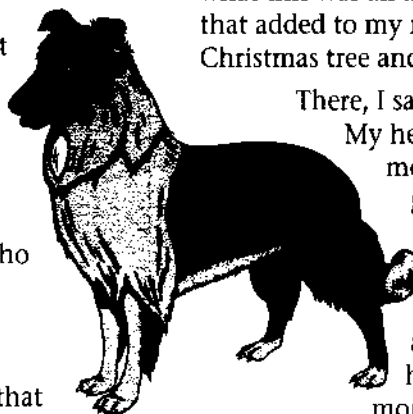
Friday-Sunday, 29th-31st- Alumni Weekend (see page 4 for details)

A Christmas I'll never forget

Hi y'all. This is Susan Brice-Harris from the halfway house. I hope everyone is having a great new year, and I hope everyone had a special Christmas.

I know that the Christmas season isn't easy for a lot of people. In fact, this past Christmas was going to be a tough time for me. You see, I had to put my dog, London, a beautiful collie who was my pride and joy for 12 wonderful years, to sleep. As the season approached, I shared this personal loss with staff and patients.

This Christmas, I was reminded once again that there is still a lot caring among a lot of people. I was told that the patients wanted to give me a present on December 18th. The day came, and I was a little nervous. I didn't know what to expect, although I could sense some excitement from both patients and staff.



After our community meeting, it was time to find out what this was all about. They put a blindfold on me and that added to my nervousness. They led me to our Christmas tree and removed the blindfold.

There, I saw the prettiest sight. A puppy. A collie.

My head fell to my hands. For a few moments, all I could do was cry. It was a good, warm cry because all I could feel around me was a lot of love.

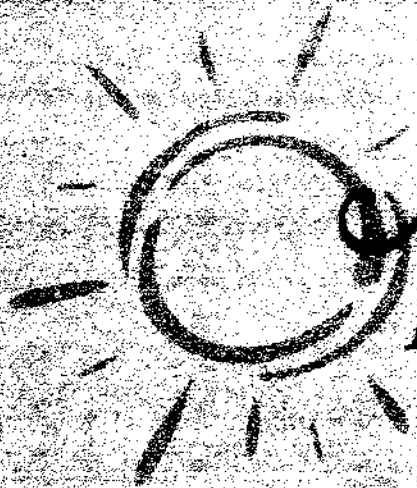
They brought me the puppy, and we both fell into each other's arms, like we were hugging. I could hear people sniffing. It was a spiritual moment for everyone. The patients had to help me to a chair. I looked around the room, and the place was packed with ex-patients, patients, and staff. I was truly touched beyond words. My husband, sister, and brother, all of whom knew of my love for London, were

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RIDGEVIEW INSTITUTE

SAVE YOUR CALENDAR

Alumni Weekend gives us a unique opportunity to share our collective experience, strength and hope with each other and those at Ridgeview. You will receive more information on the plans for this year in the mail in the next few months. We hope you can join us.



Alumni Weekend
May 29-31, 1998

Friday Evening Speaker Meeting
 C.D. Collins

Saturday One Day Workshop
 Spirituality in Recovery
 William J. White, M.D.

&
Psychomotor Experiential Workshop
 Paul H. Darley, M.D.

Sunday - Spring Fling
 Alumni, Staff & Families

*William J. White is Senior Research Consultant at Chestnut Health Systems / Lighthouse Institute in Bloomington, Illinois. He has a Master's degree in Addiction Studies and 30 years of experience in the addiction field. He has spoken to professional and lay audiences in 30 states, and authored over 50 articles and seven books, including *Pathways from the Culture of Addiction to the Culture of Recovery* (1996, Revised, Hazelden). Most recently, Bill was interviewed by Bill Moyers for his series on addiction, and will be featured, along with Ridgeview, in the third segment, "Changing Lives," Monday, March 30, on PBS 9-10:30 P.M. E.T.

REGISTRATION

Alumni Weekend Workshop
Saturday, May 30, 9 a.m. - 5 p.m.

Name _____

Address _____ City _____ State _____ Zip _____

Phone Number _____ (H) _____ (O)

***Registration Fee (includes lunch):** \$30 individual \$40 couple

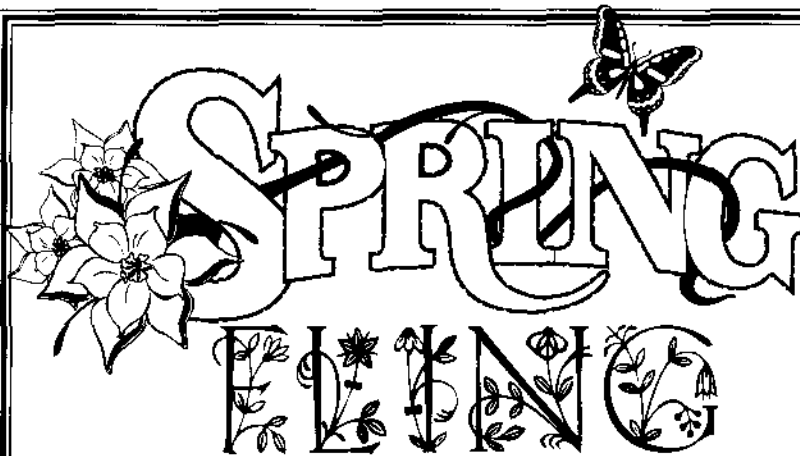
To Register By Mail: return this form with your check payable to Ridgeview Institute and mail to Ridgeview Institute, 3995 South Cobb Drive, Smyrna, Ga. 30080, Att: Finance

To Register by Phone: Visa or MasterCard only, call 770-434-4568, ext. 3001

Refund Policy: Requests must be in writing. Refunds will be given on requests postmarked or faxed no later than five(5) business days prior to the workshop. Address: Ridgeview Institute/Conference Center, 3995 South Cobb Drive, Smyrna, Ga. 30080, Fax 770-431-7025

For More Information: Please call 770-434-4568, ext. 3001

*This fee covers the cost of the Saturday workshop. There is no fee for the Friday and Saturday night speaker meetings or the Spring Fling on Sunday



Sunday, May 31

12 Noon-6 P.M.

Ridgeview Campus

**AA Meeting
5 P.M.**

Softball
Swimming
Tennis
Volleyball

Fun
for the
Whole Family

Burgers
Hot Dogs
Drinks
Much More!

RIDGEVIEW INSTITUTE



Don't Miss!

Journalist Bill Moyers takes an unprecedented look at addiction and recovery in America.

In a five-part series -

**Moyers on Addiction:
Close to Home**

Premiering

March 29, 30 & 31, 1998

9:00 P.M. (ET) on PBS

(check local listings)

In the third episode, "Changing Lives," (Monday, March 30, on PBS 9-10:30 P.M. E.T.) Moyers visits Ridgeview to interview Program Director Paul H. Earley, M.D., and recovering alumni gathered for Alumni Weekend 1997.

Alumni Focus:

Changed Lives ... the gift of recovery

EDITOR'S NOTE: As part of the Bill Moyers special five-part series on addiction that is slated to air on PBS over three nights, March 29-31, the segment in which Ridgeview Institute is featured is entitled, "Changing Lives." Moyers' son was a patient at Ridgeview, and "the changes he made here saved his life," the renowned journalist said.

Thousands of other lives have been changed and saved since Ridgeview Institute was established more than 20 years ago. In this issue of *The View*, six men and women who went through the Ridgeview treatment program, either as first-timers or who entered after relapsing, share their stories of how their lives have been changed.

How Vincent's life has changed since he entered recovery is explained by two people who know him best, a close friend and his wife.

Vincent:

I have been Vincent's friend for 15 years. Our friendship has lasted through his rocky marriage, drugs, parties, and what seemed like "good times." The turning point came last spring. It was a sunny Easter afternoon when Vincent took his last drink. Then he was a frustrated man with a \$500 a week drinking habit. He was angry, sad, and desperate before he made the vow to stop and take a long hard look at himself.

In the months that have passed, Vinnie has become not so much a different man as a man with a mission. It sometimes seems as if a new person has entered Vincent's body. He makes plans, and he isn't afraid to carry them out gradually. He has taken control of all the things that come to him--throwing some away, waiting to deal with others, and throwing his energy into what is possible.

Now, as a friend, when I offer him a direction, he looks at it and if he decides to move with it he makes sure everyone around him is included. He works on himself, but he has not made the mistake of becoming totally self-absorbed.

But all these changes are not as dramatic as his appearance. His eyes are no longer red, and his hands are always steady.

He doesn't need to drink to numb the pain he was never willing to share. He is no longer the performer he had become, but the real thing. He's chosen to "walk the talk," and it's day by day for him. So far, so good.

I have been with Vincent for 12 years, so I have to acknowledge that I'm part of the problems of his past. And the changes in him are sometimes even a daily

struggle for me. But I am his wife, and it is a healthy struggle.

No longer are we discussing the empty dreams of the future at our favorite bar till the wee hours. Now we are awake to enjoy the early morning hours with a cup of coffee and a clear head. We share devotions with one another. We share silences, too. But they're not empty!

When the weekend comes, there is no more procrastinating and second guessing. Going to the movies with Vinnie now means getting there before the previews are over. We can sit down to a supper he has cooked for me all afternoon--without a glass in his hand. A meal we eat, taking our time, listening to the flip side of a Dave Brubeck CD, letting the machine answer the phone because we want to put a boundary around what we have together. We can taste the food now and appreciate how much has changed and what hope feels like now.

Vincent is a man of his word. He is becoming the man I believed in from the beginning and that alcohol almost destroyed. I stand back in awe of him now.

"He is becoming the man I believed in from the beginning and that alcohol almost destroyed. I stand back in awe of him now".

Robert:

When my personal journey into recovery began a few short 24 hours ago, I had no idea what to expect. The initial effort, like with most of us, was for just a temporary stay from using in order to regroup and regain control of a life that was running riot. Absent from my thoughts were any clues that the redirection my life would undergo or the reasons and actions necessary to force upon me a changed life.

When I was actively using I was also actively abusing anything and anybody that crossed my path. I didn't care

Plant

about nothing, including wife, children, job, and friends. Call me the perfect example of a selfish, self-centered addict concerned only about my own comfort.

I compare my life then to a gardener whose garden was situated in a bed of weeds. Although I desperately wanted my garden to grow, I didn't understand or know what work was necessary and certainly wasn't willing to do my part. I blamed by garden problems on God and the poor soil. The more I looked at my garden mess, the more frustrated I became.

After some years of frustration, I tried to kill the garden project, but even that didn't work. Finally, I sought help. For me, help and the turning point came via AA. After seeing and accepting the mess I had made of my garden of life, a dramatic change came about. I became convinced that AA stood for "Attitude and Action."

Attitude: (with key word, though)

I was willing to listen and learn from others who preceded me with a messy garden of their own. I knew I could clean up my life and prosper. My attitude and outlook changed. I began to be willing to turn my life around. Daily meetings, calling my sponsor, and carrying the 12 message are vital to my success. Working the 12 steps is the key.

By working my life one day at a time, I see light of hope. I have a new attitude of always trying to listen, learn, and take action. In doing so, my garden grows.

There are still very brief periods when the weeds pop up and I wonder. But today, I easily recognize the weeds and am usually willing to pull them out. I am a happy gardener.

Will my attitude and willingness to take action always remain the same? God willing, yes! One day, I should even pass out some tomatoes.

My sobriety date is March 24, 1997. On that day, I went back to AA after an eight-year relapse, preceded by 10 years without a drink.

Who pulls miracles feel good? Yes, know, puffy clouds and sunny days around. Nope, not this one. This one is about the brand new shoes every day. But I know it is

a miracle, because many people who have gone where I've been are in prisons, mental hospitals, and graveyards.

Thank God I got stupid. It didn't matter that I knew The Big Book and had picked up a Seven Year Chip when I puked on my 15-year-old daughter last summer. She was not impressed.

Yep, The Big Book says we have to let go absolutely, let go of the idea. That didn't leave much since my life had become a big fat lie.

I'm going to be divorced in a few weeks after 18 years of marital bliss. We are living, breathing proof that sick people can stay together on fear, blame, dishonesty, and ego. I'm living on my own for the first time in my life sober. My children are doing great, because they are super people. They have lived in the sewer of addiction for a while. My 15-year-old daughter and 8-year-old son know today that they can depend on me. What a gift!

Today, I know what self-will means and what it can do in every area of my life. I know that I must thoroughly follow the path set for me or I can't deal with it. I can't have a sponsor, and without my sponsor, I can't be honest with people whom I am accountable to on a daily basis or I won't stay honest.

At the age of 24 I found my mom dead on her bedroom floor of a drug overdose. She was 62. She was beautiful and funny, and I loved her more than anything. She would have

loved my sobriety. I was sorry she missed it. Because my AA attitude, I should have missed my daughter when I have to tell the same story.

Thank you, God!

My company was in the computer business at the last turn of the century. At that time, I was born at a production level that has kept me in the top 10 percent in sales at my company. However, lack of promotion to upper level management was a no-brainer. I was high on hulk over 10 percent of the time I was at work.

It's somewhat unfortunate that my president/manager overlooked my actions, only judging my results. Can you say enabling?

But now, as a result of being sober for the past several months I have been promoted to a sales management position. This eventually resulted in a 50 percent increase in pay. That will come in handy on my "making amends work."

Alumni Focus:

As a result of being sober, I have worked my way back into society. I possess a driver's license. I'm a registered voter. I have made payment arrangements on defaulted student loans. Uncle Sam and I have come to terms on 12 years of back taxes. Child support is being taken care of now. Ahhhh, it's nice to be participating in life again.

I have discovered that an entire day of golf can be played on spring water (without barley and hops). Actually, any activity now is enhanced by a clearer mind and spirit.

More than anything else, having a conscious contact with God is the best product of my sobriety. Having a conscience took some getting acquainted with.

Stan:

Several years ago at Christmas, I asked God, "Why me? Why am I like this?"

I was alone, broke, morally bankrupt, and I could not stop drinking. I had lost everything I had that was dear to me. My family on more than one occasion asked me not to be present at family functions. Then it happened. I found help (with some nudging and prodding).

This past year at Christmas, I found myself asking God the same question. "Why me? Why is this happening to me?" Now I wanted to know what I had done to deserve the love and caring of not only my family, but also my family of choice.

A change had taken place in me. It was six months into sobriety that I realized that I quit drinking because I had no where else to run. I was tired. And, that if I was to have any kind of life, I had to give myself completely to this program. It was also about this time that I went and renewed my driver's license. It's funny how we never look at our own picture on our driver's license. However, on this occasion I did. As I looked at my old license, I did not recognize the person I saw. I could not believe that this had been me. I keep this picture with me now as a constant reminder of just one of the changes that have taken place in my life.

But that is not the only change that has taken place. My daughter had been diagnosed with ADD (Attention Deficit Disorder) and takes Ritalin daily. Immediate changes were obvious in her life. We could now read her

handwriting. She also started to notice things, like pictures hanging on the wall, the same pictures that had been hanging on the same wall for 15 years. I think I know how she must have felt. For me, words that I had read, spoken, or listened to began to become clear and had meaning. I began to see what I had become, and what I could be. I began to feel good about myself and what I could do, not only for myself, but also for others.

The changes in my life are not happening overnight. And they do require a lot of work. I have yet to go to a meeting that I did not hear something that I needed to hear. The meetings always seem to address some part of my life in which I am having difficulty. And now I can listen and understand. I do not think that my way is the only way, nor is it always the right way. I am learning to take criticism as it is intended. Patience has become a key word in my life. Peace and serenity are becoming everyday blessings. I am finding that I can accomplish

any goals that I set for myself. I no longer run from situations that present themselves to me. Things that used to drive me over the edge are no longer important. These were the little things, like being late or rain on a day when I had plans. My priorities have changed. I am no longer the focal point or object of my thinking, and I no longer come first. My program is first and utmost, because if I do not maintain a good program, I can be of no use to myself or anyone else. What started off

as a long road is still a long road. However, there is a little light beginning to shine and show me the way.

The other day at work I received a phone call from one my co-workers in Pelham, AL. He wondered if my ears were burning. It seems that he had been talking about me and just thought he would call and tell me. I was amazed. He told me that it was a pleasure to work with me. I just couldn't believe it. Just 16 months earlier during a conversation with the same person, I had been rather abrupt, crude, rude, abusive, and generally a total jackass. But he had noticed a change and wanted to tell me. For some strange, unexplainable reason, doing the right thing now has new meaning.

I am so thankful for the opportunity to live. I no longer want to die. I love my new life, being a human being again. I look forward to each day and know with the help of my program and my new family of choice that I no longer have to run. This feeling of gratitude is one that I hope that I can keep always. There are so many people who have helped me along my road to recovery. For me to keep what I have, I must truly give it away. It is important to me to help others.

"But he had noticed a change and wanted to tell me. For some strange, unexplainable reason doing the right thing now has new meaning".

Focus:

JESSIE:

"Life" That's what I call it. Life is different things to different people. For some people, it seems "life" was given to them on a silver platter. For others, it's a struggle from day to day. That's the way it was for me.

Each day I spent drinking would end and bleed into the next. My recharged mind, at times, would not know what day it was, not whether it was A.M. or P.M. For many years, I hardly knew one season of the year from another. That's the way it was.

The way it is today is "Life." I was referred to this program early in treatment to get back into "Life." Today, I discover "Life" on a daily basis. I had myself completely enmeshed by events going on around me.

I have come to realize the joy of each new season as it begins. I declare to myself that it's my favorite season until the next one nears. I can't really say which is my favorite, maybe it's spring, or is it fall? The good thing about today is choosing to experience and enjoy them all.

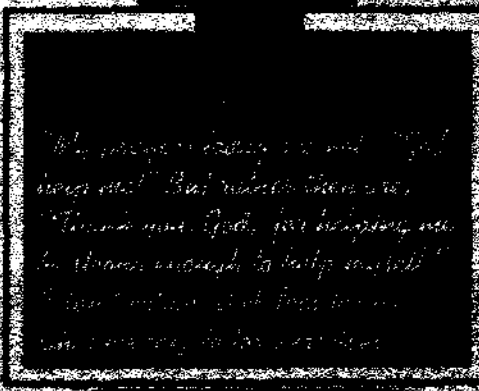
While my program does not guarantee that "life" will be smooth for me, the program does offer me "The Promises." I call this my "life" time warranty. God has done for me what I could not do for myself.

My prayers today are not, "God help me!" But rather they are, "Thank you, God, for helping me be strong enough to help myself." I don't believe God does for us what we can do for ourselves.

Today, I happily go through my daily routine of being a homemaker, instead of my other life of being a homewrecker. It was the lives of my children and husbands that I wrecked. Today, I thank them for their complete love and support.

Today, I have a serenity that I can't explain. If I am to lose that, it's a pity. It's also my choice to keep or lose. The choices I make today will dictate what tomorrow brings. I have been told, "If you like what you have, keep doing what you are doing."

In closing, I want to share my motto for living that came to be after experiencing a beautiful sunrise some months ago. "These days, the sun rises from the east, but then it always has. The only difference these days is that I am a part of it." And that's Life, folks, and that's the way it is.



PERI:

Home is where the heart is.

God bless this home,

Home sweet home.

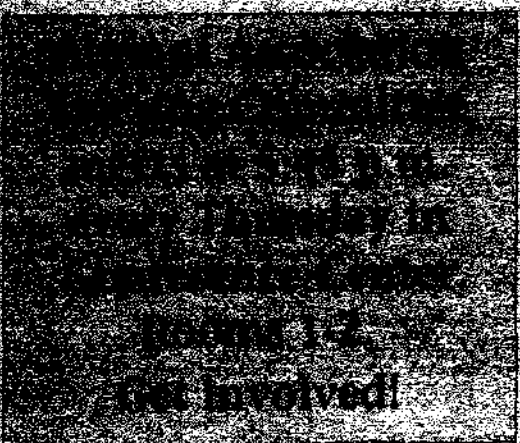
In recovery, I'm guided to re-member the freedom and joy of living from my heart.

Recovery - my favorite word. "I know the light while, when I knew it in my head only, I could see your light, but not mine. I sure couldn't feel either one."

Thank you, God, for the gift of recovery. Thank you for leading me back to my heart - for the gift of re-membering "Recovery."

I shared a hug with my mother this year. It was real, the first real hug we ever had.

Thank you, God, for the gift of recovery.



The News

A Quarterly Publication
for the
Ridgeview Alumni Association
and Staff and Friends of
Ridgeview Institute
Smyrna, Georgia

Published by the
Ridgeview Alumni Association
Steering Committee

ALUMNI GROUP HAD PRODUCTIVE YEAR

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tive groups, patients in Ridgeview's adolescent programs and Relationships in Recovery, a weekly meeting devoted to adult singles and couples who share their experiences and insight in healing relationships that have been damaged by the disease of addiction.

Also, the Alumni Association sponsored a speaker meeting each Sunday night on one of the cottages for patients and participants in the Ridgeview halfway house program. Speakers came largely from the ranks of the alumni.

Additionally, the First Friday Speaker Meeting, which was held the first Friday of each month and was open to the entire Atlanta area recovery community, featured outside speakers from throughout the region.

Other service work

Other service activities during 1997 included sponsorship of a Twelve Step meeting in north Atlanta and feeding the homeless at the Atlanta Union Mission during the winter months.

Also, two issues of *The View* newsletter were published by the Alumni Association for the eighth consecutive year and was distributed to the approximately 3,000 Ridgeview alumni and patients. The publication focuses on such themes as recovery in the family and workplace, relationships, relapse, and many other pertinent subjects. Stories were submitted by Ridgeview alumni and staff.

Varied social activities

Firmly believing that fellowship and learning to have fun in a sober atmosphere are critical to getting and staying in recovery, the Alumni Association continued to sponsor a number of social activities for its members, as well as for Ridgeview patients and their families.

Activities included the annual summer, Halloween, and New Year's Eve dances which attracted more than 1,000 participants during the year.

Other events included the annual Spring Fling and Alumni Weekend (see information on page 4 about 1998's event), Thanksgiving Gratitude Dinner and Meeting, Christmas Music Concert, three weekend lake retreats, and Sunday afternoon softball games during the spring, summer and early fall.

The Ridgeview Alumni Association Steering Committee, which plans and coordinates all of the group's activities, meets each Thursday afternoon at 5:45 p.m. in Rooms 1-2 of the Ridgeview Conference Center. All Ridgeview alumni are invited and encouraged to attend.

RIDGEVIEW TO BE FEATURED IN TV SPECIAL

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a substance. We're talking about an obsessive desire-- when something you take, drink, or smoke becomes the master of your mind and the tyrant of your life."

To tackle one of modern society's most misunderstood phenomena, Judith and Bill Moyers assembled a team of seasoned producers, editors and camera crews to create "Close to Home" from locations across the country. Each of the five episodes takes on a different facet of recovery -- from studies of brain pathology and genetic risk to various approaches to treatment. In each case, the experience of addiction is told by different people-- from parents to prisoners to young children.

Quoting from a press release by Moyers's Public Affairs Television in New York, "The ground breaking series that puts a human face on an American health public health crisis ... makes clear that the reality of addiction can be grim, frustrating and heartbreaking. But along the way, from laboratory to clinic to Congress, the Moyers team finds hope and progress in new medical techniques, education, and changing public attitudes."

The Moyers series kicks off a nationwide effort by Thirteen/WNET in New York, in association with the Public Television Outreach alliance, to work with community-based partners to coordinate nationwide outreach activities. The centerpiece of the campaign will be April 1 with national "Take A Step Day" to encourage Americans to learn about addiction, find out about local prevention and intervention programs, and make a personal assessment. PBS stations, national organizations and community groups around the country will be participating in the campaign through local initiatives.

MOYERS ON ADDICTION: CLOSE TO HOME

Public Broadcasting System

Sunday, March 29, 9-10 p.m. - *Portrait of Addiction* - The series begins with a montage of intense interviews with nine recovering addicts from various walks of life.

Sunday, March 29, 10-11 p.m. - *The Hijacked Brain* - Aided by powerful new diagnostic tools, neurologists are making dramatic discoveries about how addiction affects the brain.

Monday, March 30, 9-10:30 p.m. - *Changing Lives* - The focus of this segment is on recovery and the its most difficult facet - avoiding relapse. Includes segments at Ridgeview and other treatment centers.

Tuesday, March 31, 9-10 p.m. - *The Next Generation* - This segment offers viewers a look into the minds and hearts of young people who have fought addiction.

Tuesday Night, March 31, 10-11 p.m. - *The Politics of Addiction* - In the final hour of the series, the focus is on the public policy challenge of addiction.

EDGEVIEW

INSIGHTS



Forecasting and Revenue

Forecasting revenue is a critical component of business planning.

Accurate forecasting allows companies to allocate resources effectively.

It also helps in identifying potential risks and opportunities.

By using historical data and market trends, companies can make informed decisions.

Forecasting is essential for long-term success and growth.

Regularly updating forecasts ensures they remain relevant and accurate.

This proactive approach is key to navigating a competitive market.

Investing in forecasting tools can significantly improve a company's performance.

Collaboration between departments is vital for accurate forecasting.

Clear communication and shared goals are necessary for success.

Forecasting is not just a numbers game; it's a strategic tool.

Embracing forecasting can lead to sustainable business growth.

Stay ahead of the curve by prioritizing accurate revenue forecasting.

It's the foundation upon which a successful business is built.

Don't just react to the market; anticipate it with your forecasts.

Consistent forecasting leads to consistent results.

Make your forecasts a central part of your business strategy.

With the right approach, forecasting can be a powerful asset.

Use your forecasts to guide your company's future direction.

Forecasting is the compass that keeps your business on track.

Invest in the future by investing in your forecasting process.

Accurate forecasts are the key to unlocking your company's full potential.

Forecasting is more than a task; it's a mindset for success.



The View

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