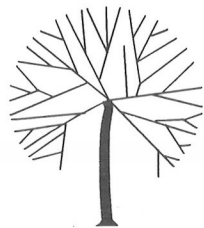


THE
MCBRIDE ALUMNI
SPRING RETREAT

Rejuvenate
Your Recovery

May 26-28, 1995

Perpetual Help Retreat Center
Oconomowoc, Wisconsin



The 9th Annual

Greater
McBride
Open

Saturday
June 24, 1995
New Berlin Hills
Golf Course

13175 West Graham



THE
MOVING FINGER 
The McBride Alumni Association and Foundation

Vol. XI, No. 1

Milwaukee, Wisconsin

Spring, 1995

Let The Spirit Move You

Retreat Promises Pick-Me-Up

Winter has been hanging on like a poor loser this year, but McBride Alums are about to administer the *coup de grace*. Our traditional welcome to the brighter side of Wisconsin's weather — the annual Spring Retreat — is set for the weekend of **May 26-28**.

And for a variety of reasons, talk has it that it isn't a minute too soon.

"There's no question; it's been a bummer year," said Retreat Co-Chairman Bob Hanning. "You don't have to look any further than the newspapers. From the front page to the business pages to the sports section, there's been an overload of depressing news. The time is ripe for a real rejuvenation of the spirit."

It was that gloomy emotional climate, in fact, that prompted the theme for the uplifting get-together at Perpetual Help Retreat Center — **Rejuvenate Your Recovery**.

Those who have attended previous McBride Retreats know how truly revitalizing these weekends-in-the-woods can be.

Unlike more traditional retreats, they are not somber or silent events; to the contrary, they are lively, spirited demonstrations of *Continued On Page 2*

Manske Picked
For Board Seat

Cary Manske, an Alum of several years standing, has been named to the McBride Alumni Board of Directors to fill the spot left vacant by the resignation of Paul Pushkash.

Paul, as many of you know, is devoting full time to his battle with cancer. He was elected to a two-year term on the board in 1993.

Is Fellowship
Dead?

Please See Page 3

Golfers Primed For Annual Outing

Golf was invented with spring in mind. It's the perfect opportunity for getting re-acquainted with the great outdoors without having to bundle up or otherwise guard against the perils of Wisconsin winters.

Open pastures, wooded escapes, the fun of splashing in the water, frolicking in the sand — it's all there with golf and golf means the GMO. The 9th Annual Greater McBride Open, that is.

Set for June 24 at New Berlin Hills, this year's event is truly a bargain at only \$15.00.

In response to suggestions for making the outing more attractive, it's been cut to nine holes and the course is one at which walking is permitted. (For those who prefer the good life, carts will be available at \$6.50 per person, double occupancy.)

Unfortunately, however, space is limited and it's first-come, first-serve for the big Saturday afternoon, including a cook-out. Reservations and checks must be received no later than June 14.

"We've had complaints *Continued On Page 2*



Reservation Deadline: May 22, 1995

Name _____
Address _____
City/ST/ZIP _____
Phone _____

Persons @ \$120: \$ _____

Make Check Payable to **The McBride Foundation**

Mail To: **Bob Hanning**
2737 E. Beverly Road
Shorewood, WI 53211
(414) 964-6566

Reservation Deadline: June 14, 1995

Name _____
Address _____
City/ST/ZIP _____
Phone _____

Persons @ \$15.00 Check Amnt: \$ _____
1/2 Carts @ \$6.50

Make check to, and mail to: **John Hopkins**
13221 W. Meadow Lane
New Berlin, WI 53151
(414) 786-1213

RETREAT BECKONS

Continued From Page 1

fellowship and camaraderie. They are fun.

The \$120 fee covers two nights lodging at the scenic complex on Crooked Lake, five meals and all the inspiration and motivation you can soak up. Space is limited, however, and your reservation and check must be received by May 22 (see back page).

Sign-in and room assignment begins at 5 p.m. on Friday, and the closing should have you on the road home by noon Sunday, with plenty of time to enjoy the Memorial Day holiday Monday.

Nothing has been changed in the general format that has been so popular over the years. There will be a keynote talk — this year by McBride Alum and ADMC staff member Jeanne Worman — at 7:30 p.m. Friday (right after the 6 p.m. buffet dinner) and from then on, it's in the hands of the participants.

Along with lead talks and small discussion groups, there's plenty of time for rest and relaxation, walks through the woods and along the lake and for peaceful meditation. Nothing is mandatory, and Saturday afternoon is left free for anything from quiet time to shopping in the nearby rural communities. Golf is available just down the road.

And, as always, group games

and video movies can be expected for the night owls.

All is not light-hearted, of course, and the levels of spirituality and compassion engendered by the talks and discussions have always been the real take-aways from McBride Retreats.

Among those attending their first such "escape," a typical reaction is, "It's not at all what I expected. I guess I was thinking in terms of treatment, and that couldn't be farther from what it really is. We're real people now. Not patients."

The Retreat is open to all Alums as well as others who are familiar with our format and friendship and who share our addiction to alcohol or drugs.

Hanning said that cancellations can be accepted up until the reservation deadline May 22. After that, because of the contractual commitment, there can be no refunds. All attendees will receive further information, along with a location map, by mail.

This is, for the most part, a smoke-free event. Some private rooms, however, have been designated as "smoking-allowed," and requests for these should be made upon arrival on Friday.

Perpetual Help Center is located just off of Interstate 94, about 20 miles west of Milwaukee. Rides or car-pooling can be arranged by calling Bob Hanning at (414) 964-6566.

GOLF ON TAP

Continued From Page 1

in the past with both the cost and the 18-hole requirement," explained John Hopkins, 1995 GMO chairman. "This year, we kept the duffers in mind. It's lower priced and shorter. After all, the main thing is to make it a fun day for the most people. I think we've done that."

New Berlin Hills, he said, is "both a beautiful course and one that is challenging enough for the best of golfers. That means it has appeal for everyone, no matter what your level of proficiency."

McBride alums, as well as spouses, relatives, friends, etc., are all invited and non-golfing members of the party can join the group at the cook-out to follow at the Hopkins home (not far from the course). It's all included in the low registration fee, but contributions to the Alumni Foundation are always welcome to help defray expenses and to underwrite the fun-oriented prizes to be awarded.

All slots have to be guaranteed in order for the block of tee-times to be reserved, so pre-payment is a must, Hopkins said. Checks and registration forms (see back page) must be in his hands no later than June 14. (Those wishing a motor cart should note that on their reservations.) There can be no refunds, but rainchecks will be issued in the event of nonplayable weather.

The course is easy to get to. Simply take 124th Street south from Greenfield, or north from National, to the directional sign at West Graham. The entrance is about seven blocks west. First tee-off is set for 1 p.m.

Mark Your Calendars

- Spring Retreat May 26-28
- Board Meeting* June 13
- GMO Golf Outing June 24
- Board Meeting July 11
- Annual Meeting and Picnic Mid-September

* Second Tuesday Each Month; 6 p.m. at McBride. All Alums Welcome.

Soul-Searching Research Scheduled

Apathy Threatens Alumni's Future

When only half a dozen alums signed up for the McBride skating party in March, forcing its cancellation, the message could no longer be denied.

We've got problems.

The spirit that inspired nearly 100% participation at the first McBride picnic in 1985 is gone. The warm kinship that developed not only with each other but with the treatment center as well, is gone. That pervasive fellowship that was once so evident whenever alums got together is, for the most part, gone.

The problems, whatever they are, actually began to surface several years ago, when event attendance began to slip, and when donations to the Foundation began to fall off. Diehards didn't want to admit it, but it became obvious in 1994, when the winter bowling party failed to meet expenses, and when the summer picnic fell far short of expectations.

This year, the skating party was as heavily promoted as any previous Alumni event. It was an

activity that many had said they wanted, looked forward to and would support. But it was all talk and no attendance.

The Alumni Association, and all that it stands for, is on the ropes; gasping for air in a life-threatening atmosphere of indifference and apathy.

"We've got some major, major decisions to make," said David Franczyk, now in his third year as Alumni president. "It's pretty clear that we can't go on without making some big changes in what we're doing, in what we hope to accomplish, and in what we see as our purpose."

According to some, the disinterest can be blamed on the dramatic changes in addiction treatment programs brought on by managed care, with its short stays and restrictive reimbursement policies. When the Alumni was formed 10 years ago, the average length of a McBride inpatient stay was about 30 days compared to less than a week today. People back then had more time to get to know each other; to develop ties, and to learn to rely upon each other for mutual support.

But if it was simply the longer time spent together that was responsible for the "ties that

bind," why don't Herrington House residents, who still often spend months together, develop those once-common, deeply rooted emotional bonds with their fellow alums?

A thorough diagnosis and treatment plan is called for, and the Alumni Board is responding. At a special meeting in March, the directors agreed to an extensive study and made a commitment to take whatever steps are necessary to rectify the situation.

"This is too great an organization to let it slip away," Franczyk said. "We're going to do all that we can to save it."

He emphasized the danger in acting on unverified assumptions and said no changes would be made until the study is completed this summer. Professional research is scheduled, and the Board is seeking cooperation as well as opinions and recommendations from all Alums.

"One thing is certain," he said. "We're in deep trouble and we've got to make some adjustments. And if, in fact, we learn that the McBride Alumni Association no longer has a purpose and that it should be abandoned, then so be it. But I just don't believe that to be the case. We'll soon find out."

The Moving Finger is published quarterly by and for the McBride Alumni Association. Please send address and telephone corrections to:

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Ken Zimmerman
Editor

The Moving Finger writes; and, having writ, moves on.

- The Rubaiyat of Omar Khayyam

OFFICIAL NOTICE

According to the bylaws of the McBride Alumni Association and Foundation, Board members serve two-year terms and are selected from and by the full membership. Five vacancies will be created by term expirations this year and will be filled at the Annual Meeting in September. Anyone wishing to be considered by the Nominating Committee should submit his/her name to any current Board member no later than August 12, 1995. At least one year of sobriety is required. Current Directors may seek re-election.