

## Bill Greer Elected Board President of SMART Recovery USA

SMART Recovery USA is pleased to announce that William (Bill) **Greer**, a lifelong executive in the nonprofit world, has been elected **president** of its **Board** of Directors effective January 1, 2019, the start of the organization's 25<sup>th</sup> year. He succeeds Joseph Gerstein, MD, FACP, who was the organization's founding **president** in 1994 and reprised this role from 2017-2018.

"As SMART enters a period of tremendous growth and change," says Gerstein, "we are fortunate to have Bill at our helm with his experience in the nonprofit field, including extensive volunteer work for us."

"While our 25<sup>th</sup> anniversary is most certainly a time to celebrate how far we've come, we face an addiction crisis of epic proportions. With a quarter century of experience and science on our side, SMART is poised to make an enormous contribution to the individuals, families and communities devastated by this epidemic."

**Greer** has a rich history with SMART Recovery. He first used SMART in his own recovery before moving on to co-facilitate a regular SMART meeting. In 2014, he launched the first Family & Friends meeting in Washington, DC, and became regional coordinator for DC-Delaware, Maryland and Virginia.

Two years later, he helped create a 12-meeting InsideOut course at the maximum-security Montgomery County Correctional Facility in Boyds, MD. For this effort, he and two SMART colleagues were honored by the correctional system with an award for excellence and by city of Rockville, MD with a public safety award. SMART is publishing a handbook based on this course in 2019.

During his three years as regional coordinator, **Greer** promoted SMART in treatment centers, public health agencies, schools, military facilities, health fairs and conferences. These efforts, along with support from local

facilitators, contributed to significant growth in the region, which now exceeds 100 group meetings, including Virginia.

Since 2014, **Greer** has provided communications counsel to the SMART national office, drawing upon nearly four decades of experience as a communications executive, first with SmithBucklin, the largest association management firm in North America and then with the Food Marketing Institute, representing the global food retailing industry. He was elected to the SMART Recovery **Board** in 2017 and was named chair of its first Communications Committee. That same year he became a founding **Board** member of SMART Recovery International. He helped write the SMART Recovery *Five-Year Strategic Plan: Freedom from Addiction*.

“SMART has been instrumental in my life in numerous ways,” says **Greer**. “First, in overcoming a serious drinking and tobacco addiction, and then again when caring for my terminally ill wife and her subsequent death.

“SMART is extraordinary in many important respects. It stands alone among all recovery support groups as a community of people who have experienced addiction – themselves or through loved ones – supported by scientists and treatment professionals striving to help people overcome it.

“In this way, the SMART community brings together the real-world experience of recovery with what science has taught us about the most effective treatment. No other recovery support model does this. SMART is self-empowered recovery, people helping each other today and going forward to change and improve our lives.

This orientation is very appealing to millennials, to women and to anyone who wants to seize control of their lives and regain the respect and human dignity that addiction and its insidious stigma have taken from them.”

**Greer** earned a master's in journalism from the Medill School of Journalism at Northwestern University and a B.A. with cum laude from Lawrence University.