

## EA Digital Archive has new tagline

*International Employee Assistance Digital Archive*

Following a meeting with the EAPA Executive Board of Directors, a decision was made to add a tagline to the EA Archive so as to make it more welcoming to prospective users. A “Tagline Contest” was launched and promoted at the 2019 EAPA conference and beyond. Approximately 25 people submitted creative suggestions and five Archive-affiliated professionals voted in January on the winner. Dr. Christopher Knoepke, PhD MSW, LCSW, a Postdoctoral Fellow at the University of Colorado School of Medicine, won the contest with his winning entry, “A Knowledge Hub”.

Here is the new tagline and logo for the EA Archive:



The refreshed look will encourage EA professionals and others interested in learning about the field to visit the Archive here: [www.EAArchive.org](http://www.EAArchive.org). As always, authors, presenters, researchers and other professionals are invited to contribute articles, documents and photos to the Archive.

A recent contribution to the Archive is “*Reflections on 45 Years in the World of Employee Assistance Programs*”, an article by John Burke, reviewing his 45-year career in the Employee Assistance profession dating back to the early days of EAP. It illustrates the field’s evolution through one person's eyes from a public sector initiative to a private for-profit business endeavor. The article concludes with reflections on the state of the profession as viewed by the writer. You can read it in the Archive at: <http://hdl.handle.net/10713/11588>.