

October 1, 2010

Marc F. Kern
221 S Lapeer Dr
Beverly Hills, CA 90211

Dear Dr. Kern,

Congratulations! It is my sincere pleasure to inform you that your book, *Responsible Drinking: A Moderation Management Approach for Problem Drinkers*, has received the ABCT Self-Help Book of Merit Award. This program, in its second year, is an effort by the Association to educate the general public on the benefits of empirically supported treatment. Our overarching goal is that when an individual is contemplating therapy, he/she will select a professional who practices cognitive behavior therapy.

As an award winner, your book jacket cover will be posted on ABCT's web site under "The Public," on a page that will link to our Clinical Directory, Find a Therapist. We will also list your accomplishment on ABCT's Awards page and make an announcement at ABCT's Annual Awards Ceremony this November.

Regarding the Awards Ceremony, it will be held Friday, November 19, 2010, in the Imperial A Ballroom at the Hilton San Francisco Union Square from 5:00-6:00 p.m. We ask that you arrive 30 minutes early so that we may have a brief run-through of the ceremony and take several photographs. We will reserve the first three rows of the room for friends and colleagues of our award recipients. During the actual ceremony, once all the Self-Help Book of Merit Award winners have been named, we will ask you to stand so the audience can recognize you. It would be most helpful if you could send a jpg of your book jacket to use on our website and for the Awards Ceremony. Please send it to Mary Jane at mjeimer@abct.org as soon as possible but no later than Friday, October 22nd.

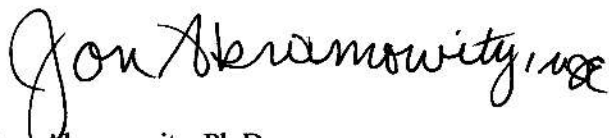
We would appreciate your help as we develop this program. It would be terrific if you could contact your publisher and request inclusion of our self-help award logo on the jacket or cover of the next printing of your book. Also, if appropriate, perhaps you would be willing to list ABCT as a resource or a referral service. Sample wording:

If you are seeking a professional cognitive behavior therapist or a behavior therapist, you should consider using the Association for Behavioral and Cognitive Therapies on-line clinical directory, Find a Therapist. ABCT is an interdisciplinary organization committed to the advancement of a scientific approach to the understanding and amelioration of problems of the human condition. These aims are achieved through the investigation and application of behavioral, cognitive, and other evidence-based principles to assessment, prevention, and treatment. Visit their website at www.abct.org for additional information.

Should you have any questions or require additional information, please contact me, Jonathan Abramowitz at jabramowitz@unc.edu or ABCT's Executive Director, Mary Jane Eimer at mjeimer@abct.org

Again, congratulations.

Sincerely,



Jonathan Abramowitz, Ph.D.

ABCT Self-Help Book of Merit

Subcommittee Chair and member of the

ABCT Awards and Recognition Committee

C: Mary Jane Eimer, CAE, Executive Director
Rochelle Robbins, Ph.D., Awards and Recognition Committee Chair
M. Joann Wright, Ph.D., Academic and Professional Issues Coordinator

P.S. This is the logo we would appreciate your using on future publications of your book if possible:



Self-Help Seal of Merit
*Association for Behavioral
and Cognitive Therapies*