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ONE INDUSTRY THRIVES AMIDST ECONOMIC CLIMATE, SEEKS CANDIDATES

Growing Industry Wants Certified Professionals -- Local Academy Offers Education

(FT. LAUDERDALE, FLORIDA, January 27, 2010) During these difficult economic times, we are bombarded with tips and tricks to get a job, but with most industries downsizing, sometimes the job to apply for just isn't there. There is one piece of advice that has tried and true relevance to today's market:

Find a growing industry and train for a good position within that industry.

The addiction recovery industry in Florida has been expanding significantly over the past years and there's no sign that it will stop. With drug and alcohol abuse on the rise and a similar rise in prevention and awareness, counselors and addiction professionals have never been in higher demand. Becoming a professional in the addiction field can be a fulfilling and lucrative decision.

In order to get the best jobs in the field, the ideal candidate will have one or more of the major certifications: Certified Addiction Professional, Certified Addiction Counselor, Certified Addiction Specialist or Certified Behavioral Health Technician. With these certifications from the Florida Certification Board, candidates can take a significant leap forward in their career aspirations. A further benefit is that addiction professionals will be working with people who need them the most. There's nothing more satisfying than being part of a team that helps get someone back on their feet.

The Academy for Addiction Professionals is a great example of providing adult education in a growing field. Since 2008, the Academy has been offering classes and several dozen CAPs, CACs and CASs have graduated as a result. These graduates have gone on to successful careers in the addictions field and learned valuable life skills. Enrollment for 2010 is now open.

"My CAP status gave me the knowledge and understanding of the industry and has contributed to the success of the treatment center I opened a few years ago," says Ben Brafman, CAP, LHMC, Director of the Academy and founder of Ft. Lauderdale-based Destination Hope. A licensed mental health counselor and board certified supervisor for other substance abuse professionals, Brafman adds, "It's a great designation for anyone who wants to advance themselves in our dynamic and growing industry."

Most certification classes can be taken in a classroom setting, and for those with fixed schedules, continuing education credits and some certification hours can be earned online.

Says Brafman, "We're excited to offer a program that trains people in a solid career path that has the added benefit of helping not only addicted individuals, but their families as well."

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