

Submitted by [ahooper](#) on January 7, 2010

My name is Adrian Hooper. My partner, Tim Cheney, and I met in Maine a few years ago through our wives. We learned that we had much in common. We were about the same age and we both retired and bought homes in Maine around the same time. More significantly, we discovered that we both left home and were living on the streets in our early teens and we both struggled with addiction for years and relapsed repeatedly. At the worst of our addictions Tim was spending too much time under Grand Central Station in New York City and I in Bang Kwang Prison outside of Bangkok, Thailand. By the grace of God and with the help of other addicts and alcoholics, we now have a combined 40 years of sobriety.

The concept of Chooper's Guide was born on a sunny Saturday afternoon in August of 2009. While sitting on Pemaquid Beach in New Harbor Maine we talked about our gratitude for the miracles sobriety has given us and the meaning that service brings to recovery – giving it away to keep it. As we shared our past experiences, we came to the startling realization that, between the two of us, we had collectively been in alcohol and/or drug addiction treatment, of one kind or another, over 45 times. Someone said, “We could write a travel Guide to rehabs.”

After having a good laugh the conversation turned more serious. We talked about all the alcoholics and addicts who have died because they didn't know where to look for help, couldn't find a bed in an area treatment center or didn't have access to the right type of treatment. We had seen firsthand that all too often clinicians, medical personnel and other referrers make inappropriate treatment referrals or no referrals at all because they themselves don't have convenient access to credible, comprehensive and up-to-date information resources. We began to explore the concept of building such a substance abuse treatment focused resource – and Chooper's Guide was born. We decided to name it CHOOPER'S GUIDE using the Ch from CHeney and the ooper from Hooper - we thought it had a nice ring to it and would be easy to remember.

We scoured the web and discovered several sites that provided the service but found they were incomplete, the data wasn't uniform, and some sites were busy, confusing or difficult to navigate. They were generally advertising rather than information-based and expensive, so therefore not an option available to all providers. We decided to “keep it simple” and set out to design a site that's comprehensive, clutter-free and user-friendly so a sick addict or alcoholic or an anxious family member could easily work with it to find the treatment best suited to their needs.

We defined our purpose with this Mission Statement:

“Our primary mission is to help addicts and alcoholics find treatment and recovery before they die.” and we identified some simple, straightforward objectives:

Be Accurate, Comprehensive and Easy To Use

Expedite the referral and placement of individuals needing treatment by creating a data warehouse of verified, appropriately licensed treatment facilities and professionals.

Create a forum in which those facilities and professionals can provide detailed information in a uniform manner which can be easily found by the user.

Create a database which will enable treatment providers, the medical community, the educational system, and the legal and criminal justice systems to work together and make appropriate and accurate referrals.

Get addicts and alcoholics into treatment quickly and positively impact treatment outcomes by facilitating accurate matches.

Form the Chooper's Foundation to help the abused or neglected children of alcoholics and addicts and to provide vocational and educational assistance to individuals in recovery.

SAVE LIVES

Our directory, <http://www.choopersguide.com> went live online in September of 2010. We have about 55,000 pages of information on our site and our search engine rankings have increased 1000% since the launch date. In addition to our treatment directory, we have resource, news and events pages which include links to an vast array of addiction, treatment and recovery related information for individuals and professionals. Our design is simple, but our technology is advanced and the latest available.

In order to meet our objectives and continue to grow this valuable resource, we need the support of all who are part of the treatment and recovery communities. The information listed on our site is available to the public at no charge and all appropriately licensed and/or accredited facilities and professionals nationwide are eligible for a complimentary listing on our site. Our goal is to be complete and comprehensive. We are supported by annual paid membership subscriptions and the membership level determines the amount of information which may be listed. We're partnering with professional and recovery-oriented organizations to continually expand our treatment provider database and share the latest, most relevant knowledge and resources.

As we are new and in the process of establishing ourselves in the treatment community, we're looking for a few good people to work as independent business development consultants. If interested, please log on here: <http://resources.choopersguide.com/choop...>

Please visit our website, <http://www.choopersguide.com> and help us spread the word. We're very interested in hearing your feedback or questions – you can find our info or send us a message via the “Contact Us” tab on our home page. We appreciate having this opportunity to tell you about ourselves and it is our hope that this information will help another addict or alcoholic today.

Adrian Hooper & Timothy Cheney

This entry was posted on Friday, January 7th, 2011 at 6:13 pm and is filed under [News](#). You can follow any responses to this entry through the [RSS 2.0](#) feed. You can [leave a response](#), or [trackback](#) from your own site.