In the 1990s advocates and their national allies met to strategize on ways to reach out to the medical, public health, criminal justice and other communities about the possibilities of recovery from addiction to alcohol and other drugs, forming The Alliance Project. The project and its supporters found inspiration and support in the writings of historian William White and in the airing of a groundbreaking television series on addiction produced by Bill Moyers. The Alliance Project began planning for a national gathering; among their key tasks was the commissioning of the first national survey of the recovery community.

The nearly 200 participants were selected to represent the national recovery community – by geography, culture, recovery path, gender, etc. Speakers included the late Senator Paul Wellstone and Representative Jim Ramstad (R-MN). The Summit is best seen as a point along a curve of events charting the awakening, maturing and mobilizing of an American recovery advocacy movement.

The Summit had three goals:

1. To celebrate and honor recovery in all its diversity
2. To foster advocacy skills in the tradition of American advocacy movements
3. To produce principles, language, strategy and leadership to carry the movement forward