

Arkansas Speech-Language-Hearing Association



Sound Expressions

A Quarterly Publication

PRESIDENT'S LETTER

Kay Hall

2009 ArkSHA President



ArkSHA is an organization dedicated to the guardianship of the professions of speech-language pathology and audiology. This coming year we have the opportunity to increase our membership, increase public awareness and focus on *"Caring for Communication."* We have an excellent board, dedicated to serving **YOU**, our membership. As we begin the 2009 year, our goal as a board and organization is to **Refocus, Reinforce, and Revive**. That being said, we need each and every one of our members to collaboratively undertake an **ACTIVE** role to unite our organization into one strong, unified group promoting communication among those that we serve on a daily basis.

Great strides were made in the past year. ArkSHA held its first regional meeting to improve access to continuing education opportunities to our membership. Our Medicaid committee under the leadership of Jeff Adams and Cheri Stevenson worked diligently and successfully to get Medicaid reimbursement increased. Our convention, under the leadership of Kim McCullough, was outstanding offering a variety of interests and name speakers in our field. We hired a wonderful lobbyist, Martha Perry, who is working along side Carol Fleming, salary supplement Chair, on the salary incentive for our public school speech therapists. ArkSHA was also instrumental in helping some of our speech therapists in local school districts retain their payment of ASHA dues by their school district.

In addition, speech-language pathologists were added to the ADE shortage list affording students access to loan forgiveness programs.

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DON'T MISS OUT ON THE OPPORTUNITIES THAT ARKSHA MEMBERSHIP BRINGS

Now is the time to renew your ArkSHA membership. Invite your friends and colleagues to join. Applications are currently being accepted for the 2009 year. Renewal forms were included in the November mail out. If you do not have the form, you can access a renewal form (or a new member application) on-line via the

ArkSHA website (www.arksha.org) or (www.arksha.org/ArkSHARenewalForm.pdf).

The form can be downloaded and faxed to the ArkSHA office (501-244-2333). Membership fees can be paid by check or credit card. (*Note - membership renewals after February 15, 2009 carry a \$10 late fee.*)

Your current board of directors is making a concerted effort to recruit new members and retain past members. It is important for everyone in our profession to be part of our association so that we can continue to provide quality continuing education opportunities, retain the services of a management firm, and to provide the services of a lobbyist who represents our professions before the state legislature and various government agencies.

ArkSHA membership benefits include (but are not limited to)

- On-line newsletter and membership directory
- Voting Privileges
- Discounted rates to the ArkSHA Annual Convention
- Participation on committees and in association activities
- Satisfaction in knowing our professions are being supported in our state.

ArkSHA is a strong professional association that will work diligently for its members to ensure that their needs and concerns are addressed.

Again, thank you for your continued support and participation in ArkSHA. I look forward to working with you this year. We still much to do on behalf of our professions. **Help us to help you by being a member of ArkSHA!**

Carol

2009 ArkSHA President-elect

**ArkSHA 2007
BOARD OF DIRECTORS**

ArkSHA MISSION STATEMENT

To provide leadership, professional development, and quality membership services for audiologists and speech-language pathologists; to serve as the catalyst for innovative practices in prevention, assessment, diagnosis, and treatment of communication, hearing, balance, and swallowing disorders; and to advocate for the provision of quality programs and services and for the rights of people with communication hearing, balance, and swallowing disorders.

President

Kay Hall
Conway Public Schools
1200 Bob Courtney Dr.
Conway, AR 72032
kmhall03@sbcglobal.net

Immediate Past President

John Lowe, III, Ph.D., CCC-SLP
University of Central Arkansas
201 Donaghey, P.O. Box 4985
Conway, AR 72035
(501)450-3176
jlowe@uca.edu

President-Elect

Carol Fleming
Pulaski Heights Middle School
401 North Pine Street
Little Rock, AR 72205
(501) 447-3230
cbflem@swbell.net

Treasurer

Monica Scott
Mt. Pine School
101 Chiffon Lane
Hot Springs, AR 71913
(501) 767-2421
monica1slp@hotmail.com

Secretary

Cherin Pace
UAMS-Dental Hygiene
4301 West Markham, Slot 609
Little Rock, AR 72205-7199
(501) 603-1598
pacecherinc@uams.edu

**Vice President
Audiology & Hearing
Services**

J. R. McCoy
Central Arkansas Veterans
Healthcare System
(501) 257-1416
soonergator@sbcglobal.net

Vice President

**Speech-Language Pathology
Services**

Brent Gregg
UCA Speech-Language
Department
P.O. Box 4985
Conway, AR 72035
(501) 683-7178
bgregg@uca.edu

**Vice President
Continuing Education**

Cathryn Hollis
South Arkansas Hearing
1408 West 43rd Street
Pine Bluff, AR 71603
(501) 870-535-3002
cathrynjcranford@hotmail.com

**Vice President - Elect
Continuing Education**

Rebecca Atcherson
UALR/UAMS
2801 S. University Avenue
Little Rock, 72204-1000
(501) 569-9807
beccaz79@hotmail.com

Legislative Councilors

Beckie Weaver
Harding University
P.O. Box 10765
Searcy, AR 72149-0001
(501) 279-4640
bweaver@harding.edu

Courtney Chivers

INFORMATION CENTER

**Arkansas Board of Examiners
In
Speech-Language Pathology
And
Audiology**

101 E. Capitol, Suite 211
Little Rock, AR 72201

(501) 682-9180 Office
(501) 682-9181 Fax

Email: ABESPA@ipa.net

www.abespa.com

Arkansas Medicaid Website
www.medicaid.state.ar.us

Arkansas Department of Education
(501) 682-4475
www.arkansased.org

Arkansas Department of Health
(501) 661-2328

ASHA Action Center
(800) 498-2071
www.asha.org

**ArkSHA Office
Contact Information**

P. O. Box 250261
Little Rock, AR 72225

Phone: (501) 244-0621
Toll Free: (877) 427-5742
Fax: (501) 244-2333

Email: arksha@arksha.org
www.arksha.org

Lobbyist: Martha Perry perrymartha@sbcglobal.net

ArkSHA Administrators: Nancy Martinsen nancym@mmlinc.net Randy Martinsen randym@mmlinc.net

ArkSHA Board Members Eager to Serve



Carol Fleming
2009 President-Elect

As your new President-elect, I am making the following commitment to the members of ArkSHA. I will make a concerted effort to ensure that you know what the association will do (and is doing) for you – our membership. I care about this association, its members, and our mission. In order for us to be successful and grow as an organization, we need to improve our communication – it is the key to our success. As President-elect, my primary responsibility will be to grow and develop our membership. It is important for us to communicate to our non-members the importance of our association and provide them the tools to join. By doing this, we will continue to grow as a strong association – caring about communication and the professions within the state of Arkansas.



Cathryn Hollis
Vice President-Continuing Education

Hello, SHA members. I hope you all have marked your calendars for **October 14-16** for the 2009 ArkSHA Convention in Hot Springs with a theme centered on ***“Caring for Communication”***! Our keynote speaker will be the 2009 President of ASHA, Sue Hale. Audiologists, we are excited to announce that Kenneth Smith, Ph.D. will be presenting as well with some hands-on activities.

We will become very busy in the next few months so those who are interested in being on the convention committee for the 2009 Convention please contact me at southarkhearing@yahoo.com.

We are always looking for volunteers! Members can help with:

- **Registration**
- **Hospitality**
- **Moderating for the speakers**
- **MORE**

We could really use some extra hands to make the convention a success. I hope to hear from you all soon!



Brent Gregg
VP - Speech Language Pathology

"It is vital to our profession that we continue to stay energized and informed on the most current information our fields have to offer."

President continued from page 1

Many service opportunities were undertaken by ArkSHA leadership to promote public awareness. As we refocus, we welcome any feedback and participation from **YOU**, our membership. We need to **reinforce** our organization and make our work known to the public. To **revive** our organization, we need you. My challenge to each and every member is to **recruit** one new member to ArkSHA this year. I also challenge each of you to actively participate by working on a committee, helping at the convention and by letting the board know of your challenges and accomplishments. Thank you for the opportunity to serve this outstanding organization. By sharing responsibilities, we can **reunite** and strengthen ***“Caring for Communication”*** relationships.

Kay

Kay Hall, MS,CCC-
ArkSHA President



**REFOCUS
REINFORCE
REVIVE**

SLP



Rebecca Zellmer-Atcherson
Vice President-Elect of Continuing Education

My goal as Vice President-Elect of Continuing Education is help continue the goal of providing quality professional development for audiologists and speech language pathologists in the state of Arkansas. My vision for the state convention this year is for us as professionals to remember that **Caring for Communication** is one of the reasons we are in this field. That is to help ensure that our clients are getting the services they need for successful to communication in their homes, schools, jobs and in their communities.



J.R. McCoy
VP - Audiology & Hearing Services

I am excited about the opportunity to serve on the Arksha board. Good professional organizations are flexible, dynamic, and focused not only on advancement of the profession but on responding to the concerns of individual members. I look forward to working with practitioners in **all** parts of the state as well as a talented group of board members.



Cherin Pace
Secretary

Regardless of the setting in which the speech-language pathologist or audiologist is employed, I believe that we are all health care providers in one way or another. Years ago, the health care profession was referred to as the "helping profession" and I really like the more personal, compassionate feel of that term. Furthermore, it better encompasses all of the various settings in which we work.

Whenever I think about the importance of our role in the provision of care to persons with communication impairments, whether it is a disorder of hearing, speech, language, or cognition, I immediately recall the beautiful and inspiring words of Hildred Schuell,

“It is irresponsible to treat a patient without comprehensive information about the problem(s) that he/she presents. But the clinician must also deal directly with a human individual, and often with one upon whom suffering, physical weakness, anxiety, and other sequellae of incapacitating illness have imposed their inexorable indignities and humiliations. This is the hard fact the clinician can not turn away from if he/she is to help the patient assimilate traumatic experiences so that healing can occur. In addition, the clinician requires a hard core of scientific knowledge, if he/she is to help the patient more than any kind, meaning, but untrained person can. Professional competence is never an absolute achievement, but is, rather, something in the nature of a lasting commitment.”

Audiologists and speech-language pathologists would not have entered the health care profession had we not wanted to help others communicate. For humans, the ability to communicate is truly a gift. Moreover, our ability to restore or improve the communication of others is a gift as well, not only to our patients, but to us as well in that the sense of satisfaction and joy that we derive from giving our gift to others is incomparable.



LEGISLATIVE UPDATE

On House Bill 1149

HB 1149, to fund incentive bonuses for speech pathologists employed in the public schools, will be presented to the Joint Budget Committee on Thursday, February 12th, by its primary sponsor, Representative Eddie Cheatham (Crossett). Signed on as co-sponsors of the bill are Representative Rick Green (Van Buren), Senator Jimmy Jeffress (Crossett), and Senator Shane Broadway (Bryant).

There may be questions raised by Joint Budget Committee members as to where the money will come from to fund the bonuses. Our sponsors feel that while at this point no one knows the exact amount of money that will be available in general revenue for new expenditures at the beginning of the new fiscal year, this bill needs to be approved so that **if** funds are available, there will be a mechanism to receive and disburse them. The fact that both the federal and State departments of education have designated speech pathologists as a shortage area in the schools lends credence to the need to keep SLPs working in the schools.

There will be more updates as they occur.

Martha Perry,
Lobbyist for ArkSHA

Sponsors of HB 1149:



Representative Eddie Cheatham
Primary Sponsor
(Crossett)



Representative Rick Green
(Van Buren)



Senator Shane Broadway
(Bryant)



Senator Jimmy Jeffress
(Crossett)

VISIT OUR WEBSITE FOR UPDATED LEGISLATIVE ALERT INFORMATION
www.arksha.org

ASHA's Leadership Development Program

Carol B. Fleming, M.S., CCC-SLP - Member of 2008 ASHA LDP Class

"Surround yourself with nutritious people. The World makes way for people who know where they are going. If I'm a Leader, who's succeeding because of me?" *What?* These may sound unusual; however, they are some of the many things I learned by participating in ASHA's 2008 Leadership Development Program (LDP). Everyone I met was talented, supportive, and most importantly nutritious (or as I like to say, a "P.P." – Positive Patty or Positive Paul). So, what is the LDP?

ASHA (as does ArkSHA) relies heavily on volunteer leaders (a.k.a. members) to accomplish many of its important actions and goals. ASHA also recognizes that leadership is a cultivated skill and has set a goal of identifying and developing leaders who will serve the organization. From ad hoc committee members to the board of directors, ASHA is in need of volunteers to shape the services and fulfill the mission of the organization. The LDP is one of ASHA's methods for training emerging leaders in our field.

In the second year of the program, 20 participants were chosen for demonstrated leadership in professional and community positions as well as potential leadership within the discipline (Redel 2008). In June, the participants completed a two and a half day Leadership Institute at the ASHA headquarters in Rockville, MD. Bob Arzt, President and Founder of Polaris One; and Maureen Thompson, ASHA's Director of Association Governance Operations; guided the 2008 class through topics that included traits of highly successful people, barriers to success and prosperity, project management, delegation, and time management (Arzt & Thompson 2008).

A primary component of the LPD is to identify and complete a personal leadership project.

My project was the creation of a web-based resource for the public school SLP. Other projects ranged from a local brain injury/stroke support group, a website with resources for parents concerned with their children's dysfluency, increasing awareness of career opportunities in communication sciences and disorders in high school students, "Sponsored Silence: Building Public Awareness and Promoting the Profession", and an Evidence-Based Practice Model Across the Academic and Clinical Settings.

Following the Institute, LDP participants participated in 10 bi-weekly group coaching conference calls where topics such as leadership skills, achievement drive, team synergy, gaining cooperation and goal-setting were addressed (Willingham 1997 and 2005). This gave members of the LDP an opportunity to continue to network and build supportive relationships for each other.

The culmination of the program was at the ASHA Convention in Chicago where each participant presented their project reports, attended committee meetings, and had opportunities for networking with Association leaders. I attended the Schools Finance Committee, [Council for Clinical Certification in Audiology and Speech-Language Pathology](#) (where I had the opportunity to see our own Beckie Weaver in action), and the Ad Hoc Committee on the Roles and Responsibilities of School-Based Speech-Language Pathologist. During these meetings, I interacted with ASHA Presidents, Past-Presidents and President-Elects, renowned researchers and clinicians in our field – all of whom value service to our professional organizations.



Currently, ASHA is accepting nominations for the 2009 LDP. Nominations must be submitted by 5:00 p.m. Eastern Time on Friday, **February 20, 2009**. Please nominate "emerging leaders" you believe might be interested and eligible to apply for the LDP or encourage an emerging leader to self nominate! Forward each nominee's name, mailing address, and email address to leadership@asha.org. And of course, I would encourage others to volunteer with ArkSHA or ASHA in hopes that you, too, may surround yourself with nutritious people. Lastly, I am especially grateful for the generous letter of support from John Lowe III (Chair - UCA Speech-Language Pathology Department) and LRSD for supporting me in this opportunity.

Through my LPD participation, I am now a part of a national network of emerging leaders, have better insight into the organization and governance of ASHA,

and more specifically how I may better contribute to the professions.

This experience has been a significant highlight in both my professional and personal development. An unexpected outcome of the program was the profound impact the LPD had on each of us personally. The LDP is more than just developing leaders - it is about nurturing participants in the benefits of positive interactions, empowering each of us to build our confidence and our "I AM", and helping us to achieve our goals of making an impact in our communities and our profession. That is what nutritious people are all about. After completing the training, ASHA asks that each LDP participant serve on an ASHA committee, board, task force, or other volunteer assignment that matches their interests and newly developed skills. I am looking forward to serving in this capacity (committee not yet determined).

References:

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Willingham, R. (1997). The People Principle - A Revolutionary Redefinition of Leadership.

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ArkSHA HONORED FOR PROMOTING AND ADVOCATING ASHA



Just prior to the ASHA Convention in Chicago on November 19, 2008, ArkSHA and ten other states were recognized for "mutual respect, interdependence, and shared responsibilities in promoting and advocating for the professions," according to ASHA President Kate Gottfred, who presented a plaque to **John Lowe III**, 2008 President of ArkSHA.