



## ArkSHA 2009 Convention *Caring for Communication*

October 14 -16, 2009

Hot Springs Convention Center • Embassy Suites • Hot Springs, Arkansas

### Keynote Speaker:

SUE HALE, President, ASHA



ArkSHA'S ANNUAL BUSINESS MEETING • OPENING SESSION &  
AWARDS CEREMONY • SOCIAL HOUR • EXHIBITS

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### Featured Speakers:



KATHRINE VERDOLINI ABBOT, PH.D, Professor of Communication Science and Disorders in the School of Health and Rehabilitation Sciences, University of Pittsburgh

**(Two sessions)**

Motor learning principles in speech and voice therapy.

**(One session)**

Novel concepts in pediatric and adult voice therapy.



DIANE GERMAN, PH.D, Professor at National-Louis University, Chicago, Illinois.

**Seminar 1:** Differential Diagnosis via Deep Assessment in Word Finding

**Seminar 2:** Comprehensive WF Intervention based on Deep Assessment

**Seminar 3:** Impact of Word Finding on Oral Reading



LAURA MURRAY, PH.D., CCC-SLP, Professor in the Department of Speech and Hearing Sciences, and Cognitive Science and Neuroscience Programs, Indiana University

**(Two sessions)**

Update on Cognitive and Linguistic Treatments for Aphasia

**(One session)**

Assessing and Treating Executive Dysfunction in the Adult Neurogenic Patient Population



KENNETH SMITH, PH.D, an original founder of Hearing Associates, Inc.

**Seminar 1:** The Gold Standard for Verifying Hearing Aid Fittings

**Seminar 2:** Amplifications Innovations: 24/7 Hearing aid use and other new Developments

**Seminar 3:** Improving the Quality of Patient Care Through a Focus on the Process of Evaluation and Treatment



ANNE VAN KLEECK, PH.D, Professor and Callier Research Scholar, School of Behavioral and Brain Science, University of Texas at Dallas.

**Preparing Preschoolers and Kindergartners for Success in Classroom**

**Interaction & Reading Comprehension**

**ArkSHA 2009  
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.

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And  
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**Arkansas Medicaid Website**  
[www.medicaid.state.ar.us](http://www.medicaid.state.ar.us)

**Arkansas Department of Education**  
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**Arkansas Department of Health**  
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**ASHA Action Center**  
(800) 498-2071  
[www.asha.org](http://www.asha.org)

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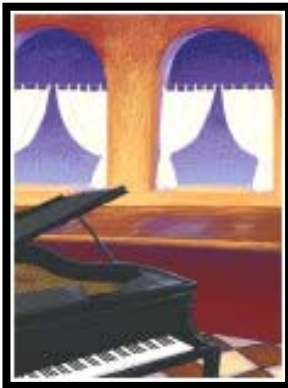
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## 2010 Slate of Officers

To be Presented at the  
ArkSHA Business Meeting

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Colleen Carter Allen

No Photo - Aleecia Starkey



### VICE-PRESIDENT ELECT FOR EDUCATION

Miranda Parks

No Photo—Mary Ann Toner

### VICE-PRESIDENT FOR SLP



Cheri Stevenson



Cindy Wofford

### TREASURER



Jeff Adams

No Photo - Melodee Owens

## Join Us at the ArkSHA Social Hour



**Thursday, October 15th**  
**Convention Center Lobby,**  
**5:30 p.m.**

**Auction • Music**  
**Appetizers**  
**Cocktails • Networking**  
**Meet the Lobbyists**

**Sponsored by**  
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# ARKANSAS WINS SALARY SUPPLEMENT FUNDING

by Susan Boswell

After learning that a neighboring state, Louisiana, was working toward a state salary supplement, members of the Arkansas Speech-Language-Hearing Association (ArkSHA), approached the state association board of directors in 2004 with a question: "Do you think Arkansas could get a statewide salary supplement?" asked SLPs Brandi Nixon and Kay Hall. Five years later, the answer to that question is a resounding yes. Since June, 500 SLPs across the state are celebrating a one-year \$5,000 salary supplement after the Arkansas Department of Education awarded \$2.5 million to fund legislation that was passed in 2005.

"The salary supplement granted by the ADE goes a long way in recruiting and retaining quality SLPs in our schools. It has shown good faith and has boosted the morale of SLPs in our state. This effort shows that we are valued and will inspire us to work even harder," said Kay Hall, ArkSHA president and ASHA State Education Advocacy Leader (SEAL).

The ArkSHA board of directors took up the challenge of working toward a salary supplement in 2004, appointing a salary supplement committee which included Carol Fleming who quickly found interested supporters across the state. Hall and Nixon found a primary sponsor in Representative Betty Pickett. ArkSHA worked with their lobbyist, gathered information about how to write a bill, drafted the legislation, and found a sponsor in the Arkansas Senate, Senator Shane Broadway. The bill moved with lightning speed and was introduced in February 2005, approved by the education committee on March 8, 2005 and passed the legislature later that month.

"It moved quickly, but we were on top of this, meeting with legislators after hours," Fleming said. "SLPs wrote to every single legislator. When it got to the senate floor, it passed unanimously. It was a learning experience, and we were excited."

The group used information gathered from the ASHAS Web site, including the side-by-side comparison between the CCCs and the NBPTS, and developed flyers, handouts, and hosted grassroots advocacy days at the state capitol. The biggest challenge in working toward the salary supplement was educating legislators about the role of SLPs in the schools. "We were regarded as 'speech teachers' and we needed to educate the legislators that our role is broader and we work with literacy and generate funds for the district," Fleming said.

The victory was an important milestone—but a larger challenge remained. The new law (Act 1187) stated that the ASHA CCC-SLP was equivalent to certification by the National Board for Professional Teaching Standards (NBPTS) and provided a \$5,000 annual salary supplement for full-time SLPs who hold the CCC—but was unfunded.

ArkSHA considered lobbying for funding during a 2006 special session, but the sponsors of the bill advised them to hold back, saying the timing wasn't right. The following year, the salary supplement was included in an appropriations bill which died in the joint budget committee.

## RENEWED EFFORTS

After their efforts stalled, ArkSHA regrouped and retooled its strategy. Kay Hall was elected ArkSHA president, Carol Fleming became president-elect, and the salary supplement committee was reduced to six members. The association hired a new lobbyist, who recruited Senator Shane Broadway and Representative Eddie Cheatham to sponsor the bill. Cheatham understood the importance of recruitment and retention in the schools after learning that an SLP in his district left the school setting due to salary issues.

ArkSHA representatives met with the Arkansas Department of Education (ADE), which supported the bill, and on the advice of their lobbyist, focused their advocacy efforts on senators and representatives involved with H.B. 1149. Their efforts were bolstered by legislators, such as Sen. Tracy Steele and Rep. Rick Green, whose wives are SLPs, and the bill was signed by the Gov. on March 26. The one-time salary supplement for 2009-2010 will be funded through the ADE, which had \$16 million in surplus funds due to declining student enrollment.

"For right now, it is a one-time salary supplement because there are surplus funds," Fleming said. "It's our first step, but an important one because once it becomes funded, it will be difficult to take it away. We'll go back for the 2010-2011 school year."

Fleming relishes the advocacy work ahead. "I enjoyed finding out about the legislative process and I'm energized by people who are so passionate about their causes."

In 2010, ArkSHA will be working closely with the membership to get the salary supplement funding continued. "Most of the SLPs are paid on the teacher pay scale, but we know that our training exceeds that of a teaching license," Fleming said. "We have now gotten equality for our training which is comparable the NBPTS. It will also enable smaller districts to recruit and retain clinicians, instead of hiring contract clinicians. These SLPs will be able to participate in the school district retirement system."

## SALARY SUPPLEMENTS NATIONWIDE

Today the CCCs mean extra salary for audiologists and SLPs in at least XX other states and XX school districts. In 1999, Mississippi pioneered the movement toward salary supplements when the state awarded a \$6,000 annual salary increase to audiologists and SLP who hold the CCCs, the same amount provided to teachers who hold the NBPTS. ASHA members who would like to pursue a similar benefit in their school district or state can use an advocacy guide at [www.asha.org/slp/schools/salaries/advocacy-increases](http://www.asha.org/slp/schools/salaries/advocacy-increases) which includes a list of states and districts with salary supplements. For additional information, contact Janet Deppe at [jdeppe@asha.org](mailto:jdeppe@asha.org) or Eileen Crowe at [ecrowe@asha.org](mailto:ecrowe@asha.org).

For more information about Arkansas salary supplement, Contact Carol Fleming at [cbflem@swbell.net](mailto:cbflem@swbell.net) or Kay Hall at [kmhall03@sbcglobal.net](mailto:kmhall03@sbcglobal.net).

## TIPS FOR PURSUING A SALARY SUPPLEMENT

**Listen to the lead legislative sponsor and your lobbyist.** When we were told that the time wasn't right, we waited—and our patience paid off.

**Ask your lobbyist to work for you.** Be sure that your lobbyist follows through in doing the behind-the-scenes work that is critical in passing a bill, and that your lobbyist will be there for the long haul.

**Focus on the goal.** If it's for the betterment of your members and if you have the children at heart, you will do the right thing."

—Carol Fleming



### Government Solutions, LLC to Lobby for ArkSHA

Recently the board voted to contract with Government Solutions, LLC, to lobby for ArkSHA. The firm consists of two seasoned lobbyists, Courtney Sheppard and Randy Thurman, who will keep watch over ArkSHA's legislative interests and assist us as issues arise.



**Courtney Sheppard** was in the House of Representatives until January, 2001 serving on various legislative committees. In his last term Mr. Sheppard was Chairman of the Committee on City, County and Local Government and Co-Chair of the Committee on Rules and Regulations. He has been involved in a number of legislative issues from electric deregulation, water conservation, human resource management, oil and gas, recycling, nursing homes and taxes.

Prior to serving in the House of Representatives, Mr. Sheppard served on the El Dorado City Council. Throughout this same period, he started and continues to operate Sheppard Real Estate, Inc., which specializes in appraising and developing. He is also involved in the nursing home industry.

Mr. Sheppard received a BS degree in History from Southern Methodist University. He did post graduate studies in history and law at the University of Arkansas in Fayetteville. He became a full partner in Government Solutions, LLC, in May, 2001. Mr. Sheppard is President of the Arkansas Society of Professional Lobbyists Board of Directors.



**Randy Thurman** is a six-year veteran of the Arkansas House of Representatives, serving from 1989-1994, before becoming the Executive Director and lobbyist for the Arkansas Environmental Federation. As a legislator, Mr. Thurman served on the Committees of Transportation; Education; Public Health, Labor & Welfare; Aging & Legislative Affairs; and Agriculture & Economic Development.

Mr. Thurman is a Past-President the Arkansas Society of Professional Lobbyists and is a former President of the Board of Directors of the Arkansas Society of Association Executives. Prior to his Legislative service, he was an industrial recruiter, a small business owner and operator, a city alderman and he worked in county government. He has a BA in Political Science from the University of Central Arkansas, Conway, a Masters in Public Administration from the University of Arkansas, Fayetteville, and a Masters in Human Resource Development from Webster University, Little Rock. He partnered with

long time lobbyist, Bill Brady of Little Rock, in 1998 to create Government Solutions, LLC.

*Get involved!*



**Join ArkSHA TODAY!!**

K

To Mara Cole for her inclusion work on using the LIPS program

U

D

To Cheri Stephenson and Shelly Wier for their work on medicad and updating approved testing.

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