

Arkansas Speech-Language-Hearing Association



SOUND EXPRESSIONS

A Quarterly Publication

PRESIDENT'S PERSPECTIVE

Carol B. Fleming
2010 ArkSHA President



Welcome to 2010! ArkSHA has many new and exciting things planned for our membership this year. Our platform is **"Focusing on ArkSHA: Our members, Our Association, Our Future"**. This platform will be carried through with the convention theme, **"Spotlighting the Professions"**. Already, Rebecca Atcherson is preparing for a phenomenal conference. She is contacting well-recognized individuals in our fields regarding being a presenter; she is seeking volunteers to assist; and is looking for new vendors. More information to follow - stay tuned for the latest.

Currently, I would like to *focus* on our 2010 Board of Directors. Thanks to you, our membership for supporting your colleagues, during our recent election. Your votes have brought tremendous experience, optimism, and spirit to our Board. We have returning officers as well as new officers who will bring both historical knowledge and new ideas for our association. Contact information is available on the ArkSHA website: www.arksha.org under ArkSHA Board. Please feel free to contact any of us should you have a comment or concern you would like to share.

We have much to accomplish this year. In the next few weeks, we will be working with the Arkansas Legislature to obtain funding for Act 607 of 2009. In 2009, we were able to obtain funds for the Salary Supplement Stipend; however these funds were only for the 2009-2010 school year. In order to receive future payments, we must continue to foster our relationships with the Arkansas Department of Education and Arkansas State Legislature.

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CALL FOR NOMINATIONS FOR POSTER AMBASSADOR

ArkSHA selects one child and one adult poster ambassador each year to represent the dedicated work our professionals do to make a difference in the lives of individuals and their families. Poster ambassadors have demonstrated significant growth and reflect the work of speech-language pathologists and audiologists.

Nominations should include contact information for both the nominee and the person making the nomination. Please submit a summary of why this person should be selected as Poster Ambassador and a picture of the nominee if available.

Please submit all nominations to the attention of Kay Hall, Past President, by **March 1, 2010**.

Nominations may be submitted directly to Kay at

kmhall03@att.net or to the ArkSHA office via:

mail at P.O. Box 250261, Little Rock, AR 72225
phone at 877-427-5742
fax at 501-244-2333
email at arksha@arksha.org.



Kay Hall with 2009 Poster Ambassadors
Briar Miller and Lance Ellison

ArkSHA 2010 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

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

IMMEDIATE PAST PRESIDENT

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

PRESIDENT-ELECT

Aleecia Starkey
Dawson Education Liaison Group
2402 Wildwood Ave., Ste 170
Sherwood, AR 72120
(501) 835-3330
aleecia.starkey@arkansas.gov

TREASURER

Jeff Adams
UCA Dept. of Speech & Hearing
Center
201 Donaghey Ave.
Conway, AR 72035
(501) 450-5484
jadams@uca.edu

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

Cindy Wofford
Alma Schools District
PO Box 2259
Alma, AR 72921
(479) 632-2166
cwofford@almasd.net

VICE PRESIDENT CONTINUING EDUCATION

Rebecca Atcherson
UALR/UAMS
2801 S. University Avenue
Little Rock, 72204-1000
(501) 569-3155
beccaz79@hotmail.com

VICE PRESIDENT - ELECT CONTINUING EDUCATION

Miranda Parks-Crabtree
Alma Public Schools
PO Box 2229
Alma, AR 72921
(479) 632-2168
mparks@almasd.net

SLP AND AUD ADVISORY BOARD

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

Courtney Chivers
Arkansas Audiology, Inc.
2835 College Avenue
Conway, AR 72034
(501)329-7979 or (800)3297970
arkaudiology@yahoo.com

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

LOBBYISTS: Courtney Sheppard fcsheppard@comcast.net Randy Thurman thurman@arkansaslobbying.com

ARKSHA ADMINISTRATORS: Nancy Martinsen nancym@miiinc.net Randy Martinsen randym@miiinc.net

President continued

With this being a fiscal legislative session, we will be focused on fiscal issues impacting our professions. If there are other issues you would like ArkSHA to address in 2011, please feel free to contact us.

As a reminder, ArkSHA is on Facebook. We hope you will join our group page. (<http://www.facebook.com/arksha?ref=ts#/group.php?gid=47404247842&ref=ts>) Since many individuals are connecting via Social Media, we thought we should too. This is a great way to connect with ArkSHA members, friends, and colleagues. We do send notices and alerts via Facebook to our members. These notices are sent in addition to those sent from our management firm.

Lastly, I would like to encourage you to become involved. We are looking for volunteers to serve on committees; individuals to nominate clients, students, or patients as our ambassadors; professionals to nominate colleagues for honors and awards; and individuals to run for office. If you would like to become more involved, please contact an officer, myself, or the association office, arksha@arksha.org. Your voice and participation is important to our growth.

More of the best to come!
Carol

Call for Board Nominations

Strong Leaders Needed

ArkSHA needs strong leaders to stay abreast of issues that impact our professions and who will work as a team to move ideas into actions. Please submit nominations for candidates for the ArkSHA board which include:

President-Elect
Vice-President of Audiology Services
Vice-President Elect for Continuing Education
Secretary

Being an ArkSHA board member is not only a great way to serve the Arkansas professions of audiology and speech-language pathology, but a wonderful way to meet fellow professionals who are energetic and inspiring!

Please submit all nominations to the attention of Kay Hall, Past President. Nominations may be submitted directly to Kay at kmhall03@att.net or to the ArkSHA office via:

Mail to: P.O. Box 250261, Little Rock, AR 72225
Phone: 877-427-5742
Fax: 501-244-2333
Email: arksha@arksha.org



COMING TO A CONVENTION CENTER NEAR YOU!

SAVE THE DATE

Hello ArkSHA members! I hope that you have **October 28-29, 2010** on your calendars for the ArkSHA 2010 Convention at the Peabody of Little Rock, Little Rock, AR with a theme centered on "Spotlighting the Professions"!

The next few months will be very busy as we work to confirm speakers. We will have an ASHA Board of Directors member (to be announced) as a keynote speaker again. We are working hard to continue to bring top quality speakers to present this year. If there is a topic or speaker you want us to consider, please let us know. Also, if you are interested in being on the Convention committee please contact me at rzellmeratcherson@uams.edu.

We always need volunteers for the convention. We appreciate our volunteers and want to make sure you know this! You help make the convention a successful event!

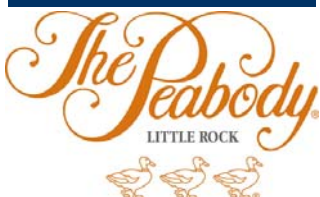
Volunteers are needed to:

- Moderating sessions
- Hospitality
- Registration
- **MORE....**

We always need extra hands to help with the convention and planning to make it a success! I hope to hear from you soon!

Rebecca Atcherson
2010 Conference Chair

**2010
CONFERENCE
SITE**



SEALS, STARS, AND SMACs – OH MY!

Carol B. Fleming

ASHA's Government Relations and Public Policy department has developed networks with representatives from individual states. Each of these networks focus on a different priority issue. Representatives on these networks communicate primarily via listserv discussions and participate in periodic conference calls. Their charge is to serve as a liaison between ArkSHA and ASHA on behalf of members on advocacy issues that impact their work environment.

ArkSHA would like to "highlight" our current Network Representatives/Leaders. Please join us in celebrating their leadership and advocacy on our behalf. Their dedication is greatly appreciated. Please note, we are currently looking for a SMAC representative. Any interested party, should contact President Carol B. Fleming.

STATE EDUCATION ADVOCACY LEADERS (SEALS)

The SEALS network charge is to enhance and perpetuate the advocacy, leadership, and clinical management skills of school-based ASHA members at the state and local levels to influence administrative and public policy decisions that affect the delivery of speech-language pathology and audiology services in school settings. Kay M. Hall is the SEAL for Arkansas. She has worked on many issues that have impacted professionals in the schools over the past five years. Should you have any concerns or questions, please contact her (kmhall03@att.net).



STATE ADVOCATES FOR REIMBURSEMENT (STARS)



The State Advocates for Reimbursement (STARS) are ASHA-member audiologists and speech-language pathologists who advocate locally with legislators, state insurance commissioners, health plans, unions, and employers on matters related to private health plan reimbursement. Cheri Stevenson serves as the STAR for Arkansas. She has worked diligently on behalf of members for the past few years. Should you have any concerns or questions, please contact her (cheri@accessschools.org).

STATE MEDICARE ADMINISTRATIVE CONTRACTOR (SMAC) NETWORK

(Previously known as STAR network) ASHA's State Medicare Administrative Contractor Network (SMAC) enhances and perpetuates the advocacy, leadership, and communication of ASHA members at the state level to influence administrative and public policy decisions that impact the Medicare coverage, reimbursement, and delivery of speech-language pathology services and audiology services. Currently, ArkSHA does not have a representative. If you are interested in serving in this position, please contact Carol B. Fleming (cbflem@swbell.net).

ArkSHA Budget is Commitment to Members

Jeffrey C. Adams, M.S., CCC-SLP
ArkSHA Treasurer

A corporate executive once said, "Nothing gets done if it's not in the budget!" Some of you manage therapy departments, clinics, households and other agencies and can relate to this matter-of-fact statement. In reality, an annual budget is a document susceptible to significant change when the unpredictable happens. For every budget, there are situations that cannot be predicted or planned — car repairs or medical expenses can blow household budgets quickly! For organizational budgets like ArkSHA's, the economic and/or political environment can just as easily impact the association's financial health. As we welcome in this new decade, one safe prediction is that expenditures will keep rising and economic forecasts will become harder and harder to gauge.

Despite the unknown, the establishment of a budget is critical for organizations like ArkSHA. The ArkSHA budget is much more than a control mechanism. It is a picture of the Association's priorities and a plan of action that summarizes the organization's commitment to its members. Recently, the executive council, the management firm, and I met to set the ArkSHA budget for 2010. Rest assured that the ArkSHA mission is well represented in this document. Advocacy, lobbying, dissemination of information, and ensuring quality service delivery are all priorities included in the 2010 budget. I believe that you will feel and see your membership dollars at work 2010.

Jeff



By **Membership Mahatma**
(aka Aleecia Starkey)

Dear MM,

I've forgotten - when do we renew our ArkSHA membership?!

-Forgetful in Fordyce

Dear Forgetful,

Now is the time to renew your ArkSHA membership and while you're at it, be sure to invite your friends and colleagues to join too! Applications are currently being accepted for the 2010 year. Renewal forms were included in the November mail out, but if you don't have the form, you can go to the ArkSHA website (www.arksha.org) or (www.arksha.org/ArkSHARenewalForm.pdf) and access a renewal form or a new member application. The form can be downloaded and faxed to the ArkSHA office (501-244-2333). Membership fees can be paid by check or credit card. Be sure to renew before February 15, 2010 to avoid a \$10 late fee!

Hi MM,

The economy is so bad right now and I am struggling with whether or not to spend the extra money on ArkSHA membership. I'm just not sure it's worth it. What do you think?

Broke 'n' Blue

Dear Broke,

You make a good point - the economy has certainly affected all of us and priorities must be set. The way I look at it is this - we all have to submit continuing education units to maintain our licensure and certification. ArkSHA membership provides discounted rates to the annual convention, which ultimately saves money! Other ArkSHA membership benefits include access to the on-line newsletter and membership directory, voting privileges, opportunities to participate in committees and association activities, and most importantly, satisfaction in knowing our professions are being supported in our state.

Dear M M,

Is it true that ArkSHA membership will help me be faster than IDEA's 60 day limit for testing children, stronger than the door to the sound booth and able to leap tall stacks of due process folders?

- Gasping in Gotham

Dear Gasping,

While ArkSHA membership does not guarantee the abilities of a super being it does offer the following: a way to network with other professionals to determine what is working in other school districts, education cooperatives, clinics and hospitals. It also provides a way for your voice to be heard by legislators and others involved in deciding laws, policies and procedures that impact the professions of audiology and speech pathology.

Dear Mahatma,

Last year there was a prize for the member who recruited the most new members or renewals of former members. Will that happen this year?

- Wanting to Win

Dear Wanting,

Yes! Stayed tuned for details!

SPOTLIGHT THE PROFESSIONS

Arkansas has the best of the best. Please 'spotlight' a colleague/mentor/professional in the fields of speech-language pathology -audiology by submitting a nomination for honors and awards. We want to highlight successful professionals in Arkansas at our convention in the fall. Please include the following information, along with contact information for nominee and person submitting nomination to the ArkSHA office at (501) 244-0621. Contact person: Kay Hall, Past President, kmhall03@att.net

1. Nominee Name: _____

2. County: _____

3. Award (check one)

_____ **LOUIS M. DICARLO AWARD FOR CLINICAL ACHIEVEMENT**

Individuals demonstrating significant contributions to advancing knowledge in **clinical practice** within the past 6 years are eligible for nomination by state associations to receive a recognition award.

Please submit to the ArkSHA Office by March 1, 2010.

_____ **FRANK R. KLEFFNER CLINICAL CAREER AWARD**

Individuals demonstrating significant contributions to clinical science and Practice over a 20-year career are eligible for nomination by fellow Professionals to receive a recognition award.

Please submit to the ArkSHA Office by March 1, 2010.

_____ **PAULA J. GOBER PUBLIC SCHOOL AWARD**

Recognizes distinguished clinical service by an individual in a public school Setting.

Please submit to the ArkSHA Office by March 1, 2010.

_____ **HONORS OF THE ASSOCIATION**

The highest honor the association can give and recognizes distinguished Contributions to the field of communication disorders. It is limited to members Of the Association.

Please submit to the ArkSHA Office by March 1, 2010.

_____ **RESEARCH AWARD**

Recognizes individuals who have made significant contributions to the research literature related to the professions of speech pathology or Audiology.

Please Submit to the ArkSHA Office by March 1, 2010.

_____ **AUDIOLOGY AWARD**

Recognizes distinguished service by an audiologist.

Please submit to the ArkSHA office by March 1, 2010.



We look forward to an innovative year as we continue to strive to improve communication and actions of our association to better serve our membership. Our red carpet board members will be just the ticket. Join us in welcoming our new 2010 board members of the Arkansas Speech-Language-Hearing Association.

**Spotlight
on the
2010 Board
of Directors**



**PRESIDENT
ELECT
Aleecia Starkey**



**VICE PRESIDENT-ELECT
CONTINUANT EDUCATION
Miranda Parks Crabtree**



**VICE-PRESIDENT
FOR SPEECH-
LANGUAGE
PATHOLOGY
Cindy Wofford**



**TREASURER
Jeff Adams**

They join:



PRESIDENT

Carol Fleming



**IMMEDIATE
PAST PRESIDENT
PRESIDENT**

Kay Hall



**VICE PRESIDENT
AUDIOLOGY & HEARING
SERVICES**

J.R. McCoy



**VICE PRESIDENT
CONTINUING EDUCATION**

Rebecca Atcherson



SECRETARY

Cherin Pace

The theme for the 2010 first ever, budget session became clear in early January. Richard Weiss, the Director of the Department of Finance and Administration, reported at that time that December's revenues were \$30 million below budget projections and another cut was inevitable.

When budget hearings began on January 12 Governor Beebe presented his revised budget which contained a \$106 million budget reduction. This cut is on top of the \$100 million that was cut from the budget 4 months ago. The 2011 fiscal year budget which begins July 1, 2010, will likely be reduced as well. Besides budget reductions the Governor indicated that he will apply discretionary "rainy day" funds to plug some of these budget holes. The "rainy day" fund was created last session out of surplus cash in the General Improvement Funds. In his revised budget the Governor has asked for an additional \$34.5 million reserve fund, money that has yet to be collected, to be disbursed at his discretion for agency needs in the 2011 fiscal year. Already the Honorables are grouching and grumbling over Mr. Beebe's supposed attempt to limit their legislative domain. The Governor insists it will simply give him another tool to quell the troubled economic waters in the state. This issue may be the only real speed bump that slows this session.

The word from the legislative leadership is that the session, which begins February 8, could be as brief as 2 or 3 weeks. The constitutional amendment that created this budget session proscribes 30 days with a possibility of a 15 extension by majority vote.

Our sense is that legislators are more than happy for the Governor to revise his budget, let them approve it and "get out of town," to quote Senator Gilbert Baker. We are reasonably certain that Governor Beebe will have his \$34.5 million reserve fund when they do go home.

Education Commissioner Tom Kimbrell defended his budget cuts before the budget committee on January 13. Commissioner Kimbrell reported that the department's fund balances have been used to shore up the budget cuts so far but by the end of the 2010 fiscal year those funds will be completely depleted. Kimbrell was not prepared to announce where the department would cut but assured the committee that the state would maintain the constitutional requirements of an adequate education. Those requirements are: Foundation funding of \$1.843 billion; Poverty funding, \$161.1 million; English-language learners, \$10.1 million; Alternative learning, \$20 million; Professional development, \$23.3 million; Student growth funding, \$54.9 million. The department will cut its' budget \$450 million and spread those cuts over 60 programs funded by the Public School Fund. As noted above those program cuts have yet to be determined.

As the state economic ship adjusts and rights itself opportunities will arise. It is incumbent on us to fight to maintain our gains and our relationships within the legislature, the department and the administration as we chart our course ahead.

TWO BRIGHT STARS DIMMED

By Randy Thurman
Government Solutions

We were all saddened to learn in early December of the passage of two individuals, just days apart who left positive and indelible impacts on the state and the Federation. On December 4, Mr. Stephen O'Brien passed away suddenly in Nashville, TN. Mr. O'Brien was elected to the Arkansas Environmental Federation Board of Directors in 1998 and was the President - Elect of the Board in 2002 when his professional career took him in a new direction. At the time, Mr. O'Brien was the Director, Business Process Improvements for Ciba Specialty Chemicals-Water Treatments, NAFTA, located in West Memphis Arkansas. Previously, he had been the site manager for the same facility. Mr. O'Brien was an active member of the Federation, co-chairing the Safety Health and Environment Committee for a couple years and participating in the Board's meetings regularly. He was a forward thinking member, who placed high value on the work of the Federation and the strength of its relationships with public policy makers.

The following day, former state Legislator Jodie Mahony passed away after a long battle with cancer. Mahony, of El Dorado, served 24 years in the House before moving to the Senate where he continued his storied career eight years, before returning to the House for a final four years before being term-limited and then going on staff with the Legislature. He worked up to the very end on behalf of all Arkansans. Mr. Mahony was a Legislative legend that you could not help but respect, admire and like. Mr. Mahony knew more about the intricacies of the state's byzantine bureaucracy than anyone, and was quite in tune with the workings of the ADEQ. He was a master at quick witted, insightful and often humorous comebacks. At our 2005 Convention, the AEF honored Mr. Mahony with its Award of Merit, given to individuals and organizations for outstanding service to the citizens of Arkansas. In the presentation, I noted that it should have read to "Representative, Senator, Representative Jodie Mahony" but we ran out of space. Mahony rebutted that we were just too cheap to pay for that many letters. The Honorable Jodie Mahony served the state well and he will be missed by the AEF.

The AEF extends its deepest sympathies to the families of Stephen O'Brien and Jodie Mahony.