

ARCHIVE OF CSAP DISCUSSION LIST BY TOPIC

MARKETING

Topic: **State Pins**

Date Originated: February 25, 2005

Originator: Jane Smith, Washington

Original Message:

I am looking forward to seeing everyone in Minneapolis in May. Last year I picked up several nice state pins. WA would like to bring state pins this year, but we can't seem to find any. Does anyone have a good source for pins? Thanks.

Responses:

- a. We get ours from the tourism bureau in Maine. Betsy Dyer, ME
- b. I was just thinking about you. I work for Destination Imagination and we have boatloads of pin suppliers. I will have to find them however so I will get back to you. Laura Jo
- c. Have you checked your state tourism board? We get our pins from the Wyoming Department of Tourism and Travel. Cathy Ross, M.S., CCC-SLP, Wyoming
- d. We get ours in Wyoming from our visitor and travel bureau and the Chamber of Commerce. Shane Hunsaker, WY

Topic: **Advertising Plan**

Date Originated: June 10, 2005

Originator: Leslie Glaze, Minnesota, President

Original Message:

MSHA (Minnesota) is developing an advertising plan and would like to know if other state associations are using advertising plans and would be willing to share their information with us. Any ideas out there?

Responses

- a. If you are talking about rates and such, we have that information available on our website at www.flasha.org. We also have a policy of advertising conferences and such for a fee as long as the dates don't interfere with any CE event that FLASHA is planning. We still have print advertising for our Flasha Forum, but our web advertising has increased substantially since we began this effort about 3 or 4 years ago. Robert C. Fifer, Ph.D.
- b. CA has an advertising section on our website. Check it out at www.csha.org
Angela Mandas, Past President

Topic: **State Favors**

Date Originated: July 13, 2005

Originator: Ellayne Ganzfried, CSAP President

Original Message:

Hi All, Hope you are having a great summer! I am in the process of planning our November meeting and have reviewed your feedback and evaluations. Several states have commented about the possible elimination of the "State Favors" that are placed on the tables. It was said that not only does it have a budget impact for states but it is also something else to bring and often is thrown away which can be wasteful. So.....here is your opportunity to let us know what you want.

Please check the appropriate box below and reply by AUGUST 1.

I would like to continue the state favors _____

I would like to eliminate the state favors _____

Thanks for your time and looking forward to seeing you all in November!

Responses:

- a. I'm in favor of discontinuing the favors. Sheila H. Bernstein, NYSSLHA
- b. I would like to eliminate the state favors X (What about considering a host region welcome packet/bag with donated items from local businesses, the Visitor's Bureau etc. that would serve to inform about the region and be a fun treat for all the hard work that goes on??) Kathy Boada, CO
- c. Ditto. Mary Gray, Virginia
- d. In favor of eliminating state favors. Heidi Daley
- e. Let's discontinue the state favors. PLacoste@aol.com
- f. The state favors are like brightly-painted macaroni necklaces we receive as gifts from loving preschoolers – not especially functional or particularly attractive, but quirky gifts we wear proudly. The post-it-notes and pens are functional, as are the MSHA paper clip holders, and how else would we know that hazelnuts come from Oregon? When we tell others about CSAP, we talk about the “surcies” (a word I learned in Albuquerque) and the boisterous auction as things that define the mood of group: people with many accents sharing whatever they have, coming together to help each other. It's a sign of our random generosity. I vote we keep the state favors. Christy Strole
- g. Kathy, I think a host state or region bag is a great idea. Host states always have this sort of thing available anyway and maybe we could consolidate the items by placing them in a small brown bag or other container. Contributions from other states in the region would help to maintain the "random generosity" (quote from Christy Strole) of our group and enhance the camaraderie we all share at these meetings. Let's eliminate having favors from every state at each meeting, but when the conference is in our region those who wish to do so could help to fill that goodie bag. Lisa O'Connor
- h. I would like to see the consolidation of favors from regional hosts that Lisa and Kathy mentioned. If this is not an option, then I say to discontinue. Kerri Phillips, Louisiana

- i. I like Kathy's suggestion about the state/regional items and Lisa's elaboration of the suggestion. My thoughts about the items: (1) often our state has had to order things (at some expense) just to have them available for CSAP [which really makes little sense when our own members or prospective members haven't necessarily been given them!!]; (2) it has been valuable to see the various 'products' w/ logos created for associations because you do get ideas about things which would not have occurred to you before (e.g., clipboards, hand cream in small round containers tied w/ ribbon imprinted w/ state logo, etc.). (3) perhaps sharing (for more unusual ideas) names of companies which produce products might be useful. So I vote "no" for continuing is w/ all states obligated to bring trinkets. Another alternative to the trinket idea would be the 'donation' of ideas. We already have that, of course, w/ the 'bring, brag, & moan', however, those comments tend to be presented on a wide range of topics so that sifting through them at the end takes some doing, plus--there isn't a great lot of detail given to any. My thought would be that each state submits (perhaps electronically in advance of meeting) a single idea/suggestion of what worked/what absolutely did not work relative to convention, member committee recruitment, etc. etc. Just a thought. Liz Stevens, MSHA (Michigan) Pres.
- j. In response to the request to discontinue state favors: I have mixed feelings. It is always difficult for me to find something to bring that I feel is appropriate and not too expensive. I pay for it with my own money so the state isn't "out" anything. On the other hand I enjoy the generosity and the fun of getting the little things from everywhere. So for a definitely wishy washy answer, I like the idea of a regional gift bag, I like the idea of sharing ideas But most of all I like the idea of SHARING.
Laura Jo McKamey, Montana
- k. I have to say that I enjoy getting all the favors. I especially like getting buttons or promotional pins from each state. NJ did that this year and it cost us nothing. We contacted our state visitor's bureau and they sent us a load of pins and bookmarks for free. You received the pins in Minneapolis and will receive the bookmarks in San Diego. Local candy items are also appreciated. We can't always get the same candies or snacks in our region. That said I would not be opposed to a regional bag to be presented. I find it useful getting promotional product ideas from other states.
Nancy Patterson, Immediate Past President, NJSHA
- l. I would like to eliminate the state favors ___x___ I'm in favor of eliminating the state favors. Vernice Jury Connecticut
- m. California is in favor of eliminating the state favors. Angela Mandas, Past President
- n. I like seeing and hearing what other states are doing. could showing and telling be a part of Bring-Brag-Moan?? Marla S. Staab, President, Kansas
- o. Maryland has mixed feelings. We like a lot of them because they are useful and give us good ideas for future giveaways. But getting rid of them would make it easier for a lot of states, it's a tough call to make.

Topic: **CSAP Online Newsletter**

Date Originated: July 18, 2005

Originator: Lisa O'Connor, CSAP Past President

Original Message:

To All State Association Leaders: Recently we discussed having a CSAP on-line newsletter and the idea seemed to be well received by the membership. I had agreed to take the lead on this matter, and I apologize to all for waiting so long to get this matter on the agenda. I am seeking input from all of you and would appreciate your answers to the brief survey below.

Should each on-line newsletter have a theme? Yes ___ No___

What topics or articles would you like to see published?

Would anyone be interested in contributing an article for our first issue?

I hope to have our first on-line newsletter available in Sept., so I need your thoughts and ideas. Please respond by August 10th.

Responses:

a. Should each on-line newsletter have a theme? Yes ___ No__X_

What topics or articles would you like to see published? Current events / topics of timely interest. Question and answer on various issues. What is happening at the state association level featuring one or two state associations per newsletter.

Would anyone be interested in contributing an article for our first issue?

Depending on the topic and the timeline, I could. One topic in my area could be where the Medicare differences between speech-language pathology and audiology in reimbursement policy come from. Fifer, Robert C.

b. Suzie in MS here. Don't see a need for a theme for each newsletter, although others may feel differently. Would like to see some articles on NCLB & the changing service delivery model for SLP's in schools. Also articles that we can pull & put into the state newsletters would be helpful. Maybe a space for state highlights...Suzie

c. Should each on-line newsletter have a theme? Yes X_ No___ Timely information (legislation, reimbursement, etc) should also be included, however. How

What topics or articles would you like to see published? Membership recruitment/retention, involving students in the Association, membership benefits, financial issues. Susan Fowler

d. Should each on-line newsletter have a theme? Yes ___ No__x_ We have enough "themed" stuff...it would be nice to have a newsletter that gets to the heart of things rather than the "pretty" view.

What topics or articles would you like to see published? Pertinent, state assn info—things about opening license language, successes in getting participation, increasing membership, leadership info, working with committees info.

Would anyone be interested in contributing an article for our first issue? Maybe Bob Fifer could do a more advanced c3 c6 and I could do a "just starting" c3 c6 articles. Kathleen Erdman

- e. Should each on-line newsletter have a theme? Yes ___ No X
 What topics or articles would you like to see published?
 Unique state needs and issues with each state legislature. The themes might be very interesting.
 Would anyone be interested in contributing an article for our first issue?
 Not at this time. G. Robert Buckendorf, PhD, Oregon
- f. Should each on-line newsletter have a theme? Yes x No ___
 What topics or articles would you like to see published? Clinical....school issues.....private practice.etc.
 Would anyone be interested in contributing an article for our first issue? Yes, I can share about getting public schools to pay for graduate tuition. Thomas Linares
- g. Coming from Nebraska: I think it would be nice to have a theme each newsletter that way "experts" on particular issues can be discussed. I think it also helps to focus the articles.
 I think marketing would be a good discussion. Having an issue designed for strategic planning or hear other states' plans and how they have worked. Nebraska wouldn't be ready to put an article together the first issue; however, if updated on theme or kinds of articles needed could possibly in the future.
 Thanks. Staci Stoehr
- h. Should each on-line newsletter have a theme? Yes ___ No X
 What topics or articles would you like to see published?= info. on reimbursement, info related to SEALS, MICS, etc., how about success stories related to increased membership, changed legislation, etc
 Would anyone be interested in contributing an article for our first issue? I MAY be interested in submitting something related to all the initials of subgroups of ASHA - as president, I am confused about each group and think that a quick reference guide/summary would be helpful - does this already exist? If so could you let me know how to access it - or maybe someone else more familiar with the groups would do a better job in summarizing it in laymen's words....What do you think? - Please let me know your thoughts on this. Sharon Roberts in NC
- i. Should each on-line newsletter have a theme? Yes ___ No X
 What topics or articles would you like to see published? Follow-up to topics discussed at CSAP as well as emerging issues on the listserv (Medicaid issues, Medicare, legislative issues, supervision, student involvement, etc).
 Would anyone be interested in contributing an article for our first issue? Would be interested. Kerri Philips
- j. Should each on-line newsletter have a theme? Yes ___ No x
 What topics or articles would you like to see published? Topics on upgrading certification, state speech and language eligibility guidelines.
loritaniguchi@cox.net
- k. Theme? Yes
 Our association members continue to be interested in the topic of speech assistants.
 Judy Michels Jelm, President, Illinois Speech and Hearing Association

- l. Should each on-line newsletter have a theme? Yes ___ No___ Well, I like "themed" newsletter but it is not always practical or feasible to gather all the info you need to make an issue. You may want to consider "regular features" - like one on business office matters, one on membership, one on advocacy, etc. What topics or articles would you like to see published? see above Would anyone be interested in contributing an article for our first issue? Sorry this is a really busy time at work - and then vacation - so there's no way this time around. Amy Goldman
- m. Should each on-line newsletter have a theme? Yes ___ No__NO_ What topics or articles would you like to see published? Anything that the state association is doing that is SUCCESSFUL!!! Whether legislative or project or organization tips/ Would anyone be interested in contributing an article for our first issue? Not yet! Lynda Barbee
- n. Should each on-line newsletter have a theme? Yes ___ No_ X ___ What topics or articles would you like to see published?[Julene Carl] AAC, Apraxia, anything relating to adults with Developmental Disabilities. Julie Carl.
- o. Should each on-line newsletter have a theme? Yes ___ No_XX_ What topics or articles would you like to see published? How to Increase Volunteerism, State Association Website Ideas, State Association Continuing Education Thoughts and Ideas. Would anyone be interested in contributing an article for our first issue? Not at this time. Monique Kaye, President, NJSHA

Topic: **Website Hits**

Date Originated: September 20, 2005

Originator: Dawn Kutney, Michigan

Original Message:

Hi from Michigan! I would appreciate hearing from any of you with this question: How many hits do you receive weekly or monthly on your webpage? Do you have a sense for what a "good" amount is relative to your state and your number of SLPs and AUDs? Do improvements on your webpage result in more visits? Is there a way you monitor this sort of thing? Thanks for sharing your info and ideas with me.

Responses:

- a. Anne asked me to respond to your questions: We don't have a counter on the website, so we don't know who visits or when. In the past, I could tell by the e-mail I received...it was typically someone from another state looking for information, job opportunities or wanting to post research or CEU activities. I have not had any e-mail in a very long time. When the original creator of the website bowed out, I was unable to change the e-mail address, although the guy who runs the server tells me everything is set for my e-mail. I am a volunteer with some training, but no genius in the area of the website. WE have some things I'd like to update, but I have had computer problems and have

been unable to access the website for some time now. The only way I know to monitor the activity on the website is to use a counter and then check it regularly. I'm sorry I'm not more helpful. Penny Walker, MS CCC/SLP, Meade School District

- b. In Pennsylvania, our business office typically tracks the number of visitors by the counter on the home page. We can also obtain stats on hits per page and the site. We have not tracked the site when new items have been placed. However, during convention time, the website received a lot more use. Glen Tellis

Topic: Website Questions

Date Originated: September 29, 2005

Originator: Kathy Boada, President, Colorado

Original Message:

Colorado's website is in its infancy and we are just beginning to revise our initial format and offerings. We currently post our quarterly newsletter on the "Members Only" section and more and more of our members are choosing to receive their newsletter this way (with an electronic notice and link to the web when it comes out). Our newsletter has traditionally had job listings and advertising, but we have not done this on the website. We would like feedback from other states regarding the following questions:

1. Do you have job listings on your website? If yes:
 - a. What do you charge?
 - b. Are these listings on the "Members Only" section or on the public page?
2. Do you have commercial advertisers on your webpage (private practices, vendors etc)?
 - a. What do you charge?
 - b. Do you have a disclaimer or somehow identify the information as an advertisement?

On a different issue:

3. What is your IRS status?
4. Are you exempt from sales tax?

Responses:

- a. Hi - Connecticut's web site is very young and basic. We do not have a members only section and do not take advertising or job postings at this time. These are all topics currently under discussion and may change within a year or two.

We are classified with the IRS as a exempt under section 501 (c)(3) and as a public charity under section 509(a)(2)

We are not exempt from the state sales tax as they do not exempt professional associations. Vernice Jury President CSHA

- b. Illinois: WEBSITE: We are developing a new website which will have job postings. We already register for convention and pay dues from our website. The new website will have a members-only section. We hope to have experts in each area write a synopsis or their specialty area for the website - Jeri Logeman, Jeanane Ferre, Kate Gottfried, etc. It's been in development for over a year and we still have our old one posted, ishail.org, which is way out of date. We will charge for advertising and job posting.
- TAX STATUS: We are classified as a 501(c)6. We are not for profit but we have an investment counselor and about one year's revenue in the bank. ASHA coming to Chicago is chipping away at our savings. We looked at setting up a 501(c)3 for the purpose of giving out student scholarships, but may go with National Heritage Foundation's group, which will administer the foundation cheaper for us.

Topic: Policy for Job Postings

Date Originated: January 4, 2006

Originator: Mary Friehe, Nebraska

Original Message:

My state association has sent out various announcements of job openings via our membership mail. I recently got a complaint from a member that it appeared as if the state association was endorsing a company. How have others handled this situation - any policy statements? Thanks.

Responses:

- a. In CT employers can post job openings through our office. People interested in looking for jobs who contact the office are given the entire list. We do not send notices to anyone. I honestly cannot recall if we have a "CSHA does not endorse" statement or not. I can check with our office manager next week. Vernice Jury. President CSHA
- b. We accept them as paid Ads in the newsletter and on our website. Sheila H. Bernstein, NY.
- c. Hi! We have a nifty website page where we list job openings. You are welcome to visit www.DSHA.org. Jill Nigro, Pres. DE
- d. In Arizona we had a similar complaint but it was about a speaker/topic at a convention. We developed the following disclaimers that now go on correspondence:
- Convention related publications:
This Convention/Workshop provides a location for Speech Language Pathologists and Audiologists to gain continuing education. A variety of speakers and exhibitors will be present at this event. The opinions expressed are those of the individual contributors and not necessarily the opinion of the Arizona Speech-Language-Hearing Association. ArSHA accepts no responsibility for the accuracy of any opinion or information provided by any contributor, nor do we endorse any therapeutic strategies, programs, or devices mentioned at this convention.

Newsletter and website:

The statements and opinions contained in the articles in the ArSHA newsletter and on the ArSHA website are solely those of the individual authors and contributors and not of the Arizona Speech-Language-Hearing Association. The appearance of advertisements in the newsletter or on the website is not a warranty, endorsement, or approval of the products or safety. ArSHA disclaims responsibility for any injury to persons or property resulting from any ideas or products referred to in the articles or advertisements. Amy Heck, ArSHA President

- e. Our state association charges for these. We send them as flashes. People have not complained. Sharon Parisi, MA
- f. This applies in Louisiana as well. Kerri Phillips, SLP.D., CCC-SLP
- g. In South Dakota we have not had any difficulty. Members pay their fee to advertise (\$10) and we have not had any questions about it. Anne Crosswait-Degen, MS CCC-SLP, SDSLHA Past-President
- h. In Georgia we include all job openings in a Position Vacancy listing in our communication Lines as well as in fliers with other mailings to our membership. We consider it a membership benefit and have a statement that indicates that listing it does not indicate an endorsement by the association for any particular company just like using advertisements, does not indicate endorsement of the products by the association. Bob Hull, Ph.D., CCC-SLP, President Elect, Georgia Speech-Language-Hearing Association
- i. In Oklahoma – we post jobs on our website – special section for job listings. We charge for these listings except for OSHA members – this is a member benefit. We also list them in the newsletter – again charging except for members. Mona Ryan, Oklahoma
- j. In CA, members can advertise their job openings. We charge them of course but people do like to see what openings there are available. Also, students can post their resumes free of charge. Angela Mandas, Past CA President

Topic: Job Target

Date Originated: February 9, 2007

Originator: Lynda Barbee, TX

Original Message:

Do any of you subscribe to the following??

~~~~~

"a new online Job Posting/Career Services platform, built and run by JobTarget.

We have received strong interest from other state SHA's, and look forward to growing the largest network of SHA jobs in the country, wholly owned by the associations that already have the talent pool engaged. I would enjoy the opportunity to speak with you further on this issue. I know that you probably have a very tight schedule, but can assure you that EVERYONE I have dealt with who was looking to upgrade their Job Board and who has taken the time to closely

examine this offer decides to go with JobTarget (that is not an exaggeration)."

~~~~~  
If you do, would you please let me know how long you've had it, if you like it, what you see as its benefits? Thanks for your input.

Responses:

- a. Hi All: Massachusetts just started with Job Target in December. We are finding a slow ramp up, but they have been really excellent to work with. They do not ask for money up front, they make the Job Target area seamless to your website, and they work month to month. With us, 80% of the profits come to MSHA, so it is a nice source of non-dues revenue. Let me know if you have more specific questions. Thanks. Suzanne M. Harris, MS CCC-SLP
- b. No, I've never heard of this organization. Kathy Boada, President-Elect, Colorado Speech-Language Hearing Association
- c. Not in New Mexico. Maria "Toni" Trujillo, M.A., CCC-SLP
- d. Hello from Wyoming. We are in the process of setting this service up with Job Target.com and we heard about it from other CSAP-ers at the last convention in Florida. In particular, Massachusetts' state organization is currently using this service so you may want to check with their website for more information. Our contact has been Steve Marsden [s.marsden@jobtarget.com] and it sounds like a unique way for state associations to make a little money. Please feel free to contact him directly with your questions. Lynda D. Coyle, M.S., CCC-SLP, 2007 WSHA President
- e. Connecticut does not subscribe to Job Target. I do not recall even being contacted about it. Vernice Jury, President
- f. We do not in ND, however I just viewed the site and will share it with committees for employment! JoAnn Ross

Topic: 50th Anniversary Celebration

Date Originated: October 19, 2007

Originator: Nancy Montgomery, President, Missouri

Original Message:

As the Missouri-Speech-Language-Hearing Association approaches our 50th year in 2009, we are already looking for ways to commemorate that anniversary. I was wondering what other state associations have done for their 50th year???

Responses:

- a. Our 50th is coming up in February. Here's what we PLAN to do... Each conference packet will contain a commemorative item, AND a CD-Rom. The CD will be loaded with information, including a Powerpoint with video clips of some of our 'old-timers' telling stories, interesting facts and statistics (think 'then and now'), etc. and complete lists of

past presidents, award recipients, etc. We're having a 'Gala Celebration' one evening during the conference, and we're hosting two special workshops, one on successful strategies of the past and one on the future of the professions. At least, this is the plan! If we are able to get the CD-Rom done, would you like one? Charley Adams, SCSHA President

- b. Connecticut celebrated its 50th a few years ago. It is good that you are thinking ahead. It seemed to sneak up on us and the result was an attempt to pull things together at the last minute. We were able to assemble a display of association materials, newsletters, photos etc. We also assembled an interesting display of textbooks and materials arranged by decade. This was possible because so many people hate to part with texts and even materials they have made themselves. This was the display that brought the greatest number of comments. Vernice L. Jury, President, CSHA
- c. I am Nancy Patterson, Past President of the New Jersey Speech Language Hearing Association. NJSHA celebrated its 50th while I was president. We held a members only free seminar as a kick off and ran a trivia game in our VOICES newsletter throughout the year. We gave vouchers that members could use to attend various NJSHA sponsored activities as prizes. We also developed a special 50th anniversary logo that we used on all correspondence that year and sold 50th anniversary commemorative items at our convention. One of the exhibit area breaks at convention had a 50s theme complete with piped in music and a cake. We had an idea to develop placemats that could be distributed to diners for their use with our logo and sponsors' information. I thought it was a great idea but that never got off the ground. I believe we also got a proclamation for the state. Hope this helps.
- d. Hello, from Virginia, I think we are going to be giving away a pin to mark our 50th anniversary. Thank you, Ruth Ann Brooks.

Topic: Association Broadcasting

Date Originated: March 3, 2008

Originator: Suzie Rosser, President, MS Speech Language Hearing Association

Original Message:

The Mississippi Speech-Language-Hearing Association (MSHA) began broadcasting MSHA Radio in 2008. MSHA Radio is a talk format show with call-in, which is broadcast live Tuesdays at 3 PM CT. Each show is archived for delayed listening and/or download to computer or mp3 player. For the most part, the shows are "national." That is, they do not "feature" Mississippi. Take a look at www.blogtalkradio.mshausa for a listing of upcoming shows and for the current archive. Many of the shows would be of interest to speech & hearing professionals everywhere.

At this point, there are some shows that have some "Mississippi" flavor, but as with any other broadcast, listeners can "pick & choose" whether to listen and/or to continue listening. Here is a listing of the archived shows so far.

1/15/08 - Bob Crisler, founder and director of the LifeShare Assistive Technology Project (www.latkids.org)

1/22/08 - Christina Sparks, Clinical Consultant, Pearson, Inc. - Efficient Assessment with the Diagnostic Evaluation of Articulation and Phonology (DEAP).

1/29/08 - Hope Reed, Alabama A & M University - Counseling relations, counseling techniques, communication with patients/caregivers.

2/5/08 - Ann Kummer, Directory of Speech Pathology at Cincinnati Children's and Professor of Clinical Pediatrics at University of Cincinnati. Cleft Palate and Resonance Disorders.

2/19/08 - Lynly Stephen, an SLP specializing in collaboration as a public school SLP, public speaker, and consultant to public and private schools. New techniques for facilitating literacy development and interactive strategies to promote language.

2/19/08 - Bonnie Martin-Harris, Dept of Otolaryngology, Medical University of SC, Chair of Specialty Board for Board Recognition in Swallowing and Swallowing Disorders. Eval/treatment of swallowing and voice disorders.

2/26/08 - Marshall Chasin. Director of Research at the Musicians Clinics of Canada-Toronto, Coordinator of Research at the Canadian Hearing Society, and Director of Research of ListenUp Canada. Music and Hearing loss prevention and Musicians and hearing aids.

Just wanted to extend an invitation to other state associations to join us for MSHA radio broadcasts. We have had great response with live listeners, a few call ins & 100's of downloads after each live show. This has been an interesting venture & great member benefit.

Topic: Advertising

Date Originated: April 16, 2008

Originator: Sabrina Jellison, President, Maine Speech-Language Hearing Association

Original Message:

I am looking for info as to how your state associations go about their policy and procedures for advertising like in your newsletters and/or websites? We are trying to establish our parameters here in Maine.

Responses:

- a. In Florida, we offer advertising in both our newsletter and on our website. We reserve the right to decline advertising for basically any reason, and that is spelled out in our advertising rate sheet. Copies of newsletter rate sheet/insertion order and same for our web advertising are attached for your info. Hope this is helpful! Tina Kautter, CAE, Executive Director, Florida Association of Speech-Language Pathologists & Audiologists
- b. Here in AL, we're in process of revising our Exhibitor Registration Form. Exhibitors purchase a table (or multiple tables) and have the option of purchasing promotional packages, with prices varying by ad size (business card; 1/4 page, 1/2 page, full page) and location (premium price for inside front or back cover). We typically run the same ads in our several annual publications (Membership Directory, newsletter, pre-convention mailer). On our web site, we sell ad space as a sponsored logo/link for \$150/year. A brief description of our Terms appears on our web site. Hope this helps! Gary Copeland, Interim Executive Director for SHAA
- c. In TN we do have policies for advertising on our web site. Our VP for Communications is Bobbie Beckman@taaslp.org and she will have those quotes. We also use advertising as an incentive for exhibitors at our convention. Paulette W. Gentry, M.A., CCC-SLP
- d. NJSHA has information for advertisers on our website. Below is the information we post:

The New Jersey Speech-Language-Hearing Association offers the following advertising opportunities:

VOICES NEWSLETTER	Members	Non-Members
Prof. Directory (5 issues)	\$48	\$53
Classified (1 issue)	\$33	\$37
1/8 page (1 issue)	\$71	\$79
1/4 page (1 issue)	\$95	\$105
1/2 page (1 issue)	\$166	\$184
3/4 page (1 issue)	\$237	\$263
Full page (1 issue)	\$284	\$315

- Multiple insertion discounts:

10% on 3 insertions and 15% on 5 insertions

- **Voices Advertising Brochure** Contains circulation details, ad specifications, and submission information

LABELS	Members	Non-Members
Per label	\$.18	\$.20
Preparation fee	\$36	\$40

- You must submit a completed **Royalty Agreement** to purchase Labels

EXHIBITOR FEES	NJSHA Vendor Member	Non-Member
Inline Exhibit		
Early bird rate	\$420	\$470
After Feb. 9th	\$470	\$525
Non-profit Early bird rate	\$325	\$360
Non-profit After Feb. 9th	\$375	\$415
Corner Exhibit		
Early bird rate	\$470	\$520
After Feb. 9th	\$520	\$575
Non-profit Early bird rate	\$370	\$415
Non-profit After Feb. 9th	\$420	\$470

- For more info on Exhibiting at the NJSHA 2007 Convention send email to: dadams@dlplan.com
- **Exhibitor Information - coming soon!**

WEBSITE FEES		
Employment Posting	\$33/month	\$37/month

Hope this helps! Robin

Topic: Advertising Policy

Date Originated: July 8, 2009

Originator: Jim Feuerstein, Ph.D., CCC-A, FAAA, NYSSLHA President

Original Message:

The New York Speech Language Hearing Association is reviewing our advertisement policy and interested in obtaining copies of other state association advertisement policies (web/convention/publications).

Responses:

- a. We do not have a written ad. policy in Va. We do have a price list (price for web site ad versus a newsletter ad.) We usually allow only companies that have something to do with speech-language and audiology issues. Tina Eid, President SHAV
- b. Here are North Carolina's advertising rates (contact CSAP Office for attachment). AJ Jacques, North Carolina Speech, Hearing and Language Association, Inc.
- c. At the moment our policy is that we are not taking advertising on our website or in our newsletter. . This was voted on at a board meeting at least two years ago. We did this because many board members felt that CSHA should not take part in advertising products or services that don't reflect best practice or that do not have an evidence base behind them. People felt that disclaimers that CSHA does not endorse any product was skirting the issue. Much of this had to do with concerns regarding the promotion of oral-motor materials and programs. Rhea Paul
- d. Our information is on our website:www.ishail.org. Nancy D. Anderson, MS, CCC-SLP/L, Illinois.