



Brag and Moan

CSAP Spring Meeting 2009
Indianapolis



TOP 10 WINNERS

- **ALASKA**- Molly Thompson (3/16)
- **MAINE**- Erica Richer (3/16)
- **MISSOURI**- Karen Kerns (3/16)
- **SOUTH DAKOTA** – Sherry Grinde (3/16) (Becky Cermak accepting)
- **KENTUCKY**- Lonnie Harris (3/17)
- **ARKANSAS**- Kay Hall (3/18) (Carol Fleming accepting)
- **VIRGINIA** – Tina Eid (3/20)
- **UTAH**- Dave Lambert (3/28) (Jeffery Larsen accepting)
- **NORTH CAROLINA** – Mary Ruth Sizer (4/7)
- **TEXAS**- Judy Keller (4/9)



ALASKA ~ Molly Thompson

- **Braggs:**
We are getting a better working relationship with the state through the governor's council and Alaska Teacher Placement. Another ASHA grant to get info on recruitment and retention issues has been a big boost.
- By May, we will have hosted our first-ever webinar so that our more rural folks can have better access to CEU's.
- We are working hard to improve our member's access and communication to AKSHA and AKSHA members via available technology.
- **Moans:**
Still having difficulty recruiting and retaining folks. The economy slow-down halted our plans to get moving on a state-wide salary supplement for our school folks. Alaska's pay was the highest in the country 15 years ago. Now the salaries and perks have been diminished significantly.
- Our private practice folks continue to battle Medicaid and insurance for appropriate pay for services. We currently have to consult with Clea the psychic to determine what paperwork is required to be in compliance with Medicaid and how they determine our fees.



MAINE ~ Erica Richter

Brag:

new website, lobbyist has helped write (and pass one to date) new legislation

Moans:

low membership, empty spots on EC, poor overall morale of organization, NO money



MISSOURI ~ Karen Kerns

Braggs:

- Over 1,000 in attendance at convention which reached a profit
- Continue to meet strategic plan goals
- Second year to offer CEU's for our Legislative Day
- Celebrated 50th anniversary this year.

Moans:

- Continue to address the implementer model with the Department of Elementary and Secondary Education
- Continue to try and have the CCC's equal to the National Teacher's Certificate. Hopefully by May we will have won this battle.



SOUTH DAKOTA ~ Shelley Grinde

- **Brag:**

SD is looking at state licensure and starting the process with ASHA to determine interest in our members . Also, we are requesting to be a part of a group who is proposing an SLPA program in our state.
Revamped website and state-wide PSA's on air.

- **Moans:**

Membership numbers, support of annual conference, ways to entice people to join the association, members-only link on website

KENTUCKY ~Lonnie Harris

BRAGS:

- We had a very successful convention- 1350 people attending. Our membership is 1300, so we have more attendees than members.
- Membership renewal and convention registration is all online. We did not print any programs or handouts for onsite distribution.
- Our convention dates and locations are locked in through 2014. We now get contracts for two consecutive years at each of three rotating cities rather than alternating each year. We get much better pricing by doing this.
- We met with Stan Dublinski in October and now have a three-year strategic plan in place.
- New lobbyist working to obtain successful passage of the salary supplement for school SLPs.
- We have signed a contract for Craven Management Associates to manage our association.
- Our use of e-mail blasts continues to be a great way to communicate with our members.

Moans:

- In the final two days of the legislature, the chair of the KY licensing board (an audiologist who is NOT a member of KSHA or ASHA) used her influence to get an amendment sponsored and added to our salary supplement bill that severely compromised the entire bill. She did this without consulting anyone in KSHA.



ARKANSAS ~ Kay Hall , Carol Fleming

Brag:

- Successful Leadership Retreat conducted with ASHA State Advocacy Team member, Janice Brannon.
- Creation of Group page on Facebook.
- Increased attendance at annual convention following advertisement of Top Name Featured Speakers.
- Held first regional conference last year and 2nd annual regional conference scheduled for July 16th.

Moans:

- Continuing to try to obtain appropriated funds for ACT 1187 - Salary Supplement for Public School SLPs
- Improving membership and member involvement



Virginia ~ Tina Eid

Brag:

- We had a very successful annual spring conference with over 500 attendees! We are re-starting our PAC and we had a great Lobby Day for our association.

Moans:

- Like other states, budget woes are hitting the public schools. Our children who would qualify for early intervention are not receiving the therapies they would be entitled to under IDEA.



Utah ~ Dave Lambert

Brag:

- We had an active and successful year at the legislature reauthorizing our licensure act and paving the way for revising and strengthening this act next legislative session.
- Our membership is increasing and we are attracting young professionals and students. Our conferences were excellent.
- In the Fall we hosted IMASH (Intermountain Meeting of Associations of Speech and Hearing) in which Idaho, Montana, Wyoming, Colorado and Utah Associations joined together for an excellent conference.
- This Spring we had a smaller but more personal conference so we had the best of both worlds this year.

Moans:

- Our collaboration with the State Office of Education. We are hopeful that our licensure act will one day have few to no exemptions. School employees, state employees, etc. should have the same licensure as private speech language pathologists and audiologists. Regulations for using and supervising speech assistants should be the same as well. We have made some progress (actually sitting down and beginning discussion) but have many obstacles.



North Carolina *~ Mary Ruth Sizer*

Brag:

We have worked hard this year on updating our Strategic Plan. We are in the process of redeveloping our Mission and Vision Statements and our Core Values. We are trying to redirect our caucuses so that they are not just a moaning and groaning session, but help give the Board direction for the coming year.

Moans:

I think the economy is weighing heavy for everybody. We are trying to do some what if planning for our budget.



TEXAS ~ Judy Keller

BRAGS

- TSHA has five (5)!!! bills that it hopes to introduce. All of the bills have sponsors and numbers!
- We hired a marketing firm in January 2009
- We have 4947 members in our state association and 3900 of those members attended our convention
- Membership is up! (4947 members)
- We have a full slate of officers running for three positions.

MOANS

- Finances! We have worked hard to secure our financial situation. Our Certificates of Deposit are faring well but we have lost money on our investments.
- Chair of Nominations and Elections worked a full two months to convince a level of leadership in our association to step up to the next level and serve on the Executive Board. The most difficult position to fill was President. We have about 20 individuals who are qualified and ready to be President but most of them felt this was not the right time for them.



Connecticut

~Vernice Jury/Rhea Paul

- The Connecticut Ear Nose Throat Society raised a bill that would remove the word "diagnose" from the scope of practice of speech-language pathologists and replace it with the word, "evaluate."
- With not much more than a week between the time the bill was raised and the hearing in front of the legislature's Public Health Committee we were able to have CSHA members contact all members of the PHC, gather written testimony from members from academic and medical settings. Thanks to our efforts the bill has died in committee.
- As a result of this situation many SLPs who did not belong to CSHA or who had let membership lapse have realized what CSHA really does for ALL SLPs and there has been an increased interest in membership from people who previously thought that CSHA was only for people in schools.



Georgia

~ Ruth Stonestreet

Brag:

- Executive Council positions filled
- GA Legislature repealed the 6% cut for Medicaid in the state
- Membership has accepted the new Governance Structure

Moans:

- Financial difficulties
- Membership numbers and volunteerism down
- Convention attendees were half of what we usually have since employers are not allowing employees to take time off for CEU events.



Colorado

~Sharon Brychka

Brag:

- One brag is that we continue to exist! We have a small (but dedicated) group working on keeping the organization going by improving our website and continuing to offer professional development opportunities.
- We have recently developed a licensure committee.

Moans:

- Our biggest MOAN is our declining membership. It is dismal. Another (related) moan is our lack of licensure in the state.

OHIO *~Joanne Prendeville*

BRAGS

- Research Seed Money: One for Professionals/Doctoral Students and One for Graduate or Undergraduate Student
- Successful Sponsored Silence Program at a University of Cincinnati Basketball Game
- Marketing Plan developed in collaboration with a UC senior marketing class
- Beginning of a Leadership Program for NSSLHA students modeled on an ASHA program to be held at the 2010 convention with special meetings and mentorship.
- We are proud that Katrina Zeit received the CSAP Nancy McKinley Leadership Award

MOANS

- Continued difficulty filling a full slate of officers with more than one person to run for each position



OKLAHOMA ~ Susan McHugh

Brag:

- A new central office and a new website.
- Legislation passed to provide a stipend from the state for all nationally certified SLPs who are working PART TIME in the public school system.

Moans:

- Not enough money and not enough SLPs if we HAD the money for them. Rural schools especially have a shortage of SLPs. We also are continuing to struggle to expand our membership base.



California

~ Marlowe Fischer

Brag:

- CA had a fabulous convention in Long Beach with 1750 attendees. WE were concerned, originally, because the convention was 5 weeks earlier than usual and because of the economy.

Moans:

- We continue to oppose the California Commission on Teacher Credentialing (CTC) which is developing a new credential, the Communication Development Specialist Credential (CDS). I will also bring our official response to this credential to the CSAP meeting for you to read. As all states, we still are focusing on recruitment and retention.





MASSACHUSETTS

~Suzanne Harris

Brag:

- Purchased Insta-Trac, a legislative tracking system to help us with legislative advocacy in lieu of lobbyists
- Conducted a successful 2 day meeting with Stan Dublinske from ASHA to look at re-organization and a new strategic plan
- We are establishing a relationship with the MA chapter of AAA, to bring audiology back into our association
- Held our second annual free student event, Navigating the Transition from Student to Professional
- Started a Facebook group for our Association
- We are exploring new ways to use technology and new ways to give CEUs



MASSACHUSETTS ~Suzanne Harris

Moans:

- Our Executive Council is way down this year... no one stepped into the Presidency, so we are job sharing
- Membership growth has been slow and challenging
- Our financial situation is challenging at the moment
- Attendance at our CE events was way off in 2008; lingering impact of ASHA in Boston in 2007?
- Volunteerism is down, even on Executive Council
- The economy has everyone more stressed than usual
- We are STILL/AGAIN fighting the Greene bill that would award a license to practice SLP or AUD to people who have been breaking the law for over 20 years. This is why we are broke. The lobbyists cost a lot. Although we have defeated the bill each time, it gets re-filed over and over again. It is discouraging and has taken a lot of our energy and resources and left us feeling like it is all we ever talk about or act on...



OREGON ~ Jenny Larsen

Brag:

Highly committed and collegial board; financially strong association with amazing administrative support; very strong professional community across the state

Moans:

- SLP shortage; association is more strongly aligned with SLPs than audiologists



RHODE ISLAND ~Ellen Connery

BRAGS

- Presently have 211 members (up from 183)
- Returned to a 2 day conference format in March 2009 based on feedback and response (Schools don't pay or allow for professional development)

MOANS

- RI regulations do not allow for children over the age of 9 to receive “speech only” services
- New Statewide IEP implemented without adequate training
- RISHA lost \$5K on this year's conference



WYOMING ~ Anna Anderson

Brag:

- Over the last year, WSHA has made leaps forward in managing the “business” of our association. We have implemented several new policies, including a commitment letter, a conflict of interest letter, a records retention policy, and a nomination procedure for several new awards.
- Our newest board member, led a committee to design the new awards of “Honors of the Association”, “Friends of the Professions”, and “Volunteer of the Year”.

Moans:

- WSHA continues to struggle with marketing our services to those in, and outside, our association. We have relied on volunteers and friends of members to create and maintain our website, which is no longer efficient. Now we are at a point where this is no longer meeting our needs.



MINNESOTA ~ Melanie Theis

Brag:

- Our spring convention boasted registration of 464 attendees. The current estimates of profit from the convention is approximately \$30,000. This is our key revenue producer behind registration.
- We again have a full slate of candidates for our executive council and policy council



MINNESOTA ~ Melanie Theis

Moans:

- We continue to fight this legislative session for continued Medicaid coverage for Audiology and Speech Pathology services for adults ages 21-64. The Governor's plan calls for elimination of our services. The current house and senate bills were passed with 2.5%-3% reductions in reimbursement, but continued coverage for our services.
- We are facing a 10% surcharge on our licensure fees, which are quite high for our state compared to our rehab colleagues, to cover the development and maintenance of e-licensure.
- In addition Health Partners, one of our HMO's, has changed coverage language in their policies that eliminates coverage of language tx for children with development delays.



MISSISSIPPI ~ Lucinda Gibson

BRAGS:

- We had a great annual conference with exciting speakers including our own Mississippi raised, Sue Hale, ASHA President, 2009. The conference was also successful in providing extra funding for our association.
- The association currently has a task force reviewing the Mississippi Department of Education's draft Policies and Procedures. The state department has specifically asked for our input and support.
- In February MSHA sponsored through an ASHA grant a workshop with the OMNIE project out of Ohio. This was our attempt to have all interested parties, universities, institute of higher learning, the state department, all come together at one location to begin discussing the SLP shortage and ways to use distance learning to help alleviate this shortage.



MISSISSIPPI ~ Lucinda Gibson

MOANS:

- There is some concern that the supplement that was so hard won about 10 years ago may be cut or eliminated at the state level due to budget constraints. This would have the affect of driving more SLP's out of the schools.
- Our legislative agenda was not successful this year.



WISCONSIN ~ Dawn Merth-Johnson

Brags -

- Promotions for Better Hearing and Speech Month - WSHA-P was on the radio for Access Hour with WORT in Madison; a graduate student from UW-Whitewater spearheaded a Free Hearing Screenings at the Capitol day with WSHA-P as part of an advocacy class.
- Continuing education - We had a fabulous convention in terms of speakers/topics and exhibitors; successful Student Leadership conference, Audiology Grand Rounds, Audiology Fall Update were held.
- Going Green - Membership cards will not be mailed this year but will be in a printable form via email
- The Wisconsin Senate and Assembly passed a bill to provide insurance coverage for children under 18 requiring hearing aids or cochlear implants; currently working on a bill for licensure language change to AuD entry level.
- I am forming a "Past President's Club" to utilize past WSHA presidents for support, ideas, and advice.
- WSHA-P will soon be on Facebook.



WISCONSIN ~ Dawn Merth-Johnson

Moans -

- Despite a fabulous convention offering, attendance was lower than anticipated (340) and we lost money.
- Attendance for the Fall Schools conference was low as well and our graduate credit offering fell through.
- Membership is down by over 500 people in the past 3 years (currently 720).
- Recruitment/Retainment for the Executive Board has been an issue (especially President Elect).
- University participation is down in WSHA-P for convention, membership, promotion, etc. We currently have EB members assigned to each of the 7 Universities to try to rebuild these relationships.
- We are looking at a significant budget shortfall at the end of this fiscal year (\$30,500 operating deficit).



ILLINOIS ~ Mary Johnson

BRAGS:

- We now have an on-line Career Center on our website
- ISHA will be celebrating the 50th anniversary
- Going green on CEUs and convention handouts

MOANS:

- We had significantly decreased attendance (700 people) at the annual convention
- We had significantly decreased exhibitor presence at the annual convention
- Financial reserves are now declining due to “hits” on our annual convention



LOUISIANA ~ Heather Anderson

BRAGS

- LSHA is now on Facebook! We have posted general information photos, and legislative information there.
- We had good member participation in our latest legislative effort regarding putting the salary supplement for school-based SLP's and Audiologists into the state budget for 2009. We also worked with the associations for Social Workers and School Psychologists for a joint effort, including letters from each president and a total of 1,000 letters and/or email contacts.
- We are looking forward to ASHA and CSAP in November, 2009 in New Orleans.
- Our convention chair (president-elect) has brought in some new things for our annual convention, which is scheduled for June, 2009. We will have a social "cocktail hour," which we haven't had in years, plus a new plan for providing lunch for pre-registrants on the first day of the convention.

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LOUISIANA ~ Heather Anderson

MOANS:

- We did get the salary supplement passed last year, but the wording of the legislation was such that the supplement is not fully protected from budget cuts and initially did not get in the state budget for 2009. For nationally-certified teachers and school counselors, the local school district **MUST** pay the supplement if the state does not; however, that protection is not currently available for all nationally-certified professionals, i.e. speech-language-hearing professionals.
- Gripes from some re: our failure to “get the supplement funded.”
- Lack of participation in state association from some university programs.
- Difficulty recruiting volunteers to run for board of directors, etc. President-elect candidate ran unopposed again this year.



NEBRASKA ~ Kebbie Himmelberg

BRAGS

- We have 616 members (almost double the members from 2005).
- We have an active membership website on the inter net designed to inform members, parents and nonmembers.
- The NSLHA board has allocated a Public Relations budget with emphasis on promoting the professions of audiology and speech-language pathology
- NSLHA developed and chairs a newly formed Joint Task Force on Service Provider Shortages



NEBRASKA ~ Kebbie Himmelberg

MOANS:

School based speech-language pathologists face many shortages especially in the rural and large urban areas. Some large urban areas are offering salary supplements for “DOUBLE CASELOADS”—over 100. But SLPs report this is not helping. Need to develop ideas for recruitment and retention of highly qualified providers in all settings.



NEW MEXICO

~ Bryan Tierney

Brag-

- Regaining control of State Association Website

Moans-

- Needing to re-unify and integrate members into an active association.



Maryland

~ Gloria Petit-Clair

BRAGS

- Introduced new website design
- Defeat of proposed MSDE regulatory change that would
- have removed "teacher" status to SLPs, OTs, PTs
- ASHA grant award to MSHA for public policy action on
- health insurance issues.
- Development of scholarship fund
- Increase number of Adult Service Delivery CEU
- Opportunities

MOANS

- Economic impact on membership.
- Grad student Praxis Bowl cancelled



Washington ~ Sindy Sands

BRAGS

- **Recently influenced state legislature to keep hearing screening for schools as part of the budget**
- **Recently got DOH certification for SLPAs.**
- **Members voted for an increase of dues so that we can update our tech system. we are beginning member clicks.**
- **We have amazing people on our board and have growing committees with great committee chairs available to us. The people in our group are phenomenal.**



Washington ~ Sindy Sands

MOANS

- **There is a disconnect between the school SLPs and the clinical SLPs. The school SLPs feel the clinical do not understand their needs and are trying to force things on them.**
- **There is a concern about the convention, our biggest money maker, will we go in the hole?**
- **Always the balance between the responsibilities of the volunteer positions in our groups and knowing they are volunteers!**
- **Licensure for SLPAs was blocked by a legislator stuck in the idea that they could not be supervised by someone with an ESA cert only. We got certification only. But will continue to work on it.**



KANSAS ~ Lois Waldo

BRAGS:

- This year KSHA offered two regional conferences on topics of high interest; Augmentative Communication and English Language Learners Assessment and Interventions.
- Our Kansas Salary Supplement Task Force completed a statewide survey of recruitment/retention.
- Our Kansas Workload Caseload Task force, including the availability of Mary Beasley, continue to support our school based SLPs.
- Our Legislative Day in Topeka in March was a success with continuing education offerings, visits to our members' legislatures in the capital building, as well as luncheon from a KSHA member who is currently serving in our State Senate and is active in the budget considerations.

MOANS:

- The continued shortage and large caseloads for many of our members.
- Impact of economic crisis on school funding, including reimbursement of continuing education expenses.