



PRESIDENT'S PERSPECTIVE

Kerry Shumate, MS, CCC-SLP
2014 ArkSHA President



I truly cannot believe that 2014 has come to an end. Serving as your ArkSHA President has been an honor and a privilege, as well as an incredible learning experience. I want to thank all of the membership for allowing me the opportunity to serve you. I am very proud of all that ArkSHA accomplished this year and I am very excited to see all that will be accomplished next year under your next President, Melodee Owens.

During my presidency I have attended several Council of State Speech-Language-Hearing Association Presidents (CSAP) conferences in Washington, DC, Chicago, Milwaukee, and Orlando. I gained a wealth of information at each conference and made invaluable connections with other professionals that have continued to provide me with advice and support.. I worked side by side with other association presidents discussing topics

such as membership trends, how to increase membership, how to use a management company, convention planning, working with challenging members, support personnel, advocacy, key federal issues in health care, leadership, and student involvement.

ArkSHA has seen an increase in our membership this year of well over 100 new members. Our current

President-Elect worked diligently throughout the year to encourage the SLPs and Audiologists in our great state to join ArkSHA or renew their membership.. It is essential that we not only maintain all of our current members, but continue to increase our numbers next year. Along with giving our organization more financial stability, an ever increasing membership allows our lobbyists to have more influence when representing ArkSHA to the legislature. This is very critical for next year since the legislature will begin meeting at the beginning of the new year.

The annual Convention was a great success. Attendance was excellent. Kami Rowland, VP of Continuing Education, dedicated countless hours to ensure the convention was a success. She was able to provide a wide variety of topics and speakers. She was also able to increase the total number of continuing education hours offered this year. After reviewing the Convention Survey, it was evident that the attendees were pleased. Well done, Kami. Preparations have already begun for next year's convention. Our current Vice-President Elect for Continuing Education, Robyn Smith, worked closely with Kami at this year's convention in order to assist in planning the 2015 Convention. Robyn has some great ideas and plans for next year. I know she will provide our state with another excellent series of speakers and topics for Audiologists and SLPs in all settings. If you would like to volunteer to help with the convention, please contact any Board member.

This was the first year that our members were given the opportunity to register for the convention and pay dues online. This has been a work in progress for sometime. I am pleased to announce that our website will be getting a makeover in the new year. The new site will be more user-friendly and will continue to allow for online dues payment and convention registration.

I want to thank you for your continued interest and participation in our association. I wish each of you a joyous and carefree holiday season with your friends and family and a blessed 2015!

Merry Christmas and Happy New Year!

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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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www.medicaid.state.ar.us

ARKANSAS DEPARTMENT OF EDUCATION
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ARKANSAS DEPARTMENT OF HEALTH
(501) 661-2328

ASHA ACTION CENTER
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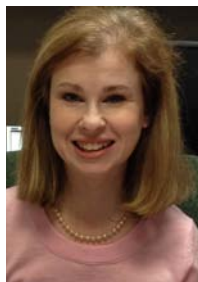
New 2015 Board Members

Kami Rowland, MS, CCC-SLP
(President-Elect)



Natalie Benafield, Au.D., CCC-SLP
(VP for Audiology & Hearing Services)

Charity Lock, MCD, CCC-SLP
(VP-Elect for Continuing Education)



Joy Good, Ph.D., CCC-SLP
(Secretary)

Congratulations to our newly elected board members! They will be joining returning Board Members: Melodee Owens (President); Kerry Shumate (Past President); Jeff Adams (VP SLP Services); Robyn Smith (VP Continuing Education); and Cherin Pace (Treasurer).

Note from the Executive Director

I have worked with ArkSHA as their Executive Director since January 2011. In that time I have learned a lot about your industry and have come to know many of you. I have worked with a great board of directors each year and they continue to bring new ideas to the table. They work tirelessly throughout the year and put in extra work and time at the Annual Convention, all on a volunteer basis. They want to see your industry succeed and continue to grow. Please take time to thank a board member when ever you get the chance!



With the help of our lobbyist, Randy Thurman and Courtney Sheppard, the board is able to stay abreast of all legislative issues, and when needed, get our members involved who graciously have done their part each time we needed an extra push with legislation.

The 2014 Annual Convention was the first time ArkSHA was able to take credit cards online. In wanting to keep this feature, in 2015, ArkSHA will be revamping their website. We hope to make the site more user friendly and bring all content up-to-date.

If you ever have a question or concern, please do not hesitate to call me or send an email. I have enjoyed working with ArkSHA and look forward to the many things to come for your industry!

Marilyn Porterfield

Getting involved with ArkSHA!

ArkSHA will continue to find strong leaders to stay abreast of issues that impact our professions and who will work as a team to move ideas into actions. 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!

This is your chance to be a part of the exciting changes and growth of YOUR Association. Kerry Shumate will be looking for willing members in good standing to take a position on the board for 2016. Consider this opportunity and jump in with both feet to help shape plans for ArkSHA and willingly represent our membership. If you aren't ready to serve on the board, consider getting involved on a committee as a first step.

ArkSHA Honors and Awards

Honors of the Association Award:

ArkSHA is proud to announce Nancy Dunn, MS, CCC-SLP as the recipient of the 2014 Honors of the Association Award.

Nancy Dunn was nominated by Diana Pearson, MCD, CCC-SLP. Ms. Pearson had this to say in her nomination, “Nancy’s commitment to her profession and clients has not wavered over the past 30 years that she has been a speech pathologist. From the beginning Nancy has been innovative and passionate in her commitment to children and adults with disabilities, especially those with severe communication problems.”



Ms. Dunn’s contributions to the field of speech pathology have included, but are not limited to, creation and coordinator of the AAC and Technology Center at Easter Seals, co-authoring numerous AAC publications, presenting at numerous conferences in Arkansas, across the United States and in Europe, as well as coordination a summer camp for children in Arkansas who use augmentative communication.

Ms. Dunn has made significant contributions to the field of speech pathology over her career, especially in the area of augmentative communication for individuals with severe communication disorders. She has been an active member of ArkSHA and served as a board member in the past.

It was a pleasure to recognize Nancy Dunn, MS, CCC-SLP. She is very deserving of this recognition. We hope you will join us in celebrating Nancy’s accomplishments.

Research Award:

ArkSHA is proud to announce Clifford A. Franklin, Ph.D., CCC-A as the recipient of the 2014 Research Award.

Samuel R. Atcherson, Ph.D., CCC-A, nominated Dr. Franklin for his contributions to the literature in the areas of acceptance of background noise and audiometric threshold comparisons among pure, pulsed, and warble tones. He has pursued these two topics in order to help future hearing aid patients and improve our empirical understanding of our audiometric signal choices and guidelines.



Dr. Atcherson had the following to say in his nomination, “He takes a special kind of pride when working with his students, which helps to elevate them into clinicians with solid critical thinking abilities. From what I’ve witnessed, he is an effective research mentor for students.”

Others agree with Dr. Atcherson’s sentiments. Dr. Brian D. Vesley, Au.D., co-owner of Sound Advice Hearing Doctors, “Dr. Franklin’s unique passion for research is extremely contagious to the students he instructs. During our tenure together I grew a deep respect and appreciation for Dr. Franklin’s attention to detail, and constant striving for perfection. His goals and research are centered for the betterment of clinicians, and the patients in which they serve.”

It was a pleasure to recognize Dr. Franklin as he is very deserving of this recognition.



ArkSHA Honors and Awards

Louis M. DiCarlo Award for Clinical Achievement:

Krista Scruggs, MS, CCC-SLP, was named as the 2014 recipient of the Louis M. DiCarlo Award for Clinical Achievement.

Krista was nominated by Tracy Pate and Rachel Glade, speech language pathologists from Arkansas Children's Hospital, for her development of an adult aural rehabilitation program, expansion of a summer camp for teens with hearing loss, and provision of auditory-based intervention with Spanish speaking families.



Ms. Pate and Ms. Glade had this to say in their nomination, "Krista is a key member of the Adult Cochlear Implant Program, which is a joint venture between ACH and the University of Arkansas for Medical Sciences. There are few Cochlear Implant Programs in the nation with Adult Aural Rehabilitation components. Krista has been a pioneer in the development of auditory performance testing as well as aural rehabilitation for our program. These developments have been sought after by other programs across the nation. In serving this population, she has also mastered the ability to facilitate improved auditory skills for patients suffering from dementia and other degenerative cognitive disorders. She maintains that families play an integral role in improved auditory and communication skills, regardless of a patients' age."

It was an honor to recognize Ms. Scruggs.

Audiology Award:

Samuel Atcherson, Ph.D., CCC-A was presented the 2014 ArkSHA Audiology Award for his contributions to research, provision of consultative services and publishing books and articles in the field of audiology.

Dr. Atcherson was nominated by Carol B. Fleming, MS, CCC-SLP, FASHA, ASHA Fellow. She had this to say in her nomination, "He is the epitome of dedication and devotion to his career and clients. He empathizes and relates on a personal level. He understands the clients because he is one, too. "



Dr. Atcherson has over 10 manuscripts and 14 articles that have been published in paper and/or electronic print. Recently he published his second book, "Auditory electrophysiology: A Clinical Guide" which can be found on the bookshelves of the UAMS Speech and Hearing Clinic. He works both at the professional and personal level to advocate for Deaf/Hard of Hearing individuals. He is a board member of the Arkansas Hands and Voices Chapter; developer/webmaster for the Arkansas Academy of Audiology; a founding leader of a group of Deaf/Hard of hearing audiologists; an Audiology Profession Leader and Past President of the Association of Medical Professionals with Hearing losses; and has served on the Task Force on Healthcare Careers for Deaf and Hard of Hearing Communities.

Thank you, Dr. Atcherson, for your dedication to the betterment of audiology.

2014 ArkSHA Graduate Student Scholarship

Sarah Kennett received the 2014 ArkSHA Graduate Student Scholarship. Sarah is an audiologist who is also a Ph.D. student in the Arkansas Consortium for the Ph.D. in Communication Sciences and Disorders (UALR, UCA, and UAMS).

We look forward to seeing the things that Sarah will accomplish in the years to come!



Audiology: Is it Really the Dark Side?

Samuel R. Atcherson, Ph.D., CCC-A



At this end of this 2014 calendar year, I will have been a faculty member for exactly nine years. During these nine years, I have been at the University of South Dakota for two and at the University of Arkansas at Little Rock/University of Arkansas for Medical Sciences for seven. At both of these institutions, I have served as academic advisor for many students. In addition, for the past five years, I have been the admissions committee chair for the

only Au.D. program in Arkansas. Together, these experiences and roles bring me to the question that is reflected in the title of this article: Is audiology really the dark side of Communication Sciences and Disorders?

Every year, during the season of admission, we have the opportunity to interview prospective Au.D. applicants. As we get to know the applicant, the most common story is we hear goes something like this, “My _____ (insert person here) had a _____ (insert speech-language disorder here) and I have always thought what speech-language pathologists did was fascinating. I decided to pursue this as a career of choice and majored in _____ (insert CD, CSD, Speech Pathology, etc.). However, when I took _____ (insert Intro to Audiology, Hearing Science, Aural Rehabilitation, etc.), I just knew that audiology was for me.” Applicants have commonly reported that they have heard from professors and clinical supervisors that audiology is the dark side, and their decision to pursue audiology is referenced as “crossing over to the dark side.”

I bring this topic up because such saying has mostly a negative connotation, and conjures up thoughts that audiology is bad and not a worthwhile pursuit. Although non-audiology faculty, clinical supervisors, AND academic advisors may argue they use this phrase jokingly, I would argue that words are very powerful to young, impressionable minds. If you can imagine, an undergraduate student may worry about disappointing any number of different people (e.g., faculty, peers, etc.) when they really have no reason to. No one wants to lose the brightest students to “the other side,” but imagine the loss to either profession when a bright student is discouraged from the other side (it goes both ways). When I was on faculty at the University of South Dakota, some undergraduate students had the inaccurate

perception that faculty from the two professions simply did not like each other! To remedy this unfortunate situation, the faculty agreed to post signs on their office doors that they loved the other profession. It was sad, but effective at dispelling the erroneous perception.

There are a host of reasons for why students make the switch. For some, they had simply not heard about audiology until they joined the major. The profession of audiology is still not a common household term, and we often forget that audiology is still a baby compared speech pathology (formerly speech correction). Public promotion of audiology often fails with Better Speech and Hearing Month campaigns, because the word audiology is not contained within. For others, there was something about their audiology courses that peaked their interest. Perhaps it was the magic of decibels and logarithmic formulas, the use of assessment and intervention technology on a daily basis, balance function assessment (who knew both the cochlea and balance organs were both in the temporal bone!), and hearing aids and implantable devices. Although rare, some apply to both programs because they express comparable interest in each profession and take their chances at gaining acceptance to one or both.

The reasons we should refrain from calling audiology the dark side can be summarized in the following ways:

1. Undergraduate students need a solid foundation in both audiology and speech-language pathology, and when they grasp this foundational knowledge, they benefit and their future patients benefit.
2. Both audiology and speech-language pathology have consistently been ranked high in career reports within the last few years. There is a need for both and in many rural areas.
3. Both audiology and speech-language pathology have interesting specialty areas, and there is a need for professionals to fill many of the roles our scope of practices permit.
4. There is a two-way referral stream between audiology and speech-language pathology, and an opportunity to keep that stream open as well as to maintain continued mutual respect.
5. There is much exciting interdisciplinary research and clinical protocols being carried out by teams with both audiologists and speech-language pathologists. We continue to have a lot to learn from each other and with each other. Example areas include traumatic brain injury,

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Audiology: Is it Really the Dark Side?

Samuel R. Atcherson, Ph.D., CCC-A

Audiology: Is it Really the Dark Side? continued...

- implantable devices, simulated patients, health literacy, and the controversies inherent with auditory processing disorders.
- Children and adults with any number of communication disorders, may benefit from the services of both audiology and speech-language pathology.
 - Young children identified with hearing loss, as well as adults with severe to profound hearing loss, greatly benefit from the services of both professions. Taken further, auditory-verbal therapists (AVT) and auditory-based interventionists (ABI) comprise experts in both audiology and speech-language pathology. (We started one such certificate program here at UALR/UAMS this past July 2014).
 - Audiologists and speech-language pathologists frequently serve together within organizations and their boards, such as Arkansas Hands and Voices.

As I close out this letter, I would like to challenge us all to have much more positive regard for one another, especially for the two professions (indeed, it does go both ways). It is simply not necessary nor valid to refer to audiology as the dark side, because we are on the same side as two professions, one discipline. Just as we have the American SPEECH-LANGUAGE-HEARING Association, we have the Arkansas SPEECH-LANGUAGE-HEARING Association. Personally, I would not be here today as an audiologist with hearing loss were it not for the amazing speech-language pathologists and audiologists I've had over the years as a young child, a student, and now as a professional preparing the next generation.

Warmly,
Sam

P.S. I love speech-language pathologists.

Scholarship Donation Form

We are able to offer scholarships to our student members each year thanks to your generous donations throughout the year, and our social and auction at the convention. You can donate in honor of or in memory of someone, if you choose. **Current students are the future of our industry, and we are glad we are able to support them when needed.**

Scholarship Donation Form

Name: _____ Phone: _____

Address: _____ City: _____ ST: _____ Zip: _____

Email: _____

I would like to make a contribution to the ArkSHA Scholarship Fund in the amount of \$ _____

In Memory In Honor of: _____

Check #: _____

Visa/MasterCard # _____ - _____ - _____ - _____

Exp Date: _____ CVV: _____

Name on Card: _____

Billing Address (if diff from above): _____

Mail this form with check payable
to ArkSHA at:

P.O. BOX 24103
LITTLE ROCK, AR 72221
or FAX to 501-224-0988

ArkSHA Board Meeting Summary

December 5, 2014

Minutes: Minutes were reviewed and approved by the board.

Treasurer (Cherin Pace) - Cherin presented the financials and they were approved as presented.

SEAL (Carol Fleming) - Carol reported that the SLP assessments are the hot topic right now. They are combining the schools and healthcare workshop for summer of 2015. Another issue is Medicaid billing regarded targeted case management (episodic care).

Past President (Miranda Crabtree) - Miranda presented the newly elected 2015 Board Members:

President-Elect: Kami Rowland

Vice President-Elect for Continuing Education: Charity Lock

Vice President for Audiology and Hearing Services: Natalie Benafield

Secretary: Joy Good

President-Elect (Melodee Owens) - Melody reported Membership ended 2014 with 499 compared to 377 in 2013.

Secretary (Grayson Adams) - Grayson requested newsletter articles sent ASAP.

Vice-President for Continuing Education (Kami Rowland) - Kami reported that the convention was a success. Numbers were down slightly, to continue the slight decline we have seen each year since 2009. It was discussed to have an optional legislative session and have Randy and Courtney help present. Marilyn is also going to begin seeking bids for the 2016 convention.

Vice-President Elect for Continuing Education (Rovyn Smith): Robyn reported that all CE items have been processed and approved for the convention! She is working on ideas for the 2015 convention speakers: Dysphagia (Gary McCullough), Birth-5, Audiology, School Age.

OLD BUSINESS

CSAP Meeting November -Kerry and Melodee attended. Tips that they took away were that ArkSHA may need to look at budgeting for a member recruitment postcard earlier in the year, possibly holding regional meetings in the state and online CE options.

Licensure with Dual ADE vs ABESPA-Need to contact ASHA regarding the process

NEW BUSINESS

Online Dues Payments: The board discussed the need to continue the option of online payments and will continue to use Constant Contact for the next 3 months.

New ArkSHA Website: After reviewing the end numbers expect for 2014, the board agreed to move forward with creating a new website using HiFive. Sam Atcherson and Kerry Shumate will help with ideas and input.

Strategic Planning Session: Kerry is going to get with Cheris with ASHA and see if we can get the strategic planning session set for February 20th, and combine the board meeting with it

2015 Dates to remember: Board meetings: February 13 or 20, April 10, June 12, August 14, October 14 (at convention), December 4 (1st Friday); Annual Convention: October 14-16, Embassy Suites
CSAP: May 15-16, 2015-Oklahoma City, OK; November 18, 2015-Denver, CO

Adjourn - at 4:56pm.

Respectfully Submitted, Marilyn Porterfield