



PRESIDENT'S PERSPECTIVE



Monica Scott
2011 ArkSHA President

“Be the Difference”

Welcome to the 2012 ArkSHA Convention!

I believe that each of us entered the field of Speech Language Pathology or Audiology for a variety of reasons, but one prevailing reason that each of us remain in each of these professions is the desire to make a difference. Most of us can think back to some of our students/patients, and recall those initial breakthroughs... What incredibly rewarding experiences! When my pre-school patient who had oral aversion took his first bite of food, WE CELEBRATED! When my ten year old student with CP independently used his device to tell his mom, for the VERY FIRST TIME, that he loved her... WE ALL CRIED. When my adult patient with TBI used his Aug/Com device to tell his mom “Thank you for believing in me”, it was HEARTWARMING. When my student with a Cochlear Implant first heard the voices of others, the expression on his face was PRICELESS. When my patient who had been tube fed for months, finally demonstrated safety with all consistencies on the Videofluoroscopy, WE REJOICED! These were just a few of those very special moments I’ve experienced in the past 16 years. You know the moments I’m speaking of, right? The moments that your hair stands on end, you get goose bumps, and you have a realization that you are just a small part of a much bigger plan. It’s those times that you can BE THE DIFFERENCE! The individual sessions that led up to each of these breakthroughs were probably pretty ordinary, but all of those included small steps to a much bigger goal. Making a difference doesn’t necessarily mean redefining our profession as we know it, but rather ending each day knowing that you are leaving things better than you found it.

“Be the Difference” With ArkSHA!

**Arkansas
Speech-Language-Hearing
Association**

**2012 Convention
October 10-12**

The Peabody Hotel
Little Rock, Arkansas

Featured Keynote Speaker: Neil Shepard
Thursday, October 11

**Registration Form &
Convention Brochure
Available On-line now!**

This year, our VP of Continuing Ed, Grayson Adams, has successfully organized a diverse group of speakers and topics for this year’s convention. She has skillfully choreographed speakers with all work settings in mind. One of my favorite quotes by Paul “Bear” Bryant is “It’s not the will to win, but the will to prepare to win that makes the difference.”

Please join us October 10-12, 2012 at the Peabody Hotel in Little Rock to prepare to “BE the Difference” for those you serve!

Monica Scott, M.S., CCC-SLP
ArkSHA President

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.

ArkSHA 2012 BOARD OF DIRECTORS

PRESIDENT

Monica Scott
Rehab Care Group, Inc.,
National Park Medical Center
101 Chiffon Lane
Hot Springs, AR 71913
501-617-8039
Monica1slp@hotmail.com

IMMEDIATE PAST PRESIDENT

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

PRESIDENT-ELECT

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

TREASURER

Samuel Atcherson
UALR / UAMS
2801 S. University Ave.
Little Rock, AR 72204
(501) 683-7178
sratcherson@ualr.edu

SECRETARY

Cherin Pace
501-312-1224
pacecherinc@yahoo.com

VICE PRESIDENT AUDIOLOGY & HEARING SERVICES

Anna Serpente
Arkansas Children's Hospital
1 Children's Way
Little Rock, AR 72202
(501) 364-2239
serpenteak@archildrens.org

VICE PRESIDENT SPEECH-LANGUAGE PATHOLOGY SERVICES

Melodee Owens
Self - Employed
716 Arkansas Ave.
Mountain Home, AR 72653
(870) 480-7055
melodee.owens@hotmail.com

VICE PRESIDENT CONTINUING EDUCATION

Grayson Adams
Midsouth Rehab @ Trillium Park
1160 Hogan Lane
Conway, AR 72034
(501)327-2501
trillium_dor@midsouthrehab.com

VICE PRESIDENT - ELECT CONTINUING EDUCATION

Michelle Leach
Advanced Bionics
michelle_leach@yahoo.com

SLP AND AUD ADVISORY BOARD

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

Donna Smiley
Arkansas Children's Hospital
#1 Children's Way, Slot 113
Little Rock, AR 72202
smileydf@archildrens.org

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

Account Executive:
Marilyn Porterfield
Best Association Management
P. O. Box 24103
Little Rock, AR 72221
Phone: (501) 244-0621
Toll Free: (877) 427-5742
Fax: (501) 224-0988
Email: arksha@arksha.org
www.arksha.org

Event Calendar

- October 10 ArkSHA Board Meeting
- October 10-12 ArkSHA Annual Convention
Peabody - Little Rock
- November 18 ABESPA Meeting
Conference Room C
- December 9 ArkSHA Board Meeting

Call for ArkSHA Honors and Awards Nominations

The Honors and Awards Committee is requesting nominations for ArkSHA Honors and Awards for 2011. Please nominate individuals for the following awards:

- **Louis M. DiCarlo Award for Clinical Achievement**
- **Frank R. Kleffner Clinical Career Award**
- **Paula J. Gober Public School Award**
- **Research Award**
- **Audiology Award**
- **Honors of the Association**

You may email your nominations to cbflem@swbell.net; send your nominations by mail to Carol Fleming at 815 Coulter Road, Sherwood, AR 72120-5919; or fax to the ArkSHA office 501-224-0988. Be sure to include your name and a biographical sketch of the nominee including their professional history. Nominations should indicate the award you are nominating the individual for and why you think they should receive recognition. Awards and honors recipients will be announced at the Awards Reception at the Annual Convention in Little Rock, Arkansas. Nomination forms are available online at www.arksha.org.

Membership Report

Want to get a jumpstart on paying your dues for 2013 and possibly get those dues for FREE?

Find the ArkSHA booth at the Convention and when you pay your 2013 dues, your name will be automatically entered for a chance to receive those dues for free! (Don't worry, if you win, you will be refunded whatever amount you paid).

Welcome to our newest member,
Carolyn Couch (Nashville, AR)!

What is a QR Code?

QR Code is short for Quick Response Code. The computer generated codes can be read quickly by smart phones. You have probably seen QR Codes in magazine ads, billboards, web pages or even on someone's t-shirt. Your cell phone may interpret the code as a URL hyper-link and take you directly to a web site, give you a clickable URL, give you details about a business (allowing users to search for nearby locations), or it may give you a coupon which you can use in a local outlet. The possibilities are nearly endless, actually.



The reason why they are more useful than a standard barcode is that they can store (and digitally present) much more data, including url links, map coordinates, and text. The other key feature of QR Codes is that instead of requiring a chunky hand-held scanner to scan them, most modern cell (smart) phones can scan them.

ArkSHA Board Meeting Minutes

August 10, 2012

Office of Best Association Management (BEST)

The ArkSHA Board meeting was held on August 10, 2012, at the office of Best Association Management (BEST). Those in attendance were Monica Scott-President, Miranda Crabtree-President-Elect, Aleecia Starkey-Past President, Cherin Pace-Secretary, Samuel Atcherson-Treasurer, Grayson Adams-VP-Elect Continuing Education, Melodee Owens VP SLP Services, and Marilyn Porterfield-BEST.

Minutes from the previous meeting were reviewed and approved.

Committee Reports

Treasurer- The board reviewed the financials and the approved them. A motion was made and carried to use the money from the speaker honorarium fund to reconcile the budget to CSAP to allow for travel in the fall.

Past President - Aleecia Starkey is working on gathering a slate of officers for 2013 as well as soliciting for Honors and Awards. The Board discussed names for the slate of officers. Poster Ambassadors were also discussed. Board members are to get possible names to Aleecia by Monday, August 13.

President-Elect - Miranda Crabtree submitted a report and the board discussed incentives to get attendees to pay 2013 dues at the convention. A motion was made and carried that a free membership will be given to someone that pays their 2013 dues at the Convention. The board retreat for 2013 was also discussed. It was agreed that a Leadership retreat is more important to focus on first instead of a strategic plan in order to build up the list of ArkSHA Leaders. The dates considered are February 15/16 and February 22/23. The board would like to have a session on politics, possibly Randy Thurman to speak on lobby issues. The board could hold the strategic plan at a later board meeting date, possibly April. Items to be discussed at a strategic planning meeting are: 2 year term for president, regional SLP groups or directors, greener organization, additional membership rates.

Secretary - Cherin Pace reported that work on the newsletter is in progress; it will be edited and mailed with the convention brochure. Marilyn will include "What is a QR Code" in the next newsletter.

Vice-President for Speech Pathology Services- Melodee Owens reported that he is interested in working on putting together a mentorship program. The board plans to have a box at the convention for attendees to mark if they are interested in being a mentor or mentee.

Vice-President for Continuing Education - Grayson Adams reported that the convention details are coming together and the brochure is almost complete. The board was asked to proof the brochure. The board discussed parking at the convention. Whether they could get a 3-day pass discount, could we get a discounted parking rate at the parking garage, etc... Handouts were also discussed. It was decided that handouts would be available online 2 weeks prior and 2 weeks after for attendees to print on their own. They would also have the option of having ArkSHA print the handouts for them for a \$10 fee. The binder build 'party' will be Friday, September 28 at 4pm at Best Management.

OLD BUSINESS

AdHoc Salary Supplement Committee-The board discussed the necessity of the committee at this time. A motion was made and carried to dissolve the AdHoc Salary Supplement Committee.

Open Forum on Double Licensure at Convention- Monica is putting together a forum to discuss perspectives in educational speech.

NEW BUSINESS

Ambassador Nomination Deadline-Currently March 15-the deadline for Ambassadors will remain the same, however, the board discussed holding off the announcing of the winner until the convention. A motion was made and carried to announce the poster ambassadors at the convention, and for them to be present for photos with the Governor the following May.

Arkansas Hands & Voices - the board is going to continue to make the donation for a free membership to ArkSHA for their silent auction.

2013 Membership Rates: Young Professional or Retirement: This item needs to be reviewed at the strategic planning meeting. Need to consider looking at dues 5-10 years from now. What services

Clinician's Corner: Health Literacy – Did You Know??

The 2003 National Assessment of Adult Literacy revealed that the average reading comprehension level of English-speaking adults in the United States is estimated to be only at the seventh- or eighth-grade level. Kutner et al. (1) defined four health literacy levels as follows: Below Basic, Basic, Intermediate, and Proficient. The majority of adults (53%) had Intermediate health literacy. An additional 12% had Proficient health literacy. Among the remaining adults, 22% had Basic health literacy, and 14% had Below Basic health literacy (1). To facilitate health literacy, however, the 1998 National Literacy Work Group on Literacy and Health recommended that health-related education materials targeted to adults be written at or below the 6th grade level, since data suggest reading levels are, on average, three to five years lower than the education level (2). Thus, the recommended grade level for written materials probably requires at least a Basic health literacy skill level.

ArkSHA's own Richard Zraick and Sam Atcherson have published a number of research articles on this topic, which are listed below for your reference (3-9). The results of these studies demonstrate that most patient educational materials and questionnaires are indeed written over the 6th grade

Board Meeting Minutes, *Continued*

do we want to offer and will the dues at the current cost cover?

ASHA 5 year recognition - Monica and Marilyn are working on getting necessary items together to turn in paperwork.

Online Voting - in an effort to continue to 'go green' the board looked at the option of online voting for the slate of officers, in hopes of having a higher return rate and lower cost. A motion was made and carried to do an online ballot for the 2013 Board Nominations with Association Elections.

SEAL (Dixie Branscum)/STAR (Cheri Stevenson)/SMAC (Monica Scott) - Need to make sure that the STAR is on the convention board agenda.

The meeting was adjourned at 5:45pm.

Respectfully Submitted,
Marilyn Porterfield

level, and oftentimes are written at the high school level or above.

Examine your patient and caregiver educational reading materials from this standpoint – are they written such that a sixth grader could read and understand them?

REFERENCES:

1. Kutner M, Greenberg E, Jin Y, Paulsen C. The Health Literacy of America's Adults: Results from the 2003 National Assessment of Adult Literacy (NCES 2006-483). Washington, DC: National Center for Education Statistics, U.S. Department of Education, 2006.
2. Report of the National Work Group on Literacy and Health. Communicating with patients who have limited literacy skills. *Journal of Family Practice* 1998; 46: 168-76.
3. Zraick, R.I. & Atcherson, S.R. Readability of patient-reported outcome questionnaires for use with persons with dysphonia. *J Voice* 2012; epub ahead of print.
4. Atcherson, S.R., Zraick, R.I., & Brasseur, R.E. Readability of patient-reported outcome questionnaires for use with persons with tinnitus. *Ear and Hearing* 2011; 32:671-3.
5. Zraick, R.I., Atcherson, S.R., & Ham, B.K. Readability of patient-reported outcome questionnaires for use with persons with swallowing disorders. *Dysphagia* 2012; epub ahead of print.
6. Zraick, R.I., Atcherson, S.R., & Brown, A.M. Readability of patient-reported outcome questionnaires for use with persons who stutter. *J Fluency Disorders* 2012; 37:20-4.
7. Atcherson, S., Richburg, C.M., Zraick, R. & George, C.M. (in press, 2012). A computer-based readability analysis of questionnaires for listening difficulties associated with possible (central) auditory processing disorders. *Language, Speech and Hearing Services in Schools*.
8. Kelly-Campbell, R.J., Atcherson, S., Zimmerman, K.R., & Zraick, R. (in press, 2012). Readability of self-report assessment tools. *Journal of the Academy of Rehabilitative Audiology*.
9. Pace, C., Atcherson, S. & Zraick, R. (In press). A computer-based readability analysis of patient-reported outcome questionnaires related to oral health quality of life. *Patient Education and Counseling*.

Slate of Officers 2013

ArkSHA is pleased to announce the following individuals for the 2013 Board of Directors. These individuals will be presented to the Board of Directors during the annual business meeting in October.

President-Elect

Shelly Decker (SLP, Miracle Kids Success Academy)

Vice President-Elect of Continuing Education

Kamela (Kami) Rowland (SLP, Hall High School)
Crystal Eary (SLP, Arch Ford Educational Cooperative)

Vice President of Audiology & Hearing Services

Becky Del Rio (AUD, SLP, Pulaski County Special School District)

Secretary

Kathy Shapley (SLP, UALR)
Grayson Adams (SLP, Midsouth Rehab at Trillium Park)



Nominations from the floor will be accepted during the annual meeting which will be held on Wednesday afternoon, October 10. Any interested individuals can contact Nominations chair, Aleecia Starkey, for more information (aleecia.starkey@arkansas.gov).

What's happening at ASHA With ArkSHA members?

- Carol Fleming elected a Fellow
- Donna Smiley elected VP of audiology for ASHA
- Carol Fleming elected to the advisory council
- Beckie Oldroyd Weaver and Carol B Fleming will be recognized as ASHA Fellows at the annual convention in Atlanta, GA.
- Donna Smiley has been elected VP of Audiology for ASHA. Her term begins in January 2013. Congrats to these members and professionals

Sound Expressions Newsletter Advertising Rates & Specifications

Sound Expressions is published four times annually by the Arkansas Speech-Language-Hearing Association. Ad space is available in the sizes listed below.

	<u>Ad Sizes</u>	<u>Rate</u>
Bus. Card	2"h x 3.5"w.....	\$55
¼ page	5"h x 3.75"w.....	\$90
⅓ page	3.25"h x 7.75"w	
	OR 10"h x 2.5"w.....	\$120
½ page	5"h x 7.75"w	
	OR 10"h x 3.75"w.....	\$150
Full page	10"h x 7.75"w.....	\$230

A 15% discount is available for annual contracts for ads larger than 1/4 page.

Deadlines for submission:

- January 1
- April 1
- July 1
- October 1



Arkansas Speech-Language-Hearing Association Scholarship Application and Guidelines

Scholarship Guidelines and Eligibility

- 1) The applicant must be enrolled in a Communication Sciences and Disorders graduate program in the state of Arkansas. (Proof of enrollment required - Faculty Advisor or Program Director signature).
 - 2) The applicant must be an Arkansas resident who, at present, plans to work in-state after graduation.
 - 3) The applicant must submit a short narrative, not to exceed one-half page explaining their financial need for the scholarship.
 - 4) The applicant must submit an undergraduate transcript.
 - 5) Applications will be available upon request from the ArkSHA office or at www.arksha.org/scholarship.pdf.
 - 6) Both professional and personal letters of recommendation must be submitted with the application (minimum 3, maximum 5).
 - 7) The applicant's involvement in professional organizations such as ArkSHA, NSSLHA, AAA, etc. should be emphasized.
 - 8) All applications must be received by October 1st to allow committee members ample time for consideration.
 - 10) Failure to complete academic commitment will require a full refund of the scholarship amount to ArkSHA.
 - 11) The scholarship winner(s) will be announced and presented with a check at the Annual ArkSHA Convention Awards and Scholarship Reception.
- *The Scholarship Committee will be composed of the ArkSHA President, Past President, President-Elect, Treasurer, and two additional members. Once the recipient is chosen by the Committee, that applicant will be presented to the ArkSHA Board for final vote and approval.

Scholarship Application

Full Name: _____

Major Field of Study: _____

Date of Birth: _____ Age: _____

Place of Employment: _____

Marital Status: Single Married

Present Address: _____

Number and ages of dependents, if any: _____

Permanent Address: _____

Number of years as a member of :

Home Phone: _____

ArkSHA _____ NSSLHA _____ AAA _____

Work Phone: _____

Email: _____

Undergraduate University: _____

University you plan to attend in the Fall of 2012: _____

Fall 2012 Semester Hours: _____

**Please mail all required application materials
To arrive before October 1, to:**

**ArkSHA Scholarship Committee
P.O. Box 24103
Little Rock, AR 72221**

**Questions? - Contact ArkSHA
arksha@arksha.org**

Signature of Applicant: _____ Date: _____

Signature of Faculty Advisor/Dept. Director: _____ Date: _____