

# TSHA 2003 Annual Report: July 1, 2002-June 30, 2003

— compiled by TSHA Past President Donise Pearson



## President — Donise W. Pearson

Wow, what a year! The energy, dedication, and professionalism of the volunteer members of the Texas Speech-Language-Hearing Association (TSHA) are truly amazing. The year began with a financially sound budget after a fabulous budget meeting held at the state office in Austin. The Financial Advisory Board reviewed the document and deemed us “good to go!” The October Council meeting in San Antonio proved to be extremely well-attended and helpful for everyone as we reviewed our goals, planned for convention activities, and enjoyed the camaraderie of professional friends from all over the state. In January, the Executive Board (EB) met in Dallas for a Strategic Planning Session led by Ellen Fagan and Paige Wesley from the American Speech-Language-Hearing Association (ASHA). Revamping of our Annual Administrative Calendar was planned, as well as creating a TSHA Vision. The Adam’s Mark Hotel hosted our TSHA 2003 Convention in April with a record-breaking attendance of 2,654. The EB planned the transition of officers in June and completed the year with the celebration of a TSHA membership of over 4,000. We did it!

This year TSHA members mourned the great loss of former TSHA Presidents and exalted leaders with the deaths of **Sandy Friel-Patti**, **Gardner Gateley**, and **Donnell Johns**. They will forever remain in the hearts of many, many colleagues.

The Texas Speech-Language-Hearing Foundation (TSHF) was once again extremely active and continued to grant numerous scholarship and research grants to students. TSHF President and TSHA ex-officio EB member, **Gil Hanke** was extraordinarily benevolent as he began his presidency upon the death of Dr. Friel-Patti.

Association and Society Management, Inc. (ASMI) firm continued its extensive support throughout the year. Director **Roy Bohrer** managed to bridge the leaving of executive assistant **Jennifer Rodriguez** with hiring of **Stephanie McNickle** as TSHA’s new Executive Assistant. Roy and Stephanie, along with many other ASMI staff members, provided unending support, supplied information, arranged meetings, answered questions, maintained records, facilitated budget planning, sent memos, and encouraged volunteers to keep on keeping on. Open communication and the desire to always improve led the Association through this extremely successful year!

## Ethical Practices Committee – Judith Keller

The *TSHA Code of Ethics* was revised and updated to reflect current practices, and approved by the EB to become an officially revised document.

## Reimbursement Issues Committee – Norah Thurman

As a strong grassroots effort to educate third-party payers regarding the services of speech-language pathologists and audiologists continued, Norah Thurman attended an ASHA boot camp to gain knowledge and information for the TSHA members.

## Audiology Advisory Committee – Jeff Cokely and Carol Cokely

Audiology issues and the need for audiology representation continued to be a concern for the TSHA leadership. Jeff attended meetings with other audiology organizations within the state and served as valuable resources for many issues.

## Honors and Awards – Carolyn McCall

With the help of Carolyn’s husband, the honors and awards ceremony during the TSHA 2003 Annual Convention was a huge success and a lot of fun. The honors and awards committee brought forth the name of many qualified recipients and once again many TSHA Stars were recognized for their professional achievements.

## Nominations and Elections – Martha Wristen

This dedicated committee solicited candidates and verified qualifications for the offices of president, vice president for professional services, and vice president for social and governmental policy. Slated for president were Lynda Barbee and Julie Noel. Deborah Bankston was accepted by acclamation for vice president of professional services. Gay Chalfant and Melissa Sweeney were slated for vice president of social and governmental policy. The election winners were Lynda Barbee and Melissa Sweeney.

## Strategic Planning – Donise Pearson

Time was spent with the state office and convention planners determining future convention sites and solidifying future endeavors. Plans are already underway to celebrate TSHA’s 50th anniversary in 2006.



## President-elect — Lynn Flahive

**ASHA Open House** — A great time was had by all at the TSHA Open House on Saturday night at the ASHA Convention in Atlanta, GA. Fourteen year-round partners, three patrons, 12 sponsors, and nine participants helped to underwrite this traditional, fun-filled event. The highlight of the Open House was a tribute to ASHA President-elect **Larry Higdon**.

**Bylaws** — Two bylaw amendments were approved at the TSHA annual business meeting on April 4. One change recognized speech and hearing scientists as members of the Association. The second change updated the *TSHA Code of Ethics* to reflect current information in the *ASHA Code of Ethics*.

**Financial Advisory** — The financial advisory committee met in Austin in May. Members **Benna Askew**, **Martha Ashworth**, **Debbie Sears**, and **Ann Shaw King** discussed the association’s finances and made suggestions for budgetary considerations for the next fiscal year. The association remains fiscally strong.

**Long Range Planning** — ASHA staff members **Paige Wesley** and **Ellen Fagan** met with the TSHA EB on January 9-10 in Dallas to develop a strategic plan. The two days of brainstorming resulted in a new acronym for TSHA’s long-range goals: PEEP. The EB developed strategies and action steps to make TSHA “Progressive, Encompassing, Essential, and Powerful.” This plan is available for member review by contacting the state office.



## Vice President for Public Information & Marketing — Peggy Kipping

Through its hard-working and dedicated volunteers and state office Staff, TSHA provides a wealth of informational resources and tools designed to help member speech-language pathologists and audiologists market their services.

**TSHA’s Councilor for Member Benefits**, **Debra Bankston**, helped to coordinate the many efforts of the committees and task forces charged with developing and implementing TSHA member benefits.

**The Membership Benefits Committee**, co-chaired by **Amy Anderson-Cunningham** and **Ann Hillis**, worked hard to develop this year’s exciting line

up of Shoppe TSHA products. If you didn't make it to the Shoppe TSHA booth at convention, you can still purchase Shoppe TSHA items by calling the state office or by completing the order form published on the TSHA Web site. Shoppe TSHA items make perfect gifts for colleagues, patients, and physicians while also serving as fun marketing tools for the professions.

Once again, the **Student Interest Committee, co-chaired by Mary Beth Schmitt and Brooke Dorman**, had an extremely busy year. This task force is charged with helping to coordinate student activities and events at the TSHA Annual Convention. The 2003 NESPA/Praxis Bowl, presented in a "Who Wants to be a Millionaire" format, was a smash hit at this year's convention! This year, TSHA enjoyed a record student turnout at convention, thanks in large part to the efforts of this committee.

There are several teams working "behind the scenes" to pull together information and resources for the TSHA membership. For example, the **Regional Associations Marketing Network, chaired by Heather Soper**, coordinated the dissemination of information and materials among the Regional Associations in Texas. The **Membership Recruitment/Retention Committee, chaired by Dee Kirby**, worked to identify licensed professionals in Texas who were not current members of TSHA. Once identified, these professionals received information about the benefits of membership in TSHA.

The **TSHA History Committee, chaired by Martha McGlothlin**, worked to organize and archive important TSHA documents and information. The **Volunteer Mentoring Task Force, chaired by Kristi Mahan**, personally welcomed new TSHA volunteers and matched them with jobs that met their areas of interest and ability. TSHA volunteers are always needed and you can find the TSHA Volunteer Form on the TSHA Web site and printed in most issues of the *Communicologist*.

**Rosario R. Brusniak, Councilor for Public Relations**, was instrumental in helping to direct TSHA's public relations efforts over the past year.

The new **May is Better Hearing and Speech Month (BHSM) Task Force, co-chaired by Adrienne Acrey and Melissa Sweeney**, published and distributed an informative booklet for members, presented ideas for BHSM at the Annual Convention, and posted information, and public service announcements (PSAs) and links on the TSHA Web site.

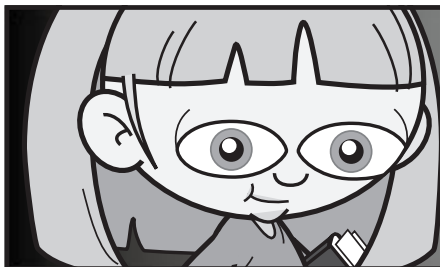
**Stacy Barry Reeves, chair of the new TSHA Advertising Task Force**, conducted a comparative study of advertising rates and practices among similar professional associations. The information that was gathered led to a proposal of several recommendations to the TSHA EB. Next year, this task force will continue their work by analyzing and tracking TSHA's current advertising efforts.

Another new group, the **Brochures Task Force, chaired by Jenny Loehr**, worked with the state office to develop a design template for TSHA's new brochures, outlined an action plan for revising current and past TSHA brochures, and proposed topics for future brochures. The first brochure to follow the new template, *Learning to Read is a Family Affair*, was published and displayed in time for the annual convention.

The TSHA Public Information Exhibit (PIE) is available to TSHA members for use in community health fairs, open houses, job fairs, speech and hearing screening programs, and other community or workplace events. In 2003, the **PIE Task Force, chaired by Denise Barnett**, developed a new display designed to highlight legislative information and advocacy. The PIE TF is currently working to breathe new life into some of the existing PIE display materials and to develop additional topical displays.

The **TSHA Literacy Effort Task Force, chaired by Judi Keller**, helped to update and reprint brochures designed to provide parents and caregivers information about how to facilitate the development and continued growth of early literacy skills. This task force will continue to work to publish and distribute a second printing of *Matt Learns to Read*, a colorful and engaging children's book.

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Our professions are blessed with valuable skills and information that can be of great benefit to the communities in which we live and practice. The office of the TSHA VP for Public Information & Marketing works to ensure that TSHA members have the tools they need to actively promote awareness of communication disorders and of the role of the professions.



### Vice President for Educational and Scientific Affairs — Melanie McDonald

The responsibility of educational and scientific affairs for the membership involves a collaborative relationship with the state office, councilors, continuing education, programming, exhibits, local arrangements, executive board, TSHFoundation, professional organizations throughout the country, and TSHA members. This responsibility has been assumed by many TSHA volunteers as well as paid employees. They have ensured that the educational and scientific affairs have been current, varied, relevant, and meaningful.

The 47th Annual TSHA Convention would not have been successful without the committees and Chairs who worked, planned and dedicated endless hours. The 'stars' of TSHA were bright and shining this year.

#### **TSHA Councilor for Professional Development – Karen King**

Karen oversaw the tasks of the CE Processor, Independent Study Chair, and Speech and Audiology CE Approval Chairs.

#### **Continuing Education Processor – Loretta Lee**

Loretta compiled and processed CE Applications for approval by the CE Advisory Committee. She processed the approvals and sent necessary forms to the sponsoring individual or group, as well as the TSHA Annual Convention. She entered pertinent information for publication in the *Communicologist*.

#### **Independent Study Chair – Janice E. Stroud**

Janice fulfilled the interests of the speech-language pathologists and audiologists who are members of TSHA. She provided the best possible continuing education programming to meet the individual needs of the TSHA members. She processed the TSHA/ASHA independent study applications, supplied information about independent study and approved, monitored and processed independent study projects.

#### **Speech CE Approval Chair – Roya Daryapayma**

Roya received and approved the speech CE applications.

#### **Audiology CE Approval Chair – Pam Bender**

Pam received and approved the audiology CE applications.

#### **Regional Grants Funding Chair – Michelle Neilon**

Michelle received and processed applications for the TSHA Grants to allow local associations, NSSLHA students, or other groups to defray costs incurred in providing regionally advertised seminars or workshops for SLP/As. Two grants were awarded this year.

#### **Councilor for Annual TSHA Convention – Tiffany Sears Leach**

Tiffany was responsible for coordinating the arrangements for the keynote speaker, major speakers, and short courses for the TSHA 2003 Annual Convention. She supplied information for the *Communicologist* about Annual Convention and was available to the VP for any other details regarding the convention.

#### **TSHA Convention Program Chair – Tiffany Sears Leach**

Tiffany was in charge of her program committee in receiving the *Call For Papers* for the convention, and meeting to review and approve all convention

sessions. She received the speaker handouts and scheduled the sessions and audio-visual in the rooms for the entire convention. She and her committee were responsible for the smooth running of CE programming during convention.

#### **TSHA Convention Program Co-chair – Denise Barringer**

Denise assisted Tiffany in all the details of the program and scheduling for TSHA Convention.

#### **Local Arrangements Co-chairs – Terri Haynes and Lisa Terry**

Local Arrangements chairs were responsible to the chairs of the various committees in order to ensure the smooth running of many details at convention, such as registration, hospitality, signs, job placement, and social chairs.

#### **Exhibits Co-chairs – Kathy Barker and Kristi Mahan**

Exhibits Chairs were responsible for the smooth running of the Exhibitors and the events in the exhibit hall during TSHA Convention, such as the exhibit hall game, beverage breaks, exhibit drawing, and door prizes.



### Vice President for Social and Governmental Policy — Tanya Speed

This year brought the TSHA EB and its membership a short course on politics. Guided by our Director of Legislation, **Larry Higdon**, we were kept abreast of the activities by the 78th Texas Legislature and were given suggested 'talking points' to discuss when

contact was made with the legislators. Councilor of Legislation **J.C. Tucker** provided the leadership for the task forces and supported the ongoing duties of this office.

#### **CHIP Coalition — Cecilia Cruz-McKay**

Cecilia attended the monthly Texas CHIP Coalition meetings in Austin and provided feedback to TSHA concerning the status of CHIP in the 78th legislature. TSHA supported statements from the Texas CHIP Coalition and the Central Texas Regional Children's Health Insurance Coalition to not cut funding of CHIP programs.

#### **Consumer Coalition — Margaret Rouquette**

The goal of this task force was to establish a listserv with various consumer groups so that our joint efforts would affect advocacy and legislation. Margaret spearheaded this effort by attending the Texas Advocacy Day in Austin.

#### **Legislative Advisory — Gay Chalfant and Anji Fernandes**

This task force served to inform the TSHA EB of key legislative issues within their work settings. They also provided input concerning proposed legislative bills and have worked diligently to facilitate relationships between TSHA members and their legislators.

#### **Medicare Intermediary Network — Julie Bishop-Leone**

Julie presented at the TSHA 2003 Convention on Medicare reimbursement and surveyed task force members regarding current Medicare issues. Flyers were distributed at the convention to recruit task force members and numerous contacts have been made. Julie kept busy throughout the year by working with the MD Anderson Department of Compliance to act as a Medicare intermediary, attending local speech association meetings and providing legislative information, as well as, submitting an article to the Houston Lost Cord Club newsletter.

#### **Political Action Committee (PAC) — Debbie Sears**

The PAC continued to influence elections of political candidates and legislation. Out of the 33 PAC contributions made during the last election, only one candidate lost! These contributions totaled over \$17,000. A continuous slide show describing PAC and the benefits ran during the TSHA 2003 Convention. The fundraiser was a style show that was very successful.

### Professional Coalition – Holly Wilhelm and Kari Blaesing

Holly and Kari contacted various professional organizations to develop a listserv to utilize when legislative issues/concerns were identified. Holly also attended the Texas Advocacy Day in Austin in order to establish a more in-depth network with professional organizations. Holly made presentations to her school faculty and fellow speech pathologists concerning legislative issues and concerns.



### Vice President for Professional Services — Cindy Gill

Seven task forces and committees, composed of 73 outstanding TSHA members, have made extraordinary contributions to the professions of speech/ language pathology and audiology in 2002-2003.

In an attempt to help Texas standardize the eligibility requirements for speech therapy in the public schools, the **task force on entrance-exit criteria, led by Judy Erwin**, developed templates for eligibility for 1) speech-only children in language, 2) speech-only children in articulation, 3) children with language disorders with cognitive components (i.e., LD and mild-mod MR), and 4) severely communicatively impaired. These recommendations were presented at the TSHA 2002 and 2003 conventions, and the task force initiated training sessions and piloted use of the templates. "Train-the-trainer" modules will be developed for each area.

A brochure for licensed assistants, developed by **Cindy Mollenkopf, Mindy Torres, and Zalyndia Powell** was published and distributed to interested members, the licensure board, and anyone requesting the information from the TSHA state office.

**The Task Force on Competency-Based University Training, spearheaded by Sherry Sancibrian and Ann Hills** and composed of members from the universities in Texas with speech pathology and audiology training programs, worked to collectively implement the new ASHA standards for professional training programs. They developed and shared forms for documenting various clinical and educational experiences and skills, admission standards, and clinical rotations, and they shared plans to review first-year operations under the new standards. This group is a statewide university cooperative team with many future plans, such as the development of a teaching consortium to share areas of expertise.

Groundbreaking work was done in the area of telepractices by the co-chairs of the **Task Force on Telepractices, Allison Morgan and Mikki Singleton**. Information on speech pathology and audiology telepractices in the United States was provided in an article in the December *Communicologist*, and the TSHA membership's use of telepractice was surveyed at this year's TSHA convention. (See the upcoming *Communicologist* for results of that survey!) Additionally, the task force researched and documented current telepractice guidelines already in place by other fields and providers, such as radiologists and physicians. From this information, guidelines for telepractice were developed and were submitted to several SLPs and audiologists in the United States who engage in telepractice. TSHA EB Members will make final suggestions and the guidelines will be submitted to the Licensure Board for review and possible adoption. Finally, the task force, in conjunction with Texas Woman's University and the Task Force on Pediatric Dysphagia submitted a grant application to ASHA's Model Clinical Telepractices Grant Competition. The proposed grant will be used to help fund training of school based SLPs in treatment of pediatric dysphagia. Interactive videocommunication systems will connect the university-based pediatric dysphagia specialist to the public schools.

Private practitioner **Pam Reese** chaired the **Task Force on Private Practice Issues**. A TSHA presentation led by members of the task force gave SLPs

information on how to establish, operate, and improve private practice, including such issues as documentation, billing, and third-party reimbursement. Throughout the year, chair Pam Reese also assisted many practitioners in issues relating to opening and operating a private practice.

The goal of the **Task Force on Pediatric Dysphagia, co-chaired by Melody Smith and Kelly Lauck** was to increase the appropriate treatment of dysphagia for children in Texas. The task force reported the results of the survey from the TSHA 2002 convention, which identified an overwhelming need for training and hands-on experience with pediatric dysphagia. As a result of the task force's efforts, a week-long training for SLPs in the area of early childhood intervention programs was held in Harlingen. Training included hands-on treatment of area children under the supervision of pediatric dysphagia specialists. The task force also presented a program at the TSHA convention, which demonstrated the need for and method to initiate a school dysphagia team, and appropriate evaluation, referral, and treatment protocols. The task force prepared and collected student surveys at the 2003 TSHA convention that indicated a strong desire by the students for more pediatric dysphagia education and experience. The task force is also participating in the ASHA Telepractice Grant, which will use interactive systems to train school-based SLPs. Finally, the task force created an extensive Web page information resource for the TSHA Web site.

**The Task Force on Assistive Technology, co-chaired by Mary Claire Welch and Catherine Moore**, attempted to educate and assist SLPs in their decisions regarding children who need assistive technology. The task force identified relevant topics and located specialists in each area in order to present a series of articles to the *Communicologist* readership. They are also preparing a Web site resource regarding funding for AT devices and other AT topics. The task force is seeking speakers who are advocates for AAC-users who are willing to provide education for members.

**The Public School Advisory Committee (PSAC)**, led by **Lynda Barbee**, provided on-going information and recommendations to the EB. Issues currently brought to the EB included the need for training and implementation of existing eligibility templates and completion of eligibility templates for fluency and voice. Further PSAC recommendations included the establishment of a task force to address multicultural differences and consideration of an interface between the ASHA workload/caseload concept and eligibility training. In response to TCASE concerns regarding shortages of school-based SLPs, PSAC also recommended that an investigatory coalition be established. Plans will be developed to include TSHA, TEA, TCASE, the Licensure Board, university graduate programs, Association of School Board Members, Association of Superintendents, and key legislators in determining the availability/accessibility of school-based SLPs.

Chair **Lynda Barbee** is also the Texas State Education Advocacy Leader (SEAL) representative to ASHA. National SEAL advocacy in the past year consisted primarily of responses to two pressing issues — caseload size and salary supplements. Although the majority of state representatives are addressing advocacy via caseload caps and/or salary supplements, the TSHA EB agreed that Texas' focus would first be on appropriate identification of speech-language impairments via development of sound eligibility criteria. The Texas SEAL action plan involves training and implementation of the eligibility templates mentioned above.