

Council of State Speech-Language-Hearing Association Presidents



STATING THE ISSUES

Volume 5
Summer/Fall 2008



CSAP Fall Meeting

November 19, 2008
The Palmer House Hilton
Chicago, IL 60603

**State Associations:
Good, Better and Beyond**

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***WORDS OF WISDOM- LIZBETH STEVENS
PRESIDENT OF CSAP, 2008***



HOW TO SUCCEED...

Recently I attended a community theatre production of the 1961 Broadway musical (1995 revival), "How to Succeed in Business Without Really Trying." This Tony award winning production chronicles the 'rise' of J. Pierrepont Finch in the World Wide Wicket Company as he follows the directions in "*THE BOOK*" (aka *How to Succeed in Business Without Really Trying*). Oh, that leading a state association could be just that simple! One thing I know is -- it **cannot be done** without trying.

How do we succeed in leading given the particular circumstances that we inherit when elected to the top post? Unforeseen variables may include (but are not limited to): financial insolvency at worst or getting by annually on a shoestring at best, a board of volunteer officers or committee members who mean well but are overcommitted and cannot follow through, legislative issues affecting the professions which appear out of the blue and must be handled immediately, putting all other planning initiatives on the back burner –not to mention one's own personal life, etc., etc. You get the picture. Oh, to walk into that perfect job or leadership position!

And just how did you and I come to this awesome responsibility in the first place? Were you tapped by someone in leadership when you expressed mild interest or raised a pertinent question? "Oh, you would be so good at this! Why don't you run?" Or were you frustrated with the direction your association was going after having served on the board or simply as a disgruntled association member? However you arrived at the spot, when you opened the door and walked through, I am sure you can agree that it was more than you had bargained for.

OK, enough of the overture, on with the show! Regrettably, there is no instruction book for state association leadership that we can enlist in our quest for the best. What does exist is a myriad of publications on leadership from business, sports, politics, etc. I am writing about a few in the "*Let's Talk About Leadership*" articles to acquaint you with some of my favorites. Last year our Past President, Theresa Rodgers, provided us with some thoughts from Ken Blanchard, and this year President-Elect, Sherry Curtiss, is sharing wisdom from Ron Willingham. There are many different perspectives on leading, much to know and learn.

What I believe is necessary to succeed:

SEE THE BIG PICTURE Have a clear vision of what the mission of the organization is and the strategies/steps to get there; keep your eye on the prize; for example, conduct meetings relative to the goals/objectives and strategies to reach them-- rather than going through each meeting by reports from officers. (All reports and information should be relevant to the mission anyway. If the work that is being done is not, then why?)

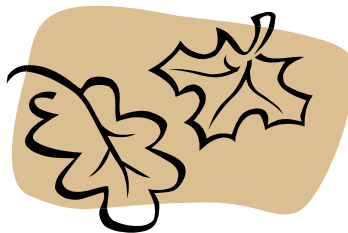
MAKE PEOPLE PRIORITIES Recognize and celebrate the contributions and efforts of your board and committee members. You cannot do this alone, far from it. Leading an organization relies upon the talents of many. Learn to delegate some tasks and responsibilities. For many of us this is difficult to do (we would be just as happy to have control and feel uncomfortable giving it up); however, be willing to do so but structure the delegation so it is a win-win for everyone. Provide help and support for individuals so they can grow and learn. In this way you are building the next generation of leaders. Remember to attribute successes to the efforts of individuals and the team; assume personal responsibility for the failures. And as our spring speaker, Jean Block, suggested, give board members who are over-committed and cannot do the work, a way to gracefully exit from their responsibilities and save face.

WALK THE TALK I know this is an overused expression (Thank you my hero, Stephen Covey!), but it is one of the critical pieces of leadership. You must model what you expect from others. If you ask people to donate money, then be the first yourself to do so. If you are asking people to put in extra time or energy on a project, then, you must demonstrate by your actions that you are committed.

MAINTAIN A 'CAN DO' ATTITUDE While it is important to address issues realistically as they come up, negative talk and pessimism will not encourage people to either rally around you or your organization. The hurdles may seem insurmountable at times, but doable if approached in a positive way. "It's a cinch by the inch."—Stephen Covey. Remember to have fun along the way. People are more productive when they work in a positive, enjoyable, welcoming, supportive environment.

My very best wishes to each and everyone one of you for your unselfish dedication to your state association and to our discipline—communication sciences and disorders. I hope that your experiences as a CSAP member enrich you and support you as you set out to do the important work of leading.

In closing I invite you to join us in Chicago for our exciting fall program. Next month I will be sending you a "sneak" preview of coming attractions. It is a questionnaire you can take to determine your leadership strengths and weaknesses. I will be speaking about how to develop these leadership skills at our fall conference. We are CSAPI! CSAP—Where Leaders Meet!



Sherry Curtiss, President-Elect, CSAP, 2008



'S'up CSAP: Let's Chat About Where We've Been and Where We're Going

Yeah, there's all kind of slang out there in our modern world. What is in today is out tomorrow. Literally, we have conveniences right at our fingertips that we wouldn't have had even twenty four hours ago. And we are going all kind of cool places professionally within our national organization. In case you didn't know, I love CSAP. It is an awesome organization that is very dynamic, never static. Yes, the membership changes often depending on whom your state sends to the CSAP meetings from your president group. What does not change though as Theresa Rodgers, our Past President, has coined is that we are CSAP—Where Leaders Meet.

This year, it has been a pleasure and honor to serve as your President-Elect. This organization is exciting and motivating because of our membership. One of the duties of President-Elect is to execute phone or web leadership opportunities. We have had some pretty amazing speakers via teleseminar or webinar. The first speaker of the year was Nancy Minghetti with the America Speech-Language-Hearing Foundation (ASHF). Nancy described the benefits of a foundation and how the ASHF supports the ASHA membership within state associations. Next, we were so fortunate to have Ricky Burke who is the web guru from the Mississippi Speech-Hearing-Language Association (MSHA). As the Vice President of Publications for MSHA, Ricky communicated with us via an interactive webinar about how to maximize state websites to be more user friendly and exciting for the membership and more inviting and informative for the consumer.

The second half of the year was led by yours truly as we discussed how leadership is motivated in all sized state and truly depends on knowing our membership. With the encouraging words of Ron Willingham in his book, The People Principle, our group discussed how knowing the needs of the membership, working together as a team, creating plans that are functional for the organization, and executing these plans with authenticity leads us to the right places for the right reasons. As we approach ASHA in Chicago, I look forward to our last teleseminar of the year which will be led by our Past President, Theresa Rodgers, as she candidly talks about how we grow our future when we embrace the leadership of our past, all the past has to offer, all the future has to gain from the people who join our organizations.

Sherry Curtiss-continued



Hey, listen, we are going places, friends. I will be President in 2009, so in words of Prince, "we are gonna party like it is 1999." What does that mean, indeed? It means we are going to appreciate the lessons of the past, take what we are given for what it means for the here and now, and work together to connect with our members as we lead today for leaders tomorrow. So, 'S'up CSAP? You can call it slang, informality, or whatever but we are going to not take ourselves so seriously that we lose sight of what this great organization has to offer. CSAP is an organization that offers leadership opportunities and yields resources so that we can make our state organizations the best as we connect nationally.

The CSAP experience is more than can be translated verbally or scripted in writing, it just "is" who the membership is today, but it is also the accomplishments of the past, and the hope of all that is to come. In Indianapolis, Indiana, May 15-16, 2009, we are going to race and have a team victory over the theme of "**We are CSAP: The Science of Belief and the Art of Making Leadership Happen.**" This is a beautiful city and we will be honored to be treated so superbly by the great Indiana Speech-Language-Hearing Association. November 2009, and I say this in capital loud letters, "WE ARE GOING TO BE IN NEW ORLEANS, LOUISIANA." We are going to celebrate successes there and honor the hard work of those who see tragedy but do not accept that as reality but only as a temporary barrier. Our theme there will be, "**We Are CSAP: Getting the State of Affairs Organized By Embracing Our Local and National Resources.**" Preceding ASHA 2009, this CSAP will honor the Louisiana Speech-Hearing-Language Association and all of their incredibleness as we celebrate the national resources that motivate our state growth.

Opportunity, Team Focus, Commitment to Excellence, Integration, Transcendence describe the CSAP movement, as well as all of the positive adjectives you can add. We lead, but also appreciate that **to lead is to learn**. We listen and are heard. We speak and speak well because we are the voice of those we serve and those we represent. We create what CSAP is year to year. "What it is!" is for me and you to grow and give back to our state and national organizations as we have been so richly blessed with a talent for leadership.



**Molly Thompson, CSAP Commissioner on
Communication and Technology**



Communication and Technology Committee Update

Prologue:

CNN was showing bombing in the Republic of Georgia. My brother was still in Tblisi with Wookie the cat, living on the economy. Thankfully the rest of the family had moved back to the US a few weeks earlier. I got on my computer and tried to call him using my computer. Nothing! I tried sending him a chat message. No response. E-mail? No luck. Phone? Ha! He only had an internet phone.

Here's a sneak peek of our panel discussion at the CSAP Conference in Chicago:

Web Conferencing: Technology For Enhancing Communication!

- Information on web and audio conferencing so you can do "face-face" in real time, as well as saved for later viewing.
- Pros and Cons of programs available to you and your association that make meetings and file sharing easy to access across distances. From freebies to fee-based.

Here's one to check out before you come:
My favorite freebie: **skype.com**.

Pros:

Free between Skype™ installed computers.
You can call people using your Skype™ account for about 2-5 cents per minute anywhere in the world.
You can use your web cam to see each other.
You can transfer files to those in your contact list.
Conference calls are easy to do on the fly for Skype™ users and call-ins.

Cons:

Skype™ runs over the internet. Your internet speed and connection will affect your communication.
You will have to pay for non-Skype™ phone calls.
Those on your board that consider e-mail state of the art are going to have trouble with this.

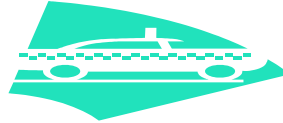
Epilogue:

My brother and Wookie returned home just fine. I did not know of his safe return until he landed in Atlanta several weeks later. In Tblisi, he had chosen to use only Skype™ for his phone and internet-based communication. He had no land-line phone capability except at the Embassy. Internet was down during the crisis. So when all else fails, it's good to have a back-up. I always have a phone nearby when I internet conference with a group.

(Wondering if the above is a true story? Yes, it is!)

CHICAGO IS MY KIND OF TOWN!!!

Suzanne Kimball, November 2008



Did you know that...

- Illinois is home to the first McDonalds and home to one of America's most beloved presidents, Abraham Lincoln.
- Chicago is home to the tallest building in North America, the world famous Tootsie Roll plant and even the Democratic nominee for President of the United States.
- It's famous for great music, entertainment and sporting teams.
- It even has its own hot dog!

Join us for the Chicago CSAP social event. We have a great evening planned. First, we will be eating at the world famous Giardano's pizza (famous for its Chicago style pizza). Be prepared and eat light all day so that you can fill up on this scrumptious pizza and pasta buffet! We will then head to the Cadillac Palace Theater to see *Dirty Dancing*. The original story has been expanded for the stage. While keeping the magical moments from the film, in the theater, Baby and Johnny's relationship is developed further, there is more sensational dancing and more music!

Chicago Is My Kind of Town!

Make it yours, too!!

Chicago Cultural Center Event to Benefit the ASHFoundation and You

Don't Miss It! Make Reservations Now for November 20

Nancy J. Minghetti, Executive Director, ASHFoundation



Are you attending the 2008 ASHA Convention in Chicago? Do you enjoy social networking with special friends and culinary treats in a wonderful setting? Plan now to join your state association colleagues for a majestic reception at one of Chicago's most exclusive sites listed on the National Register of Historic Places, the Chicago Cultural Center — and support a great cause at the same time!

The American Speech-Language-Hearing Foundation will sponsor an elegant fundraiser in support of its charitable programs that benefit our field's many students, researchers and clinicians on Thursday, November 20, from 7:30 pm to 9:30 pm. The venue is the magnificent Cultural Center, an 1897 building that originally housed the city's first Public Library and is noted for its splendid stained glass translucent domes, rare marble and intricate ceilings. Its symbolism as the center for knowledge and literacy is indeed fitting for the ASHFoundation's core mission of advancing the knowledge base for the discipline of human communication sciences.

The Cultural Center is centrally located downtown across from Millennium Park and within walking distance or a short cab ride from the Convention hotels. Fundraiser tickets are \$100, a portion of which will support ASHFoundation research and education programs that are so vital to ensuring communication for 49 million children and adults who face speech, language and hearing disorders on a daily basis.

To receive information about purchasing your ticket, please email Penny Burke at pburke@asha.org or call 301-296-8702. The event is sure to entertain, enlighten and enrich everyone who enters the Center's grand lobbies. Most of all, it is a great opportunity to connect with old and new friends at the start of the Convention activities and at the same time, invest in the future of the professions!



What does the ASHFoundation do for the states?

ASHFoundation has a long history of providing state clinical achievement awards and other programs that support some of the most critical issues your state association is facing today. It has funded over \$3.9 million to more than 1,500 professional leaders since its inception, with the help of individual, organizational and corporate donors, including state association organizational sponsors. The impact of ASHFoundation research grants, scholarships and special projects is evident in your state's local practice settings, in your state's universities, and your members' everyday lives. Learn more about the hundreds of individual state award recipients and other activities at www.ashfoundation.org.

REVVING UP FOR INDY

Come for Hoosier Hospitality:

CSAP Indianapolis May 2009!



What's the latest buzz on Indianapolis?

The Wall Street Journal March 2008

"In recent years, the Hoosier state capital region raised its profile as a destination, despite its lack of oceans or mountains..."

Northwest Airlines WorldTraveler May 2008

"Cosmopolitan with Midwestern appeal, Indianapolis is fast becoming one of America's favorite cities."

A few bits of trivia....

- Indy is the 13th largest city in the United States.
- We host the two largest single-day sporting events in the world: Indianapolis 500 and the Brickyard 400.
- The Children's Museum of Indianapolis is the largest in the world-- and a whole lot of fun!

Famous names from Indianapolis... David Letterman, Pete Dye, Wilma Rudolph, Jane Pauley, Kenneth "Babyface" Edmonds, Michael Graves, James Whitcomb Riley.

As a true Hoosier, I am excited to welcome CSAPers to Indianapolis! You will have a wonderful time in our lovely, vibrant, affordable and friendly city. Our hotel is located in the heart of downtown within walking distance to many interesting attractions-- Circle Centre Mall, White River Park and the Monument Circle. Our social will be a night to remember as we dine under the stars of our glass covered Artsgarden - a one of a kind venue.

As the date approaches, I will send more reports from our fair city to help you be informed and looking forward to a grand spring convention. Soon I will be touring our brand new airport that opens just this November. When you fly to Indy, you will indeed arrive in style. An early comment for this newest airport in the country is: "stunning." And, it is located just 15 minutes from downtown!

If I can help you with your planning or questions in any way, please let me know. We have a great city! Come early, stay late. For a wealth of information, go to www.indy.org.

Indianapolis: So easy to do so much!

Ann Bilodeau, Proud Former CSAPER bilodeau@comcast.net

CSAP Mission

The mission of CSAP is to:

- ◆ provide leadership training for state speech-language-hearing association president
 - ◆ be a forum for collaboration and networking among these leaders
- ◆ promote communication of professional matters between state speech-language-hearing associations, ASHA and other related national professional organizations

CSAP Executive Board

January 1, 2008-December 31, 2008

President: Lizbeth Stevens

President-Elect: Sherry Curtiss

Past President: Theresa Rodgers

Secretary: Melanie Peters

Treasurer: Charley Adams

Committee Chairs

January 1, 2008-December 31, 2008

Commissioner on Issues and Planning: Judith Keller

Commissioner on Communication and Technology: Molly Thompson

E-Newsletter Editor: Lucinda Gibson

ASHA Legislative Council Liaison: Ashley Northam

Local Arrangements Spring 2008: Ellayne Ganzfried

Local Arrangements Fall 2008: Marjorie Goodban, Mary Johnson, Linda Faber, Suzanne Kimball

Management Firm

Craven Management Associates, LLC

Business Manager: Robert Craven

Account Manager: Theresa Zamagias

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