



July/Aug Editor: Molly Thompson

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A Message from the President

In West Texas, we are well into the “dog days of summer.” It is hot! The sun is relentless and the clouds that accumulate in the sky seem to drift right over us with their promise of rain and deliver it to some other lucky region. So it seems difficult to muster the energy to plan a cool, fall event on the East Coast. But, please be assured that the planning has begun!

Currently, we have secured speakers for our fall meeting and are in the process of trying to work in all of the CSAP features that members have come to rely on (Bring, Brag and Moan and break-out sessions.) I am pleased to tell you that we will have time with the NSSLHA President, Carol Hassebrock and Director of Operations, Dawn Dickerson as NSSLHA launches a new program, “The Distinguished Members of Service Program.” NSSLHA is wanting input from state association presidents as they continue to develop this program and it will be our opportunity to learn how we can increase involvement with students at the state level and develop greater leadership from this group of members. This is one of the requests that you put on your spring evaluation forms. We will also hear the legendary, Nancy Swigert who speaks all over the country about speech and language issues and who will bring us ideas about the “Care and Feeding of Our Convention Speakers.” And we will also have a session on revenue-generating ideas as we plan conventions and develop ways to market our associations to potential new members. This was another request on your spring evaluation form! Dr. Tommie L. Robinson, ASHA President will join us again to recognize those states who have earned ASHA recognition. It will be a day “chock-full” of new ideas for state associations.

At the end of the day, we will be ready to relax with our colleagues as we dine at the Imperial Inn, in Philadelphia’s Chinatown. Remember that the CSAP Social is a nice way to include any past presidents from your state who may be attending ASHA. CSAP alumni are always welcome to attend the evening social. (state associations are responsible for paying for their alumni.)We are excited about our Fall CSAP meeting and hope that you have made your travel plans to join us on Wednesday, November 17! If you have not made hotel plans, make sure that you do so quickly. The CSAP Hotel is the **Philadelphia Courtyard by Marriott** which is quite close to the convention center. And if you did not get into this hotel, be sure to get on the wait list. I was assigned to a different hotel because the Courtyard by Marriott was full when I made my reservations and was just informed that I have been moved!! So do try the wait list. It may also work for you, too.

I am looking forward to seeing all of my CSAP friends in Philadelphia. In the meantime, stay cool!!!

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Liz Thomas

From the Editor:

Liz Thomas is the newest member of the CSAP team at Craven Management Associates, LLC. Some of us met her at the San Antonio conference as she efficiently managed the event. After college, Liz pursued banking. But the editor felt it might be fun to know her outside the resumé/LinkedIn aspects. To do this, Liz was asked a few questions. Here are her answers.



1. Family consists of *My parents and two brothers.*
2. Hobbies? *Tennis, Volleyball, Running, Shopping, Reading, Watching College Football (especially the Hokies and Mountaineers)*
3. Latest book you've read. *"The Girl with the Dragon Tattoo" by Stieg Larsson.*
4. What is the strangest thing you have in your office? *A toothbrush*
5. Favorite food? *Ice Cream*
6. Favorite vacation spot? *The Beach*

7. If you could have dinner with any three people, living or dead, who would they be? *Jerry Seinfeld, Ronald Reagan and Oprah.*
8. Rock and roll or country? *Rock and Roll*
9. What do you enjoy most about the town you live in? *The outdoor activities, sporting events and cultural events.*
10. Favorite movie: *The Blind Side*



TIME and PLACE COMMITTEE

Carlotta Kimble, Chair

If you think your state is the perfect venue for the CSAP Spring 2013 Conference, now is the time to submit a proposal! The Time and Place Committee will accept your proposals via email or fax. As you make your invitation to CSAP, consider the following:

- Availability of the specific site, hotel, resort area on the third weekend of May.
- Estimated airfares from several major departure sites based on current standard fares.
- Cost of sleeping rooms and meeting rooms.
- Description of meeting accommodations including accessibility by wheelchair.
- Accessibility of airport to site, including cost of ground transportation.
- Estimated costs and specification descriptions of possible group activities.
- Charleston, SC hosts our May 2011 meeting

Alaska will be the host state for Spring 2012. Congratulations Alaska!



SAY™

Compiled by the editor:

Citing a recent ruling for Mattel® Toy Company (see [Super Duper v. Mattel US Court of Appeals Fourth District](#)) Super Duper Publications, a provider of educational materials for children with autism and other communication disorders, is required to destroy all of their goods that advertise or contain the name SAY and AND SAY on seven product lines.

The judges ruled the trade names SEE 'N SAY and THE FARMER SAYS were "famous" under dilution law. Super Duper was ordered to destroy its SAY goods. It also must pay

Mattel \$999,913 of its SAY profits, and \$2,643,844 in Mattel's attorney's fees, plus interest.

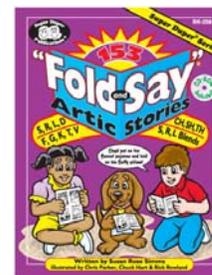
Children with special needs lose in Mattel® trademark infringement case.
www.speakupforsay.com

Sharon Webber, a speech-language pathologist, created Super Duper's first SAY workbook in 1987 to help children with speech articulation problems say their R sound correctly. Over the years, Super Duper developed 15 lines of different SAY products like FOLD AND SAY articulation and language books, FISH AND SAY speech and language floor games, and

SEE IT SAY IT flip book for children with severe speech problems known as apraxia.

Super Duper registered these SAY trade names with the full approval of the U.S. Patent and Trademark Office. No one objected to these names until 2004, when Mattel opposed Super Duper's filing of a trademark application for the name SORT AND SAY on a line of magnetic educational board games. For more information go to:

www.speakupforsay.com



Nominations for CSAP Pres-Elect and Secretary are closed. Ballots will be mailed in September. Please remember to cast your vote for the new faces of CSAP!

Tara Gregory, Chair



The men of CSAP in trouble? Check out the photos from San Antonio at the [CSAP Facebook page](#)



From the Commissioner on Communication & Technology

Reminder! If you have any suggestions or ideas for changes to the website please email Erica Chatelain (Georgia) at:

ericaann0129@yahoo.com.

Any ideas are welcome!

Marketing 101-What have we learned?

Carol Fleming, Pres-Elect

Summertime! Ah, how I love this time of the year - spending time with my family, relaxing, taking time for myself. Well, I try to do all of those things but then reality sets in. I realize that I need to get to work on issues impacting the professions. It seems that there is always something that needs attention – legislation, advocacy, membership recruitment, convention planning, etc.

It is during times like these that I am so glad that I participated in the **Marketing 101 Tele-Seminar**. So much information was garnered from the June 24 seminar which was conducted by Kim Tillinghast with Vollmer Public Relations in Austin, Texas. Some of the ideas covered are things many of us do; however I think sometimes we forget some of the basic ideas and have to be reminded of their importance and remember to do them, too.

What am I talking about?

It's called, "Getting the word out." *How is this done?* It is done in a variety of venues – tv, newspaper, radio, brochures, fact sheets, slide shows, etc. It is important to an association's growth to "market their worth/value and mission" to potential members, legislators and the public. The association needs to answer these

questions – "Who are we?" and "What do we do?" – when creating their resources.

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Associations are responsible for heightening awareness of issues impacting their professions and activities by a variety of venues.

Associations can submit press releases for state/national media coverage. Media alerts highlight a particular event the association is involved in, i.e., Annual Convention. Members can write an editorial to discuss key issues and submit to local media. All of these can and will improve the visibility of an association and assist with marketing to the public and potential members.

What can and should an association do to market to its membership?

Associations are doing many things to meet the needs of their membership. Many are utilizing Social Media (Facebook, Twitter, etc.) to reach members of the Y Generation. It seems our world is becoming ever more based in the world of technology.

Through technology, associations can reach out to current members, former members, and future members. Email blasts, electronic mailers, and on-

line newsletters are methods associations utilize to recruit and maintain members. Many associations offer on-line registration and renewals - thus meeting the technology needs of members. It has been reported that individuals like the ease of using the internet to renew membership, sign up for conventions, to network with colleagues, and receive association brochures/literature.

Most importantly, remember to thank your membership and volunteers. It is important to recognize their support. They need to feel that they are valued by the association. Recognition can be done in a variety of manners – articles highlighting a member in newsletters, fact sheets highlighting success stories, personal notes of thanks, certificates of appreciation, inclusion in slide show presentations at conferences, etc.

As a last thought, the board of directors is the "face of the association". It is important to always put your best foot forward.

Stepping forward,

Carol Fleming
CSAP President-Elect

BRS-S: Just Acronym Soup or Truly More Meat & Potatoes to Optimal Clinical Development

Sherry Curtiss, M.A., CCC-SLP
CSAP Past-President

What does it mean to be one of three Board Recognized Swallowing Specialists in North Carolina? For that matter, what does it mean to be a Board Recognized Swallowing Specialist in any state? Certainly, there are few speech-language pathologists in this country who meet the criteria to add BRS-S after their CCC-SLP. I remember being in a room about five years ago, several months pregnant, sitting at a table with others at a swallowing conference, and hearing the words from some other attendees, "this swallowing specialty cannot be achieved by regular clinical people." Never say never to a pregnant lady, especially one who is nesting to a fit. That memory set my course to achievement of the BRS-S which was not only obtainable but has enhanced my clinical, professional and leadership development for optimal delivery of the very best to my patients.

Another important question to pose is one which I hope we ask ourselves everyday. *Why do I do what I do?* There are some who enjoy working at the university level, in schools, with adults, in nursing homes, in private practice, not with swallowing, and nothing but with swallowing, etc, etc. There are even some in our profession who believe speech-language pathologists should not be

evaluating and treating swallowing disorders.

Getting all of that out of the way, this article is simply about two recurring themes based upon my own achievement of the BRS-S. First, the BRS-S does make a speech-language pathologist a better manager of dysphagia influencing better service delivery and secondly, the BRS-S website is flooded with great resources including a speaker's bureau for state associations and other agencies to utilize to provide the best continuing education.

With words like better and best, I would ask you, "So what's stopping you from becoming a Board Recognized Swallowing Specialist especially if you love dysphagia and are passionate about it like me?" At the same time, I am cognizant that many assume that achievement of the BRS-S is too time consuming and difficult. It certainly is not! There are excellent resources on the BRS-S website such as mentors to help you achieve your goals including the application, several affordable continuing education opportunities, and information about becoming certified can enhance your professional opportunities. Unfortunately, rumors have circulated including unfounded horror stories of the many hours of the continuing education required, the application to complete, or the test that has to be passed.

Who are we? We are speech-language pathologists with master's degrees or more who advocate for our patients everyday under many, many difficult situations, overcoming hurdles and barriers that others see as too difficult. We do it because of our love of what we do and for who we do it for, and we are not afraid. Yes, we are humbled most days but never afraid. My motivation for becoming BRS-S certified and my only motivation then and now was and is to know as much as I can to give the very best to my patients. Research shows that those who know more about a subject, who are better read, and who have been introduced to the latest information, deliver better services and have better outcomes.

"Who you gonna call when you have dysphagia?" It doesn't exactly fit into the Ghostbuster's theme song, but you get the idea. Trained speech-language pathologists are the best professionals to treat dysphagia and those with a BRS-S have met specific goals outlined in the application process which looks at a three-year window of time and is now even specific to clinical speech-language pathologists and those who work in an academic setting. Just like most things in life, talk is cheap and fear of the unknown is ever present. But, we are professionals, people who want to understand and have the best resources to do what we do better and

better everyday. Dysphagia management is fluid, not static and our patients and their families depend on our knowledge and practice for one of the best comforts in life. Sometimes, more often than not, we are all they have. We should never shy away from an opportunity that makes us the best clinicians, professionals, and leaders in a world in which we have to market ourselves and advocate for our discipline and for those who cannot. At least check out the BRS-S website at <http://www.swallowingdisorders.org/>.

So, what are you going to do? Finally, to not seem too preachy, I believe in the integrity of those who have chosen speech language pathology for their career. Seeing the cup as half full, embracing that we are only half awake to the amazing things we can achieve, and knowing without a shadow of a doubt that the resources for us to move better into best are right at our fingertips, I invite you to swallow what is keeping you from taking the next step to achieving the BRS-S. Chew up the can't dos, swallow the fear, and eat up, without abandon, the challenges that feed our minds to embrace best practice.



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November 17, 2010

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The Mission of CSAP is to:

- *provide leadership training for state Speech-Language-Hearing association presidents.*
- *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.*