

Summer 2013



KSHA Communicator

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The Value of a Thank You

As speech-language pathologists, many of us rise to the top of the heap in our place of employment, and often we become the boss ...with very little formal training in management. We spend a great deal of time learning to treat our patients with respect and dignity, but we don't get the same formal management training.

One way to improve your management skills is simply by saying "Thank You." Having an attitude of gratitude will take you far as a manager, and will assist you in gaining the respect of your employees. There are 16 areas in which a "Thank You" will benefit you and your staff in the work environment.

1. Increases Employee Pride and Self Esteem

- People feel proud when the value of their work is reaffirmed by others.
- Self esteem is strengthened because for many, their identity is intimately connected to their work.

2. Employees Experience Personal Recognition and Appreciation

- The employee knows that the supervisor has taken notice of his/her job performance.
- Everyone wants to be appreciated – it's a basic need.
- Supervisor is expected to judge performance.

3. Strengthens Relationships With Employees, and Increases Employee Retention

- Employees don't quit jobs or companies – they quit their supervisors.
- Sincere recognition helps to strengthen a positive relationship between employees and supervisors.
- People are less likely to leave a relationship that is a source of appreciation and self esteem.

4. Substitute for Financial Rewards

- When raises and promotions aren't appropriate or available, a sincere "thank you" can still be a valued reward for good performance.

5. Thanking One Employee Can Impact Others

- Public recognition confirms your commitment to employee appreciation.
- Others witnessing the recognition can emphatically share the employee's feelings of pride and recognized accomplishment.

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The Value of a Thank You

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6. Sets an Example Which Others May Copy

- Thanking others can become a characteristic of an organization's culture.
- Employees may improve performance expecting that they will be recognized.

7. Key Part of the Coaching and Discipline Process

- Reinforces new behavior that came about due to coaching or disciplinary actions.
- Reinforcement causes the new behavior to carry over to be a part of the employee's work habits.

8. Makes Confronting and Resolving Performance Problems Easier for Both the Employee and the Supervisor

- The more you thank employees for doing well in their job, the more legitimate right you have to confront unacceptable performance.
- Infrequent reinforcement for good work presents an unbalanced picture to an employee when you have to address poor performance.
- A supervisor is more likely to address poor performance if he/she is giving his/her fair share of "thank yous."

9. Reaffirms the Values Required in the Employee's Role

- Thanking an employee for some specific action reaffirms that the employee's values are appropriate – the employee is placing value on the right things in the job, such as quality work, teamwork, etc.
- Our hospital's culture is defined in part by what people place value on, and a "thank you" can help the culture we're trying to promote. This is especially true for new hires who are uncertain about what is expected. This is the time for a lot of specific reinforcement.

10. Preventative Maintenance

- The faster you can reinforce a person's good work so that it becomes a habit, the sooner you will prevent someone from straying off course and causing problems.

11. Ensures a More Balanced Perspective of Employee's Performance

- Most employee files only contain evidence of problems, which is a biased reflection of the employee's true performance history.

- Documented "thank yous" placed in the person's file prevents the employee's performance record from becoming a reservoir of mistakes or poor work.

12. Prevents Extinction

- Reinforcing a behavior increases the likelihood that it will occur again.
- Drawing positive attention to a specific behavior focuses the employee on what is valued in an organization.
- Good behavior followed by no reinforcement eventually extinguishes itself.

13. Permanent Pressure to Continue Good Work

- When you document an employee's good work, and tell him/her that this will go into his/her employee file, there is a message conveyed.
 - You have a good opinion of the employee because of this specific behavior. You believe this behavior is a defining characteristic of the employee.
 - The employee will want to continue the behavior so that management's opinion of him/her will not change.

14. Increases the Validity of a Performance Review

- Specific examples of an employee's good work documented throughout the year, discussed with the employee and placed in the employee's file, can be a significant part of the employee's database; and help create a more valid and meaningful performance review.

15. Reinforces the Authority of the Leader / Supervisor

- We are often "tested" by rebellious or defiant team members, but rather than using sanctions to demonstrate authority, the supervisor can show positive authority to each employee by documenting good work.

16. Sometimes a "Thank You" is Just Expected

- Employees may feel that they have earned the right to be recognized or at least thanked for something they did which they consider significant, or above the call of duty. When the "thank you" does not come, they can feel devastated, demoralized, and resentful for a long time.

Try using a "thank you" as a management tool, and I expect you will see excellent results. Don't miss an opportunity to thank your employees for specific good, professional behavior. A "thank you" trains and reinforces good behavior, and is a POWERFUL management tool. Remember, showing sincere gratitude is what WE get paid for!

Sources

The Value of a Thank You, Robert H Kent, PhD

How to Write an Employee Recognition Letter, Susan M. Heathfield

The Must Haves Video Series: Employee Thank You Notes, Quint Studer



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2012-2013**

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President’s Message – Professional Philosophy



When in graduate school, I was challenged by one of my professors to write a “professional philosophy” summarizing my beliefs and thoughts about my future practice as a speech-language pathologist. I formulated the following acrostic poem:

I will...

Speak for those who cannot be heard
Provide hope for those who need an encouraging word
Embrace responsibility that comes with earning credential
Empower others to achieve their fullest potential
Celebrate difference and applaud individuality
Hold tightly to my goals until they become reality

Learn that fears only dampen dreams
Acknowledge that independence can shatter strong teams
Negotiate with others when compromise is of need
Guide others to step up to take lead
Understand that learning is a process never ending
Advocate for change in policies that need mending
Govern my actions by the morals I hold dear
Embrace new challenges and will not be shaken with fear

Practise professionalism and take pride in all I do
Always persevere until the challenge is through
Triumph from success and will grow from defeat
Honor the opinions of every person I meet
Overcome conflict by treating others with respect
Learn from the mistakes and experiences I collect
Open my heart to the needs of others
Grow to view my colleagues as sisters and brothers
Inspire my clients to always believe
Show others that success can be achieved
Trust in my abilities without fear of falling and transform my career into my life’s calling

Now, nearly 10 years later as my term as KSHA President nears an end, I have reflected upon my words as a student eager to join the profession of speech-language pathology. While I believe my words reflect some degree of naivety as a young professional, I realize that I still hold true to the philosophy I developed before practicing. In fact, when reading the words now, I think of the Kentucky Speech-Language Hearing Association (KSHA) and how the meaning of the poem so closely resembles KSHA’s vision statement to “support the provision of quality services to persons with communication disorders and their families.” More specifically, I have reflected upon KSHA’s success over the past year at fulfilling the charge of the “professional philosophy.”

Over the past year, KSHA has indeed “advocated for policies that need mending” as we have been actively involved in lobbying for best practices in speech-language pathology and audiology. Just over the past nine months, we have surveyed our membership to identify areas of concern, held focus groups to hear and better understand our members’ opinions, submitted written comments to three pieces of legislation in Kentucky, met with our state and federal Legislators to talk about regulatory issues, and secured an ASHA State Personnel Grant to support our efforts to gain funding for our Salary Supplement Bill.

KSHA has also “embraced new challenges.” This year, our Executive Council succeeded at developing an innovative strategic plan to improve communication with members, continue to increase growth

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KSHA's Mission

The mission of the Kentucky Speech-Language-Hearing Association is to enhance the provision of quality services to persons with communication disorders and their families. KSHA accomplishes this by providing broad-based education opportunities, public awareness and policy development initiatives and by supporting professionals in speech-language pathology and audiology by promoting the highest standards for service providers.



President's Message

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in association membership, seek active involvement of members, and advance the KSHA public policy agenda and prevent passage of legislation or implementation of regulations that may have a negative impact on our professions and the individuals served. Additionally, we updated our Bylaws this year and are planning to revise KSHA's Policies and Procedures Manual in the upcoming months.

This year, KSHA supported our members' "understand[ing] that learning is a process never ending" as we celebrated a successful Annual Convention. I applaud the work of the Convention Co-Chairs, Ann Miller and Heather Gaddis, and the entire Convention Planning Committee for a job well done.

In concluding, I want to express my gratitude for the opportunity to "step up and take lead" as KSHA's President this year. While serving as President has been challenging at times, ultimately the demands the position brings have served as a continuous reminder of how great the professions we share remain. It has been a great honor and privilege to serve our Association in this capacity. Thank you for providing me with an opportunity to give back to the profession I love. I look forward to seeing how KSHA will continue to "triumph from success."

Kellie C. Ellis, PhD, CCC-SLP
President

School Based SLPs
Do you want KSHA to secure funding
for the salary supplement?



Then, we need to hear from you!

Please complete the brief, three-minute survey to let us know if your district is providing incentives for the ASHA Certificate of Clinical Competence at <https://www.surveymonkey.com/s/salariesupplement>.

Call for Papers!

2014 KSHA Convention

March 5 – 8 | Covington, KY | Northern Kentucky Convention Center

Call for Papers Submission Deadline September 1, 2013

Complete details available online at www.ksha.info

Creating
Opportunities
Impacting Lives

KSHA **2014** CONVENTION



Hotel Information:

Special room rates will be available until February 12, 2014, or until the room block is sold out.

Cincinnati Marriott at RiverCenter Room Rate: \$140 (*connected to the Convention Center*)

Embassy Suites Cincinnati - RiverCenter Room Rate: \$149 (*across from the Convention Center*)

For more information, please visit www.ksha.info, call 800-837-2446 or email us at kshaoffice@ksha.info.

KSHA Joins Social Media Networks



Stating that we as an association are “all about communication” would be the understatement of the century! We are a group of people who have devoted our professional lives to promote all aspects of communication. We strive daily to promote all aspects of communication and to help our clients communicate in the most efficient and effective means possible. So, it is only fitting that as an association, we embrace the newest modes of communication and enter into the new frontier of social media.

KSHA has joined Facebook and Twitter! It is our goal that we provide a more efficient mode of communication between all facets of our membership. Social media is at everyone’s fingertips so with the creation of these accounts, we wanted to be able to communicate the latest news and information regarding the fields of speech-language pathology and audiology in Kentucky to our membership as quickly and effectively as possible. Our hope is to feel better connected with you as you in turn feel more connected as a KSHA member. After all, we are only as effective as our communication!

To this point, the two accounts have been utilized for basic announcements. In the future, we hope to utilize both Twitter and Facebook to share more information about our advocacy initiatives. As KSHA takes this leap into the communication future, who knows where we may go next? Pinterest... Tumblr? If you have any suggestions about what you would like to see on KSHA’s Facebook or Twitter accounts please feel free to message KSHA or email, kshaoffice@ksha.info!

Now take a moment to follow us on Twitter @KYSPEECH and don’t forget to “like” us on Facebook – Kentucky Speech Language Hearing Association!

Amy Todd, MS, CCC-SLP
Archives Chair

KSHA Communicator

Do You Have News To Share?

Share your good news and accomplishments.

Members are encouraged to submit items for consideration and publication in the *Communicator*. Topics include articles of interest to the membership and areas that pertain to SLPs or Audiologists. If you have a story or would like to acknowledge a fellow colleague for his or her accomplishments and contributions to your profession, please send your article to:

Melissa Joseph
KSHA Account Manager
kshaoffice@ksha.info



Make a Difference – Become a Board Member

It is never too early to think about becoming a Board Member. Later this year, KSHA will begin the election process. The following positions will be open to KSHA members who are a Full or Full Life Member and are in good standing.

All Terms Begin: 8/1/2014
President-Elect: 3 year term
Treasurer-Elect: 2 year term
Secretary-Elect: 2 year term

Watch the KSHA website
www.ksha.info
for more details!

Interested individuals may notify the KSHA office at kshaoffice@ksha.info or the President-Elect, Tim Ball at tim.ball@rowan.kyschools.us. Please indicate which position you are interested in and forward a photo and a short biography in paragraph form to the KSHA Office.



Blast From the Past

Reprint from the August 1999 Publication

Anagrams

An anagram is a word or phrase made by transposing or rearranging the letters of another word or phrase. The following are exceptionally clever. Someone out there either has too much time to waste or is DEADLY at Scrabble!

When you rearrange the letters....you get:

- Dormitory ... Dirty Room
- Desperation ... A Rope Ends It
- The Morse Code ... Here Come Dots
- Slot Machines ... Cash Lost in 'em
- Animosity ... Is No Amity
- Snooze Alarms ... Alas! No More Z's
- Alec Guinness ... Genuine Class
- Semolina ... Is no Meal
- The Public Art Galleries ... Large Picture Halls, I Bet
- A Decimal Point ... I'm a Dot in Place
- Eleven Plus Two ... Twelve Plus One
- Contradiction ... Accord no in it



ACE Awards October – December 2012

During this period, the following ASHA members and/or certificate holders were presented the Award for Continuing Education (ACE) by the Continuing Education Board. The ACE is a formal recognition of professionals who have demonstrated their commitment to lifelong learning by earning 7.0 CEUs (70 contact hours) within a 36-month period. Congratulations to each of you from KSHA!

Barbara Brindle	Stacey McConnell
Jennifer Davis	Erin Moore
Thomas Evans	Judith Page
Daniel Freeman	Dana Speck
Jennifer Hagan	Catherine Starr
Rebecca Hancock	Mollie Thurman
Desiree Hockenberry	Kreisten Wheeler
Jennifer Jaracz	Ashley Wright
Nicole Jentz	

ASHA's 2014 President-Elect is One of Our Very Own!



Please congratulate Judy Page, KSHA's Executive Council Honors and Awards Chair, for her successful campaign. She will be ASHA's 2014 President-Elect. Her three-year term will begin January 1, 2014.

Judy is an Associate Professor in Communication Sciences and Disorders at the University of Kentucky. Her primary areas of interest are communication intervention strategies for persons with severe disabilities and augmentative and alternative communication systems. Other research interests include early intervention, factors influencing acquisition of manual signs and gestural systems by non-speaking children, and early literacy development.



**Your vote made a difference!
Thank you for taking the time to vote.**

KSHA Membership Update

KSHA's membership continues to remain strong! Membership runs from January through December of each year. All memberships will expire on December 31, 2013.

	As of June 2013
Full	1,342
Associate	46
Student	288
Total Number of Members	1,676

Useful Web Addresses!

- KSHA Office:** www.ksha.info
- Find your legislator:** www.lrc.ky.gov/legislators.htm
- Update your KSHA Membership Information or renew your membership:** www.ksha.info/members/log-on.html
- Find Certified Audiologists or SLPs using ASHA's ProSearch:** www.asha.org/proserv
- Kentucky Department of Education:** www.education.ky.gov
- Kentucky Board of Speech-Language Pathology & Audiology:** www.slp.ky.gov
- Educational Professional Standards Board:** www.kyepsb.net
- Kentucky Autism Training Center:** <http://louisville.edu/kyautismtraining>
- National Aphasia Association:** <http://www.aphasia.org>
- National Stuttering Association:** <http://www.westutter.org>



Visit the KSHA website (www.ksha.info) and make sure your KSHA Account is up-to-date. Log on to the Member Center of the website, enter your Last Name and your Member Number. Once submitted, you are able to edit your account information, such as mailing address, email address, professional information and more.

The Member Center also gives you access to renew your membership, register for an event, search for a member, access member-only resources and read the **KSHA Communicator**.

Log on today!



**KENTUCKY
SPEECH-LANGUAGE-HEARING
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Mark Your Calendars

Executive Council Meeting
July 20, 2013

Fall KSHA Communicator
Deadline: July 1, 2013

Call for Papers Deadline
September 1, 2013

Membership Renewals Sent
October 2013

2014 Convention
March 5-8, 2014
Covington, Kentucky

Submissions

Submissions of articles, manuscripts, reports and letters to the editor are encouraged. The *KSHA Communicator* also welcomes suggestions of editorial coverage. The editorial staff reserves the right to edit submissions for length and clarity.

The statements and opinions contained in the articles of the *KSHA Communicator* are solely those of the individual authors and contributors and not of the Kentucky Speech-Language-Hearing Association. The appearance of advertisements in the newsletter is not a warranty, endorsement or approval of the products or of their safety. KSHA disclaims responsibility for any injury to persons or property resulting from any ideas or products referred to in the articles or advertisements.

Please send all correspondence and editorial submissions to: KSHA Office, 838 East High Street, Suite 263, Lexington, KY 40502, 800-837-2446 (office), 888-729-3489 (FAX), publications@ksha.info

Advertising

The *KSHA Communicator* solicits and welcomes advertisements. Acceptance of advertising does not imply product endorsement by the KSHA Executive Council. Rates are available upon request from the KSHA Office.

SUBMISSION DEADLINES

Next Issue	Deadline	Pub. Date
Spring	February 1	March 31
Summer	May 1	June 30
Fall	July 1	August 31
Winter	October 1	November 30

www.ksha.info