

# FLORIDA ASSOCIATION for BEHAVIOR ANALYSIS

## NEWSLETTER

VOLUME 13, NUMBER 1

SPRING 1993

## FABA/OBM Winter Conference Highlights

### Performance Management: New Challenges for the 90's

*Prudence Hagen and John Austin  
Florida State University*

The 4th biannual FABA/OBM conference was held on January 20th at the Tradewinds Hotel in St.



Leslie Wilk co-presented a session on self directed work teams

Petersburg, FL. The conference was kicked off with the newcomer's session, with William Redmon (Western Michigan University), Jon Bailey (Florida State University), and Jerry Shook (Gerald Shook & Associates). Each speaker presented practical

applications of OBM in the workplace. Bill Redmon spoke about a behavioral systems model of organizations. Jon Bailey presented a diagnostic method for determining appropriate interventions to common organizational problems, and Jerry Shook shared his views regarding the role of applied behavior analysis in the public sector.

On the first full day of the conference, Alyce Dickinson (Western Michigan University) gave a talk about Performance Management in the laboratory, in

which the results of some of her work examining the role of incentives in compensation were discussed. Aubrey Daniels (Aubrey Daniels & Associates) addressed issues in International Performance Management. He emphasized that because PM acknowledges that every person is different, it does not matter what department, city, state, or country the PM practitioner is in - PM can work anywhere.

Beth Sulzer-Azaroff (Performance Systems As-

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## Legislation and Public Policy Committee

### FABA Legislative Committee Develops Definition of Behavior Analysis

*Gerald L. Shook, Ph.D., Chair*

Over the past year, the Chair of the Legislative and Public Policy committee and the FABA Executive Committee have been developing a definition of Professional Behavior Analysis that could be used by the FABA Lobbyist, Bob Newell, in his forays into the legislative arena. The definition had to capture the essence and defining characteristics of Professional

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Behavior Analysis; clearly differentiate it from other professions that serve similar populations; and be brief and be easily understood by legislators who were unfamiliar with the profession.

The following definition was accepted by Executive Committee January 20, 1993:

*"Professional Behavior Analysis" is the design, implementation and evaluation of instructional and environmental modifications to produce socially significant improvements in human behavior. It includes the direct observation and measurement of behavior and uses antecedent stimuli as well as positive reinforcers and other consequences to produce functional behavior change. Professional behavior analysis does not rely primarily on cognitive therapies and expressly excludes psychoanalysis, hypnotherapy, and long-term counseling as treatment modalities."*

This definition will be refined further in the future, and probably will be influenced by definitions of the field currently being developed by the Association for Behavior Analysis.

**SUBCOMMITTEE CHAIRS.** Steve Coleman is the new chair of the Inter-Organizational Communication subcommittee and Cheryl Baltzley is the new chair of the Supportive Professionals' Information Network subcommittee. Dr. Coleman and Dr. Baltzley will be calling on certain FABA members for help in their subcommittee activities. Please respond appropriately if your assistance is requested.

**LEGISLATOR CONTACTS.** We are currently trying to develop our legislator network further. If you know a legislator on a personal or professional basis, please contact me in Tallahassee at (904) 668-8757 or at 310 East College Avenue 32301.



# Brian Iwata, Recipient of Richard B. Dillard Award

*by Haydee Toro, Ph.D.*

Since 1978, the Richard B. Dillard Award has been presented at the Annual Conference of the Southeast Region of the American Association on Mental Retardation (SEAAMR). This prestigious award is given to an individual or agency member who demonstrates outstanding dedication and leadership in serving people with mental retardation. The award is presented in the categories of leadership, research and training. During the SEAAMR Annual Conference held November 18th through the 21st in Ft. Lauderdale, Florida, Dr. Brian Iwata received this award for research. This is the first time an individual or agency has been recognized in this category.

Most of Dr. Iwata's professional career has been devoted to the behavioral treatment of persons with developmental disabilities. He has empirically demonstrated a model to effectively conduct a functional analysis and treat self-injurious behavior. He continues to investigate this subject at the Florida Center for Self Injurious Behavior, which he established in 1988. He has shared his findings internationally through presentations and publications. We are privileged and proud to have such a distinguished individual as our President.

Congratulations, Brian!



## Developmental Services Update

*by Steve Starin, Ph.D.*

### 1992 Behavior Analysis Certification Examination.

On September 15, 1992, 657 persons sat for the Behavior Analysis Certification Examination making it the largest examination in the history of the program. Special thanks goes to the Department of Professional Regulation staff who coped admirably well with the large numbers of persons and two testing sites.

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**CONFERENCE** continued from Page 1

sociates) and Dwight Harshbarger (The Browns Group) presented, "In search of elusive pinpoints: Measuring executive performance;" an interesting story of their current work with a Reebok factory in Bangkok. Scott Geller (Virginia Tech) presented a plan for continuous improvement in occupational safety, which centers on the notion of "actively caring". Richard Malott (Western Michigan University) gave a slide-presentation regarding the three-term contingency and OBM, and explained how delayed consequences affect behavior. Richard O'Brien (Hofstra University), Tom Mawhinney (University of Detroit), and Carl Johnson (Central Michigan University) involved the audience in an interesting panel discussion concerning the meaning of Deming's "Fourteen Points."

Leslie Wilk, Julie Smith, and Matthew Mason (Center for Entrepreneurial Studies and Development) began the second day of the conference with a presentation about self-directed work teams in a total quality environment. They detailed the process of design and implementation of such work teams. Marsha Boggess

(Site Quality Manager, Union Carbide Company) addressed aspects of creating change in a unionized environment, and Bill Hopkins (Auburn University) presented an entertaining talk entitled, "A Praise Primer."

Maria Malott (Malott & Associates) and Franc Laux (Automotive Safety Engineering, General Motors Corporation) presented an analysis of traffic safety from a behavioral systems perspective, which led to the prescriptive solution of increasing law enforcement for safety belt wearing behavior. Kathleen McNally (Wyatt Corporation) spoke about strategic compensation planning, and explained how to use a compensating strategies planning matrix to attract, retain, and motivate employees.

The conference was a great success. Thanks to all who attended - especially the speakers, who attended at their own expense. Special thanks to William Redmon, Alyce Dickinson, and Jon Bailey for all of their hard work in putting the conference together. For those who were unable to attend, we missed you, and we hope to see you at the next FAB/OBM conference in January or February, 1995.



Taking a relaxing break from conference sessions is (left to right) Dr. Scott Geller, Dr. Brian Iwata, Dr. Tom Mawhinney, and Dr. Jerry Shook.



Ken Wagner sells new sweat shirts at the FABA store

son, and Jon Bailey for all of their hard work in putting the conference together. For those who were unable to attend, we missed you, and we hope to see you at the next FAB/OBM conference in January or February, 1995.



# *CBA BOOKS*

Can be obtained by sending \$44.25  
(money order or certified check) per set to:

South Florida State Hospital  
Transitional Services  
1000 S.W. 84th Avenue  
Pembroke Pines, Florida 33025

or call Jackie Pareja  
(305) 967-7326

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Unfortunately, over 50 persons did not take the examination, primarily due to Hurricane Andrew. A special examination will be offered for those who were approved for the examination but were not able to attend. The date of this examination is March 18 and will be offered in Lakeland and Miami.

### 1993 Behavior Analysis Certification Examination.

The 1993 certification examination will be offered on September 22 in Fort Lauderdale. This year the examination will be held on the Wednesday immediately preceding the FABA conference rather than Tuesday. Hopefully, this will allow more persons to attend, and benefit from the conference.

The only change for this year's examination is in the number of minimum workshop hours. At least 45 hours of direct contact between instructor and student will be required before an application will be approved.

The Candidate Information Booklets and registration forms for the examination should be available by March 15, 1993. These may be obtained from the Developmental Services Behavioral Programming Review Committee chairpersons throughout Florida (call me for a listing at 904-488-3673).

### Behavior Analysis Curriculum Revisions.

For the past year, the curriculum (orange books) for the Behavior Analysis Certification Examination has been undergoing revision. The new curriculum will reflect some recent changes in the field of behavior analysis and will correct some errors of omission and commission in earlier versions. A group of volunteers has been working on this project under the direction of the Department of Professional Regulation and a draft is nearing completion. A survey form will be sent to several hundred Florida CBA's as well as behavior analysts nationwide. Based upon responses from these persons, the final curriculum will be determined. We encourage you to take the time to complete the survey and assist us in this major project.

### Developmental Services' Medicaid Wavier Approved

Recently, the federal government approved Florida's request to increase substantially the number of developmentally disabled persons who are receiving

partial federal reimbursement for specified services. This should allow more persons with developmental disabilities to receive specialized services including behavior analysis.

### Landmark Learning Center Hires Behavior Analyst.

Developmental Services is pleased to announce that Dr. Merrill Winston has accepted a position as Senior Psychologist at Landmark Learning Center in Miami. Dr. Winston received his doctorate from Auburn University under Dr. James Johnston. He has extensive experience and interests in eating disorders. Dr. Winston will direct Landmark's behavioral services system and will be a valuable addition to their staff.



## CHAPTER NEWS

### Updates from the Southernmost Chapter and Capital-Area Chapter of FABA

*News from the Southernmost Chapter  
by Cheryl S. Baltzley, Ph.D.*

Greetings of the new year from the officers and members of the Southernmost Chapter of FABA! We ended 1992 with a spectacular holiday meeting on December 10th, graciously hosted at South Florida State Hospital. Over 50 persons attended to hear Michael Hersen, Ph.D., speak on "Single Subject Research Designs in Psychiatric Settings." Dr. Hersen presented several interesting case studies, highlighting behavioral techniques and procedures that are applicable and effective in facility settings. This presentation was educational as well as entertaining, as many behavior analysts realize that implementing effective programs in such facilities generally requires the involvement of diverse staff spanning multiple shifts.

Also, at this holiday meeting, all forty of the recently certified behavior analysts from Dade and Broward counties were individually recognized and congratulated. The FABA Store was in operation, allowing members and visitors the opportunity to finalize their holiday shopping. Of course, no holiday meeting is complete without plenty of good food, and the members of the Southernmost Chapter proved, once

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# FABA Revises Procedures for the Nominations and Elections of Executive Committee Officers

by Gerald L. Shook, Ph.D., Past President

Past Presidents are responsible for elections during their tenure. The executive committee, at its September meeting, requested that a new election process be developed. The following process is based on election procedures for the Association for Behavior Analysis and was accepted by the FABA Executive Committee on January 20, 1993:

1. **NOMINATIONS.** A nomination ballot is mailed on or about April 1 of each year to all persons whose FABA membership dues have been paid by January 1 for the year in which the nominations are being mailed. Voting members are entitled to nominate a maximum of two voting members for each office to be vacated at the next Annual Business Meeting.

2. **BALLOT DETERMINATION.** The nominations are counted by an assistant designated by the Past-President. On or about May 15 of each year (the close of nominations) the Past-President or another officer of the Association will verify the count. Those receiving the most nominations are asked by the Past-President if they wish to accept the nomination. Nominees are contacted in descending numerical order of nominations received until a minimum of two people have agreed to run for each office. In the case of a tie, additional candidates may be included.

3. **BALLOT DISTRIBUTION.** The appropriate ballot is mailed on or about July 5 by the FABA office to person on the FABA Mailing List who are eligible to participate in the election (voting members whose FABA membership dues have been paid by January 1 of the year in which the nominations were mailed). The ballot will include brief biographical descriptions of each candidate for each of the Executive Committee offices to be vacated. Candidates will be

listed in alphabetical order.

4. **BALLOT COUNT.** Voting is by secret ballot and ballots are counted by an assistant designated by the Past-President according to the following procedure: a. The signature on the ballot envelope is verified against the membership list to confirm that the person is eligible to participate in the election. b. The ballot is removed from the envelope. c. The ballot is cut into sections corresponding to each office and/or issue on the ballot. d. The vote is recorded for each office and/or issue on the ballot and is filed.

5. **DECLARATION OF ELECTION.** On or about August 1 of each year (the close of the voting period) the Past-President or another officer of the Association verifies the count. The candidate receiving the most votes for each office is declared elected, with ties settled by a vote of the Executive Committee, and: a. Each candidate is informed of the result of the election prior to the announcement of the results to the Executive Committee and the membership. b. The actual numbers of the election results (number mailed, returned, abstained, voided, and votes received by each candidate) are compiled by the FABA office and are reported to the membership by the Past-President.

## RULES AND REGULATIONS ON FABA NOMINATION AND ELECTION PROCEDURES.

These rules and regulations are intended to provide equal opportunity for all candidates and/or potential candidates to participate as officers of FABA. All candidates who are to appear on the official ballot will be asked to sign a statement acknowledging that they have read and agree to adhere to the FABA Rules and Regulations on Nominations and Elections.

## APPROPRIATE ACTIONS.

Nominees and candidates may be supported by individuals. Candidates, potential candidates, nominees, or supporters may make personal calls and write personal letters on their own stationary asking friends and acquaintances to nominate and/or vote for particular individuals. Letters or calls should be done on an individual basis. Individual letters may be prepared on a personal computer with a personal salutation and signature.

## INAPPROPRIATE ACTIONS.

Nominees and candidates may not be supported

by any committee, task force, or other recognized group of FABAs. FABAs may not provide any form of assistance to those who wish to support a Nominee or candidate in the form of letters, advertisements or announcements that may imply endorsement by a committee, task force, or other recognized group of FABAs. Thus, it is not permissible to use FABAs letterhead, logos, or other official materials that identify FABAs in the support of a candidate in any FABAs publications.

Three officers will be elected this year, President-Elect and two Representatives. The President-Elect serves as a member of the Executive Committee for three years; the first year, as President-Elect, begins at the convention immediately following his or her election; the second year, as President, begins one year later; and the third year, as Past-President, begins the following year. Representatives serve as an officer of the Executive Committee for a three-year term beginning with the convention immediately following his or her election.



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again, that they really know how to host a celebration!

As we look forward to this new year, our January 14th meeting spotlights Jack Gerwitz, Ph.D., from the FIU Psychology Department. Hosted at Landmark Learning Center, Dr. Gerwitz will speak on "Human Development and Behavior Analysis." If you will be visiting the south Florida area, we welcome you to attend this or any of our meetings.

### News from the Capital-Area Chapter

by *Connie Taylor, Ph.D.*  
*CA-FABA Vice-President*

The January meeting of the Capital-Area Chapter of FABAs featured Dr. Jon Bailey and John Austin, Florida State University, who led a discussion on the use of Behavioral Diagnostics in the work setting. In February, Dr. Tom Welsh presented, "Programming Interventions to Survive." Dr. Welsh's research focuses on the development of programming strategies which are specifically designed to continue, even after the researchers have left the setting. Both presentations generated some interesting debate and discussion

Some exciting speakers are lined up for the next few months. In March (the date is yet to be determined),

**Dr. Brian Iwata** will give a presentation on some of his recent research. Then on April 8, 1993, **Dr. Aubrey Daniels** will be in town and speak about some of his recent work in Performance Management. If you are a regular CA-FABA member, please note that the location for the March and April meetings has changed. They will be held at Julie's Place. These will be two meetings you will not want to miss. We will announce the date of Dr. Iwata's meeting as soon as it is confirmed. If you have any questions, please feel free to contact me at (904) 668-2262. ....

## Membership Application Form Florida Association for Behavior Analysis

Complete this form in full and mail with the appropriate dues to the address below.

Name \_\_\_\_\_  
 Address \_\_\_\_\_  
 City \_\_\_\_\_  
 State \_\_\_\_\_ Zip \_\_\_\_\_  
 Phone ( ) \_\_\_\_\_ Date \_\_\_\_\_  
 Affiliation/Facility \_\_\_\_\_  
 CBA Certified? \_\_\_\_\_  
 Position Title \_\_\_\_\_  
 Highest Degree Earned \_\_\_\_\_  
 Degree Institution \_\_\_\_\_  
 Professional interests:  
 1. \_\_\_\_\_  
 2. \_\_\_\_\_  
 3. \_\_\_\_\_

Check one:

- \_\_\_\_\_ Student Member - \$15 (Must be currently enrolled in a degree program.)
- \_\_\_\_\_ Direct Care (non-degree) - \$15
- \_\_\_\_\_ PhD/EdD Member - \$50
- \_\_\_\_\_ MA/MS Member - \$35
- \_\_\_\_\_ BA/BS Member - \$25

All members agree to abide by the FABAs code of ethics. Be sure to review this document.

Mail to:

FABA  
 Department of Psychology  
 Florida State University  
 Tallahassee, Florida 32306

**Florida Association for  
Behavior Analysis**

**Executive Committee**

<i>President</i>	1992-93
<b>Brian A. Iwata, PhD</b>	
University of Florida (904)392-4895	
<i>President-Elect</i>	1992-93
<b>Steve Starin, PhD</b>	
DS Program Office (904)488-3673	
<i>Past-President</i>	1992-93
<b>Jerry Shook, PhD</b>	
Shook & Associates (904)668-8757	
<i>Sec/Treas</i>	1991-94
<b>Jon S. Bailey, PhD</b>	
Florida State University (904)644-6443	
<i>Members-at-Large</i>	
<b>Judy Favell</b>	91-93
<b>Mike Hutchison</b>	91-93
<b>Cydney Yerushalmi</b>	92-94
<b>Jack Sandler</b>	92-94
<b>Hydee Toro</b>	92-95

**Past Presidents**

<b>Jerry Shook</b>	1991-92
<b>Bill Wolking</b>	1990-91
<b>Brian Jacobson</b>	1989-90
<b>Shari Titus</b>	1988-89
<b>Maxin Reiss</b>	1987-88
<b>Rusty Clark</b>	1986-87
<b>Jon S. Bailey</b>	1985-86
<b>Gary Jackson</b>	1984-85
<b>Jim Johnston</b>	1983-84
<b>Jerry Martin</b>	1982-83
<b>Hank Pennypacker</b>	1981-82
<b>Nate Azrin</b>	1980-81

**Committee Chairs**

1993 Convention Program Chair	<b>Mike Hutchison</b> Northeast Florida State Hospital
Local Arrangements	<b>Hydee Toro</b>
Newsletter & Publications	<b>Steve Taylor</b> Father Flanagan's Boys Town
FABA Local Chapters	<b>Tom McCarthy</b>
Membership	<b>Cydney Yerushalmi</b>
Legislative	<b>Jerry Shook, FABA</b>

**Newsletter Policy**

**Submission of Copy**

Readers are invited to submit articles and information of general interest to FABA members. Preference is given to submissions on disk, formatted for Macintosh in Macwrite II with an attached hard copy. Other submissions should be typed, double-spaced and not exceed two pages. Press release style writing is preferred. The Editor reserves the right to edit copy to conform with newsletter style and with space limitations.

**Submission/Publication Dates**

December 20	January 20
April 20	May 20
August 1	September 1

**Advertising Rates**

Rates for camera-ready copy 3.5x3.5 inches is \$25 per issue. Contact the Editor for 3-issue special rates. The Editor reserves the right to refuse any advertising. Submit materials to:  
Steve Taylor, FABA Editor  
9120 Bithlo Lane  
Tallahassee, FL 32312  
(904) 668-2262 or 385-0211  
fax (904) 386-3132

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