PRACTICAL THERAPY TECHNIQUES FOR PERSISTENT ARTICULATION ERRORS:
Frontal Lisp, Lateral Lisp and Distorted “R”

Schedule

**ARIZONA**
Phoenix / November 20
(Mesa)
AZ Clock Hours Available

**MASSACHUSETTS**
Boston / January 16
(Somerville)
Contact Hours Verification Available
CT Five (5) Contact Hours Available with Prior District Approval
RI Five (5) Contact Hours Available

**MONTANA**
Billings / November 22
MT Renewal Units Available

**NEW HAMPSHIRE**
Manchester / January 15
(Bedford)
NH Clock Hours Verification Available For MA, Contact Hours Verification Available

**NEW JERSEY**
New Brunswick / January 17
(Edison)
NJ Professional Development Hours Available with Prior District Approval

**UTAH**
Salt Lake City / November 21
UT Inservice Credit Available with District Approval

Presented by

Pam Marshalla,
MA, CCC‑SLP
Outstanding Speech‑Language Pathologist, Author and Presenter

Specifically Designed for Speech‑Language Pathologists
Serving Students in Grades PreK‑12

- **Dozens of practical therapy techniques** for persistent mild articulation errors
- **Highly effective ways to assess and facilitate** the midline groove for sibilant production
- **How to evaluate and teach** the basic tongue positions for “R”
- **Design quick and easy homework activities** that are packed with a punch
- **Increase carryover of articulation skills** into conversation
- **Receive a detailed articulation therapy resource handbook** to support your immediate use of the therapy techniques you’ll receive in this seminar

ASHA CEUs AVAILABLE AT ALL LOCATIONS
Practical Ideas and Strategies

Specifically designed for speech-language pathologists, this outstanding seminar presents a combination of traditional articulation methods with new strategies for more effectively addressing persistent mild articulation errors. Most children who fail in articulation therapy for persistent mild articulation errors do so for one of two reasons. Some clients seem unable to correctly position their tongue for “R” or the sibilants. Other clients who have difficulty with “R” or the sibilants seem to fail because they do not use their newly-learned phonemes in conversational speech outside of speech therapy. In this unique seminar, internationally recognized speech-language pathologist, presenter and author, Pam Marshalla, will address both of these issues. This seminar will provide practical ways to more effectively address articulation therapy for “R” and the sibilants. Pam will share therapy strategies for getting the tongue into several positions: the narrow groove for the alveolar sibilants “S” and “Z,” the wide groove for the palatal sibilants, the tip retracted position for the “Tip R,” and the high lateral back position for the “Back R.” Pam will also address the logistics of articulation therapy for clients with mild therapy needs. Practical strategies will be presented to specify ways to motivate clients to participate, design activities that work in both individual and group sessions, design homework, and encourage effective parent involvement. Pam will share practical ways to “boost” therapy sessions and introduce songs for very young clients who do not need weekly treatment.

You will leave with a wealth of effective ideas for day-to-day therapy, for home practice and for working with individuals or groups of students who have persistent mild articulation errors.

Ten Key Benefits of Attending

1. Maximize Your Students’ Time in Treatment for Persistent Mild Articulation Errors
Discover effective methods to facilitate the tongue configurations your students need to achieve correct production of “R” and each sibilant.

2. Improve Your Skill in Analyzing Tongue Movement Problems
Learn how to assess incorrect tongue movements in producing “R” and the sibilants … Learn what your client needs to do to succeed.

3. Utilize Traditional Techniques to Facilitate Sound Production
Combine traditional articulation methods with tongue facilitation techniques to create a new dynamic approach to articulation therapy for mild errors … Get to the heart of the speech movement problem.

4. Manage Stubborn Articulation Cases More Effectively
Learn practical methods to help clients with long-term persistent articulation errors on “R” and the sibilants … Reduce therapy time utilizing a step-by-step management approach.

5. Move from “Sound-in-Isolation” to Conversational Speech
Ensure greater success by incorporating carryover techniques into the fabric of your therapy program … Discover innovative ways to address carryover from the onset of therapy by working on rate, rhythm and sequence.

6. Build Co-Articulatory Skills
Design therapy that builds co-articulatory skills to enable your students to use “R” and the sibilants in all phonetic environments regardless of adjoining vowels … Build treatment activities that carefully incorporate phonemes in initial, medial and final positions as well as clusters.

7. Integrate Orthodontic Plans and Oral Habits More Effectively Within Your Articulation Therapy Program
Determine how you can best handle problems with dentition, oral habits, oral rest, and swallow as they relate to the distorted “R” and the lisps.

8. Understand How Jaw Mobility and Stability Contribute to Problems with “R” and the Sibilants
Acquire practical methods of jaw stabilization for improved lingual control … Discover the jaw-tongue-palate relationship through multi-sensory learning activities.

9. Learn Effective Methods to Prevent Problems with “R” and the Sibilants
Discover how you can eliminate the need for articulation therapy for “R” and the sibilants through the use of classroom-based preventative measures and individual “boost” sessions … Learn motivating activities for use with toddlers and preschoolers.

10. Develop an IEP with Effective Entrance and Exit Criteria
What are our goals and objectives of treatment? Who gets into therapy? At what age should therapy commence? How long do we keep a client in treatment? How is success measured? When do we dismiss? Receive practical answers and insights to these questions and others from an SLP with over 30 years of clinical experience working with articulation therapy.
Outstanding Strategies You Can Use Immediately

- **Practical techniques** to develop a midline groove for the lingua-alveolar sibilants “S” and “Z”

- **Effective methods** to create a wide posterior channel for the palatal sibilants “Sh,” “Zh,” “Ch,” and “J”

- **Stimulation techniques** to facilitate lateral back elevation of the tongue for production of the “High Back R”

- **Facilitate highly effective techniques** for tongue tip elevation for a “Retroflex R”

- **How to stabilize the jaw for mature production** of higher-level phonemes

- **Auditory attention and awareness activities** to help your students attend and monitor their own speech productions in all situations

- **How to assess** direction of airflow on sibilant production

- **Practice materials** for therapy and home to assure consistent productions and carryover

- **How to efficiently organize** therapy around the materials you already have on hand and discover new materials you may want to include

- **Proven articulation homework activities** that are quick and easy, yet effective

- **How to motivate** participation and carryover with students of all ages, especially pre-teens and teens

- **Parent involvement strategies** that require minimal contact

- **Practical goals and objectives** for writing reports and generating the IEP

- **How to create paragraphs** that isolate target phonemes for work on speed of production

- **Ways to design sample dialogues** that incorporate target phonemes so that carry over can be included from the onset of articulation treatment

“Best seminar I have attended in almost 30 years of working with school-age children. Practical ideas that can be easily incorporated into therapy.”

– Helene Laufman, Speech-Language Pathologist

To Register, Call Toll-Free

1-800-735-3503
Dear Colleague:

It is my observation from over 30 years of clinical experience that certain persistent mild articulation errors can be difficult to remediate. Some clients appear unable to position the tongue for production of these sounds. Other clients are able to produce the sounds in therapy, but they do not carry their new skill over into spontaneous conversation outside of the therapy room. This seminar will address both of these issues.

Errors on “R” and the sibilants are errors of tongue and jaw movement. Clients who do not respond well to traditional methods of articulation therapy can remain in treatment for a long time when these movement errors are not addressed directly. This seminar will address the movements of the sibilants and “R.” I will share how the tongue and jaw should be positioned for each of these sounds and how to diagnose the error of tongue and jaw movements as well as ways to facilitate their movements for correct production of these phonemes.

Clients who can achieve “R” and the sibilants in therapy but who do not carry over these skills into conversational speech represent another type of challenge. These clients have all the skills they need for success, but they are not using them. This seminar will tackle this very difficult dilemma of articulation carryover for persistent mild articulation errors. We will develop strategic plans for addressing this issue directly in therapy. I will share with you the essential components of successful carryover plans.

I am passionate about articulation therapy, especially as it relates to problems with “R” and the sibilants. I will be sharing practical ideas that you will be able to use the next day in therapy. I look forward to meeting you at the seminar.

Sincerely,

Pam Marshalla, MA, CCC-SLP

P.S. Again, the focus of our day together will be on practical articulation therapy methods for individual and group sessions.
What Your Colleagues Say About Pam Marshalla

“Great seminar! Well organized, easy-to-understand ideas that can be implemented into articulation therapy.”
– Debby Samuels, Speech-Language Pathologist

“Pam Marshalla is a fabulous presenter. Her material is practical and can be applied into therapy sessions immediately.”
– Phyllis Lazar, Speech-Language Pathologist

“Excellent! I will start using these techniques tomorrow in therapy!”
– Sara Kohlenberg, Speech-Language Pathologist

“Pam is a great speaker with vast knowledge and experience. She has a ‘down to earth’ approach to speech therapy as it relates to production of sounds and its fundamental importance.”
– Anne Stone, Speech-Language Pathologist

“Pam is an amazing speaker. She is knowledgeable, funny, energetic, and passionate about her work.”
– Kim Doran, Speech-Language Pathologist

“Great seminar! Very helpful and updating. Pam is relevant and practical.”
– Martha L. Koons, Speech-Language Pathologist

“Great ideas to take into the therapy room. Helpful information for eliciting sounds.”
– Melissa Stenzel, Speech-Language Pathologist

“Pam is very personable and down to earth. She infuses humor into her seminar which makes the day go by quickly. She provides great information and tools for the SLP.”
– Robynn Manassero, Speech-Language Pathologist

“Practical techniques based in solid theory illuminated by the voice of experience!”
– Maria Stewart, Speech-Language Specialist

“Pam is an excellent instructor who knows her material well!”
– Eileen Lee, Speech-Language Pathologist

“This seminar is incredibly beneficial. I’m truly looking forward to trying these techniques with my students.”
– Dawn Zimmermann, Speech-Language Pathologist Intern

“This is the best seminar I’ve attended. I love that I learned with real therapy techniques. I’ll be using the things I learned tomorrow when I work with kids!”
– Marianne Tennant, Speech-Language Pathologist

“Pam makes this seminar practical and interesting – with a touch of humor!”
– Andrea Piner, L.S.S.

Outstanding SLP, Author and Seminar Leader

Pam Marshalla has been a practicing speech-language pathologist for over thirty years. She has worked with children of all ages and ability levels in schools, hospitals, private practice, and university facilities. She also has spoken at hundreds of conferences and seminars in the United States and Canada. She is widely recognized by clinicians as an expert in articulation and apraxia. Pam is the author of PRACTICAL THERAPY TECHNIQUES FOR PERSISTENT ARTICULATION ERRORS: Frontal Lisp, Lateral Lisp and Distorted “R,” the extensive resource handbook you’ll receive at this seminar. She has also written eight books on the topics of apraxia, articulation, thumb sucking, drooling, and articulation therapy. Two of her books, Frontal Lisp, Lateral Lisp and Successful R Therapy have been honored as best sellers by The Library of Speech Pathology and Super Duper Publications, Inc.
Special Benefits of Attending

On-Site Training
Most BER seminars can be brought to your school or district. See the options at www.ber.org/onsite or call 877-857-8964 to speak to one of our On-Site Training Consultants.

You’ll Receive an Extensive Articulation Therapy Resource Handbook
Each participant will receive an extensive resource handbook, specifically designed for this seminar. Included in the handbook are:

- Descriptions of how the toys and tools for articulation therapy are used
- Learn how children recognize, experiment with and control their own phoneme movements
- A hierarchical arrangement of skills easily adapted to the IEP
- A variety of articulation treatment techniques

Meet and Share
This seminar provides participants a wonderful opportunity to meet and share articulation therapy ideas with other speech-language pathologists.

Consultation Available
Pam Marshalla will be available at the seminar for consultation regarding your questions and the unique needs of your own articulation therapy program.

Material on Display
Pam’s books will be on display and available to browse through during breaks.

Semester Credit Option
One graduate level professional development credit is available with an additional fee and completion of a follow-up practicum project. Details for direct enrollment with Brandman University, part of the Chapman University system, will be available at the seminar.

Meet Inservice Requirements
At the end of the program, each attendee will receive a certificate of participation that may be used to verify hours of participation in meeting continuing education requirements.

ASHA CEUs Available
This course is offered for **5** ASHA CEUs (Intermediate level, Professional area).

ASHA-Required Disclosure Statement for Pam Marshalla:
Financial: Consultant for the Bureau of Education & Research and receives honorarium compensation. Author for Marshalla Speech and Language and Super Duper Inc. and receives royalty payments.
Nonfinancial: Co-chair of Board of Directors: Oral Motor Institute. Receives no compensation as co-chair and member of board of directors.

Please bring your ASHA Account Number to the seminar if you will be completing paperwork for the ASHA CE Registry.

Online Learning
BER offers educators a wide range of online courses that are affordable, fun, fast, and convenient. Now offering On Demand Video-Based courses as well as Scheduled Instructor-Led courses. You also may earn optional graduate-level credits for most courses. See the catalog of available courses at www.ber.org/onlinelearning.
Who Should Attend
Speech-Language Pathologists working with clients in PreK-12 who have persistent mild articulation errors.

Program Guarantee
We stand behind the high quality of our programs by providing the following unconditional guarantee:
If you are not satisfied with this program, we’ll give you a 100% refund of your registration fee.

Can’t Attend?
A related BER seminar, Current, Best Strategies to Help SPEECH-LANGUAGE PATHOLOGISTS Better Meet Student Needs (Grades K-12), presented by another speech-language pathologist, Linda Eve Seth, is available on CDs with a comprehensive resource handbook at a cost of $99.00 plus $9.00 shipping and handling. To order, call toll-free 1-800-735-3503 (Stock #A-XPS-1364) or use the order form on the back page.
PLEASE NOTE: ASHA CEUs are not available for audio seminar programs.

Possible Funding Sources:
Race to the Top Grants; Elementary and Secondary Education Act Funds, Title VI; Title VII; Restructuring Grants; At-Risk Grants, Bilingual/ESL and Migrant Education Funds; IDEA; Demonstration School Funds; Parent Teacher Organizations; and Inservice Training Funds.

FOUR EASY WAYS TO REGISTER:

PHONE toll-free:
1-800-735-3503
(Weekdays 6 a.m. - 6 p.m. Pacific Time)

FAX this form to:
1-425-453-1134

MAIL this form to:
Bureau of Education & Research
915 118th Avenue SE • PO Box 96068
Bellevue, WA 98009-9668

REGISTER ONLINE at: www.ber.org

Pre-registration required due to limited enrollment.

Program Hours
All seminars are scheduled 8:30 a.m. - 3:15 p.m.
Check-in 8:00 a.m. - 8:30 a.m.

Fee
The registration fee is $229 per person, $209 per person for groups of five or more registering at the same time. Call us at 1-800-735-3503 for groups of ten or more. Payment is due prior to the program. No cash please. Fee includes seminar registration, morning coffee and tea, a personalized certificate of participation, and an extensive resource handbook.

Cancellations/Substitutions
100% of your paid registration fee will be refunded if you can’t attend and notify us at least 10 days before the seminar. Late cancellations can exchange for a certificate to attend another seminar or will be refunded less a $15 service fee. Substitutions may be made anytime without charge.

Further Questions
Call the Bureau of Education & Research (800) 735-3503 or visit us online at www.ber.org. The Bureau is North America’s leading presenter of seminar training for professional educators. Programs are based on sound research, are highly practical in content and consistently receive excellent evaluations.

Meeting Sites and Hotel Accommodations
Seminars will be held at the following sites:
- Billings: Hampton Inn, (406) 248-4949
- Boston: Holiday Inn – Somerville, (617) 628-1000
- Manchester: Southeastern Regional Education Service Center – Bedford, (603) 206-6800; hotel accommodations available at Hampton Inn – Bedford, (603) 623-2040
- New Brunswick: Crowne Plaza – Edison, (732) 287-3500
- Phoenix: Marriott – Mesa, (480) 898-8300
- Salt Lake City: Homewood Suites – Downtown, (801) 363-6700

If needed, please make your own hotel reservations by calling the appropriate hotel listed above.
PRACTICAL THERAPY TECHNIQUES FOR PERSISTENT ARTICULATION ERRORS: Frontal Lisp, Lateral Lisp and Distorted “R”

Registration (XS84F1)

☐ 1. Billings, MT – November 22, 2013
☐ 5. Phoenix (Mesa), AZ – November 20, 2013

FIRST NAME M.I. LAST NAME

POSITION, SUBJECT TAUGHT GRADE LEVEL

SEMINAR LOCATION NUMBER: _____ (Please see list above)

List additional registrants on a copy of this form

SCHOOL NAME

SCHOOL MAILING ADDRESS

CITY & STATE ZIP CODE

SCHOOL PHONE NUMBER HOME PHONE NUMBER

( ) ( )

Registration confirmations are sent via e-mail. If you would like a confirmation, please provide your e-mail address.

E-MAIL ADDRESS

HOME MAILING ADDRESS

CITY & STATE ZIP CODE

IMPORTANT: PRIORITY ID CODE EXS84F1

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(Weekdays 6 a.m. - 6 p.m. Pacific Time)

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MAIL this form to:
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915 118th Avenue SE • PO Box 96068
Bellevue, WA • 98009-9668

REGISTER ONLINE at: www.ber.org

METHOD OF PAYMENT

The registration fee is $229 per person, for groups of five or more registering at the same time, the fee is $209 per person. Payment is due prior to the program. No cash please.

☐ A check (payable to Bureau of Education & Research) is attached
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Account # ____________________________ Exp. Date: MO/YR /

Please print name as it appears on card Signature (required for credit card purchases)

CONFIRMATION # (If you are confirming a previous registration) ________________

CAN’T ATTEND?

☐ I’d like to order the CD version of the related seminar, Current, Best Strategies to Help SPEECH-LANGUAGE PATHOLOGISTS Better Meet Student Needs (Grades K-12), by Linda Eve Seth, $99.00 plus $9.00 shipping (Stock #A-XPS-1364).

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