

Academic Language Therapy Association®
Dedicated to the remediation of written-language skills.

bul•le•tin

Fall

2000

The bul•le•tin is a quarterly publication of the Academic Language Therapy Association (ALTA), and is free to its membership.

The Value of Membership *By Carolyn Nesbitt, VP/Membership*

Have you ever asked yourself why anyone would wish to belong to an organization such as ALTA? You might even ask yourself why you would spend \$40 on membership fees. Are there more benefits than having your name listed in the ALTA Directory? Here are some of the reasons why I feel my membership in this organization is very important.

First of all, I spent two years in an intensive training, observation and practicum program. My training was preparation for taking the ALTA registration/certification exam to ensure that I measured up to the highest standards in the field of remediating students with dyslexia and/or related disorders. This hard-earned certification is not unlike passing the Bar or even the CPA exam.

See Membership on Page 4

IDA Accreditation and Certification: Collaboration or...?

In November, 1999, the Board of Directors of the International Dyslexia Association approved a plan to establish accreditation standards for teacher training programs that focus on multisensory structured language techniques, schools that use MSL techniques with their students and institutions of higher education that train teachers in these methodologies. IDA's plan also includes the establishment of standards for the certification of individuals. Harley Tomey, president of IDA, stated in Perspectives, Winter 2000, that the most important reason for this major undertaking is to establish a set of standards that defines qualitative MSL teacher training. Additionally, the standards will provide individuals with dyslexia, parents of those individuals, and schools with important information for decision-making.

See IDA on Page 4

ALTA assumes no responsibility for errors or omissions. To submit news items or articles, which are subject to editing for space and style, or for advertising or other information, contact:

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President's Message

Dear ALTA members,

The 2000-2001 school year is in full swing. We should all take great pride in the knowledge that there are CALTs across the country serving thousands of children. Because of your commitment to academic language therapy, students who have faced reading failure every day will experience success. What a joy it is to watch that process unfold!

Your ALTA Board of Directors met on August 19 for a day-long retreat in Grapevine, Texas. We had the opportunity to discuss key issues that affect the future of our organization. ALTAread.org has provided the board a wonderful communication tool.

The online membership survey was beneficial to us in planning and responding to your needs and concerns. The survey will change this fall and I encourage you to go to our site and voice your opinions.

One request made by every committee chair was the need for new members to their committees. The technology available through e-mail, fax, and conference calling gives everyone, regardless of where you live, an opportunity to participate. Please consider volunteering in some capacity and notify the board with your interest. We have many capable members in ALTA and a broader base of participation will strengthen our mission.

Fall is a prime time to further our knowledge of dyslexia and effective interventions. Each day my mail is filled with announcements of conference and seminar opportunities. We are approaching the spring of 2001 and the first CEU audit of our membership. I hope each of you will give careful thought to how you will meet this new membership requirement. We must all be dedicated to seeking current information gained from empirical research and open to incorporating proven strategies into our therapy setting.

The International Dyslexia Association meeting is planned for November 8-11 in Washington, DC. I hope to see as many of you as possible at the conference. Once again, the program is filled with the names of CALTs that are participating in the conference program. ALTA is presenting the certification process in a combined session with IMSLEC and AOGPE on Saturday afternoon. Your presence and support would be very much appreciated. The ALTA Centers Council will meet during the conference. We will also have a booth in the exhibit hall. We need volunteers to work at the booth sharing information about ALTA with other attendees. Please contact the national office if you would like to volunteer during the conference.

I hope this is the beginning of a successful year for you and your students. I also hope that this year will be a time that more of you choose to actively participate in our association. Share your ideas, your time and your talents. Our membership and the students we serve will all benefit.



Elizabeth Cantrill



Officers 2000-2001

Elizabeth Cantrill, *President*
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Carolyn Nesbitt, *VP/Membership*
Kay Peterson, *VP/Publications*
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Accredited Centers

Arizona Multisensory Training Institute,
Scottsdale, AZ
Centers for Youth & Families/Dyslexia
Training Center, *Little Rock, AR*
EDMAR Educational Associates, *Forney, TX*
Hardin Simmons University Multisensory
Language training Center, *Abilene, TX*
James Phillips Williams Memorial
Foundation, *San Angelo, TX*
Payne Education Center, *Ardmore, OK*
Payne Education Center, *Oklahoma City, OK*
LEAD/Literacy Education & Academic
Development, Inc., *Argyle, TX*
Multisensory Language Therapy of New
Mexico, *Albuquerque, NM*
Neuhaus Education Center, *Houston, TX*
Scottish Rite Learning Center of West Texas,
Lubbock, TX
Southern Methodist University Learning
Therapist Program, *Dallas, TX*
Southwest Multisensory Training Center,
Dallas, TX
Stratford Friends School Multisensory
Teacher Training Program, *Havertown, PA*
Teachers College, Columbia University,
Dept. of Special Education, *New York, NY*
Texas Scottish Rite Hospital for Children/
Dyslexia Therapist Training, *Dallas, TX*

Teacher to Student: A Letter of Encouragement

By Annette Stokes

How wonderful it is to hear of your graduation and your plans for university. I can appreciate how hard you have worked, the struggles you have overcome. You are to be congratulated for your dedication and perseverance.

I recall the sweetest little second grader who showed up to work with me. She had a darling smile, a daring look of trepidation, and not a clue that I was soon to be her friend and mentor. Enchanting as she was, reading and spelling were so difficult that she was delighted when we had fire drills, and had to leave the classroom. Gradually, we were able together to figure out your learning style and break the code, so that reading was not nearly so impossible. You actually began to look forward to my visit each day. Your dad even insisted we continue to work even when you had chicken pox!

It has been such fun watching you progress. Your elementary school did a good job with your early years, and your parents have always been your best advocates. Gradually, we have seen you take over being your own advocate, which is a role you must continue.

You know what your learning style requires and you must take advantage of all the right moves. Sit at the front of the classroom, use a tape recorder to assist your memory in lectures, and listen to the lecture again the same day. You can even amend your class notes from the tape, if needed.

There are three channels through which you learn: auditory, visual, and kinesthetic. Try to find ways to assist the memory. Everyone learns better if he can read it, hear it, and do it. If you can, "twice learning" is best, and before the information gets cold. Your auditory processes need reinforcement; that is why I say listen to the tape recorder on the same day of the lecture. Writing notes is not only kinesthetic, but also visual, and another reinforcement for memory.

One of the Ten Commandments of college education is "Be NOT afraid of asking the professor to explain it one more time." Ask her to say it in a different way. Never hesitate to admit you are dyslexic and need it said slower or differently. Then, ask to repeat the information back to the professor for your own understanding. She may correct you or explain further. The point is, before you are completely lost, give the professor the opportunity to assist you.

That leads me to say one more thing. Professors sometimes forget that their job is to teach you! Be a pest until you understand the course. That is your job as your own advocate. They won't

all be thrilled by your consternation, but they will admire your determination.

God has given you many talents, and your family has provided you support, but most of all, you are the excited learner who has seen how far you have come, and what strengths you possess. My daily prayers will include you as you prepare for this new adventure!

Annette Stokes is a Certified Academic Language Therapist, trained at Neuhaus Education Center, and currently serving on the board of The Dyslexia Foundation. This letter was written when her student graduated from high school.

Continued Membership from cover

Second, as a professional, I feel the need to be a part of a larger group, that is associated with setting and maintaining standards at the highest level for us all.

Third, my professional organization functions as an advocate for all Certified Academic Language Therapists. Fourth, I can be assured that ALTA Centers Council will provide uniform standards for the

accredited training centers. It will establish uniform certification/registration standards for ALL Academic Language Therapists and assure that once the therapist has passed the exam he/she will continue to keep updated and informed by meeting the CEU requirements.

Lastly, ALTA will promote public confidence regarding the integrity, competence and professionalism of all Certified Academic Language Therapists. Our annual conference

provides the latest information in the field of dyslexia, information that oftentimes is on the cutting edge of research (like the address by Dr. Gordon Sherman, keynote speaker for the spring 1998 conference).

Yes, my membership in ALTA is valuable, and I look forward to being associated with this organization for many years to come!

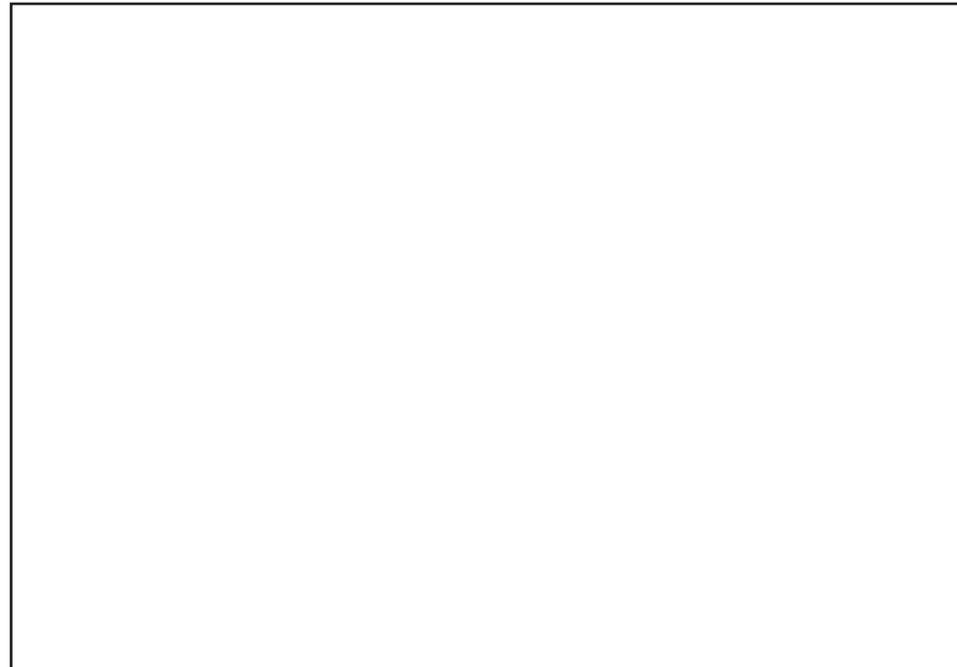
Continued IDA from cover

ALTA and the ALTA Centers Council have addressed the standards for therapist training and the certification of individuals. Since our inception in 1985, many of our members have given countless hours to the study of critical components of training therapists. Your board of directors supports IDA's initiative and would like to collaborate with the IDA accreditation committee to reach the goal of an "industry-wide" standard.

In the Perspectives, Fall 1999, past president of IDA, Gordon Sherman, stated "there are groups who are doing good work to develop standards of accreditation and certification, but I think it is fair to say that no single group has been able to bring unity to the process." Dr. Sherman was correct that good work to develop standards has been accomplished, but today his statement regarding a lack of unity is incorrect. Currently ALTA, the ALTA

Centers Council, IMSLEC, and AOGPE are all communicating with one another on matters of accreditation and certification. All of these groups desire a collaborative process. Our goal continues to be a commitment to provide the best educational treatment available to the individuals with dyslexia that we serve.

Regrettably, we have received no information from IDA since our spring conference last April. The ALTA Executive Board is asking you to voice your support and commitment to a collaborative endeavor. A sample letter is provided as an insert in this newsletter. Either write a letter of your own, or sign the sample letter with your name, title and address to communicate with IDA president Harley Tomey. Also, make a copy of your letter to send to Emerson Dickman, whose address appears at the bottom of the letter. This is an issue of critical importance. Please take a moment to help establish ALTA's voice in this new process.



Center Spotlight

LEAD/Literacy Education & Academic Development, Inc.
PO Box 262
Argyle, Texas 76226
Phone: (940) 464-3752
Fax: (940) 464-7293
E-mail: lead1234@gte.net
Director: Valerie Tucker
Director of Teacher Training:
Melanie Royal

Our mission at LEAD is to provide a structured, Alphabetic Phonics based program to successfully train dyslexia therapists, to provide both public and private schools the framework for implementing multisensory structured language programs, and to be a resource for parents, teachers, and the community.

LEAD holds accredited status from the Academic Language Therapy Association (ALTA) and from the International Multisensory Structured Language Education Council (IMSLEC) at the Therapy and Instructor of Therapy Levels.

LEAD offers two levels of training as well as community outreach programs and prevention and intervention courses in workshop format. Admission to either training program requires a Bachelors Degree in Education or a related field. A Masters Degree is preferred for the Therapy Level Training.

Therapy Level Training

- 200+ hours classroom instruction (45 hrs. from teaching level applicable)
- 700 supervised clinical teaching hours (150 from teaching level applicable)
- 3 therapy situations covering all

levels of instruction are required within the 2 years required to complete training

- 10 observations and conferences with written feedback
- Auditory conceptual function and oral production of sounds competency
- Exit exam

Upon successful completion of all requirements at the therapy level, a Therapy Level Certificate will be issued and the candidate will be eligible to take the ALTA certification examination to become a Certified Academic Language Therapist.

Teacher Level Training

- 45+ hours classroom instruction
- 50 supervised lessons of at least 40 minutes each
- 5 observations and conferences with written feedback
- 9 month minimum completion
- Auditory conceptual function and oral production of sounds competency
- Exit exam

Upon successful completion of all requirements at the teacher level, a Teacher Level Certificate will be issued.

CEUs are required for both levels of training.

Professional Seminars are available for Certified Academic Language Therapists and Classroom Teachers upon request:

- **Using your Brain in the MSL Classroom**
This seminar explores the functions

of the brain and how multisensory teaching techniques complement the various functions.

- **Scientific Spelling**
Scientific Spelling is a multisensory spelling program designed for teachers who teach spelling.
- **Reading Readiness**
Reading Readiness is a workshop designed to provide young children phonological awareness skills to prepare them for reading. This workshop is appropriate for therapists and classroom teachers.
- **From Verbal to Written Expression**
Grammar and written expression skills are developed in this structured multisensory curriculum.
- **Reading Comprehension/ Vocabulary Acquisition**
Multisensory application of comprehension skills and vocabulary acquisition is the focus of this one-day workshop.

Community Outreach

LEAD participates in community forums designed for parents and educators interested in learning more about dyslexia and the services available to the dyslexic individual. Please contact LEAD for additional information

Are you attending the IDA national conference in Washington, DC? Please let us know by contacting the ALTA office at 972/233-9107 ext. 204, fax 972/490-4219 or e-mail mad@dondillon.com. Thank you!

Plano ALTA Professional Group

By Jean Fortune

The ALTA Plano Professional Group was established two years ago to encourage one another, stimulate professional growth, share insights and network regarding clients and their needs. We began with six therapists in attendance. The speaker was a Qualified Instructor who shared techniques to aid reading comprehension. Our group moved to the Harvey Hotel Plano where we meet quarterly.

We begin with a light meal and share insights, experiences and techniques that we have learned. Our presenters, who speak for two hours, are Certified Academic Language Therapists, learning disability specialists, physicians, educational diagnosticians, and Qualified

Instructors. Past programs have included a Scientific Spelling workshop, educational assessments - their format and evaluation, older student situations, issues with schools including IEPs and early release, and visualizing/verbalizing instruction techniques to promote reading comprehension.

Our mailing list has grown to forty and our attendance has grown to twenty-five. The ALTA Plano professional group meetings are often approved by the ALTA CEU committee. Meeting our CEU requirements gives our group another important purpose. Our group finds it most beneficial to be in contact with each other, and we learn a great deal which ultimately helps the students we serve.

ALTA Professional Groups

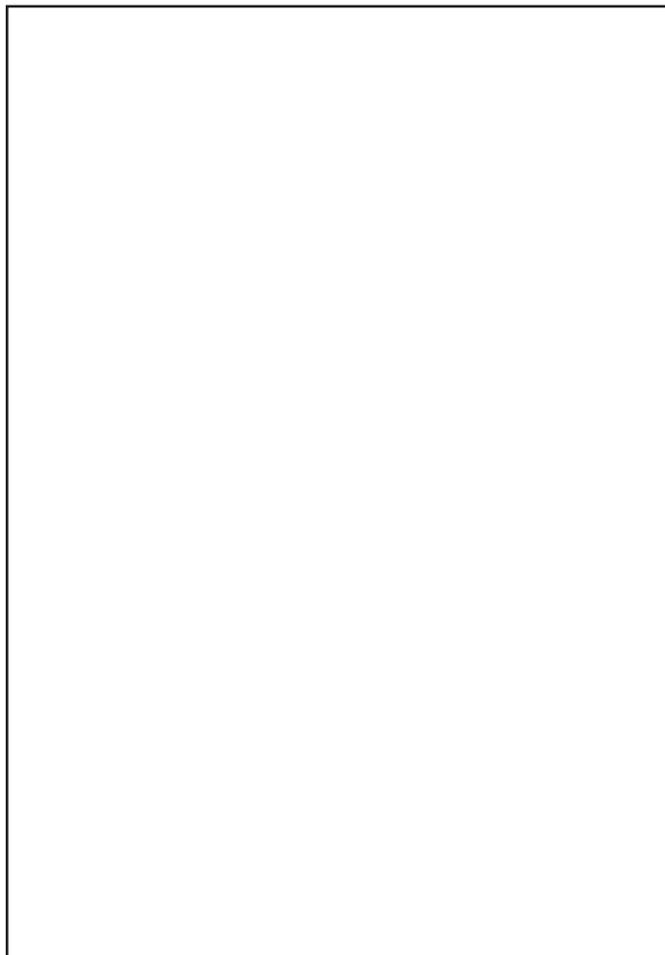
The Membership Committee is in the process of developing policies and procedures for establishing ALTA professional groups. Several groups around the United States are already meeting and there are requests to form others. Local groups give ALTA members the opportunity to share therapy strategies as well as the opportunity to get acquainted with professional colleagues. Please contact ALTA Vice President of Membership Carolyn Nesbitt for information on establishing an ALTA professional group.

ALTA Certification Exam Study Help Classes with study materials

- ◆ Taught by CALTs
- ◆ 6 to 8 hours
- ◆ 2-Saturday a.m.
- ◆ 1-Saturday

Out of town possible
Call for further information
(972) 840-1718

This is a private venture and is not endorsed
nor supported by ALTA



A member of the Texas Scottish Rite Hospital for Children, Dallas Class 2002 composed this poem after completing summer training. The words are sung to the old Roger Miller hit, King of the Road. As you sing along (out loud, if you'd like), think back to your first summer of training!

Queens of the School

Classroom for sale or rent,
We left to be therapists.
No homeroom class to train,
We traded'em for writing frames,
there are

New concepts we have found,
"W" doesn't make a sound.
We are therapists in training,
Some think we're fools!

Voiced, unvoiced, open, blocked,
Formulas are really hot.
Old decks, approach strokes, wow!
We all use multisensory now, there are

New concepts we now know,
Linkages that really flow.
We are therapists in training,
Learning the rules! We know

Every Office Max in a 20-mile range
And street names that sound
so strange.
Pauline's learning how to say "duck,"
The Class of 2002 wishes her "lick"
(oops, "luck!")

Medieval Times will go,
We won't take Mary Rumsey though.
Mind trippin' is Karen's part,
She's already at Stein Mart, there are

New concepts we will use,
"ng" can really give us the blues,
We are therapists in training,
Queens of the School!

New lyrics by Tracy Goff

Milestones

Welcome new student members

Kimberly Arthur, Deborah Baker, Barbara Biddle, Shirley Boman, Whitney Bonner, Peggy Brooks, Veronica Bucio, Michelle Buffkin, Sandra Carlisle, Patricia Clark, Barbara Ann Classe, Nancy Clifford, Debbie Cremeans, Charlotte Foreman, Julie Foster, Mimi Freeman, Tracy Goff, Margaret Goodrich, Dixie Johnson, Allison Knight, Cynthia Lawhon, Debra Lowery, Christi Magee, Delinda Martinez, Stewart Mead, Sherri Meadows, Robbie Montealegre, Nora Moore, Mary Moorehead, Phyllis Mosley, Alicia Murray, Laura Parker, Sheryl Pol, Catherine Richardson, Janice Robson, Julie Smith, Karen Sykes, Jodi Vandergriff, Jeanne Webster, Susan Wilson, Tami Wimmer, Mary Wines, Charlotte Withrow, Cindy Woolf and Michelle Yannarella.

Welcome new active members

Patricia Adams, Ann Alexander, Carol Bahill, Elisa Barnes, Janet Beaver, Mary Jane Broumley, Alisha Byerly, Kathleen Carlsen, Cathy Carroll, Marcia Carson, Debra Clark, Patricia Coffman, Linda Corbett, Lanette Dyer, Amanda Fahrenbrook, Marybeth Flachbart, Mary Foster,

Barbara Fuller, Linda Garrett, Rebecca Garrett, Belinda Gaston, Lois Glasscock, Mary Goubeaux, Rebecca Gould, Lorna Green, Kathryn Grigsby, Paula Harrison, Paula Heathington, Sandra Hershberger, Karen Kinerd, Faith Knight, Faith Lewis, Christi Markham, Susan Marstaller, Malee Morin, Kristeen Nations, Lonnie Newton, Robin Palmer, Marsha Pattison, Carla Proctor, Sherry Reeder, Blanca Rodriguez, Donna Smith, Beverly Spearman, Lynda Thomas, Vivian Watson, Joanne Weber, Tandra Williams, Carolyn Wilson, Paula Wilson and Marguerite Young.

Members!

Spotlight your students' talents on the ALTA website SPOTLIGHT PAGE. We are featuring art and writing. Art must be submitted on a floppy disk. Descriptive, expository, or creative writing must be scanner-ready. Send to Jean Fortune at fortsearch@aol.com or call 972-527-3215 for more information. Please use the application at www.altaread.org or call for a copy. The form requires the signature of a parent and the therapist. What a wonderful way to show our students' giftedness to the world!

CEU Calendar

September 29, 2000

Time: 9:00 am-3:00 pm

Cost: \$15.00

Contact hours: 5

Topic: "Non-Verbal Learning Disorder: The Hidden Disability" and "Interventions for Non-Verbal Learning Disorder: The Importance of an Image"

Speaker: Michele Berg, Ph.D., Director of the Center for Learning Disabilities, The Menniger Clinic, Topeka, Kansas

Sponsor: Neuhaus Education Center

Location: Neuhaus Education Center, 4433 Bissonnet, Bellaire, Texas 77401

Contact: Cathy Lorino, (713) 664-7676

September 30, 2000

Cost: \$30

Speaker: Terri Abraham, Licensed Educational Diagnostician, School Psychologist, and Mental Health Counselor

Sponsor: Southwest Branch of the International Dyslexia Association

Location: Student Services Center, Albuquerque, NM

Contact: Sue Fitzmaurice, (505) 232-2373, sfitz@rt66.com

October 13, 2000

Topic: Teaching Reading IS Rocket Science

Speaker: Louisa Moats, Ed.,D.

Sponsor: Philadelphia Branch of International Dyslexia Association

Contact: (610) 527-1548

Location: Valley Forge Hilton

October 14, 2000

Topic: Pathways to Potential V

Speaker: Susan Neuman, Ed.D

Sponsor: Houston Branch of International Dyslexia Association

Location: Doubletree Hotel at Allen Center

Contact: Consuelo Duroc-Danner, PO Box 540504, Houston, Texas 77254-0504, or Janis Block, (713) 960-6660

October 19-20, 2000

Cost: \$35 member/\$70 non-member/\$80 after Sept. 29

Contact hours: 7 possible

Sponsor: Association of Christian Schools International, Teacher/Administration Convention

Location: Wichita Convention Center, Wichita, KS

Contact: Jane Schimmer, 4039 Echo Glen Dr., Dallas, TX 75244, (972) 247-6558

October 23, 2000

Topic: ADD/ADHD: Manifestations, Accommodations, Counseling Strategies

Contact hours: 2

Speaker: Dr. Paul Warren, Behavioral Pediatrician

Sponsor: Plano ALTA Professional Group

Location: Harvey Hotel, Central Expressway and 15th St., Plano, TX

Contact: Jean Fortune, (972) 527-3215, reservations required

October 19-21, 2000

Topic: Tools for Life-Long Success: Interventions That Work

Sponsor: Council for Learning Disabilities (CLD)

Keynote Speaker: Priscilla Vail

Location: Hyatt Regency on Town Lake, Austin, TX

Contact: CLD (913) 492-8755, fax (913) 492-2546

**ALTA members are responsible
for maintaining their own personal
CEU records for possible audit.**

October 25-28, 2000

Topic: If Not Now, When?

Sponsor: Learning Disabilities Association of Texas, Texas Southwestern Medical Center at Dallas

Location: Renaissance Austin Hotel, Austin, TX

Contact: Learning Disabilities Association of Texas (LDAT), 1011 West 31st St., Austin, TX 78705

November 15, 2000

Topic: Stress in School Seminar: Research Advances in Dyslexia - Implications for Practice

Contact hours: 1

Speaker: Jeffrey L. Black, M.D., Medical Director of Child Development Center, Texas Scottish Rite Hospital, Dallas

Sponsor: Highland Academy, 1231 W. Belt Line Rd., Richardson, TX 75080

Location: Highland Academy

Contact: Dr. Lynda K. Handlogten, (972) 238-7567

November 3, 2000

Topic: Helping Our ADHD Students Learn More Effectively

Contact hours: 4

Speaker: John Burnside, M.D., Gary M. Barnard, Ph.D.

Sponsor: Scottish Rite Learning Center of South Texas, 308 Ave. E at 4th St., San Antonio, TX

Location: Scottish Rite Learning Center of South Texas

Contact: Wanda Ward, (210) 222-0133

November 8 - 11, 2000

Topic: Literacy - A Capital Idea

Event: 51st Annual Conference, International Dyslexia Association

Location: Omni Shoreham Hotel, Washington, D.C.

Contact: IDA office (410) 296-0232 or (410) 321-5069

November 20-21, 2000

Cost: \$35 member/\$70 non-member/\$80 after Nov. 10

Contact hours: 9-11 possible

Sponsor: Association of Christian Schools International Teacher/Administrator Convention

Location: DFW Airport Hyatt, Dallas, TX

Contact: Jane Schimmer, (972) 247-6558

March 2, 2001

Topic: Is Anybody Listening

Speaker: Richard Lavoie, Executive Director, Riverview School and Marcia Henry, Ph.D.

Sponsor: Southwest Branch of the International Dyslexia Association

Location: Albuquerque, NM

Contact: Sue Fitzmaurice, 614 Ridgrees SE, Albuquerque, NM 87108, (505) 232-2373, sfitz@rt66.com

April 21, 2001

Event: ALTA Spring Conference

Speaker: TBA

Location: Texas Scottish Rite Hospital for Children, Dallas, TX

Contact: Connie Peters, ALTA Vice President/Programs

Contact the Region Education Service Center in your area for other seminars that may qualify for CEU hours.

ALTA Members Making a Difference

Joan Keagy, a Certified Academic Language Therapist, will be the director of the new Spring Valley School in Birmingham, Alabama. Local parents led the initiative to establish the new school. A group of parents who were frustrated by public schools' services for students with learning disabilities asked Joan to serve as director. Spring Valley is the first secondary school strictly for learning disabled students in Birmingham. The school serving students grades three through seven, will be housed in Trinity Presbyterian Church. The class sizes will be small and they will use an Orton-Gillingham curriculum for the students with learning disabilities. "It has been very rewarding," said Keagy, who has worked at a school for learning disabled students in Dallas for ten years.

Lucy Smith, a Certified Academic Language Therapist, is the director

for HOPE Literacy. The program began in 1997 as a pilot program under the Texas Chaplaincy Department at the Gatesville Trusty Camp, Gatesville, Texas and the Hutchins State Jail, Dallas, Texas. HOPE Literacy is built around the MTS Reading Program (developed by Margaret Smith), a multisensory structured language system for learning disabled individuals. Individualized instruction is provided by offender tutor to offender student. Students are taught to teach themselves to read, write, and spell. Mastery Checks are administered by qualified free-world volunteers for each phase of the curriculum. Senior tutors instruct new tutors in the program content.

Joan Davis, a Certified Academic Language Therapist, traveled to China to show Chinese educators a special way to teach students with

dyslexia. Joan explained through interpreters, some of the techniques developed to help children with dyslexia. The teachers especially liked the colorful, three-dimensional plastic letters. The Chinese teachers had never seen them even though the letters were made in China. "The concept of dyslexia and multi-sensory teaching is foreign (to the Chinese teachers)," said Joan. "Seeing dyslexia as a neurological disability and understanding that it makes learning symbol-sound relationships more difficult was new to them. Students with disabilities are isolated, much like was done in the U.S. in the 1950's and 1960's. The teachers enjoyed the hands-on activities, just as teachers do here." Joan said that presenting professional papers all over the United States helped prepare her for this assignment. Joan received her training at Scottish Rite Learning Center of West Texas, where she worked for nine years before going into private practice.

Do you know of other ALTA members making a difference in your community? Please mail, fax or e-mail your news item to the ALTA National Office at 4020 McEwen, Suite 105, (972) 233-9107 ext. 204, fax (972) 490-4219, mad@dondillon.com.

Harry Potter Works for ALTA

By Kathie Mennel



Harry Potter has been earning money for ALTA. It's not wizardry! It's because ALTAread.org is an associate of Amazon.com, and we've all heard that Harry is big at the bookstore.

Sales of Harry Potter books can earn ALTA 5% each time Harry Potter (or any other book, tape, CD, toy or game for that matter) is ordered online from Amazon.com. Sales of a book reviewed on our site, *Multisensory Teaching of Basic Language Skills* by ALTA member Judith Birsh, for example, can earn ALTA even more.

How does this wizardry occur, you ask? Go to the ALTA web site, ALTAread.org, before you make ANY book, tape, CD, toy or game purchase online. Use the Amazon.com icon on our home page to link to Amazon.com. Order your materials, and ALTA is the recipient of 5% of your order.

Still more magic. ALTA can even earn 15% from your book purchase. How?

If you go to ALTAread.org and click on the Resources button at the top of the home page, you will find the section where ALTA reviewers have reviewed books for you. If you choose to purchase a reviewed book, click on the blue text (hot text) of the book title or on the book jacket icon. This will take you directly to Amazon.com. You must purchase the book directly; that is, without doing any other browsing first. If you do purchase a reviewed book in this direct way, ALTA will receive 15% of the purchase price. Every time someone purchases *Multisensory Teaching of Basic Language Skills*, for example, ALTA is rebated \$6.20. Harry Potter IV rebates ALTA \$.78 each time he is purchased by linking from ALTAread.org to Amazon.com.

A word about ordering online. Don't be afraid to try. The process is very clear, and you can cancel at any place along the way. In fact, on the last screen, after you have ordered, given your billing address, your mailing

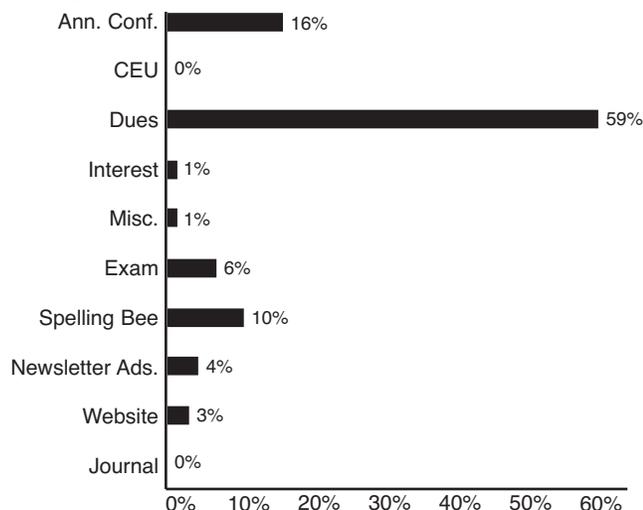
address and your credit card number, you have to click a button that asks if you really want to place this order.

We'd like to cast a spell; but casting spells on one's peers is frowned upon by Hogwarts. We'll simply encourage you to get in the habit of going to ALTAread.org first; then, linking to Amazon.com for purchases of books, tapes, CD's, toys, and games. Encourage your family and friends to do so, too. You can bewitch them if your wand is powerful enough.

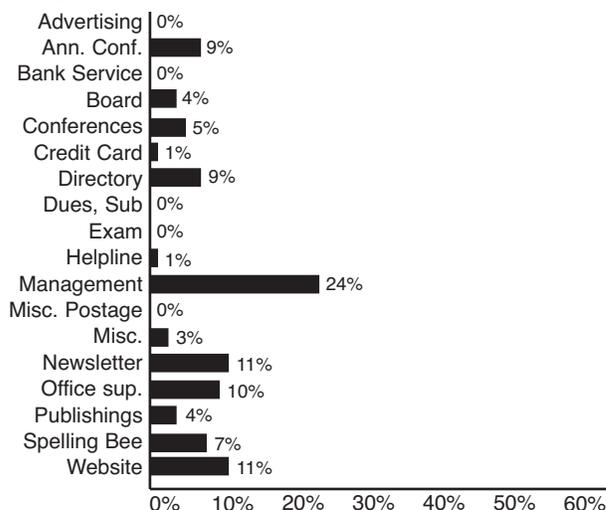
It's not really magic; it just makes good "cents".

Note: When you are ready to purchase from Amazon.com, do not use the on-click purchase option. It negates the rebate. What *will* those Muggles think of next?

Projected ALTA Income for 2000



Projected ALTA Expenses for 2000



ALTA WEBSITE

FIND-A-THERAPIST LISTING

Mark additional items you wish to include in your listing. **A phone &/or e-mail address must be included so that clients will know how to reach you!** Listings may be updated weekly.

Last Name: _____ First Name: _____ (required)

Title: _____

Business/School/Private Practice: _____

E-Mail Address: _____

Certified: Yes _____ No _____ (required)

Accepting Students: Yes _____ No _____ (required)

Include Picture: Yes(attached) _____ No _____

Address: _____

City: _____ State: _____ Zip: _____ (required)

Phone (including area code): _____

FAX (including area code): _____

Member Site URL: _____

Ages of students served: *Mark categories that apply.* (required)

Preschool-K Elementary Jr. High Sr. High Adult All

Philosophy: _____

Educational Background: _____

Areas of extended training: _____

Mail form with \$60 payment to:
ALTA National Office/4020 McEwen, Suite 105/Dallas, TX 75244

bulletin Calendar

October

IDA/Houston Branch, Fall Conference, Oct. 14. Call (713) 960-6660.

October-February

Scottish Rite Learning Center of West Texas, Lubbock, TX: Introductory seminars, Dec. 1, Feb. 16, 2001; Advanced seminars, Oct. 6, Nov. 3, Jan. 19, Feb. 23; C.J. Davidson Memorial Lecture Series - Advances in Literacy, Mar. 23. Call (806) 765-9150.

November

IDA National Conference, Nov. 8-11. Call (410) 296-0232.

October-February

Southwest Multisensory Training Center, Allen, TX: Teacher training for Alphabetic Phonics - Introductory course, Oct. 6, Nov. 17, Jan. 19, 2001, Feb. 2; Advanced course, Oct. 6, Jan. 12, 2001, Feb. 2. To audit, call for reservations, (972) 359-6646.

October-March

Neuhaus Education Center, Bellaire, TX: Multisensory Reading and Spelling, Oct. 4, 11, 18, 25, Nov. 1; Language Enrichment, Oct. 4, 11, 18, 25, Nov. 1; Basic Language Skills Oct. 3, 10, 17, 24, 31, Nov. 7, 14, 28, Dec. 5, 12, June 4-22, 2001; Basic Language Skills Advanced, Jan. 10-Mar. 21, 2001; New! Language Enrichment for First-Grade Teachers, Oct. 5, 12, 19, Feb. 15, 22, Mar. 1, 8 and 22, 2001. Call (713) 664-7676.

October-July

Stratford Friends School, Havertown, PA: Multisensory reading instruction for elementary through middle school - Introduction A, Oct. 9, 16, 23, 30, Nov. 6, 13, 20, 27, Dec. 4, 11, Jan. 8, 15; Introduction B, Jan. 29, Feb. 5, 12, 26, Mar. 5, 12, 19, Apr. 2, 9, 23, 30, May. 7; Advanced A, Oct. 3, 10, 17, 24, 31, Nov. 7, 14, 21, 28, Dec. 5, 12; Advanced B, Jan. 9, 16, 23, 30, Feb. 6, 13, 20, 27, Mar. 6, 13, 20, Apr. 3; Introduction A & B, Mon.-Fri., June 25-July 14. Phonemic Awareness, Oct. 11, 18, 25, Nov. 1, 8, 15. Call (610) 446-3144.

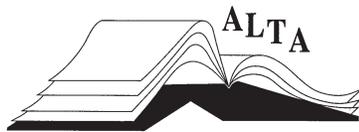
ALTA Centers Council Meeting Notice

The ALTA Centers Council will meet during the IDA Conference in Washington, D.C.

Date: Thursday, November 9

Time: 5:15-5:45 PM for Board
6:00-7:00 PM for Council

Place: Valerie Tucker's room
Omni Shoreham Hotel
(please check with desk for room number)



Academic Language Therapy Association®
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Dallas, TX 75244