



# Newsletter

September, 2013

Issue No. 8

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## Save the Date!

### 2014 Annual Conference

January 29-31

## Welcome These New APA Members!

Click on the member's name  
to view his or her profile in our  
Member Directory.

### Glenn T. Comtois

*Dallas, TX*

### Virginia Cooke

*Grand Prairie, TX*

### Allen Jacobs

*Brenham, TX*

### Robert S. Potter

*San Antonio, TX*

### Larry W. Stewart

*Austin, TX*

### Jack H. Goodwyn III

*San Antonio, TX*

## President's Notes

Halfway through my year as your President, I must admit that advancing the goal of transforming the APA into a national organization has proven to be more challenging than I had originally anticipated. But, even as discouragement tries to rear its ugly head, I remember the words of Nelson Mandela when he said, "To deny people their human rights is to challenge their very humanity" and my sense of purpose is renewed.

It is for all those whose human right to access has been denied that we must not let our efforts falter. A national accessibility professionals' association will assure better understanding of accessibility issues, better compliance with accessibility standards, and better accessibility to the places that physically challenged people need and want to go.

We're are not alone in our quest for national standards and practices. The U.S. Access Board has recently issued new guidelines for making prescription drug labels accessible for those with visual impairments, and they've recently formed a Rail Vehicles Access Advisory Committee to update ADA Accessibility Guidelines for fixed guideway systems; including rapid, light, commuter, intercity, and high-speed rail.

At a session on accessible kiosks and vending machines presented at the National ADA Symposium in San Antonio, a call was issued for input from accessibility professionals to help determine how the 2010 ADA Standards intersect with the products and spaces we procure. The Justice Department's Office for Civil Rights has issued guidance to help school districts comply with Section 504 of the Rehabilitation Act, which assures an equal opportunity to participate in extracurricular activities for those with physical challenges. The trend toward national accessibility standards becomes more obvious every day, as does the need for a national accessibility organization.

Unlike the challenges faced by those we serve, the challenges we face in taking our association national are surmountable. Mostly, they are challenges of commitment, determination and perseverance - and we can overcome them. As an organization, we possess all the talent, resources and insights we need to

Jaron J. Ricketts*Carrollton, TX*Michelle Bissonette*Missoula, MT*Rob Roy Parnell*Dripping Springs, TX*

achieve any goal we truly embrace. In fact, I can safely say that we have greater capabilities in that respect than any other accessibility professionals' organization in the country. So let's not only persist in our efforts to improve the lives of the physically challenged nationwide, let's prevail.

Gaila Barnett, 2013 APA President



## Call for Articles!

We invite all APA members to submit articles for this newsletter.

The topics could be:

- Interesting findings in an inspection that you performed and want to share with the group
- Any tools that you have used that have been useful to your RAS duties (including door gauges, review software)
- Any interesting information you learned from TDLR or any other educational avenue about the new Standards
- Anything that you think might be of benefit to our members!

We reserve the right to print or not print any submitted articles. It is not a guarantee that you will be published, but it will be a great opportunity for us to learn more about you and maybe share interesting things with the other APA members! Brief articles with links to more detailed information are best. And - remember to update your profile in case you do get selected for publication. All authors are linked to his/her profile.

By, Marcela Abadi Rhoads,

## Regional Trainings are underway!

If you haven't had a chance to attend one of our regional trainings, join us in Houston on September 27 for 5 hours of TDLR- and AIA-approved training and continuing education, presented by Fred Cawyer and Mike Love, as well as special guest Bob Posey from TDLR. Even if you don't need the continuing education credits, there is always something new to learn, and it is a great opportunity to interface with fellow accessibility professionals. Registration is available on our [website](#).

The Education and Events Committee is making plans for our 2014 Annual Conference in Round Rock, January 29 - 31. Please save the date, since we will be releasing early registration opportunities before you know it. As always, we'll offer top-notch training from national speakers, our own members, TDLR, and there's sure to be exciting events in store for Thursday night! You won't want to miss it.

Kim Goss, Education and Events Chair

\*APA is an approved provider for TDLR #1521 and AIA #G583

## Accessibility Awards Important to Mission.

**REMINDER: The deadline for submitting one or more of your favorite RAS construction projects is Friday, September 28th.** What a great way to honor clients, design teams, the construction industry and yourself - for all the hard work and dedication required for a successful construction project. Although many projects these days should be celebrated, we want to especially honor those projects which "go above and beyond" in implementing physical accessibility and ease of use. This allows us to emphasize our APA Mission in

Marketing Chair

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## Our Website

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[Sign up for membership  
today!](#)

If you have any articles for our next Newsletter please submit your articles to [ninapaquette@gmail.com](mailto:ninapaquette@gmail.com)

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## Vision Statement

Professionals dedicated to accessibility in all aspects of the physical experience for persons with disabilities.

### APA Mission

- Support membership needs and organizational growth
- Enhance professional development including specialized and advanced certifications
- Actively promote the services provided by our members
- Hold our members to a high standard of professional ethics
- Facilitate consistency in the application of

tangible forms.

The Annual APA and Governor's Committee on People with Disabilities (GCPD) Awards program stresses our commitment to meeting Texas Accessibility Standards (TAS) for the built environment, and "service access" provided by the end-users.

Please select one of your projects, fill out the Nomination Form application, get some good photos of the final property asset, and pay the \$50 entry fee. TAS compliance is confirmed by visiting RAS team-members, representing the APA and the Governor's Committee for all the submitted projects.

Each year we've doubled the number of Award submittals, and we're hoping for more worthy projects this year. Even if you elect not to submit, consider participating as a member of the "Compliance Confirmation Team" with others throughout the State. It's a great way to meet others who strive to make the world a better place for everyone.

The Accessibility Award proclamations are signed by the Governor of Texas. Your clients will enjoy the selection process. All nominated projects submitted are shown during the PowerPoint presentation at the APA Annual Conference.

The APA/GCPD Award is such an honor that if you can't afford to pay all of the entry fee - share the privilege of entering with the design professional, the contractor, and the property owner/client at only \$12.50 each.

If you have any questions, please contact Fred @ 214.505.3728

Fred Cawyer, Awards Task Force Chair

## Four new Technical FAQs have been posted on the APA website.

Four new Technical FAQ's have been posted on the APA website and more are in development. The Technical Standards Committee welcomes your feedback. Please let us know if there are any topics you'd like us to see addressed in the future.

Robin Roberts, Technical Standards Committee Chair

## Five Tips for Marketing!

Marketing and PR is a very elusive concept to most professionals in the building industry. How do you get the word out about APA without turning people off? The Marketing

- accessibility codes, rules & standards
- Present a unified voice in our industry
- Actively participate in the development of accessibility codes, standards and regulations
- Promote the value of accessibility specialists

Committee has been discussing how to promote APA programs to our members, to our fellow RAS who are not members, and to the new national audience that we hope to reach.

The mission of the Marketing Committee is to build our membership so that our organization becomes an essential entity to the building industry. If we do our job correctly, APA can become a "household" name (just like TDLR and AIA).

So how do we do that? Here are five tips to help you.

## **1. BE A RESOURCE**

APA is full of expertise. We have committees that provide educational, legislative and technical learning opportunities that are invigorating. APA offers a very unique group of experts for accessibility issues, who are also familiar with ADA, and ANSI. We freely share with everyone we know.

One of the ways you can spread knowledge and become a resource is by sharing this newsletter. Post it on your professional website, Twitter Feed, or LinkedIn.

Just how does that work? It's just sharing information with people you think might be interested—your clients, your business connections, and your pals in the construction business.

Simply, you want to engage with people who might be referral sources or potential members of APA. Posting our quarterly newsletter is a good start. But for it to be effective, always have the goal of getting the readers back to our website. It's an inexpensive and effective way to spread the word to thousands of people.

## **2. COMMUNICATE**

APA communicates via their website, quarterly newsletters and emails. If there is something going on with your APA committee, send out emails to let APA members know. New Technical Memos from TDLR are shared in our emails and on our website. If there is something interesting on the Forum, send an email to let other APA members know

## **3. PROVIDE INTERESTING PROGRAMMING**

When planning your events, think globally: "Will this be relevant to our members and others outside of APA?" "Will this be newsworthy?" Things that are useful to our community are easy to promote!

## **4. BE CONSISTENT**

Don't let much time go by before people hear from your committee. Try to promote APA on a regular basis. Being consistent in the eyes of our members and others in your sphere of influence will take us far!

\* The APA Newsletter is provided to share general accessibility information and other resources that may be of interest to our members and constituents. While the APA Newsletter is published by the Accessibility Professionals Association, it is not intended

to draw legal conclusions nor does it substitute for the advice of an attorney. The APA Newsletter does not speak for and does not represent the U.S. Department of Justice interpretation of the Americans with Disabilities Act (ADA) nor the Texas Department of Licensing and Regulations (TDLR) interpretation of the 2012 Texas Accessibility Standards (TAS).

## 5. BE PATIENT

Rome wasn't built in a day, and neither will our reputation be in the accessibility world. If we are patient and make our organization professional, useful, and informative, we will be seen as the premier accessibility organization that people will want to join.

Marcela Abadi Rhoads, Marketing Chair

[Forward email](#)



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