



Newsletter

September, 2014

Issue No. 12

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Upcoming Training

Plano, TX - 8 hrs training
scheduled for October 10,
2014

And Save this Date!

Annual Conference & Expo
January 21-23, 2015

Reserve a room [here](#)

See the
2014 Sample Program

Welcome These New APA Members!

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



APA President Addresses Professional Certification

APA members have been extremely busy with work over the summer. The current focus of the APA Board is developing a Professional Accessibility Certification which we could offer to our members and other accessibility professionals. To me, this is a daunting task because I have no personal experience developing certifications. I'm grateful to say that we have some dedicated APA members that not only see the merit professional certifications provide, but also possess the dedication and follow-through to make it happen.

Professional ADA Inspector Certifications are needed now more than ever. We've all heard stories of individuals certifying buildings as ADA-compliant with questionable qualifications at best. If we don't raise the level of professionalism in our industry, who will? This has been a primary goal of our organization.

Unfortunately, our momentum can lose steam without volunteers helping us achieve this particular goal. We all want the Accessibility Professionals Association to succeed. But it won't happen without YOU! APA members are responsible for the accessibility we want the world to experience. Thank you for being a member. We need your intellect and creativity to raise the bar for accessibility professionals. Contact our committee chairs and become a part of achieving a higher level of performance in our industry.

Sincerely Yours,
Chris Shexnayder, 2014 APA President

Lucia DeBauge-Harcum
Waco, TX

Scott Arnold
Fort Worth, TX

Regaynal Poplion
Cedar Hill, TX

Caroline Hazlett
Dallas, TX

Gene Strickland
Plano, TX

A Message About Our Forums

While the majority of the APA forums remain technical in nature, as a member benefit two new FORUM categories have been added!

1) **Job Opportunities** - for people seeking additional employment and/or the posting of RAS and design work opportunities.

2) **Member Professional and Personal News** - an opportunity to tell your fellow APA members your latest news-promotions, job changes, awards, volunteer work, retirements, marriages, births and so forth.

The technical forums and categories are unchanged. To join any or all forums go to the [APA website](#), go to your profile, and make selections under "Forum Memberships".

By Sharon Massey, Technical Standards Chair

September 30th Deadline for the APA/GCPD Accessibility Award

Deadline for nominations for the [APA/GCPD Accessibility Award](#) is **September 30**. If you know of a business or public site in your community that has gone above and beyond the legal requirements for *physical and service accessibility*, please nominate them for the award or make sure they know about self-nominations (self-nominations are encouraged).

By Fred Cawyer, Chair APA/GCPD Accessibility Award

Tips for Finding New Work ... Market Yourself!

Networking and marketing are powerful methods to find what you *really* want--WORK. There are many ways to network and market yourself and your business to find new clients. Here are several things you can do:

1. A.S.K.! (Ask-Seek-Knock) Cold calls or emails can help--believe it or not--you have to ask for what you want in order to get it. <http://www.entrepreneur.com/article/235707>. Some type of face to face meeting is always helpful. It's as basic as that, since if the call doesn't work out, you've lost nothing.
2. LISTEN! Listening to others gives you an advantage because you learn what is important to the person. <http://www.entrepreneur.com/video/234675>. Ask questions, use humor, and you might also make a friend. Focus on the other person, not yourself. <http://www.entrepreneur.com/article/236017>.
3. REMEMBER NAMES! If you repeat the person's name out loud when introduced and throughout the conversation you're less likely to forget it. <http://www.entrepreneur.com/video/234678>.
4. HAND OUT YOUR BUSINESS CARDS! When someone gives you their card, take a moment to read their business card out loud and pay attention to their address. Ask them about the information on the card.
5. MOVE UP IN THE SEARCH TOOLS! Promote your website with keywords to help Google, Bing or Yahoo bring your page up higher in the rankings when people search. <http://www.forbes.com/sites/nealrodriguez/2011/08/10/ten-myths-about-social-networking-for-business/>

By Robert Linnstaedter, Membership Committee member

Need Advice on Quality Presentations?

APA Scholarship Program

Jim Boyce Memorial Scholarship was established by the Texas Registered Accessibility Specialist Association (TRASA), now the Accessibility Professionals Association (APA), to honor and recognize our friend and colleague Jim Boyce. [Click here](#) for applications, donations to Silent Auction and general donations.

By [Tanya Allen](#)

[Our Website](#)

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Join Our Mailing List!

[Sign up for membership today!](#)

If you have any articles for our next Newsletter please submit your articles to ninapaquette@gmail.com

Vision Statement

Developing professionals with knowledge and expertise in pursuit of compliance with accessibility codes and standards related to the built environment

If you want advice on making accessibility presentations, or if you would like to share your own presentation or inspection experiences, email me at jmurphy@acico.com

By [Jeremy Murphy](#), Education & Events Chair

Membership Needs Your Help!

1. We need each of you to be an Ambassador for APA. The next time you attend a meeting or event, talk about our organization with the people you see. Send them to our website at www.accessibilityprofessionals.org. Let them know they can obtain information on Member Benefits, and how to join. Members get discounted registration for Regional Training Events, the Annual Conference, and can participate in the Forum (where 2012 TAS interpretations are discussed).
2. PowerPoint slides are available to members to enhance your next "lunch & learn" presentation to a client, or to potential clients. There are handouts available for your use. All you have to do is print them.
3. Members also have access to the APA Member Logo, which can be imported to your own business card artwork, e-mails and stationery.
4. Join the Membership committee! Contact Tom Ellis @ tomellis1@me.com. Once you get involved you'll wonder why you waited! It's easy to attend our fun meetings via teleconference.
5. If you are willing to make 5 phone calls to help APA Membership reach new RAS's, lapsed members, and potential Annual Conference attendees, let us know...or call ten! Calls should be made in October. We even have a short script you can use to leave a message on their answering system. We've got a long list of potential members who need to be contacted.

This is your Association. It will serve you best when you participate in its growth and development. Thanks in advance for your help!

By [Tom Ellis](#), APA Membership Chair

Tech Standards is voicing your concerns!

As you are all probably aware, TDLR recently published for public comment the Chapter 68 Administrative Rules. APA sent out an email to everyone to submit comments.

Comments were received and discussed at our monthly meeting of the Technical Standards Committee and were approved by the

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 accessibility codes, rules and 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.

[CLICK HERE FOR PAST ANNUAL REPORTS](#)

* 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 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).

APA Board of Directors for submittal to TDLR on behalf of our organization.

We're proud to have spoken on your behalf regarding the rules that impact us as Registered Accessibility Specialists in the state of Texas. You can also affect change on the federal level. As of August 1, 2014, to September 30, 2014, the DOJ issued a Notice of Proposed Rulemaking (NPRM) regarding the regulation of closed movie captioning and audio description. If this proposed rule has an impact on you or someone you know, you may wish to study the proposed regulation and send the DOJ your comments.

Visit the [ADA website](#) to view the proposed rule. All comments to proposed regulations are read, so let your voice be heard.

By [Sharron Massey](#), Technical Standards Chair

Does Your Profile Need Your Photo?

ALL ACTIVE MEMBERS! Unless you're currently participating in a witness protection program, it's time to update your member profile and upload your photo. This simple detail is something that might lead to further work for your accessibility business.

APA member profiles are open and available to anyone who visits the APA webpage. Membership is not required to search for professionals within a geographic area or identify those with expertise that potential clients may be seeking. Also, it's a good way to allow other APA members to put a face with your name. Don't remain faceless! Be proud to be part of an organization that seeks to remove physical barriers within the built environment. [Kim Goss' Profile is a Good Example.](#)

By [Mark Morley](#), Communications Chair

Do Your APA Forum Emails Feel Cluttered?

Have you noticed that sometimes when you are looking at the FORUM strings that there is a bunch of other text to weed through to get to the comments? It is usually the sender's information and other links. Here's how you can clean that up and get right to the point.

- Log into the website
- Select "Profile"
- Under "Forums" select "Forum General Preferences"
- Under "Message Delivery" there is an option for "Email Links"
- Check the box next to "Remove additional links and info"

text from my forum emails"

- Save your changes

Call for Newsletter Articles!

All APA members are encouraged to submit articles for this newsletter

Share:

- Unusual or bizarre review or inspection findings
- Experiences with your work in other states in contrast to the TAS
- Reviews of software, publications, or tools of the trade that may help guide others
- Photographs of exceptional accessibility solutions
- 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 Mark Morley, Communications Chair

Deadlines and Reminders from the Governor's Committee on People With Disabilities

Mark your calendar for the Lex Frieden Employment Awards ceremony to take place in downtown Dallas on **Tuesday, October 21, 11:30am-1:30pm**. Lex Frieden will give the keynote address.

The GCPD requested a Proclamation from the Governor proclaiming October 2014 to be **Persons with Disabilities History and Awareness Month**. If approved, a few signed proclamations will be available, as well as a PDF version. If you are having a ceremony where a copy of the proclamation would be appropriate, let me know which version you prefer

By Jo Virgil, Texas Governor's Committee on People with Disabilities
jo.virgil@governor.state.tx.us

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