President’s Message

All Aboard!

It’s Sunday night and we’ve just returned home from Lafayette where I experienced my first LPTA meeting as president. I again thank you for having confidence in my abilities and placing trust in me and our current board of directors to lead our organization. At this point it still seems a little surreal that I am in this position, but at the same time it is very energizing and fulfilling. It is not just I that will move our association and profession forward, but each one of us together. My reflection on activities that have occurred since I have taken office, illustrates just this fact. Let me share with you some activities that have recently taken place.

First of all, we have filled some key positions on our board of directors and have some representation in various groups, some in which we haven’t had representation in recently. Jeremy Stillwell is our new reimbursement chairperson along with being our current Lake Charles District Chair. This is exciting because it brings new life and movement towards holding a reimbursement forum which we have held as a goal in our strategic plan for several years now. Karl Kleinpeter will represent us at the Louisiana Association of Business and Industry meetings, our first representation in approximately two years. Billy Naquin will fulfill Karl’s previous position and represent us at the Louisiana Health Care Commission meetings. Lastly, because of my movement out of the vice president position, the board of directors according to our bylaws is responsible for appointing a new vice president. Kevin Brueilly has graciously volunteered to fulfill the remainder of my term through September 2010 and was appointed at our board retreat in January.

From a governmental affairs standpoint, we have also been quite busy in several different areas. We have continued our discussions with the Louisiana State Board of Physical Therapy Examiners (LSBPTE) regarding potential legislation to update our practice act. Our communications have included three face to face meetings this year, numerous email exchanges, and phone conversations. Paul Hildreth has been very helpful to our board of directors with his historical knowledge and attention to detail in reviewing draft language. We feel we have made considerable strides towards having language available for a bill to be introduced.

Secondly, there has been continuing discussion amongst many of the parties involved in the worker’s compensation arena regarding reform. Scott Dickie has been available and actively engaged in representing us, along with David Tatman and Kim Bueche of PTPN at the Worker’s Comp Advisory Council(WCAC) meetings. Gini Davis has also continued to provide invaluable expertise and guidance in this area. It is vital that we remain a part of these conversations in order to complete reform that is best for all parties involved. At this point, we need to educate ourselves regarding potential guideline

SPRING MEETING UPDATE

The LPTA 2008 Spring Meeting was held on March 20-22, 2009 in Lafayette at the Lafayette Hilton.

The featured speaker was Jim Rivard, PT, MOMT, OCS, FAAOMPT who presented a course entitled “Manual Therapy for Cervical Facilitated Segment in Shoulder Dysfunction.” The feedback from the attendees has been very positive.

There were 21 exhibitors in the Exhibit Hall displaying the latest equipment, services and employment opportunities.

The new Student SIG organized Karaoke Night on Friday to benefit the LPTA PAC. $570 was raised. Karaoke was a huge success and the Student SIG

(Continued on page 12)
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UPCOMING EVENTS
Mark Your Calendar NOW!

2009

June 8-10
House of Delegates
Baltimore, MD

June 10-13
APTA Annual Conference
Baltimore, MD

September 18-20
2009 LPTA Fall Meeting
Crowne Plaza
Baton Rouge, LA

LPTA MEMBERSHIP UPDATE

Please continue to encourage your fellow PTs, PTAs and students to join or renew their APTA/LPTA membership!

Current Last Year
Active members 646 697
Life Members 24 25
PT Students 142 111
PTAs 67 84
PTA Students 40 26
Total 919 943

Bayou Bulletin  March/April 2009
implementation, specifically Official Disability Guidelines (ODG), in an effort to speak knowledgeably about them amongst ourselves and to our legislators.

Finally, Brian Soignier was appointed chairman of a task force with the LSBPTE regarding wellness practice in Louisiana. Through work with his task force, which included several other PTs from around the state, they have come to some consensus on recommendations for new declaratory statements regarding wellness practice which should be posted soon on www.laptboard.org. Kinta LeBlanc has done a great job with increasing the readability of the Bayou Bulletin by adding member spotlights, public relations articles, press releases from APTA, etc. We will continue to look for new ideas for this established means of communication. Please forward any professional achievements or personal accomplishments that your colleagues should be recognized for to Kinta at office@lpta.org.

Back to the meeting this weekend… The initial reviews from the continuing education component of the course by Jim Rivard have been excellent. Our APTA board liaison, Randy Roesch, was here and presented APTA’s new Branding Initiative: Move Forward. This proved to be energizing for many in attendance and I encourage each of you to go to www.apta.org/brandbeat to get info on how you can do your part to implement the new brand. In my opinion, the brand is a much needed instrument to further promote our profession to patients, referral sources, and payers.

According to feedback from people with experience in other chapters, the energy surrounding our student members and their passion is unparalleled and infectious. Under the leadership of Allison Daly and Payton McCalmon, they have created a Student Special Interest Group with many resources for students and have begun to engage in advocacy activities. Their first PT-PAC fundraiser was a huge success, raising $570 in an hour and a half. Everyone had a great time and yes, I did sing Karaoke (twice)!

Many others members are doing their part each and every day and often times go unnoticed. Please take time out of your day to recognize those around you who are doing their part and encourage others to hop on the train with us, because we never know where we might end up without them. Once again, I thoroughly enjoyed my first meeting as president with you. The professional development that I gain at each one of these meetings is what got me here, however it’s the ability to see old friends and meet new faces that keeps me coming back!

(Continued from page 1)

Shreveport LSUHSC faculty member Mary Denney celebrated Mardi Gras dressed as Madame Butterfly upstate in 2009 with her son, Patrick, dressed as a samurai warrior. They served as Duchess and Duke of Frolic for the Krewe of Centaur.
A comprehensive campaign aims to change how the public views the physical therapy profession. By now you've probably heard about APTA's initiative to brand the physical therapist. Perhaps you attended APTA's official roll out of the brand at the Combined Sections Meeting in Las Vegas, or read about it on APTA's Moving Forward blog. If not then here's a quick run down of how the campaign started, where it is now, and where it's going.

In 2007, APTA hired CRT/tanaka, an award-winning national public relations firm, to draft guidelines for a brand campaign aimed at better and more accurately defining physical therapists to various audiences. In October of that same year, CRT/tanaka commissioned a telephone survey of 400 scientifically-selected heads of household nationwide.

The survey found that:
- Nearly 90% had a positive impression of PTs,
- 80% were likely to consider using a physical therapist (PT) in the future,
- 68% of respondents who hadn't used physical therapy in the past were likely to consider using it in the future,
- 84% of physical therapy users would refer a friend or family member to their PT, and
- 88% of physical therapy users said their care was very or somewhat beneficial.

These are positive percentages of positive impressions, indeed. However, it also was determined that the respondents primarily thought of PTs in terms of rehabilitation. Thus, a primary aim of the branding campaign is to expand the public's perception of physical therapy from predominantly "rehabilitation" to "motion." No matter which specialty or setting a PT practices in — women's health, geriatrics, wellness, private practice, or hospital, etc — motion is necessary for life. Appropriately, Move Forward, followed by the descriptor Physical Therapy Brings Motion to Life, has been chosen to help describe what physical therapy and physical therapists are all about.

Consumers surveyed said they'd be more likely to see a PT if physical therapy would improve/restore their mobility, provide a cost effective alternative to surgery, and help them avoid the side effects of prescription medication. With that in mind, the core message of the campaign was developed: Physical therapists can help your mobility and quality of life without surgery or prescription medication.

The campaign also focuses on brand personality — that is, how PTs are seen in the eyes of consumers. Two particular personalities have been identified and merged — providing a unique professional personality for PTs. The first personality, The Sage, helps people act smarter and feel more confident, is known as a coach/teacher, delivers knowledge, offers independence, focuses on understanding, and is an expert/advisor. The second personality The Hero, helps people perform at their upper limits, is known as a rescuer/warrior, delivers courage, offers mastery, focuses on proving, and is a motivator. The physical therapist as a Sage Hero merges the independence gained from a teacher/coach with the strength and mastery offered by the hero, and lifts up the role of the physical therapist in the eyes of consumers.

Also based on the research, requirements to "living the brand" were identified. APTA chose three to concentrate on at this time:

(Continued on page 5)
• Flawless and thorough documentation.
• Introductions with full name and title. ("Hello, I'm Jim Smith, doctor of physical therapy" or "Hello, I'm Emily Jones, physical therapist assistant.")
• Maintaining a professional personal appearance. (Appropriate professional attire for physical therapists. Professional work casual outfit for physical therapist assistants. Name tag with name, professional designations, and title.)

So that's the history. Where is the campaign today?

APTA has begun educating members through its "brand champions" — PTs who are leaders and advocates of the brand. Their job is to first spread the word among APTA members, and, later this year, take the message on the road to referral sources. You can find our Brand Champions on the BrandBeat Web site.

While Direct Access is our ultimate goal, we recognize that we must work within the current environment where physicians and nurse practitioners serve as excellent referral sources of patients who at the moment, may not go directly to a physical therapist. To that end, part of the efforts to engage and educate referral sources such as physicians and nurse practitioners will include a "For Health Care Professionals" section on the brand initiative's consumer Web site (www.moveforwardPT.com), a "Marketing to Health Care Professionals Tool Kit" available at the APTA members-only BrandBeat site, and speaking engagements by brand-savvy PTs at appropriate conferences and meetings of physicians and nurse practitioners. In 2010, the brand campaign goes public — targeting consumers.

For now, APTA members are encouraged to familiarize themselves with the brand by using the resources provided by APTA and its components. The call to "Live the Brand" is coming soon!

For more information, go to www.apta.org/brandbeat.

Special Thanks for our New Logo…

We would like to extend our sincere thanks to Donnie Dessauer for donating his time and talents by designing our new logo. This is not the first time Donnie has helped us out as he has helped up replace our LPTA Banner in the past.

Please keep Donnie in mind if you need any kind of sign work done. His specializes in coroplast yard signs, vehicle graphics, job site signs, banners and custom signs for business and personal use (all vinyl, no screen printing). He may be reached at donniejd79@yahoo.com and (504) 451-5310.
Race for the Cure Baton Rouge

The Race for the Cure was held in March 7 at LSU, attended by almost 10,000 runners and walkers. Pictured below are some of the staff, family and friends of Baton Rouge Physical Therapy Lake who served jambalaya after the race.

Publicity Simplicity

Physical Therapy’s Got A “Brand” New Bag

The APTA has given us something to be excited about in our new brand! Log onto the APTA website and click on the Move Forward icon.

You’ll be directed to a menu which will tell you all about why the brand, branding the physical therapist, and living the brand, but here’s a brief statement about the concept of a brand:

A solid brand allows its owner to provide and deliver on a promise to customers or, in the case of the physical therapist, patients. A strong brand builds trust and recognition and grows business.

Consumers think highly of physical therapy! In fact, it is found that among the consumers interviewed, physical therapists are the providers of choice, even above orthopedists and chiropractors, for treatment of:

(Continued on page 8)
Bland O'Connor could write a book on these and many more topics. He has been the executive director of the LPTA since he was contacted by our association to handle our management way back in 1991. In fact, the LPTA was the founding association management client of P & N Association Management, and the reason Bland is currently in the profession.

Bland is the President of P&N Association Management and a director of Postlethwaite & Netterville, a CPA firm with offices in Baton Rouge, Metairie, Donaldsonville, Gonzales, and Lafayette. But prior to being “Mr. Organization of Associations”, Bland used his expertise in detail management when he served as an officer in the United States Army for nine years in the fields of logistics and operations research/systems analysis. He also worked with the consulting division of Arthur Andersen & Co. as an information systems consultant. Besides being a Certified Association Executive and being chair of the American Society of Association Executives Association Management Company Accreditation Commission, Bland is also a Certified Public Accountant and a panel member of the Commercial Arbitrators with the American Arbitration Association. In his hometown of Baton Rouge, he is also a member and former treasurer of the Sunrise Rotary Club.

He and his wife, the former Diane Chesteen, have four children, including Trey (26), Katherine (22) and Erin (20) O'Connor. They also have a daughter, Colleen Wilbert, who is a physical therapist in the Baton Rouge area. Bland is a fan of soccer, and although he enjoys golf and tennis, he seldom plays. (Perhaps he needs to hire his own executive director to help him squeeze in some play time!)

Joining Bland at the LPTA office is Elizabeth Thornton, who began working with the LPTA last year in April. Prior to coming on board with us she was a coordinator of three other associations, since taking her current position with Bland and P & N Association Management in October 2004.

But association management is also only one of Elizabeth’s talents and expertise, as she has a degree in hotel and restaurant tourism from the University of New Orleans. This native New Orleanian once worked at Arnaud’s Restaurant in the historic French Quarter as a Private Dining Coordinator. There she used to eat lunch (ordering her selections directly from the chef) instead of having to bring leftovers from home or peanut butter and jelly sandwiches. (I wonder if Bland ever orders out from Juban’s or the like here in Baton Rouge to make her feel at home.)

Elizabeth has settled in Baton Rouge with her husband, Lee, and 2 year old daughter, Grace. Along with enjoying motherhood and spending time with her family, she also is a member of the Louisiana Society of Association Executives and the Baton Rouge Junior League.

I feel I speak for all of us in the LPTA when I say that we wouldn’t be the successful association we are today if it weren’t for our fantastic LPTA office staff! Thanks Bland and Elizabeth for all you do, and for agreeing to be in this month’s LPTA Spotlight!
♦ Loss or limitation of movement
♦ Injury or pain

Also on the website is a link to Brand Champions, leaders of the APTA’s brand-building efforts. Among them is LPTA’s own Sharon Dunn who can be contacted at SDunn2@lsuhsc.edu.

In these difficult economic times we need to do all we can to grow our businesses and our profession. So take time to learn more about what the APTA has done to help you out in this effort, and start living the brand!

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**PROPOSED CHANGES TO THE PHYSICAL THERAPY PRACTICE ACT**

The following letter was submitted to the LPTA Board of Directors by Glenn Ducote, Attorney for the LSBPTE, which outlines the proposed changes to our practice act. The next legislative session will begin April 27 and adjourn no later than June 25.

If you have any questions please contact the LSBPTE at lsbpte@laptboard.org, or the LPTA office at office@lpta.org.

**PRACTICE ACT LEGISLATION DUE IN 2009 SESSION**

Once again this year the PT Board will be presenting to the Louisiana Legislature a bill which would comprehensively revise and restate the Physical Therapy Practice Act. Such legislation was introduced in the 2008 session but did not come up for a vote.

The Board has been working with the LPTA to iron out minor differences on the Legislation and agreement has been reached on key issues. LPTA President Greg LeBlanc has indicated that the association’s board has no objection to proceeding with legislation as it is currently presented. LPTA also has a lobbyist working on behalf of the LPTA in the legislature.

In 2008 the proposed law ran into opposition from the Chiropractic Assn. of Louisiana and the Louisiana Orthopedic Assn. Discussions are presently underway to deal with issues concerning those groups.

The proposed legislation would make many minor changes in the law governing the practice of physical therapy, but none in the sensitive areas of scope of practice or direct access. The Board has intentionally sought to avoid hot-button issues in the profession while seeking many “housekeeping” changes, as well as a re-organization of the law from beginning to end.

Here are the most significant changes which the proposed Practice Act legislation would bring about:

⇒ Establishes by law the domicile of the Board in Lafayette, where it has always operated
⇒ Increases Board membership from 5 to 7: 5 PTs, 1 PTA, 1 MD
⇒ Adds a PTA to Board membership for the first time
⇒ Provides for the LPTA to nominate to the governor candidates for two of the PT Board positions
⇒ Allows the Board to limit the number of “retests” of NPTE by an applicant

(Continued on page 9)
⇒ Authorizes the Board to recover investigative, legal and administrative expenses from licensees who are disciplined by the Board
⇒ Authorizes the Board to adopt a patients’ bill of rights
⇒ Authorizes the Board to adopt the APTA’s documents for ethics of licensees
⇒ Authorizes the Board to issue Cease and Desist Orders for flagrant violations of Practice Act of Board rules
⇒ Increases Board-member and Committee-member per diem from $50 to $150
⇒ Allows reimbursement of reasonably necessary travel and meal expenses to Board members, Committee members and staff when on official business
⇒ Authorizes substance abuse issues of licensees to be treated confidentially rather than publicly as are other disciplinary matters
⇒ Eliminates temporary permits for applicants since exam results are immediately available
⇒ Grants authority for fingerprints and criminal background checks for new license applicants
⇒ Provides procedures for practice in emergency situations such as post-Katrina/Rita
⇒ Authorizes licenses to be issued on other than an annual basis – could go to two-year renewals and CE cycle by rule
⇒ Adds DPT designations to title protection and title utilization language
⇒ Adds “sexual misconduct” to list of licensee offenses
⇒ Allows Board to act against legal entities, not just persons
⇒ Improves organization, clarity and enforceability of the statute
⇒ Makes clear that “any” four members of the seven-member board would constitute a quorum

Licensees interested in more information about the proposed legislation may contact Board members or the Executive Director. A full version of the legislation will be posted on the Board website as soon as the bill is filed with the legislature. The legislative session begins April 27 and must adjourn within 75 days.

Recently at CSM in Las Vegas, Land’s End announced an arrangement with the APTA for providing personalized merchandise with/without the APTA logo. Don Hazlett, a national sales executive with Lands’ End Business Outfitters, was on hand to explain the arrangement and he offered the following link for more information:

http://ces.landsend.com/APTA

You can also contact Don at 800-535-3060 x4503.

Thanks for the Feedback!

For those who attend the spring and fall courses/meetings we greatly appreciate your completing the post-course surveys!

This helps us plan for each meeting and attempt to meet the membership’s needs.

Thank you for your participation!
For only a little more than a dollar a day...

On average for $1.15 a day* your APTA/LPTA membership provides, among many things, support for your professional interests on both the state and federal levels, information on the latest news and products for physical therapy, and assistance to keep reimbursement levels from plummeting.

Ask a non-member to join today to help keep our profession strong and thriving. We need everyone’s support!

*Represents APTA/LPTA dues for a physical therapist without section membership.

Looking for News

Have you:
- Scaled Mount Everest
- Completed your first marathon
- Achieved your personal best triathlon time

Or have you perhaps:
- Welcomed your first child, (or grandchild)
- Welcomed your second child, or third child, or…
- Became a Godparent

Or maybe you:
- Took a fabulous trip to Russia
- Rode in a Mardi Gras parade
- Lost some difficult-to-shed pounds

Tell us about it! Send us your stories to office@lpta.org. Don’t forget to include your contact information.
APTA Facility Challenge Wall of Fame

Those facilities that have 100% membership in the APTA were recognized at CSM on the APTA Facility Challenge Wall of Fame. Congratulations to the following facilities, and thank you for representing Louisiana so well:

- Broussard Physical Therapy Clinic - Many
- Donahue and Trahan Physical Therapy and Rehab - Houma
- Dutch Physical Therapy - Baton Rouge, Denham Springs
- Eberhardt Physical Therapy & Wellness Clinic – Shreveport
- Magnolia Physical Therapy – Harahan
- Rehab Dynamics – Covington
- Scott Hollier, PT – Abbeville
- The Movement Science Center – Metairie
- Therapeutic Concepts - Bogalusa

Each One, Reach One

2009 Membership Campaign

Membership in APTA and LPTA in the state of Louisiana is continuing to decline. There are at least 30 members each month not renewing their membership. This committee has begun reaching out to those members who are allowing their membership to lapse to find out the reasons.

The financial climate in this country and in this state is dismal, but that is no reason to let go of your professional membership. In fact, now is the time for us to redouble our efforts to provide the organizations that represent us as physical therapists, physical therapy assistants, and students with the funds to do what they do best. The APTA and LPTA are our voices at the national and state levels on issues that affect us daily. We are able to practice and be reimbursed in great part because of the work these organizations do.

Value of membership is subjective. For some, it may be monetary. For others, being a member means more than money, it means opportunity: opportunity to be a part of a larger body of professionals, opportunity to learn from that larger body, opportunity to share ideas, create evidence, and network.

For me personally, I truly enjoy the listserve from the section of which I am a member. I rarely write in, but the questions posed help me to learn and define how to best practice in my setting. Each section has a listserve that is a wealth of knowledge and sharing for members of that section with a common interest. I also appreciate the frequent offerings of audio conferences offered by my section. I have learned a great deal from these as well, as Medicare guidelines change hourly (it seems!). And, of course, I enjoy the times spent with therapists from across the state at the Spring and Fall Meetings and from across the country at CSM and other national meetings.

So, how are you doing with the challenge of asking a non-member to join in our “Each One, Reach One” campaign? You see the challenge ahead of us. Please ask a non-member to join or re-join. I want to hear what you are hearing across the state, so feel free to email me at MsRed345@aol.com or call (318) 470-9427.
THE REIMBURSEMENT CORNER

Dear Members,

Last issue’s CORNER was about informing you of potential changes in the Louisiana Workers’ Compensation Program. I hope that many of you will consider providing input to the task force assembled to work upon your behalf. One issue that may be discussed is the fee schedule. I do not think that our fee schedule has seen a change in reimbursement in many years, if ever. Certainly, in the current economic state, it gives one pause to think that anything positive could come out of discussions about reimbursement for our services. However, success has come to Massachusetts, where the Massachusetts Workers’ Compensation fee schedule will see an overall increase in reimbursement for physical therapy services of 5%-8%, beginning April 1, 2009. According to the APTA announcement, the Massachusetts Chapter has been working with the state agencies for several years to improve the fee schedule calculation to more accurately reflect the cost of providing physical therapy services in the state. This is an encouraging development!

I will finish with a request for you. Has anybody recently had a worker’s compensation bill that a payer or claims processing agent has called and asked if you would accept a payment amount that is less than the fee schedule and what you should legally be reimbursed? If you have, would you please send me the contact information: Company name, address, phone number, fax number, and contact/claim processor name. I recently had a claim that a company, Viant, Inc. wanted to discount my services. This apparently is still occurring, and should not be. There is legal precedence against this and a current class action suit against carriers that attempt this method of discounting physical therapy services. You can send any information to: jstill@bellsouth.net or can fax the information attention to Jeremy Stillwell @ 337-217-0998.

Kindest Regards,
Jeremy Stillwell, PT
Reimbursement Committee Chairman

(Continued from page 1)

plans to continue this fundraiser. See some of the pictures on pages 14-15! A fun time was had by all.

BUSINESS MEETING
Actions approved in the March 20, 2009 Board of Directors meeting:
• The Board approved to finance one trip for a student to the Student Conclave meeting with APTA.

CALL FOR NOMINATIONS
The Nominations Committee in now accepting nominations for candidates for the following offices: Chief Delegate, (2) Delegates and **PTA Caucus Representative**. PTA and Lie PTA members of the chapter shall elect the PTA Caucus Representative.

Please submit your nomination to Anna Means by Monday, July 13, 2009. Candidates will be asked to submit a candidate statement, which will be published in the July/August issue of the Bayou Bulletin. Please contact Anna Means at am2124@hotmail.com or (318) 813-2971 if you would like to make a nomination, self-nominate, or if you have any questions or need further information on these positions. WE welcome and encourage your participation and look forward to a full ballot.

Left at Spring Meeting

**A X-large Columbia fleece jacket was left at the Spring Meeting. If this belongs to you please call the LPTA office to claim.**
Making a difference one patient at a time....

River Region Rehab is a private locally owned free-standing outpatient Physical Therapy Clinic offering comprehensive spinal and extremity rehabilitation in two new state of the art 4,000 sq. ft. facilities, located in the River Parishes.

River Region Rehab is committed to providing the best Physical Therapy experience with the highest quality of care for optimal results.

We are looking for an energetic, motivated and compassionate Physical Therapist to work with our team of professionals in a dynamic outpatient setting. We offer a comprehensive benefits package with excellent salary, health insurance, retirement, paid professional dues / memberships and opportunities for advancement.

Please send resume to:
riverregionrehab@yahoo.com

THANKS TO ALL OF THE 2009 SPRING MEETING EXHIBITORS

Advanced Billing Solutions, Inc.
Amedisys
Campus Federal
Financial Concepts of Louisiana
Isokinetics, Inc.
Motion Lab Systems
Ochsner Health System
Physiomed North America
Preferred Therapy Providers, Inc.
Physical Therapy Provider Network
Rehabpro, Inc.
Restorative Care of America
Sammons Preston
St. Francis Medical Center
Stat Home Health, LLC
Synergy Care, Inc.
Tara Therapy
Texas Health Resources
Thera Team, LLC
Therapy Management Corporation
TherEx, Inc.
Convention Pictures