President’s Message

WWW

In this newsletter I write to you about the World Wide Web. Contrary to popular belief Al Gore did not create the internet and the World Wide Web. However, English engineer and computer scientist Sir Tim Berners-Lee, now the Director of the World Wide Web Consortium, wrote a proposal in March 1989 for what would eventually become the World Wide Web.

You might ask, “What do the internet and physical therapy have in common?” Well, I don’t think we can do much without involvement of the internet these days. It is estimated that nearly 75% of the US population has access to the internet. I would predict that an even larger number of physical therapists and physical therapist assistants have access as well. To describe how the internet has changed the world is more than can be accomplished in this message; however, it is apparent that the World Wide Web and internet have dramatically changed the way in which the world communicates.

I encourage you to look at APTA’s newly redesigned website www.apta.org. The redesign includes some of the following changes:

1. On the home page, the original nine main navigation buttons have been reduced to six.
2. Mega menus for each of the main navigation buttons allow a preview of feature content and secondary menus to continue your experience.
3. The latest news and upcoming events are available directly from homepage.
4. Annual meetings now have their own landing page which eases registration and access to conference materials.
5. There is an enhanced search engine that allows finer tuning of your searches.
6. APTA’s membership magazine, PT in Motion, also has an updated landing page for an improved access experience.
7. Social media share menu is available on nearly every page, allowing you to more easily share articles and info with colleagues and social media sites.
8. There is also a favorite button to further personalize your website experience.

I also wish to inform you that we are currently in the process of updating the LPTA webpage. We have the shell of the page completed and are in the process of inputting our information at this time. Stay tuned for the new webpage to go live in the next month or two. I envision our webpage becoming a much more effective communication tool through which the leadership, staff

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2011 BOARD OF DIRECTORS

Officers
President
Greg LeBlanc
(w) 225/769-3988
(f) 225/231-3913
greg@brptlake.com

Vice President
Joe Shane
(w) 985/653-9242
(f) 985/853-9324
jshane@ltsuhs.edu

Secretary
Rebekah Winters
(w) 337/527-4347
(f) 337/527-4259
rebekahar@yahoo.com

Treasurer
Judith Halverson
(w) 504/988-5515
(f) 504/988-3957
jlynne@rocketmail.com

Immediate Past President
David Qualls
(w) 337/528-2828
(f) 337/528-2188
dquallsc@ao.com

Chief Delegate
David Qualls
(w) 337/528-2828
(f) 337/528-2188
dquallsc@ao.com

Nominations Chair
Anna Means
(w) 318/841-0696
(f) 318/841-0776
ameans@edgephysicaltherapy.com

PTA Caucus Representative
Jason Oliver
(h) 337/754-5923
lsu73lsu73@yahoo.com

District Chairs
Alexandria
Brad Foster
(w) 318/201-9554
(f) 318/466-1886
mptatl@gmail.com

Baton Rouge
Athea Jones
(w) 225/654-8208
(f) 225/654-4842
athea@moreapta.com

Houma
Craig Pate
(w) 985/446-3736
(f) 985/446-3701
craigpt92@hotmail.com

Lafayette
Alix Sorrell
(w) 337/981-9182
alixboudreaux@gmail.com

Lake Charles
Jeremy Stillwell
(w) 337/217-0997
(f) 337/217-0998
jststill@bellsouth.net

Monroe
Aimee Kramer
(w) 318/376-3108
akramer@ptfinc@bellsouth.net

New Orleans
Lisa George
(w) 504/733-0254
(f) 504/734-8869
lisag@magnoliatherapyla.com

North Shore
David Hendricks
(w) 985/875-7525
dynk@charter.net

Shreveport
Beck Ward
(w) 318/865-8865
(f) 318/795-8752
msred345@ao.com

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Newsletter Chairman, Kinta LeBlanc
Newsletter Editor, Bland O’Connor
Louisiana Physical Therapy Association
8550 United Plaza Blvd., Suite 1001
Baton Rouge, LA 70809
(225) 922-4614
(225) 408-4422 (fax)
Email: office@lpta.org
www.lpta.org

UPCOMING EVENTS
Mark Your Calendar NOW!

2011

June 8-9
Federal Advocacy Forum
Washington DC

June 8-11
APTA Annual Conference
National Harbor, MD

September 16-18
LPTA Fall Meeting
Baton Rouge, LA

October 21-23
National Student Conclave
Minneapolis, MN

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

<table>
<thead>
<tr>
<th></th>
<th>Current</th>
<th>Last Year</th>
</tr>
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<tbody>
<tr>
<td>Active members</td>
<td>644</td>
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<tr>
<td>Life Members</td>
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<td>24</td>
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<tr>
<td>PT Students</td>
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<td>PTAs</td>
<td>77</td>
<td>67</td>
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<tr>
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<td>40</td>
</tr>
<tr>
<td>Total</td>
<td>938</td>
<td>919</td>
</tr>
</tbody>
</table>

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(Continued from page 1)

and membership may interact.

As we continue to delve into the worlds of high tech communication and social networking, we have created a Louisiana Physical Therapy Page on Facebook. Please consider becoming a fan and we will do our best to begin to utilize this page as a way to communicate, too.

Please remember that it is your membership that allows these kinds of activities to take place locally and nationally on your behalf. I sincerely thank each of you for your membership and, as always, encourage you to contact the LPTA leadership with any concerns, comments or questions you might have.

G B G

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Call for Nominations

The Nomination Committee is now accepting nominations for candidates for the following offices: President, Secretary, Chief Delegate and 2 delegates.

Please submit your nomination to Anna Means by Friday, July 15, 2011. 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 ameans@edgephysicaltherapy.com or 318-841-0696 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.

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MEMBERSHIP REPORT

APTA has begun a membership challenge for each chapter and section for 2011. It is composed of overall goals, which, if reached by that section or chapter, means an additional $250 donated by APTA for membership retention and recruitment activities in 2012! Along the way, there are additional mini-goals that we can strive to reach that place us in the running for additional $250 drawing among all who reached those goals.

The first mini-goal for our Louisiana Chapter is to be completed by May 31, 2011. We must have at least seven (7) facilities participating in the Facility Challenge sponsored by APTA, in which all PT's and PTA's within a facility are members of APTA/LPTA. If your clinic or workplace has dues paid by your employer, this is a no-brainer! If your clinic has dedicated PT's and PTA's who value their membership and pay for their own membership each year, please also sign up to be included in the facility challenge! Just go to APTA's website and look up "Facility Challenge" and apply. It's that easy!

I have a list of facilities that have participated in recent years. Expect a call from me or members of my committee in the next month to encourage your facility to continue to be a part of this challenge and to be recognized for 100% participation.

Respectfully submitted by Beth Ward, PT, DPT, Membership Chair for LPTA

Bayou Bulletin March/April 2011
Balancing Act
How to Create a No Fall Zone

Physical Therapist • PTA
Occupational Therapist • COTA
Speech Language Pathologist

Full-Time • Part-Time • PRN
email resume to hr@homehealthcarepartners.com

What's In It For YOU?
• Flexible schedule to meet your preferences/limitations
• Free CEU Opportunities
• Some full-time positions eligible for company car
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We are reducing re-hospitalizations and have the validated data to prove it!

Alexandria • Baton Rouge • Crowley • Deridder • Greater New Orleans • Hammond • Houma
Jennings • Lafayette • Lake Charles • Leesville • Mansfield • Many • Marksville • Marshall, TX
Monroe • Natchitoches • New Iberia • Opelousas • Pineville • Shreveport • West Bank

www.homehealthcarepartners.com • www.vitalpartners365.com

Shreveport District Report

On Tuesday, March 22, 2011, the Shreveport District had a meeting at the LSUHSC-Sh PT gym and we were delighted to hear from none other than John Barnes, CEO of APTA, who was in town visiting our own Sharon Dunn, PhD, PT, OCS, who is beginning another 3 year term on the APTA Board of Directors. Mr. Barnes spoke to a crowd of about 60 PT's, PTA's, PT students and PTA students about current and future happenings at APTA. He mentioned how APTA is working for us all in the areas of reimbursement, advocacy, clinical education, membership, student support. He mentioned a new Clinical Portal which will begin soon on APTA's website, a kind of social network format in which clinicians can access evidenced-based information directly relating to their practice as well as share information with other PT's and PTA's across the country. He ended on a strong note, letting us all know that soon it will be the norm for clinicians to be members of their professional organization because of the value they receive from APTA/LPTA! There was a time for questions and answers from him as well.

Other business conducted included a brief rundown on what is happening at the national, state, and local levels, with highlights from the Boards' January retreat, mention of the Payor's Forum, PT Day at the Capitol, re-working of LPTA's Strategic Plan, Workers' Comp information, re-design of LPTA's website, and changes to the Rules and Regs by the LaPT Board. Also mentioned was the fact that the Shreveport District raised over $1000 for AMBUCS in last October's Hustle for Your Health fun run, with plans to do it again in October, 2011. LPTA's First Annual Sports Symposium April 15-17 in Lafayette was also strongly supported.

Thanks to Gail Pearce, Payton McCalmont, and Beth Ward for making homemade goodies to share with those attending this special meeting!

Respectfully submitted by Beth Ward, PT, DPT, Shreveport District Chair
Publicity Simplicity

Make Physical Therapy the Favorite Brand

Two years ago the APTA released the branding campaign. Are you putting the brand to good use to promote PT?

Why Brand?
To position physical therapists as the practitioners of choice for improving mobility and function.

Our Tagline:
Move Forward. Physical Therapy Brings Motion to Life.

Our Brand Champions:
Members who are specially educated on the brand to spread the word about the brand and teach others how to live it. Sharon Dunn (sdunnz@lsuhsc.edu) and Tonja Latham (Tonja_Latham@concentra.com) are the brand champions for the Louisiana chapter.

www.apta.org/brandbeat:
Online resource for members, staff and components on the brand.

“Move Forward” Web site:

COMMITTEE ROOM RUN CONTEST

Last year we made a big hit at PT Legislative Day with our fitness contest and the winner was Rep. Richard. They are anticipating the contest this session. So this year, pedometers will be placed on each Legislator’s desks. Next year, 2012, we will return with PTs to demonstrate and educate. But you can help this year through a monetary gift.

The Legislator winner will receive:
⇒ a trophy,
⇒ the title “Louisiana’s Fittest Legislator”
⇒ and the LPTA donates $1200 to a Recreation Center of the winner’s choice.

Your donations will help our profession promote fitness among our elected officials and most of all provide deserving kids a chance to become fit.

Please make your check payable to LPTA and note for “PT Legis Day”. Any questions please contact: Susan Blanchard Susanhblanchard@gmail.com 985.705.3225
Or Älice Quaid coretouchtherapies@msn.com 504.338.6008

Bayou Bulletin March/April 2011
LPTA Spotlight:
Jason Oliver, PTA

By Kinta LeBlanc, PT, DPT

The new LPTA PTA Caucus Representative to the APTA House of Delegates is in the Spotlight this month. Jason Oliver, PTA, has long been a member of the LPTA and also has a long list of history and interests as well.

For starters, Jason hails from Evangeline Parish where he spent his childhood. Prior to becoming a PTA Jason worked at St. Francis Cabrini Hospital as an ECG Technician, and also as manager of the cardiac rehab and employee wellness gym programs. He next began his journey towards becoming a PTA, beginning with a position at the Occupational Performance Center in Baton Rouge managing clients in a work conditioning program and assisting with functional capacity evaluations.

Jason graduated from Our Lady of the Lake PTA Program where he was named to the President’s List twice. He later earned his Bachelor of General Studies Degree from Louisiana State University in Baton Rouge with minors in philosophy, psychology and sociology, with an additional concentration in kinesiology.

As a PTA he began his career at Baton Rouge Physical Therapy-Lake in Baton Rouge, and then took a position with Moreau Physical Therapy in Port Barre where he also served as marketing director for the clinical site. Currently Jason is employed at McLeod, Trahan and Sheffield Physical Therapy Services in Breaux Bridge where he continues to use his marketing skills as well as his PTA skills.

Jason is a hard worker as evident by the fact that along with full time employment he also worked at United Parcel Service in warehouse operations part time for many years here while living here in Baton Rouge, including the years when he was enrolled at OLOL and LSU. He also held a position with Advanced Orthopedic Concepts as an orthopedic sales sub-representative while maintaining a full time PTA position.

To further illustrate what a hard worker Jason is, he and his wife, Alyce, have recently renovated an old cypress house which they had moved onto their property in Arnaudville. The actual physical moving of the home was featured on an episode of HGTV’s Haulin’ House. Jason says the top-to-bottom renovation of their house in the country was needed so they could raise their two children, Anna, 3 years old, and Reid, 10 months old, and the herd of horses Alyce owns.

Besides his beautiful family, Jason loves duck hunting with his Chesapeake Bay Retriever, "Pirogue", LSU football, and making homemade wine. He also truly enjoys practicing in the outpatient orthopedic environment and focuses on a hands-on assessment and treatment philosophy with manual therapy as essential components in his clinical practice techniques.

Jason serves on OLOL’s PTA Program Advisory Committee, and was honored by the LPTA as the recipient of the LPTA PTA Distinguished Service Award. He has embraced his new position as PTA Caucus Representative and has been working diligently in preparation for the upcoming APTA House of Delegates in June. I’m sure he would welcome any comments or suggestions, and may be reached at lsu73lsu73@yahoo.com

We appreciate Jason’s willingness to serve as the new PTA Caucus Representative, and we thank him for his continued support of the LPTA.
Thank you to our 2011 Spring Meeting Exhibitors. Especially Preferred Therapy Providers for being the Saturday Morning Coffee Break Sponsor!!

<table>
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**Spring Meeting Pictures**

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