

## 29th Annual Western Regional— Conference on Behavior Analysis

February  
17-19, 2011

by Bryan Hebert, M.S., BCBA and Amanda Adams, Ph.D., BCBA-D

Dear CalABA Members and Friends,

We are excited to share plans for the 2011 CalABA Conference to be held in Burlingame, California at the beautiful Hyatt Regency San Francisco Airport, next February 17-19, 2011. The hotel location is minutes from area museums, shopping meccas, fine dining, and world-renowned sightseeing and experiences such as Fisherman's Wharf, Alcatraz Island, botanical gardens, bay cruises, and Union Square. San Francisco is the perfect starting location for heading to wine country via ferry and enjoying the Napa Valley Wine Train or other fine restaurants and wineries. The annual CalABA conference is always an educational and entertaining event with many opportunities for professional development, earning continuing education units, and networking with others in the exciting field of behavior analysis. Attendees will be afforded with many options to choose from with a large slate of respected keynote and invited speakers, informative presentations, and interactive workshops.

Several notable speakers and events mark this year's conference. Of special note was the recent passing of our friend and colleague Dr. Ivar Lovaas. Dr. Lovaas will be honored with the 2011 Award for Outstanding Contributions in Behavior Analysis. He will be honored with remembrances by family, former students, colleagues and friends.

We will be pleased to present the Julie Vargas and the B.F. Skinner Foundation Research Awards to some well-deserving students. The Julie Vargas Research Award will be presented to a CalABA member that has conducted original behavior analysis research while enrolled as a student. Two of the B.F. Skinner Foundation Research Awards will be presented to graduate students performing outstanding research in California. All of these awards will be presented at the annual luncheon where another favorite event, the B.F. Skinner Foundation live auction, will also take place. We are pleased to once again have Mark Sundberg share his talents as an auctioneer this year. Get your tickets early so as not to miss these conference highlights.

Judy Favell, Ph.D., BCBA and David Pierce, Ph.D. are this year's Keynote speakers. Please plan to attend their phenomenal presentations. As always, the CalABA Conference will assemble an array of outstanding speakers to present on conference program areas including autism, clinical medicine, developmental disorders, experimental research, OBM, verbal behavior, human development and gerontology, and professional, ethical, and legal topics.

At this time, the confirmed invited speakers include:

Bill Ahearn, Ph.D., New England Center for Children  
James Carr, Ph.D., Auburn University  
Daniel Cerutti, Ph.D., California State University, East Bay  
Iser DeLeon, Ph.D., Kennedy-Krieger Institute  
Barbara Esch, Ph.D., CCC-SLP, Esch Behavior Consultants, Inc.  
Scott Geller, Ph.D., Center for Applied Behavior Systems  
Iver Iverson, Ph.D., University of North Florida  
Brian Iwata, Ph.D., University of Florida  
Jennifer McComas, Ph.D., University of Minnesota  
Jay Moore, Ph.D., University Wisconsin, Milwaukee  
Jerry Shook, Ph.D., Behavior Analyst Certification Board  
Ken Silverman, Ph.D., Johns Hopkins University  
George Sugai, Ph.D., University of Connecticut  
Bridget Taylor, Psy.D., Alpine Learning Group  
Lori Unumb, Attorney, Autism Speaks

This list shows the breadth of expertise and scope of practice that this year's invited speakers have between them. In addition to our invited addresses are an impressive array of symposia, addresses, panels, and poster presentations. This year's conference will also include the Job Fair and Graduate Program Expo and information from many vendors and exhibitors.

We think all of these events are not to be missed! We await your company at the 29th Annual CalABA Conference in Burlingame next February. Please see the CalABA website for complete information and details at calaba.org. Don't forget to look for us on Facebook!

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and continue  
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this newsletter!**

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available online at  
calaba.org**

# Message from the President

**Jill M. Young, Ph.D., BCBA-D**

It is exciting to step in as CalABA President during this time of opportunity and challenge for our science and field. Although I was elected to serve as President-elect, I am now President. This is because the elected President, Ethan Long, accepted a position in Virginia, and I stepped in to fill the vacancy.

This past year was an eventful one for CalABA. We had almost 1200 attendees, which is an all time record. Feedback from attendees was very positive and the 2011 Conference held in Burlingame should be equally compelling and informative.

CalABA made some major strides into the public policy and legislation arena in 2011 and will be spotlighted at the 2011 conference. CalABA learned a lot about the legislative process as we have begun working with legislative staff and stakeholder groups. However, SB 1282, a bill that was discussed in several forums at the 2010 CalABA conference, was not successful. SB 1282 originally recognized Board Certified Behavior Analysts. CalABA was supportive of this intent and worked tirelessly to preserve it. However, as part of the "normal" legislative process, the bill was altered in ways that CalABA thought was potentially damaging to consumers and the field. As a result SB 1282 ultimately "died" for lack of support. However, the new year and new governor bring opportunities and we have begun working on our legislative agenda for this cycle.

Another significant event of the past year was the Town Hall meeting at the 2010 ABAI conference, ironically, held at the Alamo. CalABA, together with Berkshire Association for Behavior Analysis and Therapy (BABAT) and the Connecticut Association for Behavior Analysis (CTABA), took a leadership role in making this meeting possible. Of primary importance, this meeting created a forum for State Affiliates to discuss issues and concerns with the ABAI Executive Counsel and Practice Board. Out of the meeting grew a call for a unified position within our field regarding professional credentialing, a request for ABAI to wait for an invite prior to engaging in State legislative procedures, and a request that individuals serving on the Practice Board are elected by the membership rather than appointed by the counsel. Did we have an impact? We hope so. Pat Friman, ABAI President, noted in his column in the Inside Behavior Analysis 2010 newsletter that "...EC (Executive Counsel) voted to have its representatives (CEO and current and past president) work jointly with the leadership of the BACB (Jerry Shook and Judy Favell) on a common model licensing act, the completion of which should readily allow for a united behavior analytic front to state legislators considering licensure (or certification) of behavior analysts." Such collaboration is a critical step forward for behavior analysts and our practice. Let's hope that some progress is made. In the interim, CalABA is forging relations with other State Associations with shared goals, issues, and concerns.

In July we welcomed two new board members: Paul Romanowich (California State University, Chico) and Carolynn Kohn (University of the Pacific). They are the Northern CA Liaisons. If you are a CalABA member living in Northern California, I hope you will take the opportunity to seek them out if you have questions or concerns. Please take the time to introduce yourself to them at the upcoming CalABA conference.

This year's conference once again promises to offer the high quality line-up of presenters that attendees have come to expect. Our 2011 Conference co-chairs, Bryan Hebert and Amanda Adams along with the conference committee have developed a diverse and informative conference program. This year's Outstanding Contributor award will posthumously honor the contributions of Ivar Lovaas. We hope that professionals and parents alike attend this special event to remember Dr. Lovaas' work and the impact it had on clinical applications for children with Autism. Judy Favell and David Pierce are this year's keynote speakers—both of whom always have interesting and thought-provoking information to disseminate. Of special interest to practitioners and parents will be a presentation by Lorri Unumb. Senior Policy Analyst and Counsel for Autism Speaks. If you haven't heard Ms. Unumb speak or just want to get caught up on what is happening with insurance funding for Autism treatment—this will be a must attend session for you. Other outstanding behavior analysts and presenters include Bill Ahearn, Brian Iwata and George Sugai. And the list does not end there.

Thank you for your support for CalABA. These are challenging times. Strengthening CalABA's position in legislative action to support behavior analysis, in practice and academia, is a critical feature in our survival. We are optimistic that we will continue to be successful in this mission. Please remember to check the website for conference updates as well as the public policy committee page regularly. You can also "friend" CalABA on facebook!

See you in Burlingame in February!

# In Memoriam Howard N. Sloane by Judith Crandall-Sloane and Gina Green

Howard N. Sloane, Professor Emeritus of the University of Utah and former Executive Director of the Cambridge Center for Behavioral Studies, died October 2 at the age of 78.

Howard received a Ph.D. in clinical psychology from Penn State University in 1959. As part of his doctoral training, he was required to teach several classes in clinical psychology. His experience in trying to explain and defend the theories and practices of that field led him to seek a more solidly scientific approach to behavior. That quest bore fruit when Howard conducted research on the effects of diet on behavior during an NIH post-doctoral fellowship in the Department of Experimental Psychology at the Walter Reed Army Institute of Research and subsequently as an Assistant Professor of Biochemistry in the Johns Hopkins School of Public Health. Those experiences firmly cemented his commitment to a natural science approach to understanding and changing behavior, not only as the framework for his professional work but also as his world view.

In 1964, Howard joined the cadre of talented people who were working to blend the experimental analysis of behavior with research on child development under the direction of Sidney Bijou at the University of Washington's Institute for Child Development. Among those pioneer developers of applied behavior analysis were Mont Wolf, Todd Risley, Don Baer, Jay Birnbrauer, Ivar Lovaas, Bob Peterson, Rob Hawkins, Bob Wahler, Jim Sherman, and Hayne Reese, in addition to Bijou. Howard accompanied Bijou to the University of Illinois in 1964, where they extended the work that had begun in Seattle.

Howard moved to the University of Utah in 1966, where he was Professor of Educational Psychology until he took partial retirement in 1992. At that point he became Executive Director of the Cambridge Center for Behavioral Studies, a position he held until 1995. After retiring as Executive Director, Howard continued to serve the Center as a Trustee, a member of the Executive Committee, Chair of the Board of Trustees, and Director. He also served as Executive Director of the California Association for Behavior Analysis in 2004-2005.

Howard's contributions to the behavior analysis literature comprise numerous journal articles, book chapters, and books. Early publications included several studies in the *Journal of the Experimental Analysis of Behavior* and articles describing his research on the effects of diet on behavior. With Bijou and others, Howard began conducting and publishing studies on applications of behavior analysis to child behavior and language in the 1960s – work that he continued throughout his tenure at the University of Utah. In 1982, he and Barbara MacAulay edited the book *Operant Procedures in Remedial Speech and Language Training*. A research grant from the U.S. Bureau of Education for the Handicapped (1979-1982) supported Howard's development and evaluation of self-instructional booklets on solving behavior problems for parents of young children with disabilities. Those booklets were subsequently expanded into his classic, *The Good Kid Book*.

Howard was a person of immeasurable kindness, great professional and personal integrity, a wonderful (if quirky) sense of humor, and insatiable intellectual curiosity. He had many varied and interesting projects over the years. One of his favorites was a collaboration with his advertising executive father, Howard N. Sloane, Sr., and several other behavior analysts, including Bob Schuster. That "Animalated Advertising" project involved training small animals such as rabbits and a toucan to perform simple tasks in large department store display windows. The aim of the displays was to draw customers into the stores, which they apparently did with some effectiveness.

Howard is survived by his wife of 35 years, Judith Crandall-Sloane, sons Gary Sloane and Jeff Sloane, daughter Wendy Sloane, and eight grandchildren.

It is with sadness that we inform our members of the passing of Howard Sloane, Ph.D. Howard was a distinguished behavior analyst whose work helped establish the foundation for much of the work we do today with children and their families. His many contributions to the field of behavior analysis are described below by his wife Judy Crandall-Sloane and friend and colleague, Gina Green. Although "retired", Howard agreed to serve as CalABA's Executive Director during a challenging transitional period for the organization. For this, the CalABA Board of Directors and its membership are especially appreciative. Howard Sloane will be greatly missed by his colleagues, friends, and family. Read below to learn more about this impressive individual: his history, professional contributions, and amazing array of repertoires.

~ Board of Directors,  
California Association for Behavior Analysis

## 2010 ABAI Conference in San Antonio Texas

In the recent Applied Behavior Analysis International (ABAI) newsletter, President Dr. Patrick Friman noted that the 2010 conference in San Antonio, Texas was a great success. It was attended by 4,675 individuals from 33 countries, the largest conference to date. ABAI membership and exhibitors also increased in the past year. Attendees noted a positive response to the majority of presentations, indicating a high level of quality and relevance.

While a variety of topics were covered at the convention, Dr. Friman noted a heavy concentration in the area of issues surrounding the practice of behavior analysis. Practice was a primary topic of presentations, formal meetings and informal discussions. Dr. Friman stated that there was a difference of opinion between some members of the organization in terms of the pursuit of licensure vs. certification for behavior analysts. He noted that, while 6 states have licensing boards, creating licensing boards in other states would create fiscal hardship and therefore was not a possibility. This is relevant to California, where the budget crisis does not support the creation of a state licensing board. ABAI has agreed to lend equal support to licensing and certification in the immediate future to support efforts to obtain funding for practice across states.

Dr. Friman stated that another goal is to bring the separate licensing acts created by the Behavior Analysis Certification Board and ABAI together. The primary point of departure is educational requirements. Dr. Friman anticipated that these differences would be resolved soon.

To view the entire newsletter and more information about the conference, use the following link: <http://www.abainternational.org/ABA/newsletter/IBAvol2iss2/index.asp>.

## ABAI Position on Restraint and Seclusion

ABAI has recently issued its position on restraint and seclusion. To read the statement, please see the following link: <http://www.abainternational.org/ABA/statements/RestraintSeclusion.asp>.

## Upcoming Conferences and Annual Convention

Submission and registration are currently open for the following conferences:

- Autism Conference: January 28 – January 30, 2011 in Washington, DC
- Behavioral Economic Conference: March 25 – 27, 2011 in Chicago, IL
- ABAI Annual Convention: May 27 – May 31, 2011 in Denver, CO

Please see <http://www.abainternational.org> for more details. Additionally, submission and registration information for the upcoming International Conference in Spain will be available in December.

## Boards and Committees: In Brief

The ABAI Education Board and Council of Graduate Training Programs in Behavior Analysis focused on updating standards for undergraduate and graduate training programs in behavior analysis. The Undergraduate Accreditation Committee reviewed ABAI's history of accreditation activity and the standards of the BACB, interviewed colleagues from ABAI accredited graduate programs and stakeholders in the field of behavior analysis and crafted a proposal for undergraduate program accreditation. The Graduate Accreditation Committee encouraged accreditation for new programs and noted three new submissions.

The Practice Board and Insurance Billing Code Committee worked to develop CPT codes for billing insurance companies for ABA services. These codes were submitted in June to the AMA and will be reviewed in October. Additionally, a practitioner hotline for individuals needing assistance with practice-related issues was established.

The Membership Board reviewed approximately 300 new applicants for ABAI membership, over half of which were recently approved.

The Publication Board noted that submissions were down for The Behavior Analyst and submissions were stable but low for the Analysis of Verbal Behavior. Manuscript flow for Behavior Analysis and Practice increased.

The Science Board worked to promote research support, scientific education and dissemination. This year, the Science Board participated in National Lab Day.

The Federation of Associations in Behavioral and Brain Sciences informed key legislators and policy makers about the value and needs of the behavioral and social sciences and created several new initiatives to promote the field.

The Annual Convention Committee report noted that there were 1570 submissions to the conference last year and 43 invited events. Presentations in the area of autism made up the largest category, followed by education and experimental analysis of behavior.

The Affiliated Chapters Board report stated that ABAI now has 71 affiliated chapters, 39 in the United States and 32 in other countries. This year there has been a focus on providing training and support to new and existing chapters. Training occurred at the 2010 Autism Conference and the Annual Convention in San Antonio.

Updates from ABAI's affiliated chapters and special interest groups are available on the ABAI website.

## Public Policy Update

Jane S. Howard, Ph.D., BCBA-D, Chair, CalABA Public Policy Committee

2010 has been an eventful year for the intersection of public policy and behavior analysis in California. The coming year—with the election of a new governor and uncertainty about how ongoing budgetary problems will be addressed - is likely to prove even more crucial. Here are some 2010 snapshots and highlights as well as some focus areas for the coming year. All behavior analysts in California are urged to join CalABA, become BACB certified, be informed about public policy issues, and support the efforts of CalABA's PPC. Your professional viability, and that of our field, hinges upon the extent to which we are ALL informed, involved, and unified.

**SB1282**, which was intended to recognize behavior analysts in California's Business and Professions Code, ultimately died due to lack of support. Although the bill was initially straightforward, there was disagreement among the stakeholders as to how competency in applied behavior analysis should be defined. Ultimately, CalABA had to withdraw its support of the bill because of potential risks to consumers of behavior analytic treatment. The issues of how to define the field of ABA and also how to recognize competent ABA practitioners are important ones for consumers and professionals. Both will continue to be a primary focus for CalABA during the coming year. Stay tuned.

There are now 23 states with laws mandating insurance coverage of treatment for individuals with autism spectrum disorders. In many cases the terms "applied behavior analysis" and "Board Certified Behavior Analyst" are explicitly recognized in law or the regulations that implement them. California is **not** one of these 23 states. However, there is evidence that more California companies are beginning to position themselves so as to influence how ABA Tx will be covered in our state. Practitioners in California need to begin to learn more about coverage and how to operate in an insurance environment. More information on this topic will be offered at the 2011 CalABA conference in Burlingame.

Related to the topic of insurance coverage is the Consumer Watchdog suit filed in 2009 against the California Department of Managed Health Care. (<http://articles.latimes.com/2009/oct/27/business/fi-autism27>) The lawsuit is of interest to CalABA members because it seeks to invalidate an argument that insurance companies have used to deny ABA coverage to individuals with autism: that professionals must be licensed in order to receive insurance reimbursement for their services. Obviously, this goes to the issue of BACB certification. Reportedly, the next stage of the lawsuit will take place before the end of this year.

Budget problems in California have resulted in a trailer bill that implements **an additional 1.25% decrease** in reimbursement rates for regional center vendors retroactive to July of this year. (A trailer bill is one that "trails" or implements the budget.) Thus a total 4.25% reduction in reimbursement rates will remain in effect until at least June 30, 2011 as the 3% reduction from last year was continued. CalABA, at the organizational and individual practitioner levels, will need to partner with stakeholders to work towards restoring these

budget reductions so as to ensure that quality ABA services are available to all Californians with developmental disabilities. School services have also been similarly impacted with reductions in rates paid to NPAs and NPSs in effect in some areas and a corresponding reduction in behavior analytic services to school age children.

As you may know, California, is one of several states where ABAI's Practice Board has interfered with State Association legislative activities. At the Alamo Town Hall Meeting in May 2010, then-President Ray Miltenberger, pledged, on behalf of the ABAI Executive Council, to stop this practice. (<http://calaba.org/alamo.shtm>.) At the meeting, members from 27 different State Associations and Special Interest Groups expressed frustration about multiple issues, including the failure of ABAI to more fully support BACB activities. Similar concerns were expressed in the ABAI Autism SIG newsletter published just prior to the 2010 ABAI Conference. (<http://www.autismpppsig.org/>) Little has been heard on this point except for encouraging commentary provided by ABAI's President Pat Friman in his recent column in *Inside Behavior Analysis*. (<http://www.abainternational.org/aba/newsletter/IBAvol2iss2/index.asp>) CalABA certainly hopes that ABAI and State Associations will be able to work together more effectively in the future and that ABAI will whole heartedly endorse BACB certification. Regardless, CalABA will be partnering with other State Associations to share resources. Many of the political and legislative issues the field confronts must be addressed on a state-by-state basis. However, we also recognize that partnering with other State Associations, who are confronting similar problems, is also likely to be helpful.

The CalABA PPC has grown in size and changed in composition this past year. Sharing responsibility with me for CalABA's public policy efforts are the following members of the CalABA Board of Directors: Kristi Miller, Ph.D., BCBA (FACES for Kids, Redwood City), Junelyn F. Lazo-Pearson, Ph.D., BCBA-D (Center for Behavioral Sciences, Inc., Costa Mesa), and Danny Shabani, Ph.D, BCBA-D (Cal State Los Angeles). In addition, David Pyles, Ph.D., (The Chicago School – Los Angeles) has also been appointed as a non-Board member to the PPC. Dave has extensive experience working for the State of Illinois writing regulations governing the practice of behavior analysis with individuals with developmental disabilities. Prior to moving to California, Dave also served as the Treasurer for the Behavior Analysis Society of Illinois (BASIL). We look forward to taking advantage of Dave's talents and expertise. In addition, if **you** have some special talents or abilities that might benefit CalABA's PPC efforts, please let one of us know.

There will be several presentations addressing public policy issues at the 2011 CalABA Conference. Jerry Shook, Ph.D., BCBA-D, Executive Director of the BACB will be giving an update on certification and licensure for behavior analysts. Lorri Unumb, Senior Policy Advisor & Counsel, Autism Speaks, will give an invited address and conduct a workshop on public

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## A Review of “Determining Preschoolers’ Preference for Choice-Making Opportunities: Choice of Task versus Choice of Consequence” (Fenerty & Tiger, 2010)

By Jonathan Fernand and Becky Penrod, Ph.D., BCBA-D, California State University, Sacramento

Choosing between academic tasks and/or consequences has been related to decreased problem behavior and increased on-task behavior. Several methodologies have risen to evaluate the effect of choice on such behaviors; for example, choices between the type of academic task or leisure activity (Romaniuk et al., 2002; Powell & Nelson, 1997) have been assessed. Studies have also attempted to control for preferences between types of tasks or reinforcers by yoking no-choice selections to the previous selections made during a choice condition (Dunlap et al., 1994; Fisher et al., 1997). Finally, in an alternative control condition as described by Thompson et al. (1998) and Tiger et al. (2006), they provided identical consequences for choice and no-choice conditions as a stringent control over qualitative differences among stimuli.

Fenerty and Tiger evaluated preference for choosing between a task and consequence for four typically developing preschool children (ages 4- and 5- years old).

Specifically, they investigated children’s preference for task-choice and consequence-choice when all features were held constant across choice conditions in an effort to evaluate the preference for choice making, irrespective of preferences between different edible items or task assignments.

The dependent variable was a selection response (i.e., pointing to or picking up) to an initial-link in a concurrent-chain arrangement where each color of index card was associated with one of four conditions. Task completion was assessed but only anecdotal data were reported. Different colored index cards were randomly assigned to each condition as initial-link stimuli in the concurrent-chain arrangement.

During a modified concurrent-chain procedure, each session consisted of six trials in which each initial link was paired with every other initial link in a random order. During each terminal link, the academic tasks (e.g., a pattern completion problem) were identical across conditions and edible items were identical as well such that the only variable that differed was the choice opportunity. Preferred edible stimuli were identified using a paired-choice preference assessment for each participant. Further, task completion was prompted using a graduated vocal, model, physical prompting hierarchy for all conditions.

For the task-choice terminal link, five identical worksheets were presented to choose between. After making a selection, the experimenters prompted the completion of the worksheet and delivered an edible item once it was completed. During the consequence-choice terminal link, the academic task was presented and the participant was allowed to choose between five identical edible items once the worksheet was completed. During the no-choice terminal link, the worksheet was presented and prompted to be completed. Upon doing so, the participant received a single edible item identical to

those used in the previously described conditions. For the control terminal link, the academic task was presented and no edible item was given after completing the task.

Overall, results indicated that most participants (three out of four) preferred the consequence-choice condition over all other conditions, and the task-choice condition was no more preferred than the no-choice condition for any of the participants.

As mentioned by the authors, the current study controlled for difficulty of task, quality of reinforcer, and preferences between different stimuli across conditions. Future research should focus on the evaluation of independent and combined effects of providing choices among qualitatively different stimuli such as the case with typical classrooms and clinical environments.

Fenerty, K. A. & Tiger, J. H. (2010). Determining preschoolers’ preference for choice-making opportunities: Choice of task versus choice of consequence. *Journal of Applied Behavior Analysis, 43*, 503-507.

### Public Policy Update continued from p. 5

policy, legislative efforts, and insurance coverage. In addition, CalABA’s legislative agenda for 2011 will be presented as part of a panel where guidelines for grassroots organizing and other issues important to the field of behavior analysis will also be covered. Opportunities for asking questions and offering commentary to members of the PPC will be available. Other events are still being formulated and will be advertised as they are finalized.

### How can you help CalABA’s PPC efforts ?

- Recruit more behavior analysts to **become CalABA members** and attend the 2011 conference.
- Encourage your colleagues and allied organizations to be **sponsors** of the 2011 CalABA Conference.
- Encourage behavior analysts to become **BACB certified**.
- Become knowledgeable about how public policy is made and formed; take advantage of some of the training that will be offered at the 2011 Conference.
- Begin to network in your own community so as to promote improved understanding about the field of behavior analysis and BACB certification.

# SCHEDULING, BILLING, PAYROLL FRUSTRATION



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# Advertise with CalABA

The California Association for Behavior Analysis produces the CalABA Newsletter, *The Focal Point*, twice a year and offers job postings on its website throughout the year. *The Focal Point* is posted online at [calaba.org](http://calaba.org). Posting dates and submission deadlines are as follows:

## CalABA NEWSLETTER

<b>Issue</b>	<b>Deadline for Submissions</b>	<b>Posting Date</b>
Spring Newsletter	April 1	May 1
Fall Newsletter	October 1	November 1

## Advertisement Rates

<b>Ad Size</b>	<b>Rate</b>
One-eighth page	\$75
One-quarter page	\$125
One-half page	\$250
Full page	\$500
One page insert (front and back)	\$1,000

## CalABA WEBSITE

Rate \$125 for three months

## Submission Guidelines

All website job postings start with the title "Position(s) Available." The following format is used for the remainder of the job posting:

Position Title(s):  
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Salary or Pay Range (if you omit this, we will delete the reference to it):  
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**For more information about advertising in the CalABA newsletter or on the website contact:**

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Dear ABAI California ABA Chapter Member:

Did you know that registration is currently open for the 2011 Bi-Annual Organizational Behavior Management Network (OBMN) Conference in Tampa, Florida, with **early bird pricing** through December 31, 2010? The OBMN is pleased to be hosting a great two-track conference featuring General OBM and OBM in Health and Human Services! Dr. Jon S. Bailey and Dr. Denny H. Reid will be delivering keynote addresses, and we will be offering CEU credits for select presentations.

**You can register for the conference at:** [http://obmnetwork.com/events/2011\\_biannual\\_obm\\_network\\_conference](http://obmnetwork.com/events/2011_biannual_obm_network_conference)

The conference will be held at the Sheraton Suites Airport Westshore Hotel in Tampa, Florida.



Hotel reservations can be made with the Sheraton Suites for conference attendees at a special rate through **February 25, 2011**; subject to availability.

In order to book your room at the discounted rate, you can visit: <http://www.starwoodmeeting.com/StarGroupsWeb/booking/reservation?id=1007027668&key=BF545>

As an **alternative option**, you may call Sheraton reservations at 888-627-8261. Be sure to mention the OBMN Conference so you can get the discounted rate. (Reduced conference rates are subject to availability.)

We look forward to seeing you in Tampa!

~ Sarah VanStelle,  
OBMN Membership Coordinator

## Student Researchers!

Plan now to submit your project for the 2011 CalABA Julie Vargas Student Research Award.

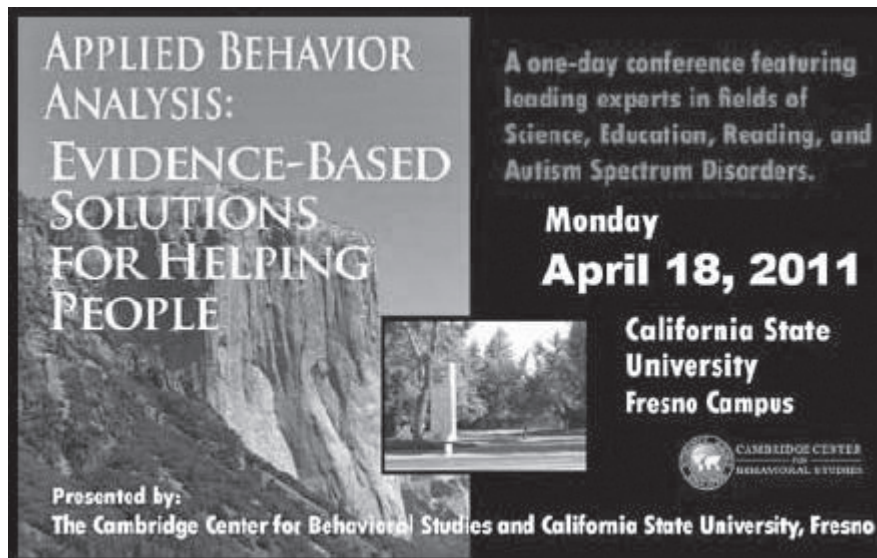
**Deadline: December 1, 2010**

The Julie Vargas Award was created by Dr. Julie Vargas of the B. F. Skinner Foundation to promote research by students in behavior analysis. This competitive award of \$250 is presented to a CalABA member who has conducted original research in behavior analysis while enrolled as a student and who is not more than one calendar year past graduation. The award will be given at our annual conference, and an abstract of the research will be printed in the CalABA newsletter and posted on the CalABA website.

To apply, fill out an application posted on the CalABA website ([calaba.org](http://calaba.org)) and send it with the requested materials to:

### CalABA Julie Vargas Award

Email to [info@calaba.org](mailto:info@calaba.org) (preferred)  
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