



Building
for the
FUTURE

**ANNUAL
REPORT**

2013



Speech-Language & Audiology Canada
Orthophonie et Audiologie Canada

[Communicating care](#) | [La communication à coeur](#)



VISION

Speech-Language and Audiology Canada is the national voice and recognized resource for speech-language pathology and audiology in Canada.

MISSION

Speech-Language and Audiology Canada supports and empowers our members to maximize the communication and hearing potential of the people of Canada.

In February 2014, the Canadian Association of Speech-Language Pathologists and Audiologists (CASLPA) rebranded to become Speech-Language and Audiology Canada (SAC). This annual report, which we wrote and published after launching our new brand, incorporates our new name and logo.

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President's Message

"2013 was a year that required us to be forward-thinking, open-minded and even a touch courageous."

I joined Speech-Language and Audiology Canada (SAC) in 1977, the same year that the federal government designated our association — known then as the Canadian Speech and Hearing Association (CSHA) — as the lead contact agency in Canada for all information related to speech and hearing. Our president at the time, Donald C. Hood, worked tirelessly to build relationships between our association and the Canadian government and other like-minded organizations such as the Canadian Medical Association. His efforts paid off; I believe that Hood's vision and direction left a positive mark on our association that is in some ways still visible today, particularly in terms of his focus on building connections and promoting the professions.

Our 2012 Annual Report was called *Seeds of Change*, an appropriate title to describe a time at which so many changes were on the horizon. In 2013, we grabbed hold of those changes and brought them firmly into reality. We moved forward with our rebranding initiative and our governance review, two immense projects that will significantly impact the direction of our association in the years to come.

The task of promoting who we are and what we do is ongoing. It was a challenge that we faced back in 1977 and it's a challenge that we still face today. The rebranding project we've undertaken is an opportunity to really change the status quo. Although **we** know exactly who we are, other people do not. Over the years, the conversation about raising the profile of the professions has started to sound like a broken record: we keep saying how important it is, but what are we actually doing about it? In no way do I intend to undermine all of the incredible work that the association and our members have done over the years to promote speech-language pathology and audiology. I am simply saying that, at this point in time, we are taking a new direction.

As members of this association we have a responsibility to promote our professions and advocate on behalf of the people we help. Until the public and decision-makers value communication health the way we do, we are at risk of not having a seat at the table when budgets get cut. Moreover, our professional world is changing. Eight Canadian provinces now have regulatory bodies and although the colleges are important for public health and protection, they are not in the business of advocating on behalf of speech-language pathologists, audiologists and supportive personnel. Your

national association is mandated to do that. So now more than ever, we need to prioritize advocacy and promotion.

Next year's annual report will discuss in greater detail the roll-out of our new brand, the governance review and the International Communication Project 2014; however, a great deal of the work for all three of these initiatives happened in 2013. I would be remiss if I didn't at least briefly mention the dedication and diligence of the Governance Review Task Force (GRTF), who spent much of 2013 reviewing the new Canada Not-for-profit Corporations Act (NFP Act), meeting with various stakeholders, consulting members, obtaining legal counsel, conducting surveys and reviewing industry best practices. I feel confident that our proposed governance changes and new by-laws place Speech-Language and Audiology Canada in the best possible position for continued success.

It's important to note that none of the decisions we made in 2013 were made lightly. There was a great deal of thought, debate and discussion at all of our Board meetings and we always made sure to ask ourselves the tough questions. Looking back, 2013 was a year that required us to be forward-thinking, open-minded and even a touch courageous.

In 2014, Speech-Language and Audiology Canada celebrates its 50th anniversary. It's remarkable to think about how far our association (and our professions for that matter!) have come since our founding in 1964. Understanding where we've been is key to knowing where we need to go. In 2013, we spent a lot of time thinking about the direction of our association. We made some significant and strategic changes to build for our future... and I, for one, am excited about the road ahead.

Thank you for your ongoing feedback and continued support.

Judy Meintzer, MSLP, R.SLP, S-LP(C)

President
Speech-Language & Audiology Canada



"2013 was an especially significant year as we took many important and strategic steps to build towards SAC's future."

Chief Executive Officer's Message

I'm extremely proud to have the responsibility of directing Speech-Language and Audiology Canada's operations. In fact, it seems that with every passing year, my pride in this association grows. 2013 was an especially significant year as we took many important and strategic steps to build towards SAC's future. I think the idea of "building" is a great lens through which we can reflect on all that we accomplished last year.

Building Relationships and Partnerships

I'm a firm believer in the value of collaboration and it gives me great pleasure to represent SAC in the many partnerships and coalitions that we are a part of. We are continuing to work with our partners on the Health Action Lobby (HEAL) to develop a response to the federal government's changes to the Health Care Accord. HEAL was created out of concern over the erosion of the federal government's role in supporting a national health system. As the provinces grapple with the fact that they may soon be delivering health services without the guidance of a national health care accord, our work with HEAL has never been more important.

We also continued to collaborate with the Pan-Canadian Alliance (PCA) and I think the group enjoyed a new sense of purpose in 2013. Our successful development and distribution of the Speech and Hearing Month talking tip sheets for politicians is an example of what we can accomplish when we work together.

I attended several provincial Annual General Meetings last year and I'm confident that SAC's relationship with the provincial associations is strong. Similarly, we have worked diligently to continue to build relationships with the regulatory bodies. SAC's participation on the National Competency-Based Assessment Framework Advisory committee, led by the Canadian Alliance of Audiology and S-LP Regulators, is one example of an important collaboration that is moving the professions forward.

Building Teamwork

I'm proud to say that the SAC team – which includes staff, Board members and volunteers – continues to deliver results for our members under the four strategic pillars referred to in this annual report (see page 6). It goes without saying that everything we accomplished in 2013 couldn't have happened without a strong sense of teamwork. I'm extremely gratified by the spirit of collaboration that I have witnessed within our Board of Directors, amongst our stakeholders

and by the many volunteers serving on SAC's standing and ad hoc committees. With such important projects on the go (the governance review, rebranding, the International Communication Project and position papers to name just a few), it is essential to have a strong and engaged team.

Our volunteers and staff are of the highest calibre. 2013 was both exciting and challenging and I would like to take this opportunity to personally thank everyone for their unwavering dedication to SAC and for supporting me in my role as CEO.

Building an International Community

Our President, Judy Meintzer, and I attended the International Association of Logopedics and Phoniatrics Conference (IALP) in August. It was a timely opportunity to meet many of our international counterparts in person and to realize that we all share common goals and aspirations. We can all learn from each other and SAC's participation in the International Communication Project 2014 (ICP) and the World Congress of Audiology 2016 demonstrates our commitment to strengthening international relationships and building a global community of communication health professionals.

Building for Our Members

Everything we do as an association is for our members. We are truly a member-driven organization and I believe we have taken great strides over the last few years in maintaining transparency and following through on the initiatives that matter most to members. We have streamlined the way we share information and have improved operational cost efficiencies. We are continually looking for innovative ways to provide members with excellent service and valuable programs. I know that our renewed approach is working because it's yielding tangible results: we have more members than ever and the highest student conversion rate in at least seven years (see page 7)! Yes, 2013 was undoubtedly a remarkable year for renewal and growth. That being said, I think the best days of this association are yet to come.

Joanne Charlebois

Chief Executive Officer
Speech-Language & Audiology Canada

GROWING MEMBERSHIP

In 2013, Speech-Language and Audiology Canada (SAC) had 143 more members than we did in 2012. This growth in membership reflects our association's ability to deliver on the services and benefits that speech-language pathologists, audiologists and supportive personnel expect from their premier national association.

Speech-Language and Audiology Canada's activities are guided by our current strategic plan, which we developed through member consultation and input.

6,139

MEMBERS

Our member-centered strategic plan has four primary goals:

Advocacy

Influence decision-makers to implement policy that will serve the best interests of members and the public.

Promotion

Raise awareness of the role and impact of speech-language pathology and audiology.

Professional Excellence

Support evidence-informed practice through professional practice (continuing education), research and resources.

Association Performance

Meet the needs of members through excellence in governance and association management.

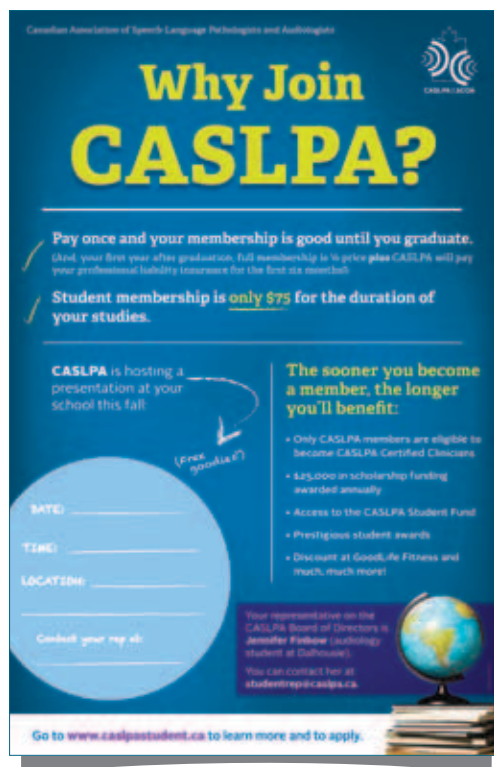
95.6 %

RENEWAL RATE
FOR REGULAR
MEMBERS

2.5 %

MEMBERSHIP
INCREASE

Student Membership



POSTER AND POSTCARD
CREATED FOR NEW STUDENT
MEMBER CAMPAIGN, FALL 2013

In 2013, Speech-Language and Audiology Canada saw a significant increase in student membership: we had 3.07% more student members in 2013 than we did in 2012. We also had the highest conversion rate – the rate at which student members renew as full members after graduation – in seven years.

SAC recognizes that students represent the future of the professions and our national association. We value the insight and ideas that students bring to the table and we firmly believe that our association is stronger when student members are involved. As such, we developed a number of initiatives in 2013 to promote student membership and engagement.

Here are some highlights:

- We gave presentations at all English and French Canadian universities that have a speech-language pathology and/or audiology program.
- We developed a compelling student member recruitment campaign, which included posters and postcards.
- We continued to offer a 50% discount on regular membership fees for the first year after graduation.
- We offered an added incentive for new graduates: SAC now pays the first six months of a new grad's professional liability insurance.
- Our new website has a designated student hub, which contains easy-to-access information for student members and potential student members.
- We continued to produce *Student Speak*, an e-publication specifically for student members.

86.6%

CONVERSION RATE OF S-LP
AND AUDIOLOGY STUDENT
MEMBERS TO FULL MEMBERS

ENHANCING MEMBER BENEFITS

Throughout 2013, Speech-Language and Audiology Canada continued to offer members access to exclusive discounts with our various partners, such as GoodLife Fitness, Nelson Education and a variety of hotels around the world. Perhaps the most exciting development related to our discount programs was our decision to switch our insurance provider from Aon to BMS Group. In partnering with BMS, SAC joined several associations in the Healthcare Professional Insurance Alliance (HPIA) – a program under the BMS Group umbrella that offers improved services, an online renewal process, a 10% reduction in professional liability premiums and new extensions of coverage.

Members now have access to the following services and programs:

Increased practice risk resources

BMS provides information, tools and educational seminars and webinars on practice risk. BMS also reviews our members' historical claims and is developing specific resources geared towards the professions.

Specialized legal protection

This protection includes different types of legal coverage such as legal expense reimbursement, tenant's legal liability coverage and criminal defence reimbursement.

Future program structures that are built by members, for members

We currently have three basic insurance plans, however BMS and SAC are currently working together to modify these plans to better suit our members' needs.

Members can now purchase **\$3 million** of professional liability coverage for only **\$50/year** – a 10% premium reduction from 2012!

In July, SAC members joined the ranks of Canada's doctors and nurses when it comes to malpractice coverage insurance. Gowlings Lafleur Henderson LLP (Gowlings) signed on as SAC's exclusive provider of legal defence and professional liability services. Our partnership with Gowlings allows members who participate in SAC's Professional Liability Insurance Program to benefit from the firm's solid claims expertise, risk management knowledge and 30-minute pro bono services.



Katie Scozzafava, BA, MSLP, S-LP(C), SAC Board of Directors, Director from Territories and
Nadine A. Jacob, M.Cl.Sc., Aud(C), SAC Board of Directors, Director from New Brunswick

CONTINUED ADVOCACY

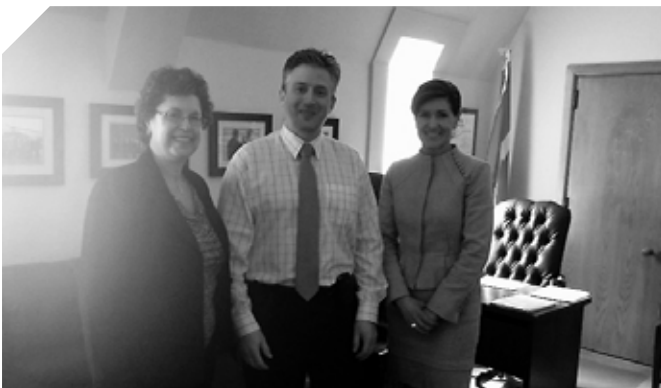
Speech-Language and Audiology Canada met with eight Members of Parliament in 2013 following the launch and subsequent press conference of the *Canadian Guidelines on Auditory Processing Disorder in Children and Adults: Assessment and Intervention*. Meetings with MPs is an important part of our advocacy work since they can ensure that issues related to the professions and to communication health in general are heard on Parliament Hill.



Joanne Charlebois, SAC CEO, Mr. Chris Alexander, Parliamentary Secretary to the Minister of National Defence and MP for Ajax—Pickering, ON and Dr. Chantal Kealey, audiologist, SAC Director of Audiology and Supportive Personnel.



Joanne Charlebois, SAC CEO, Mrs. Stella Ambler, MP for Mississauga South, ON and Dr. Chantal Kealey, audiologist, SAC Director of Audiology and Supportive Personnel.



Joanne Charlebois, SAC CEO, Mr. Blaine Calkins, MP for Wetaskiwin, AB and Dr. Chantal Kealey, audiologist, SAC Director of Audiology and Supportive Personnel.



Joanne Charlebois, SAC CEO, the Hon. Dr. Carolyn Bennett, MP for St. Paul's, ON and Dr. Chantal Kealey, audiologist, SAC Director of Audiology and Supportive Personnel.

SAC believes in partnerships

We belong to several coalitions that work to improve the quality of, and access to, health care in Canada. Here are some of the groups we're affiliated with:

- Canadian Coalition for Public Health in the 21st Century (CCPH21)
- Canadian Health Leadership Network (CHLNET)
- Canadian Interorganizational Steering Group for Audiology and Speech-Language Pathology (CISG)
- Group of Seven (G7)
- Health Action Lobby (HEAL)
- Pan-Canadian Alliance (PCA)



Dr. Chantal Kealey, audiologist, SAC Director of Audiology and Supportive Personnel, Mr. Raymond Côté, MP for Beauport—Limoilou, QC and Joanne Charlebois, SAC CEO.



Dr. Chantal Kealey, audiologist, SAC Director of Audiology and Supportive Personnel, the Hon. Laurie Hawn, MP for Edmonton Centre, AB and Joanne Charlebois, SAC CEO.



Dr. Chantal Kealey, audiologist, SAC Director of Audiology and Supportive Personnel, Mr. Wayne Marston, MP for Hamilton East—Stoney Creek, ON and Joanne Charlebois, SAC CEO.



Dr. Chantal Kealey, audiologist, SAC Director of Audiology and Supportive Personnel, Joanne Charlebois, SAC CEO and the Hon. Judy Sgro, MP for York West, ON.

FEDERAL HEALTHCARE PARTNERSHIP MEETINGS

Speech-Language and Audiology Canada met with the Federal Healthcare Partnership (FHP) twice in 2013 to discuss improvements to their federal audiology programs and services.

The FHP is a voluntary alliance of federal government organizations who oversee the delivery of health-care benefits, goods, services or information to specific groups of people in Canada. The FHP is comprised of Veterans Affairs

Canada (with Blue Cross Medavie), the Department of National Defense, Health Canada (First Nations and Inuit Health Branch/ NIHB) and the RCMP.

CBC MARKETPLACE

On February 8, 2013, CBC Marketplace aired a damaging and biased episode on the high cost of hearing aids. Speech-Language and Audiology Canada was incredibly disappointed with the way the story was handled and we immediately contacted the CBC Ombudsman to file a complaint. In our opinion, the story violated CBC's journalistic standards and we were concerned that the unbalanced nature of the episode would negatively affect the relationships between audiologists and their patients or clients, the public's view of the profession and, ultimately, the hearing health of people in Canada.

Essentially, the episode portrayed audiologists as salespeople aiming to get rich off the sale of hearing aids. It also misrepresented our association and lied about our willingness to appear on camera or provide an official statement.

Our Response

In addition to the complaint we lodged with the CBC, we surveyed our members to gather as much information as possible about hearing aids and their associated services and fees. We used this information to gain a better understanding of the cost of hearing aids in Canada and in turn develop a public outreach initiative to reframe the conversation. Our goal was to demonstrate to the public the value of audiology services and show that audiologists are dedicated and passionate professionals who care deeply about hearing health.

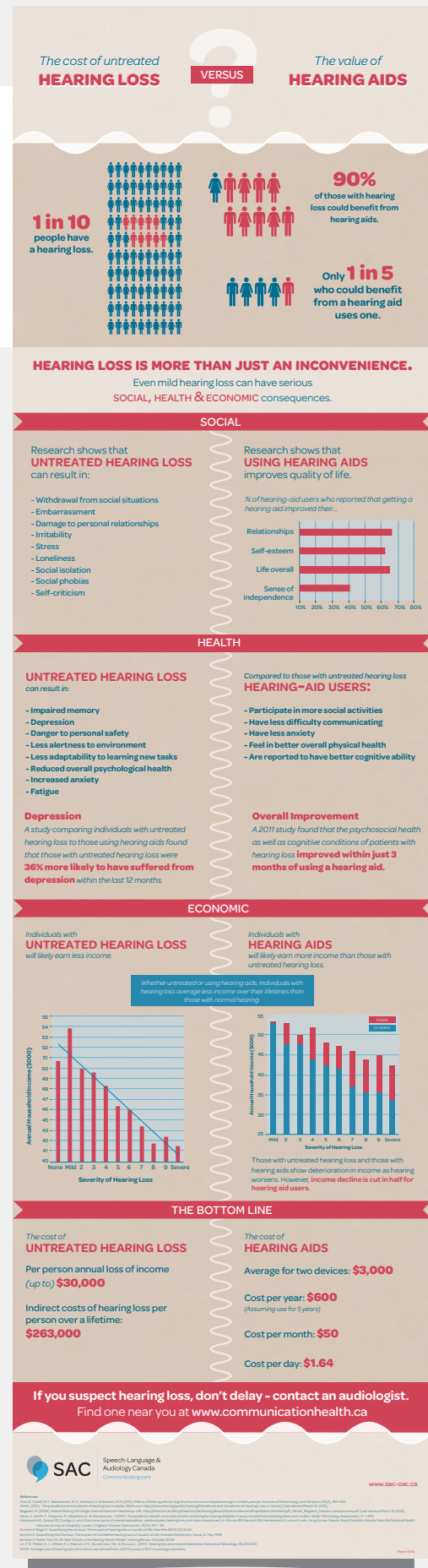
CBC's Position

On August 21, 2013, SAC finally received a response from Esther Enkin, the CBC Ombudsman. While Ms. Enkin agreed with many

of our concerns, including that fact that the episode was an "oversimplification of a complex problem" and that "It did not provide enough context to explain the perspective of service providers and manufacturers", in the end she decided not to take any further action.

Although we were disappointed with this outcome – we would have liked to receive a more robust public apology and have CBC promise to refrain from re-airing this episode in the future – we were pleased that the CBC posted our complaint on their website and that the ombudsman publicly acknowledged many of our grievances.

In the days and weeks following the CBC Marketplace episode, a number of members told us that they were receiving questions from concerned patients or clients about the cost of hearing aids. To help members answer these questions, we developed an **infographic** that encourages people to think about the implications (financial, social and medical) of **not** purchasing a hearing aid, rather than focusing solely on the cost breakdown.



FOCUSING ON COMMUNICATIONS AND MARKETING

2013 was a game-changing year for Speech-Language and Audiology Canada's Communication Department. Although some of what we did in 2013 was simply an extension of the work we started in 2012, we also raised the bar to an entirely new level.

We cannot talk about communications and marketing without first mentioning what is perhaps the biggest communications project our association has ever undertaken: rebranding. While CASLPA only officially

became Speech-Language and Audiology Canada in early 2014, we completed most of the work involved with the rebrand in 2013.

This annual report is our new brand in action. More than just our new name, logo and colours, our new brand involves changing the way we think about our association and the professions we represent and, in turn, changing and improving the public's perception of us.



In 2013 *Communiqué* won the award for **Best Electronic Publication** from the Canadian Society of Association Executives for the **second year in a row!**



Richard J. Welland, PhD, S-LP, SAC Board of Directors, Director from Ontario and Sean Kinden, MA, Aud(C), SAC Board of Directors, Director from Newfoundland and Labrador.

NEW WEBSITE

We have a new website! Developing a new website for Speech-Language and Audiology Canada was long overdue. Our old website was archaic and not very user-friendly; not only did members and the public have trouble finding the information they needed, the Communications Department had a hard time finding and updating information too (not surprising given that our old website had over 1000 pages!). We're thrilled to have a new site that better serves both our members and the public.

Member feedback on our new website:

"LIKE THE NEW WEBSITE. LOTS OF USEFUL INFORMATION FOR BOTH THE PUBLIC AND PROFESSIONALS. CONGRATS!"

"I JUST WANTED TO LET YOU KNOW THE NEW WEBSITE IS GREAT. THE LAYOUT IS VERY USER FRIENDLY!"

"THE WEBSITE LOOKS WONDERFUL AND IS QUITE VISUALLY APPEALING. I AM REALLY IMPRESSED WITH ALL THE IMPROVEMENTS THAT HAVE BEEN MADE."

2013 SPEECH AND HEARING MONTH

The primary focus of our 2013 Speech and Hearing Month campaign was early identification and intervention. The decision to focus on early ID was a strategic one: we had just released our position paper, *Early Identification of Speech and Language Disorders*, and we wanted to unite communication

health professionals, parents, caregivers and other health-care professionals in a common goal: the early identification and intervention of communication disorders. To accomplish this goal, we launched a new and engaging awareness campaign— one that we plan to build on in the years to come.

Reaching Out to Canada's Children's Hospitals

In the months leading up to May, the Communications Department began building relationships with all of the major children's hospitals in Canada by asking them to participate in our 2013 Speech and Hearing Month campaign. We had 13 hospitals eagerly come on board.

The main component of this campaign was our Speech and Hearing Month Celebration Boxes. Each participating children's

hospital received its very own celebration box filled with all kinds of resources and promotional goodies, including posters about auditory processing disorder and dysphagia as well as speech and hearing milestones growth charts and brochures. We also included fun stuff like temporary tattoos, stickers and activity sheets, which appealed to kids and encouraged them to participate in the campaign.



The campaign was a huge success. Every single hospital that participated in 2013 was thrilled with their box and many asked if they could participate again in 2014.

HERE'S SOME OF THE FEEDBACK WE RECEIVED:

"HI, I JUST RECEIVED THE BOX. IT'S WONDERFUL! I WILL DISTRIBUTE THE MATERIALS AMONGST MY COLLEAGUES AND PUT THE POSTERS UP IN THE SECRETARY'S OFFICE. PLEASE PUT US ON THE LIST FOR NEXT YEAR!!!"

"WHAT A GREAT WAY TO PROMOTE THE PROFESSION IN OUR HOSPITALS!"

"I JUST WANTED TO THANK YOU SO MUCH FOR THE BOX OF MAY MONTH GOODIES WE RECEIVED LAST WEEK. I THINK IT'S FANTASTIC THAT [SAC] IS PROVIDING MEMBERS AND FACILITIES WITH THIS INFORMATION. WE ARE ALSO EXTREMELY GRATEFUL FOR THE STICKERS, TATTOOS AND TOYS!"



Speech & Hearing Month
Speak well. Hear well. Live well.

Speech and Hearing Month Champions

On Thursday, May 2, 2013, Mr. Chris Alexander, Parliamentary Secretary to the Minister of National Defence and MP for Ajax—Pickering, ON, gave a short speech (an SO-31) in the House of Commons to champion Speech and Hearing Month and our association.

On Tuesday, May 21, 2013, Hon. Terry M. Mercer gave a short speech in the Senate urging his fellow Senators to read the speech and hearing tip sheet developed by the Pan-Canadian Alliance. He also discussed Speech-Language and Audiology Canada and the importance of communication health.

We also received letters of support from the following:

The Rt. Hon. Stephen Harper, PC, MP

Hon. Leona Aglukkaq, Minister of Health

Hon. Dr. Hedy Fry, PC, MP, Vancouver Centre, Liberal Party of Canada Health Critic

Libby Davies, MP, Vancouver East, NDP Spokesperson for Health

Updated Campaign Website and New Resources

While the primary focus of our 2013 campaign was early identification and intervention, we also developed resources for members who work with adults and seniors. We posted all of the materials we created on our Speech and Hearing Month website, maymonth.ca, for anyone to download.

Finally, we partnered with Correctional Service Canada to develop speech and hearing tip sheets that they could distribute throughout their department and to their partners. **Correctional Service Canada distributed the tip sheets to over 2,400 people including police officers and corrections officers.**

EXPANDING PROFESSIONAL DEVELOPMENT

2013 CONFERENCE IN VICTORIA, BC

In 2013 we held our conference in Victoria, British Columbia. Canadian Olympic athlete Silken Laumann provided a powerful and emotional keynote address to kick off the three day event. In her speech, Silken discussed the challenges she's faced as an Olympic athlete, a business owner and, more recently, as a mother to a child with severe autism. Regardless of the obstacle, Silken has strived to find inspiration and hope in all of life's challenges.

In addition to Silken Laumann, our program highlights included workshops and presentations by Geraldine Wallach, PhD; Linda Burkhart; Ulrike Lemke, PhD; and Jay Rosenbek, PhD, CCC-SLP, BC-NCD. We recorded several of the presentations from our 2013 conference and have added them to the webcast library on our website.



Silken Laumann and Maureen Penko, S-LP(C)

426 DELEGATES
ATTENDED THE 2013 CONFERENCE



Laureen McIntyre, M.Sc., PhD, S-LP(C), Director from Saskatchewan; Shanda Hunter-Trottier, S-LP, BA, M.Cl.Sc. and Melanie Osmond, M.Sc., R.SLP, S-LP(C), Director from Alberta.

We hosted two workshops in 2013: *Improving Adult Audiologic Rehab Outcomes by Applying Lessons From Health Psychology* presented by Kathy Pichora-Fuller, PhD and *The ABCs of AAC for Children With ASD* presented by Pat Mirenda, PhD.

New Professional Development Program

You asked. We listened. In summer 2013, we announced our new professional development program. In addition to hosting our conference every other year, our new program will offer the following:

MORE IN-PERSON workshops in various cities.

MORE ONLINE LEARNING OPPORTUNITIES. Our new on-demand e-library will provide high-quality and informative e-learning where you want, when you want.

NEW WEBINARS. Our webinars will enable you to participate in “live” events and connect with colleagues from across the country from the convenience of your own computer.

Why the Change?

On average, only about 7% of members attend the SAC Conference in any given year. Moreover, our most recent membership survey indicated that today’s members are looking for more diverse, more accessible and more affordable learning opportunities. Hosting a biennial conference will allow us to develop a broader range of educational opportunities that will be accessible to more members. This new initiative is a six-year trial program; we will re-evaluate the program in 2019.

PRODUCING POSITION PAPERS

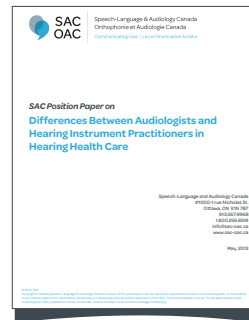
Speech-Language and Audiology Canada launched two position papers in 2013: *Differences Between Audiologists and Hearing Instrument Practitioners in Hearing Health Care* and *Early Identification of Speech and Language Disorders*.

As leaders in communication health, we are committed to taking an official position on the important issues facing the professions and developing position papers that are informed through membership surveys.

Differences Between Audiologists and Hearing Instrument Practitioners in Hearing Health Care

Position:

It is the position of Speech-Language and Audiology Canada that audiologists are experts and leaders in hearing health and auditory disorders. SAC acknowledges that there are predominantly two health-care professions that provide services to conduct hearing tests for the purposes of selecting, fitting and dispensing hearing aids and other assistive listening devices. These two groups, audiologists and hearing instrument practitioners who are not also audiologists (also known as hearing instrument specialists, hearing aid dispensers, hearing aid practitioners and hearing aid dealers), have different scopes of practice, which are defined by their education and training and by regulatory distinctions. SAC believes that the two professions must provide hearing health care within their scopes of practice for the populations they serve and that the public must be made aware of the significant differences between the two professions when seeking hearing health-care services.



Early Identification of Speech and Language Disorders

Position:

Speech-Language and Audiology Canada supports a national, formalized and standardized strategy for the early identification of speech and language problems.

Such a strategy is essential to child development services and will benefit all the people of Canada. The early identification of speech and language problems is integral to the prevention of associated problems in communication, literacy and cognition and is fundamental for lifelong learning and well-being. This paper demonstrates the necessity of a nationally established and supported plan for early identification of speech and language problems and offers specific recommendations for implementation.



Barbara Burnet, MA, S-LP(C), SAC Board of Directors, Director from British Columbia and Mary Lynn Taschereau-Park, SAC Board of Directors, Supportive Personnel Representative.

REFINING OUR CLINICAL CERTIFICATION PROGRAM

Speech-Language and Audiology Canada's Clinical Certification Program turned 26 years old in 2013. Over the years we have made a number of changes to the program to keep up with advancements in the professions and the changing landscape of education and of professional development. In 2013, we expanded the Clinical Certification Exam Committees to include a newly certified speech-language pathologist and audiologist. As a new university graduate and someone who has recently written the SAC Clinical Certification Exam, this member can bring fresh insight to the committee and to the content included within the exams. We are confident that the addition of newly certified members will help us develop stronger and more relevant exams.

The Angoff Method

Every year, our Clinical Certification Exams are developed, reviewed and revised by dedicated S-LPs and audiologists who form the Clinical Certification Examination Committees. SAC always strives to keep our exams current by incorporating rigorous processes for the development and administration by using evidence-based approaches. Up until 2013, the standard setting method for both the audiology and speech-language pathology exams were different; the method used for the audiology exam was the Nedelsky while the method used for the speech-language pathology exam was the Angoff. Based on the best-practice recommendations by the exam administration company ASI, the Audiology Clinical Certification Exam Committee has now also adopted the Angoff method of standard setting. As a result, the exams are now even more reliable and valid tools for measuring entry-to-practice knowledge.

284

**candidates wrote
the SAC Clinical
Certification Exam**

277

**members became
clinically certified**

82%

**SAC members are
clinically certified**



Carmen Archibald, S-LP(C) and Melanie Tapson, S-LP(C).
Carmen won a Student Excellence Award in 2013 and Melanie was SAC's National Student Advisor from 2011 to 2013.

CLINICAL RESEARCH GRANTS

Speech-Language and Audiology Canada provides clinical research grants to SAC members to conduct research or engage in activities that boost research capacity. The grants are intended to support an increase in the clinical evidence base in speech-language pathology and audiology in Canada.

In 2013, SAC members Robin Gaines from ON and Alla Sorkin from QC were each awarded grants. Robin is conducting a national survey to gather critical evidence about the role of Canadian school-based S-LPs and Alla is studying the efficacy of myofunctional therapy and its orthodontic long-term outcomes.

AUDITED
FINANCIAL
— STATEMENTS —

2013

INDEPENDENT AUDITORS' REPORT

TO THE MEMBERS OF CANADIAN ASSOCIATION OF
SPEECH-LANGUAGE PATHOLOGISTS AND AUDIOLOGISTS

REPORT ON THE FINANCIAL STATEMENTS

We have audited the accompanying financial statements of Canadian Association of Speech- Language Pathologists and Audiologists, which comprise the statement of financial position as at December 31, 2013, the statements of operations, changes in net assets and cash flows for the year then ended, and notes, comprising a summary of significant accounting policies and other explanatory information.

MANAGEMENT'S RESPONSIBILITY FOR THE FINANCIAL STATEMENTS

Management is responsible for the preparation and fair presentation of these financial statements in accordance with Canadian accounting standards for not-for-profit organizations, and for such internal control as management determines is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

AUDITORS' RESPONSIBILITY

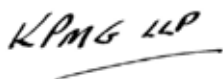
Our responsibility is to express an opinion on these financial statements based on our audit. We conducted our audit in accordance with Canadian generally accepted auditing standards. Those standards require that we comply with ethical requirements and plan and perform the audit to obtain reasonable assurance about whether the financial statements are free from material misstatement. An audit involves performing procedures to obtain audit evidence about the amounts and disclosures in the financial statements. The procedures selected depend on our judgment, including the assessment of the risks of material misstatement of the financial statements, whether due to fraud or error. In making those risk assessments, we consider internal control relevant to the entity's preparation and fair presentation of the financial statements in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the entity's internal control. An audit also includes evaluating the appropriateness of accounting policies used and the reasonableness of accounting estimates made by management, as well as evaluating the overall presentation of the financial statements. We believe that the audit evidence we have obtained in our audit is sufficient and appropriate to provide a basis for our audit opinion.

OPINION

In our opinion, the financial statements present fairly, in all material respects, the financial position of Canadian Association of Speech-Language Pathologists and Audiologists as at December 31, 2013, and its results of operations and its cash flows for the year then ended in accordance with Canadian accounting standards for not-for-profit organizations.

REPORT ON OTHER LEGAL REQUIREMENTS

As required by the Canada Corporations Act, we report that, in our opinion, the accounting principles in Canadian accounting standards for not-for-profit organizations have been applied on a consistent basis.

The logo for KPMG LLP, featuring the letters "KPMG" in a stylized, handwritten font, followed by "LLP" in a smaller, similar font, all underlined.

Chartered Professional Accountants, Licensed Public Accountants
March 13, 2014
Kanata, Canada

STATEMENT OF FINANCIAL POSITION

December 31, 2013, With Comparatives For 2012

	2013	2012
ASSETS		
Current assets:		
Cash	\$ 772,306	\$ 1,070,138
Short-term investments (note 2)	678,810	617,737
Accounts receivable	44,331	32,938
Inventory	1,031	1,240
Prepaid expenses	143,054	46,148
	1,639,532	1,768,201
Capital assets (note 3)	6,322	8,165
	1,645,854	1,776,366
LIABILITIES AND NET ASSETS		
Current liabilities:		
Accounts payable and accrued liabilities	\$ 38,671	\$ 160,038
Deferred revenue (note 4)	983,103	1,007,245
	1,021,774	1,167,283
Net assets	624,080	609,083
Commitments (note 6)		
	\$ 1,645,854	\$ 1,776,366

See accompanying notes to financial statements.

Approved on behalf of the Board

Director_____
Director

STATEMENT OF OPERATIONS

Year ended December 31, 2013, with comparative figures for 2012

	2013	2012
Revenues:		
Membership dues/standards	\$ 1,413,063	\$ 1,338,965
Exam fees	146,011	164,892
Publications	63,143	102,698
Conference	302,109	254,762
Administration	95,122	87,347
	2,019,448	1,948,664
Expenditures:		
National Office:		
Salaries and benefits	999,306	993,624
Professional fees and honorariums	107,668	95,065
Promotions	56,772	55,999
Strategic planning / Board education	1,740	-
Student activities	4,717	4,142
Meetings	135,956	136,104
Printing	13,971	5,574
Translation	28,184	30,586
Certification exams	68,007	61,543
	1,416,321	1,382,637
Overhead:		
Insurance	4,994	4,536
Equipment leases	16,365	15,235
Postage and courier	10,180	9,261
Communications	13,754	12,512
Office supplies	6,383	7,424
Bank and credit card charges	45,495	44,735
Legal and accounting	27,423	30,102
Rent	103,316	105,565
Amortization	1,843	2,423
	229,753	231,793
Special Projects:		
Conference	185,637	164,119
Pan Canadian alliance	2,217	1,756
Awards and scholarships	10,078	11,408
Member surveys	29	-
Branding and website	160,416	61,988
	358,377	239,271
	2,004,451	1,853,701
Excess of revenues over expenditures	\$ 14,997	\$ 94,963

See accompanying notes to financial statements.

STATEMENT OF CHANGES IN NET ASSETS

Year ended December 31, 2013, with comparative figures for 2012

	INVESTED IN CAPITAL ASSETS		CHARITABLE FUND		UNRESTRICTED		TOTAL 2013		TOTAL 2012	
Balance, beginning of year	\$	8,165	\$	70,893	\$	530,025	\$	609,083	\$	514,120
Excess (deficiency) of revenues over expenditures		(1,843)		-		16,840		14,997		94,963
Interfund transfers (note 5)		-		(5,175)		5,175		-		-
Balance, end of year	\$	6,322	\$	65,718	\$	552,040	\$	624,080	\$	609,083

See accompanying notes to financial statements.

STATEMENT OF CASH FLOWS

Years ended December 31, 2013 and 2012

	2013	2012
Cash provided by (used in):		
Operations:		
Excess of revenues over expenditures	\$ 14,997	\$ 94,963
Items not involving cash:		
Amortization	1,843	2,423
Loss on sale of short-term investments	360	3,861
Unrealized gain on investments	(17,468)	(5,829)
Decrease (increase) in accrued interest	(509)	18,876
	(777)	114,294
Change in non-cash operating working capital:		
Decrease (increase) in accounts receivable	(11,393)	4,738
Decrease in inventory	209	463
Decrease (increase) in prepaid expenses	(96,906)	829
Increase (decrease) in accounts payable and accrued liabilities	(121,367)	82,556
Increase (decrease) in deferred revenue	(24,142)	6,784
	(254,376)	209,664
Investing:		
Purchase of short-term investments	(113,269)	(120,096)
Proceeds from sale of short-term investments	69,813	104,193
	(43,456)	(15,903)
Increase (decrease) in cash	(297,832)	193,761
Cash, beginning of year	1,070,138	876,377
Cash, end of year	\$ 772,306	\$ 1,070,138

See accompanying notes to financial statements.

NOTES TO FINANCIAL STATEMENTS

Year ended December 31, 2013

Canadian Association of Speech-Language Pathologists and Audiologists (the "Association") was incorporated on November 10, 1975 by Letters Patent pursuant to the laws of Canada. On October 10, 1985 Supplementary Letters Patent were issued to the Association approving its present name. The Association is a registered charity and accordingly is exempt from income taxes.

1. Significant accounting policies:

These financial statements have been prepared in accordance with Canadian accounting standards for not-for-profit organizations in Part III of the CPA Canada Handbook - Accounting and include the following significant accounting policies:

(a) Basis of presentation:

The Association follows the deferral method of accounting for contributions for not-for-profit organizations.

The Capital Asset Fund reports the assets, liabilities, revenues and expenditures related to the Association's capital assets.

The Charitable Fund is designated for qualifying expenditures to be ascertained by the Board.

(b) Capital assets:

Capital assets are stated at cost and are amortized over their estimated useful lives using the declining balances method at the following annual rates:

ASSETS	RATE
Office furniture and equipment	15%
Telephone equipment	20%
Computer equipment	25%
Computer software	50%

The carrying amount of an item of property, plant and equipment is tested for recoverability whenever events or changes in circumstances indicate that the carrying amount may not be recoverable. An impairment loss is recognized when the asset's carrying amount is not recoverable and exceeds its fair value.

NOTES TO FINANCIAL STATEMENTS (CONTINUED)

Year ended December 31, 2013

1. Significant accounting policies (continued):

(c) Revenue recognition:

Membership dues/standards, exam fees, publications, conference, administration and Pan Canadian alliance revenue is recognized when received or receivable if the amount to be received can be reasonably estimated and collection is reasonably assured. Amounts received in advance are recorded as deferred revenue and are recognized in the period in which the related expenses are incurred.

(d) Use of estimates:

The preparation of the financial statements requires management to make estimates and assumptions that affect the reported amounts of assets and liabilities and disclosure of contingent assets and liabilities at the date of the financial statements and the reported amounts of revenues and expenditures during the year. Actual results could differ from those estimates. These estimates are reviewed periodically and, as adjustments become necessary, they are reported in the periods in which they become known.

(e) Expense allocations:

The Association presents its expenses by object, except for special projects, which are presented by function.

Expenses are recognized in the year incurred and are recorded in the function to which they are directly related. The Association does not allocate expenses between functions after initial recognition.

(f) Financial instruments:

Financial instruments are recorded at fair value on initial recognition. Equity instruments that are quoted in an active market are subsequently measured at fair value. All other financial instruments are subsequently recorded at cost or amortized cost, unless management has elected to carry the instruments at fair value. The Association has elected to carry its investments at fair value.

Transaction costs incurred on the acquisition of financial instruments measured subsequently at fair value are expensed as incurred. All other financial instruments are adjusted by transaction costs incurred on acquisition and financing costs.

Financial assets are assessed for impairment on an annual basis at the end of the fiscal year if there are indicators of impairment. If there is an indicator of impairment, the Association determines if there is a significant adverse change in the expected amount or timing of future cash flows from the financial asset. If there is a significant adverse change in the expected cash flows, the carrying value of the financial asset is reduced to the highest of the present value of the expected cash flows, the amount that could be realized from selling the financial asset or the amount the Association expects to realize by exercising its right to any collateral. If events and circumstances reverse in a future period, an impairment loss will be reversed to the extent of the improvement, not exceeding the initial carrying value.

NOTES TO FINANCIAL STATEMENTS (CONTINUED)

Year ended December 31, 2013

2. Short-term investments:

	2013 FAIR VALUE		2013 COST		2012 FAIR VALUE		2012 COST	
Fixed income	\$	486,519	\$	481,230	\$	487,721	\$	482,941
Mutual funds		806		806		12,577		12,577
Equities		191,485		165,090		117,439		108,452
	\$	678,810	\$	647,126	\$	617,737	\$	603,970

Investments are managed in accordance with the investment policy approved by the Board of Directors.

3. Capital assets:

	2013		2012	
	COST	ACCUMULATED AMORTIZATION	NET BOOK VALUE	NET BOOK VALUE
Office furniture and equipment	\$ 19,943	\$ 18,786	\$ 1,157	\$ 1,361
Telephone equipment	7,632	6,358	1,274	1,592
Computer equipment	43,733	39,878	3,855	5,141
Computer software	57,638	57,602	36	71
	\$ 128,946	\$ 122,624	\$ 6,322	\$ 8,165

Cost and accumulated amortization at December 31, 2012 amounted to \$128,946 and \$120,781 respectively.

NOTES TO FINANCIAL STATEMENTS

Year ended December 31, 2013

4. Deferred revenue:

	2013	2012
Membership fees and certification fees	\$ 970,658	\$ 998,335
Conference revenues	12,445	8,910
	\$ 983,103	\$ 1,007,245

5. Interfund transfers:

A transfer of \$5,175 was made from the Charitable Fund to the unrestricted fund for charitable donations received in the amount of \$4,825, and grants issued during the year in the amount of \$10,000. In the prior year, a transfer of \$10,428 was made from the unrestricted fund to the Charitable Fund for charitable donations received in the amount of \$18,952, interest allocated of \$2,476 and grants issued during the year in the amount of \$10,000.

6. Commitments:

The Association is committed to the following future payments in respect to operating leases and other contractual obligations:

2014	\$ 110,899
2015	107,716
2016	90,793
2017	11,226
2018	1,871

NOTES TO FINANCIAL STATEMENTS (CONTINUED)

Year ended December 31, 2013

7. Financial instruments:

(a) Credit risk:

Credit risk refers to the risk that a counterparty may default on its contractual obligations resulting in a financial loss. The Association is exposed to credit risk with respect to the amounts receivable. The Association assesses, on a continuous basis, accounts receivable and provides for any amounts that are not collectible in the allowance for doubtful accounts. At year-end, there were no amounts allowed for.

(b) Liquidity risk:

Liquidity risk is the risk that the Association will be unable to fulfill its obligations on a timely basis or at a reasonable cost. The Association manages its liquidity risk by monitoring its operating requirements. The Association prepares budget and cash forecasts to ensure it has sufficient funds to fulfill its obligations.

Accounts payable and accrued liabilities are generally due within 30 days of receipt of an invoice.

There have been no significant changes to the risk exposures from 2012.

(c) Market risk:

Market risk is the risk that changes in market prices, such as foreign exchange rates or Interest rates will affect the Association's income or the value of its holdings of financial instruments. The objective of market risk management is to control market risk exposures within acceptable parameters while optimizing return on investment.

(i) Foreign exchange risk:

Foreign exchange risk results from the fluctuation and volatility of exchange rates.

The Association is not exposed to significant foreign exchange risk.

(ii) Interest rate risk:

Interest rate risk is the risk that the fair value of future cash flows or a financial instrument will fluctuate because of changes in the market interest rates.

The Association is not subject to significant interest rate risk.

8. Comparative figures:

Certain comparative figures have been reclassified to conform with the financial statement presentation adopted for the current year.

SAC BOARD OF DIRECTORS





In August 2013, SAC's Supportive Personnel Representative, Judy Woodward, stepped down from the Board of Directors. Following Judy's departure, we approached Mary Lynn Taschereau-Park, SAC's very first Supportive Personnel Representative, to see if she would return to the Board. Mary Lynn accepted the position and will serve on the Board until May 2014.

Left to Right from front to back: Sean Kinden, Au.D., R.Aud. (C), Director from Newfoundland and Labrador; Katie Scozzafava, BA, MSLP, S-LP(C), Director from the Territories; Joan Chapman, M.Sc., S-LP(C), Director at Large and Director from Prince Edward Island; Nadine Jacob, M.Cl.Sc., Aud(C), Director from New Brunswick; Melanie Osmond, M.Sc., R.SLP, S-LP(C), Director from Alberta; Jennifer Finbow, B.Sc., M.Sc., National Student Advisor; Richard Welland, PhD, S-LP, Director from Ontario; Barbara Burnet, MA, S-LP(C), Director from British Columbia; Gillian Barnes, MA, S-LP(C), Past President; Laureen McIntyre, M.Sc., PhD, S-LP(C), Director from Saskatchewan; Jerri-Lee Mackay, M.Sc., Aud(C), Director from Manitoba; Roula Baali, AuD, Aud(C), Director from Québec; Judy Woodward, B.A., E.A., Supportive Personnel Representative; Judy Schmidbauer, MA, S-LP(C), CCC-S-LP, Director from Nova Scotia; Judy Meintzer, MSLP, R.SLP, S-LP(C), President; and Navid Shahnaz, PhD, Aud(C), University Representative.

SAC STAFF



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GINA MEACOE
Executive Assistant



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and Operations



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Manager of Membership



NANCY VARDY
Membership Assistant



CARLA DI GIRONIMO
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Language Pathology
and Standards



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and Supportive Personnel



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**ELIZABETH
FITZPATRICK, PhD**
CJSLPA Editor

Building
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**ANNUAL
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2013



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