

Scaling Up: Creating Multiple Profit Centers & Revenue Streams

Mona Brown—Principal, Monapoly Enterprises, LLC & Monapoly Investments, LLC

Mona Brown has a unique blend of expertise that covers over 20 years as a serial entrepreneur coupled with over 25 years of consultative sales and business development experience in several industries, including public administration, insurance, healthcare, wholesale and retail trade, interior design, and education. As a certified Business Broker, she strategizes with clients on how to buy, sell, acquire, merge and, ultimately, grow their businesses. She also partners with clients to build their commercial real estate asset portfolios. In addition, she has partnered with a private equity group as an apprentice to master the strategy of flipping businesses. Mona has an MBA in Marketing and Professional Studies and a BS in Organizational Development. She is very passionate about empowering urban communities through economic development initiatives while equipping business owners with resources and tools to run their businesses more profitably. Mona has served as guest expert panelist for SBA's Emerging Leaders Initiative, Powerteam International, The Edge Connection Women's Business Center – InnovateHer Business Pitch Competition and the WEOP Women's Business Forum. She is a licensed Commercial Realtor and member of Toastmasters International and AMAC – Airport Minority Advisory Council, as well as a Volunteer Mentor and Workshop Chair with SCORE Atlanta. She is the proud parent of two children, Sierra (23) and Jordan (18) and resides in Atlanta, GA & Washington, DC.

AAPPSPA Mentorship Program

AAPPSPA InterAct Live

Claudia Ellis is owner and sole practitioner of Mettowiee Valley Speech Therapy Services, PLLC in upstate New York. She received her Master's degree at Michigan State University in 1988. After working in Michigan for 2 years with a community health agency servicing adults in workshop and group home settings, she moved to New York and began working in the Vermont schools. She began her private practice in 1996 and practices in a small rural community far away from busy city life. She has experienced the ups and downs of employees and partners but with a small practice in a farming community with limited financial resources has chosen to remain solo. The practice is predominantly pediatric. Claudia has worked for and contracted with school districts in Vermont and New York. She is a certified Hanen trainer and has taught classes to preschool programs in her area. She has had experience working with the elderly in skilled nursing facility and home care. She is a life member of ASHA and is licensed in both New York and Vermont. She has been a member of AAPPSPA since 1997. She is a past president of AAPPSPA and currently on the Board of Directors.

How to Fill Your Job Openings

Rosemary Gignilliat, President and CEO of RGStaffing, has a passion for recruiting and a distinguished track record that demonstrates her dedication to her company clients and candidates. With over thirty years of award-winning service in the staffing industry, Rosemary is well established as one of Atlanta's premier staffing professionals.

Rosemary is recognized as a member in good standing with GAPS, the Georgia Association of Personnel Services. RGStaffing is accredited with the Better Business Bureau and has received an A+ standing.

Rosemary is also a member of numerous other professional organizations, including NAPS, the National Association of Personnel Services, which recognizes outstanding ethics, integrity, and general excellence in the recruiting industry.

Her career began with OM5/Daystar, a national subsidiary of Management Recruiters International. There she earned accolades including MRI's most prestigious award of Account Executive of the Decade. Her

superior performance also earned her national recognition as National Account Executive of the Year for 2001 and Regional Account Executive of the Year for 1989, 1993 and 2001. She achieved placement in the Top Ten Account Executive of the Year category for ten consecutive years.

AAPPSPA InterAct Live

Shira Kirsh, MS, CCC-SLP, COM™ is a N.J.-licensed Speech-Language Pathologist and Certified Orofacial Myologist with extensive experience in acute and rehab hospitals prior to opening a private practice in 2005. With a background spanning everything from neonatal, pediatric, school-aged and adult communication and swallowing disorders to coaching adult professionals in foreign accent modification, Shira is well-versed in many areas of medical and educational speech therapy as well as corporate communication issues. She received her Master of Science degree from Boston University in 1989.

Shira's hospital work began at an acute rehabilitation facility in the Boston suburbs. She also worked at Jersey Shore University Medical Center for 14 years. As a therapist in the Neonatal Intensive Care Unit, Shira treated infants with sucking difficulties and provided follow-up care to graduates of the NICU through the Infant Toddler Assessment Program. Throughout her career, she helped inpatients and outpatients of all ages, including children with autism and apraxia. With many years experience performing Modified Barium Swallow and Fiberoptic Endoscopic Evaluation of Swallowing diagnostic tests, Shira also has extensive knowledge of pediatric and adult feeding and swallowing disorders.

Shira is a [Certified Orofacial Myologist \(COM™\)](#), having met the standards and qualifications and credentialed by the International Association of Orofacial Myology (IAOM). She is a member of the Buteyko Breathers Educators Association (BBEA). She has served as the Poster Session Chair for IAOM 2017 Convention and again is serving for the 2018 Convention.

Shira's specific areas of expertise are oromyofunctional disorders including tongue thrust, tongue ties and thumb sucking habit elimination, voice disorders, and speech and language difficulties. As a Buteyko Level 2 trained educator, she continues to further her studies in treating disordered breathing, including a mini residency for Orofacial Myologists alongside dentists and osteopaths on the ALF in 2017. She is trained in Voice Gym and Myofascial Release, both for myofunctional and voice disorders.

In private practice since 2005, she offers the full range of traditional and innovative techniques to address speech and language issues of all kinds. Shira provides innovative treatment for those with auditory processing problems and ADD/ADHD. She has also treated communication issues related to head injury, stroke and Parkinson's disease. She is certified to provide [LSVT Loud](#) in person as well as through tele practice.

Shira is also a Certified Provider of the brain-based programs [Fast ForWord®](#), [Interactive Metronome®](#) and [The Listening Program®](#). She is [PROMPT](#) Level 2 trained to help treat apraxia and other oral motor disorders.

Shira has achieved her Competent Communicator award in Toastmasters International, where she served as VP of Education in her local club. Shira is available to work with adult professionals who desire accent modification training, in our office, their corporate office or via telepractice.

Building Relationships with Referral Sources

Janet M. Krebs, M.S., C.C.C.-SLP - Director of Communication Therapy Center.

Ms. Krebs has more than 30 years of experience working with children with speech, language, learning, oro-motor and auditory processing disorders; has been in private practice in Bergen County since 1980 and has served as a consultant to many public and private schools. She is and has been a consultant to Montessori primary and elementary programs in Bergen County for more than 25 years, as well as a Montessori

parent. She received her training and education from the City University of New York as well as Teachers College of Columbia University.

Ms. Krebs is a member of American Speech-Language Hearing Association, New Jersey Speech-Language Hearing Association, COSAC, The Interdisciplinary Council on Developmental and Learning Disorders and President of the Academy of Private Practice in Speech Pathology and Audiology.

AAPPSPA Mentorship Program

LeeAnn Kyriakides, MS, CCC-SLP, COM™

LeeAnn is the Founder of Speech and Language Connections. This outpatient clinic provides speech and language services for children aged 1 to 18 years old. Speech and Language Connections also provides contracted speech and language services to school districts.

LeeAnn received her Bachelor's of Science degree in Communication Disorders from the University of Minnesota and her Master's of Science degree in Communication Disorders from St. Cloud State University.

Since graduation, LeeAnn has completed extensive coursework in the treatment of Autism, social skills and motor speech disorders. LeeAnn is a [Certified Orofacial Myologist](#) (COM™). She has extensive training in the identification and treatment of orofacial myofunctional disorders including improper tongue resting posture, abnormal swallow patterns, and harmful oral habits such as thumb sucking. She is also the recipient of the ASHA ACE Award for Continuing Education Excellence.

Since then she has worked in a variety of settings including early intervention, preschools, elementary schools, high schools and outpatient clinics.

In these settings she has evaluated and treated children aged 18 months to 18 years of age who have presented with various communication disorders including: expressive and receptive language delays, language based reading disorders and language disorders associated with Autism, hearing loss, various syndromes and/or global developmental delay. She is also an experienced clinician in treating tongue thrust, articulation, phonological disorders, fluency, motor speech and orofacial myofunctional disorders.

Building Your Practice with A Vision To Sell

Kevin Little is a former Federal Law Clerk with over 26 years of experience as an attorney. He is licensed in Georgia and South Carolina and admitted to numerous Federal and State courts. Kevin is a problem solver that represents physicians, medical practices, hospitals, high-level professionals, successful entrepreneurs and many businesses in litigation and business matters.

Kevin is a Georgia native, born in Atlanta. During law school, among other internships and clerkships, he worked for the IRS District Counsel's office in Atlanta. After working his way through both college and law school, Kevin began his legal career with two consecutive Judicial Law Clerkships for Federal trial judges: first, for Hon. John S. Dalis, U.S. Bankruptcy Court for the Southern District of Georgia (1991-1993); then, for Hon. Dudley H. Bowen, Jr., U.S. District Court for the Southern District of Georgia (1993-1995).

Following the Federal Clerkships, Kevin entered the private practice of law as a business litigation associate for Hicks Maloof & Campbell in Atlanta, then held a similar position with Henderson & Salley (n/k/a Hull Barrett) in Aiken, South Carolina. Kevin thereafter began his own law practice, which he has maintained for over 20 years, both in partnerships with other lawyers and as a solo practitioner.

With extensive litigation-based business experience in many state and Federal courts, Kevin focuses his law practice on representation of physicians and other healthcare providers, professionals, closely held businesses

and individuals with challenging legal problems. He represents clients in litigation and transactional matters. Kevin has held Martindale Hubbell's prestigious AV-rating for over ten years and is rated "10" by AVVO. When not practicing law, Kevin enjoys cycling and other fitness activities, golf, traveling abroad and, above all, the company of his family and friends.

Make and Take: Forms, Policies, and Templates (presenting with Michelle Zeglin)

Jennifer Malone Priest, MA CCC-SLP – Executive Direction of Central Speech & Language Clinic

Jennifer is a licensed and certified speech-language pathologist, as well as co-owner and Executive Director of Central Speech & Language Clinic, Inc. Jennifer received her Bachelor of Science degree in Speech Pathology and Audiology at Miami University and her Master of Arts degree in Speech Language Pathology at Kent State University.

She began her career in long-term care, working with adults on an interdisciplinary rehabilitation team. She then returned to working with children in the Evanston / Skokie school district within the early childhood program, as well as a middle school.

In 2002, she began working in private practice where she now continues to provide treatment to children and adolescents, ages 2 - 18, with various speech and language disorders.

Jennifer's areas of specialty include auditory-language processing, reading, and early childhood phonology and language. She has been trained in Orton Gillingham, Fast ForWord® and Lindamood Bell programs, including Lindamood Phonemic Sequencing (LiPS)® and Visualizing/Verbalizing for Language Comprehension and Thinking (V/V)®.

Jennifer is licensed in the state of Illinois. She is a certified member, in good standing, of the American Speech-Language Hearing Association (ASHA), ASHA's Special Interest Division 1 (Language Learning and Education), ASHA's Special Interest Division 16 (School-Based Issues), the North Suburban Speech and Language Association, the International Dyslexia Association, and the Illinois Speech-Language Hearing Association (ISHA). Jennifer is honored to be a member of the board for the American Academy of Private Practice in Speech Pathology and Audiology (AAPPSPA).

Managing and Minimizing Chaos in the Work Place

Tonia Morris, RCC The Generational Connector

Tonia is the founder of Simply HR, a HR consulting and training firm that focus on developing cultures that embraces all Generations in the workplace. Tonia has over 20+ years of HR experience in the following industries: Government, Insurance, Retail, Hospitals, Education, Non-profit, Financial Service and Information Technology. "Energetic speaker with an engaging and unique point of view, she provides audiences with tools and strategies to embrace the new and existing generations in the work place."

Tonia, is a professional speaker with National Speaker Association and John Maxwell. It is Tonia's belief that the workplace has changed tremendously on how we work, how we communicate and how we treat each other in the workplace. Tonia believes it is not just millennials that organizations need to focus on, but rather all generations. This is why she is known as the Generational Connector. Today's workplace is comprised of 5 generation having the same wants and needs. Organizations across the country are scrambling to attract, engage, and retain and manage the different generation in the workplace. Often time results in high turnover, chaos among employees and loss of productivity. Tonia provides practical solutions to participants that are relatable to each generation, so everyone can feel valuable, and productive. Tonia has been a guest speaker and trainer for various organizations, associations, universities, radio and podcast show. Tonia is a graduate of the University of South Florida where she obtained her Bachelors in Business Administration. Tonia resides in Georgia with her husband and two sons.

The Interconnected Web of Marketing Activity

Kevin O’Flaherty is the owner of O’Flaherty Law, a general practice firm in the Chicago Suburbs.

O’Flaherty Law’s team includes attorneys with expertise in nearly every area of law including business and corporate representation, probate, estate planning, litigation and dispute resolution, divorce and family law, immigration, real estate, and bankruptcy.

Kevin hosts the SeizeYourBusiness.com podcast and video blog, in which he interviews business owners to help his listeners learn actionable strategies to apply to their own businesses. Kevin also hosts the Learn About Law blog, podcast and video blog (learn-about-law.com), in which he explains the law in terms you don’t need to be a lawyer to understand.

Billing: Addressing Issues and Concerns

Will Ronning is the President and owner of Coastal Medical Billing, Inc. located in Savannah, Georgia.

Will graduated from the University of Georgia with a BBA in Risk Management and Insurance in 1993 and received his J.D. and M.B.A. in 2001 from Samford University. Prior to joining Coastal Medical Billing in 2011, Will was a partner with the Savannah law firm of Bouhan (pronounced Bowen), Williams & Levy spending his time advising clients in the areas of general corporate representation. Will is married to a school teacher, Beth and has two children, Julia 11 and Max 9.

Hypnosis, Can You Use It?

Barbara Samuels is the owner of Center for Communication Disorders. Barbara is licensed by the State of California as a Speech-Language Pathologist. She is certified by the American Speech-Language-Hearing Association from whom she has received multiple Awards for Continuing Education as well as presenting at their conventions. She is an active member the American Academy of Private Practice in Speech Pathology and Audiology for which she served as president for two different terms. She has received their Honors and a Special Life Time Achievement Award. She began the practice in 1974 after earning her B.A. and M.A. from California State University, Northridge.

AAPPSPA Mentorship Program

Amy Wetherill, MS, CCC-SLP, COMTM was the first Certified Orofacial Myologist in Maryland. She specializes in the assessment and treatment of oral phase feeding disorders, oral coordination disorders and has a special interest guiding skill development through play. Amy is the current President of the American Academy of Private Practice in Speech Pathology and Audiology (AAPPSPA) and is a member of the International Association of Orofacial Myology (IAOM) and the American Speech-Language Hearing Association (ASHA). She has received the ASHA Award for Continuing Education (ACE) 6 times and has been published in the ASHA Leader magazine.

School Age Stuttering Therapy

J. Scott Yaruss, PhD, CCC-SLP, BCS-F, F-ASHA, is Professor of Communicative Sciences and Disorders at Michigan State University. In addition to conducting research on the development of stuttering in young children, Dr. Yaruss has extensive experience working with children and adults who stutter in a variety of clinical settings. Dr. Yaruss frequently presents continuing education workshops to help speech-language pathologists feel more confident in their ability to help preschool and school-age children, adolescents, and adults who stutter. He has authored or coauthored than 130 papers, articles, chapters, or booklets on

stuttering. He is also co-author of the Overall Assessment of the Speaker's Experience of Stuttering (OASES), as well as School-age Stuttering Therapy: A Practical Guide, Early Childhood Stuttering Therapy: A Practical Guide, and Minimizing Bullying in Children Who Stutter: A Practical Guide for SLPs, and other guides published by Stuttering Therapy Resources, Inc. (www.StutteringTherapyResources.com).

Make and Take: Forms, Policies, and Templates

Michelle Zeglin, M.A. CCC-SLP-L is a licensed pediatric speech language pathologist who has been practicing since 2006. Michelle has provided therapy in a variety of clinical settings, including public and private schools, outpatient therapy settings, and specializes in in-home speech services addressing the needs of infants through young adults.

She is a dedicated and enthusiastic professional who enjoys working with young children and their families. Michelle strives to provide needed therapy and necessary education to help each child reach success. Michelle also has a vast experience and knowledge-base in working with families in life-planning as they transition their students out of the school system at the age of 22.

Michelle has been a board member of AAPPSPA and is currently the Secretary of AAPPSPA. Michelle has presented at the AAPPSPA Convention in May 2014 in Phoenix, AZ, at the AAPPSPA Convention in May 2015 in Charlotte, NC, and was published in the ASHA Leader in December 2014.