

The Watson *difference*

Educating Exceptional Children
and Their Educators

Issue 7 | Fall 2010

CFO *of the* YEAR



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The Watson *difference*

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Mission

The Watson Institute, through its family of schools and services, helps children and youth with special needs to achieve their fullest potential in all aspects of their lives. Watson strives to provide programs that serve the needs of children with autism spectrum disorders, neurological impairments or serious emotional challenges with diagnostic, educational and therapeutic support; support to the families of these children through education, counseling, wraparound, outpatient services and respite programs; and training and technical support to educators, psychologists, therapists and others working in this field.

The Watson Difference is produced twice a year for friends and supporters of The Watson Institute and its family of schools. Comments on the publication are encouraged and can be made by calling (412) 749-2851 or via email: sharib@thewatsoninstitute.org.

The Watson Institute admits students without regard to race, color, national origin or religious creed. The Watson Institute is an equal opportunity employer.

www.thewatsoninstitute.org

cover photo: Celebrating with Barry Bohn at the CFO of the Year awards dinner: (back row) Board members Eric Huss, Mark Hale, Jeff Flick, Bud Thorne and Bill Wrenshall; (front row) Sherri Bohn, Watson CFO Barry Bohn, Watson COO Marilyn Hoyson, Watson HR Director Melissa Painter.

Watson's Barry Bohn Named CFO of the Year



Barry Bohn, Watson's Vice President and Chief Financial Officer, was named CFO of the Year by the *Pittsburgh Business Times* at a dinner honoring all the finalists on November 11, 2010.

Barry first joined Watson in 1989. Barry helped Watson transition from the D.T. Watson Rehabilitation Hospital, which was

sold to HealthSouth in 1999, to today's Watson Institute. During his tenure, new and expanded services have been developed within Watson's special education school programs. Autism diagnosis and evaluation, outpatient therapeutic services, wraparound services, and summer camp services have been added to Watson's service offerings, along with the expansion of training and consultation services to train professional staff in 35 different school districts. Barry's oversight of the financial operation has allowed Watson to grow from a company with annual revenue of \$5 million in 2000 to one of over \$20 million today. More importantly, Watson has seen the number of special needs children served in the classroom more than double. Watson also provides services to an additional 1,500 children with special needs through diagnostic evaluation services, outpatient therapeutic services, wraparound and summer camp services for children with autism. In addition to the ongoing evaluation of new programs, Barry investigated the appropriate long-term financing structure for both The Education Center and Friendship Academy construction projects. The task included reviewing options and making recommendations to the Finance Committee on the tax-exempt bond structure, assembling a bond issuance team which includes a trustee, capital markets advisor, a letter of credit bank and a bond counsel for Watson. This has resulted in lower interest costs and will ultimately enable Watson to allocate more financial resources to the growth of program activity.

Congratulations, Barry, on a well-deserved recognition.

The Watson Institute's Board of Trustees wholeheartedly endorsed Barry Bohn's nomination for CFO of the Year. Trustees and employees offered the following personal statements on Barry's behalf:

I have had the pleasure of working with Barry Bohn for a number of years as a member of the Board of Trustees of The Watson Institute. He has always demonstrated exceptional ability. In addition to managing the finances to assure that the Institute can continue to fund its educational projects and maintain and upgrade its facilities, this year marked the completion of the new home in Pittsburgh for the former Craig Academy, now Friendship Academy. This was a multi-year project in which Barry not only handled the funding but administered the contracts and oversaw the construction to produce an outstanding result and accomplish a goal that the predecessor Craig Academy Board had set more than 15 years ago. The beneficiaries of Barry's devotion are the children and their families served by Watson.

— James Weisman *Senior Partner*
Executive Committee Member
Watson Board of Trustees *WeismanGoldman Bowen & Grzywinski, LLP*

Barry is a super CFO with great financial and people skills. He is a keen negotiator without being too harsh, and he just brought us through a \$16 million building project under budget and ahead of schedule. My hat's off to Barry!

— William B. Wrenshall, IV *President*
Chairman
Watson Board of Trustees *Wrenshall & Associates*

I was responsible for the hiring of Barry in 1989 into the Watson family. Since that time he has remained dedicated to ensuring that the assets of the institution are prudently and efficiently managed so that they are used to benefit as many children as possible. His vision, prudent financial management, sound judgment, communication skills and passionate devotion to the mission of the Institute has given me the confidence in him and the rest of Watson's leadership team to trust their judgment beyond fiscal responsibility to complete trust that every decision is made in the best interest of the students and families served by Watson.

— Mark W. Hale *President & CEO*
Finance Committee Chairman
Watson Board of Trustees *Wexford Health Solutions, Inc.*

Barry is a skillful and prudent financial manager who is able to communicate well with his board. In addition, he is a very humble and likable gentleman who I am sure enjoys the work he does for children with special needs. This institution has flourished as a result of Barry's unselfish dedication and acumen.

— William H. Brown, Jr. *First Vice President-Investments*
Member
Watson Board of Trustees *Merrill Lynch Private Client Group*

Barry is a leader who not only focuses on financial matters but also on the employees, programs, and students Watson serves. Barry works to ensure that Watson is a progressive and financially stable organization.

— Karen Vitunic *Controller, The Watson Institute*

Barry Bohn is a consummate leader as CFO of The Watson Institute. He has absolute mastery of the most complex financial aspects of the job, as one would expect; and he is also an exemplary manager of people. Barry wears many hats in his capacity and is exceptionally skilled in understanding everything from the most technical to the most mundane. He is both patient and decisive. But, his best and perhaps most important asset is his ability to lead those who work for him in a manner which both permits them the freedom to perform their jobs while providing sufficient guidance to insure success. He is without question the glue which holds this organization together.

— John E. Hemington *Information Technology Director, The Watson Institute*

Australian Receives Fellowship to Research Respite Services

Louise Majkut, Senior Policy Officer with the Respite Directorate at Ageing Disability and Home Care, Department of Human Services in Sydney, New South Wales, Australia received a 2010 Winston Churchill Fellowship to research innovative community based models of respite. She spent approximately 6 weeks exploring evidence based practice, innovative models of respite support, policy development, and community initiatives relating to respite in the UK, USA and Canada.

Louise was strongly encouraged by, and interested in, the information and program initiatives she read about on Watson's website. In addition to visiting the Education Center in Sewickley, her visit to the Pittsburgh area included attendance at the Respite Roundtable hosted by CareBreak

and the PA Developmental Disabilities Council with Mary Jo Alimena Caruso, Coordinator of Watson's CareBreak program. She accompanied Mary Jo to Baltimore, MD to attend the National Respite Conference where Mary Jo was a presenter. Louise was also able to meet CareBreak volunteers and families and observe a CareBreak match.

Louise described her CareBreak visit as "the most meaningful experience during my travels, where I could better understand how successful programs like CareBreak are built on a strong foundation of values and are well supported by an organization that has demonstrated expertise and longevity in the community like the Watson Institute."



(l to r) Jenn Kurtzner,* MaryJo Alimena Caruso, Louise Majkut, Ray White, and Marilyn Hoyson met at Watson's Education Center to discuss Watson's Respite and CareBreak programs. Louise presented Ray with an Australian memento. *Jenn is pursuing a master's degree in social work from Pitt and serving an internship at Watson.

2010 Award of Distinction

The Watson Institute conducts an employee recognition program each year titled the Award of Distinction, providing an opportunity to nominate a fellow employee whose actions over the past year demonstrate a commitment to the mission, values and vision of our founder, David Thompson Watson. The behaviors associated with those values are: customer focus, excellence, integrity, teamwork, innovation and significance of the individual.



2010 Distinction Award recipients (l-r): Sharon Smith, Peggy Kunding, Susanne Kane, Brittnee Dorn. Not pictured: Nancy O'Brien.

Grandparents Day



Donna Bothell proudly displays artwork she created with her grandson, Brian, at The Education Center's Grandparents Day 2010. The semi-annual event includes musical performances by the students and classroom visits.

Friendship Academy Welcomes Students

Friendship Academy officially welcomed students on August 30th for the 2010-11 school year. An Open House was held for the community on September 15. Staff and students are enjoying their new surroundings.



Librarian Dawn Tedrow helps students choose magazines in the new periodicals section of the Library.



Buses arrive outside the new building on the first day of school.



Students play basketball in the new gymnasium.

New Members Join Watson's Board of Trustees

At their October 2010 meeting, The Watson Institute's Board of Trustees welcomed three new members. We appreciate the talents and experience they will bring to help serve the mission of The Watson Institute.

Amy Marcinkiewicz, a television journalist for WPXI-TV in Pittsburgh since 1995, has served as Watson's emcee at the Watson Pro-Am dinner for the last three years. She holds a bachelor's degree in broadcast journalism from the University of Missouri.

David Freudenrich, Regulatory Team Lead at Williams Company in Canonsburg, PA, holds bachelors degrees in Civil Engineering and Biology.

Malcolm Nimick, Principal and Owner of Ascension Capital Enterprises in Sewickley, holds a bachelors degree in Economics from Bucknell University, a master's degree in Finance from CMU and is a Chartered Financial Analyst.



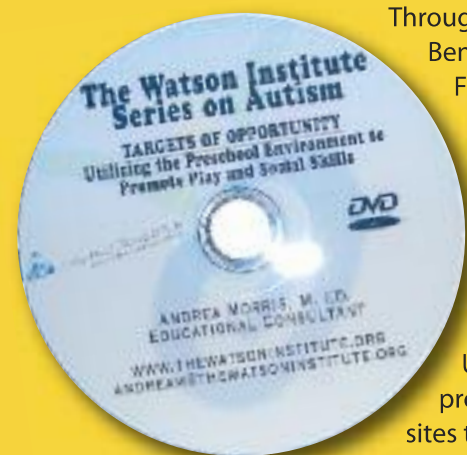
Susan Oliver-Stough and David Freudenrich presented a check for \$5,000 to Watson CEO Ray White from The Williams Company Foundation. Williams encourages employees to submit proposals for grass roots grants to non-profits in their communities. The money will be used for Watson's CareBreak and Day and Overnight Respite programs.



Grant Duffield, Vice President and Sr. Business Development Officer for PNC Institutional Investments, recently presented a donation of \$22,305 from PNC to Ray White, Watson's CEO under the Pennsylvania Educational Improvement Tax Credit (EITC) program. The EITC program allows qualifying Pennsylvania businesses to donate a portion of their state tax obligation to educational organizations. PNC entities have donated \$150,000 to Watson programs over the past three years. Grant is a member of Watson's Pro-Am Golf Tournament Committee.

Autism Training DVDs Available for Purchase

New Title Added: Autism in a Nutshell for Principals.



Through grants from Benedum Trees Foundation, FISA Foundation and PNC Bank Foundation, Watson consultants have produced a series of DVDs on various topics related to Autism. Using classrooms and programs as laboratory sites to film the training sessions, the DVDs are a key

component in our plans to share our expertise with organizations and individuals anywhere in the world who face the same challenges of educating increasing numbers of individuals with Autism spectrum disorders.

Our new topic: Autism in a Nutshell for Principals, reviews 8 topics in a short, concise format of 3-6 minutes each.

Topics include:

- Autism Spectrum Disorders: An Overview
- Embedding IEP Goals in the Daily Schedule
- Using Sensory Strategies in the Classroom
- Utilizing the Preschool Environment to Promote Play and Social Skills
- Encouraging Communication in the Classroom
- Pivotal Response Training (PRT)
- Positive Behavior Interventions and Supports
- Applied Behavioral Analysis (ABA) and the Treatment of Children with Autism Spectrum Disorders
- Cognitive Behavioral Therapy for Children Diagnosed with Autism Spectrum Disorders
- Autism in a Nutshell for Principals - **NEW!**

The DVDs are available for \$21.95 each or \$187 for the set, a savings of 15%.

Log onto our website:

www.thewatsoninstitute.org for a detailed description of each title and to download an order form or call Shari Bruce at 412-749-2851 for more information.

Watson Partners with Irish Autism Group to Provide Transition Services

Irish Autism Action (IAA), the umbrella body representing parent groups, support groups and schools for children on the Autism spectrum in Ireland, was awarded a grant from the Genio Trust in Ireland to support transition from institutional to personalized models of care in disability and mental health services. IAA's grant, totaling €75,000, is one of 35 that were awarded from almost 400 applications submitted from across Ireland for initiatives based in both rural and urban settings reflecting different phases of the life cycle – children, adolescents and adults.

IAA submitted the grant as a collaborative project between IAA and The Watson Institute to ease the integration of children with Autism and Asperger's Syndrome into "third level education" – Ireland's equivalent of college in the USA. Watson personnel will train IAA personnel in Watson's ACCLAIM (Autism College and Community Life Acclimation & Intervention Model) program during the summer of 2011 and then assist IAA in implementing the program in Ireland in the summer of 2012.

"There is no way we would have gotten the grant without Watson's participation" said Kevin Whelan, Chief Executive Officer of IAA. Kevin sees this collaboration as the first of many with IAA. Whelan estimates that up to 80 Irish students will be able to participate in the initial program.

Focus on Children Topics Available Online

Each episode of Watson's Focus on Children show that aired on WPXI's PCNC cable station in 2008 is now available for viewing on Watson's website at www.thewatsoninstitute.org. Topics include:

- Is Your Child on Target?
- Neuropsychological Testing
- ADHD - What is it and how can it impact a person?
- ADHD - How can it be treated?
- Autism - Education and Treatment
- Bullying
- Teens & Asperger's Disorder - Watson's Social Skills Groups
- Respite Services
- Emotional Disorders in Teens
- Parent Tips - Behavior Management at Home
- Communicating with a Non-verbal Child
- Transition to Adulthood for Teens with Disabilities
- Overview of Watson Institute Programs and Services

Outcome Measures of Watson Programs: A Strategic Focus

As a service provider, The Watson Institute is concerned with the outcomes of the work we do each day with the children and families we serve. We continually strive for positive outcomes and share them with other professionals in the field and the families of our children.

Watson has completed a large-scale evaluation of the Watson Inclusive Summer program (WISP), the first inclusive program in the country for children with autism. The data collected shows that children with autism increased interaction with their typical peers by approximately 50% from the first week to the eighth week of the program and more typical behaviors were observed. "For many years, parents and teachers have reported remarkable improvements in the children who have participated in WISP," said Dr. Joseph McAllister, Director of Psychological Services at Watson. "Now we have the evidence-based findings we need to support those impressions." As an inclusion program, WISP integrates children with autism into typical summer camps with their peers and provides the therapeutic supports necessary for the children to be successful in that community setting. The program emphasizes teaching social skills within a typical summer camp environment, using peers as models of play and interaction skills. Without such services, children with autism typically experience regression in skills and an increase in behavioral problems over the summer that can carry over into the next school year. About 100 children with autism were enrolled in the WISP program in 2010, participating in regular camp sites in Western Pennsylvania. The program evaluation was supported in part through a grant from Autism Services, Education, Research, and Training (ASERT) awarded by the Bureau of Autism Services of Pennsylvania. When the analysis is complete we plan to submit it for publication.

The Watson Institute School-based Cyber Academy (WISCA) began serving children in the 2008-09 school year. Currently, students ranging from second through tenth grade are enrolled in the program. WISCA serves students in a safe, comfortable, supportive and flexible environment. The goal is for students to experience success in learning academically and socially. The students at WISCA have high functioning autism or Asperger's Disorder. Their placement at WISCA is a joint decision between their family and school district. The academic curriculum is provided on-line. Students enroll in classes according to their grade level. Therapeutic support, social skills and organizational skills training are integrated into their daily schedules. This fall we began a data collection process to evaluate the effectiveness of the program, collecting information on measures from parents and teachers. Watson also

implemented structured interviews with each student. The information collected included social responsiveness, behavior and organizational skills. The measures will be administered again in late spring and ideally will show improvements in all areas. We will disseminate these outcomes at conferences and in publications.

The Watson Institute's Autism/Asperger College & Community Life Acclimation & Intervention Model (ACCLAIM) program helps adolescents get a "preview" of college prior to enrollment. The program is intended to acclimate academically capable candidates to campus life, reducing the anxiety associated with a major life transition and developing the social and organizational skills requisite for success in college. The ACCLAIM program recognizes skills, deficits, and weaknesses commonly associated with ASD that serve as barriers to college adjustment and focuses on the development of skills necessary to succeed at college. The program consists of therapeutic, learning and social instruction. During the summer of 2009 a questionnaire was completed at the start and conclusion of the program. Eight students answered questions related to social adjustment, personal and emotional adjustment, goal commitment, academic adjustment and overall adjustment. Results of the study indicate that participation in ACCLAIM significantly improved their feelings related to social adjustment to college and goal commitment in college bound students diagnosed with autism spectrum disorders.



To collect and analyze some of our outcome data, Watson has been fortunate to obtain the services of Rachel Robertson, who will soon receive her Ph.D. in Special Education from Vanderbilt University. Rachel's experience includes training,

support and evaluation of teachers implementing class-wide and individualized behavioral interventions as part of ongoing multi-site research projects. She has also worked individually with children conducting assessments, designing intervention plans and providing in-home therapies. Her experience in the field of autism has been a great asset in her ability to assess, analyze and interpret the data collection from the various programs designed to help our students. The outcomes information we gather will be used to improve our programs as we learn the areas where students make the most progress and the areas requiring further development.

Our Schools/Our Programs

Administrative Offices

Raymond B. White, *Chief Executive Officer*
Marilyn Hoyson, Ph.D., *Chief Operating Officer*
Barry W. Bohn, *Chief Financial Officer*
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Community Based Instruction Program

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The Education Center at the Watson Institute

Michele Trettel, M.Ed., *Director*
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Friendship Academy

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Lauri Kragness, M.Ed., *Co-Director*
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Respite Programs/CareBreak

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Martha Allen, *Respite Coordinator*
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Training and Consultation

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WIBSA – Watson Institute Behavior Support Academy

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412-741-1800

WIBSY – Watson Institute Behavioral Support for Youth

Sophia Barrett, M.A., *Director*
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Sharpsburg, PA 15215
412-781-5438

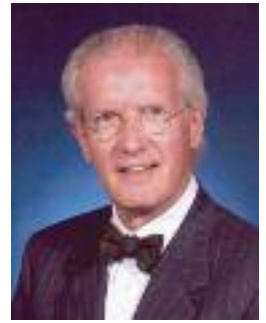
WISCA – Watson Institute School-based Cyber Academy

Marcia Laus, *Coordinator*
200 Linden Avenue
Sharpsburg, PA 15215
412-781-1708

Dear Friend of the Watson Institute,

This issue of our newsletter reflects many of the strategic goals we have set for the next year and the next decade:

- Rachel Robertson, a Ph.D. candidate who joined Watson this year, is helping to identify the effectiveness of our programs. She spent the fall analyzing data from one of our summer programs. She is reviewing literature and selecting measurements for another program. As we continue to gather and evaluate the information, we will share it with other professionals in the field.
- Our goal to develop and expand technology driven services to serve the global need for children with Autism and behavior disorders by sharing best practices with education and service providers has connected us with individuals and groups in the South Pacific, Ireland and Australia.
- Our goal for a facility that better addresses the needs of our students at Friendship Academy was realized as we welcomed students in the new building at the start of this school year.

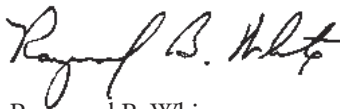


We have also recently added three new members to our Board of Trustees: David Freudenrich, Amy Marcinkiewicz, and Malcolm Nimick. We welcome them and appreciate the time, talents and experience they bring to help serve Watson's mission.

Financial stewardship has always been a strategic goal of The Watson Institute. At the helm of our financial leadership team is our Chief Financial Officer Barry Bohn, who was recently honored by the *Pittsburgh Business Times* as CFO of the Year. Barry's dedication to Watson is evident in his prudent and efficient management of the assets of the institution. He is well respected by our management team, staff, and Trustees. This well-deserved recognition publicizes to the community what we at Watson already know – that Barry is one of the best CFOs in the business. Please join me in congratulating him on this exceptional honor.

The need for our services is clearly growing, and we are diligently working to meet them. We are grateful to our community partners who help us to meet these needs. We commit a portion of our endowment annually to our programs and services and rely on public and private support for the rest. At this time of year, as you consider year-end gift giving opportunities, we hope that a donation to The Watson Institute will be among them. You may donate online at www.thewatsoninstitute.org. Your generosity is greatly appreciated.

I wish for you a safe, happy, healthy and prosperous holiday season. All the best,



Raymond B. White
Chief Executive Officer, The Watson Institute

Mark Oliverio, a Chartiers Valley High School senior, created a holiday giving tree as part of his senior project. The tree is on display at La Bella Bean Coffee House, 609 Washington Ave., Bridgeville, PA 15017. Tags on the tree ask participants to purchase a gift for a student at Watson's Friendship Academy. Thank you Mark and La Bella Bean for sponsoring this wonderful project for our students.



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