

*Proud Moments' mission is to provide the gold standard of care to all children diagnosed on the autism spectrum, while enabling their families to affect positive change in their family dynamics.*

## Proud Moments Announcements

### A Letter from Eli

*Dear Proud Moments Family,*

What a year it has been. We are proud to announce that despite the many challenges that 2020 has brought, we have grown together. We are weathering the COVID-19 crisis with grace, and the months of August and September were some of our strongest on record. This never could have happened without the tireless commitment that each and every one of you brings to your work each and every day, so from the bottom of our hearts – THANK YOU.

### Executive Leadership Introductions

We have been working together so productively for months now that sometimes I forget how new many of our senior executive team is. Since our last newsletter in June, we have been very fortunate to have incredible new members of the Proud Moments family join our executive team, to help us continue to bring the gold standard of care to more families across the country:

**Waqar Nasim** joined us in July as Chief Financial Officer (CFO). He comes to us from eResearch Technology, Inc., a global technology solutions and services company. In his first 4 months with us, he



### What's Inside?

Announcements

Employee Spotlight

Events & Happenings

Employee Spotlight

Our Growing Family

Proud Moments Proud

has already revamped our reporting and put us in an excellent position to continue to deliver care to more children and families.

**Michel Jones** joined

us in July as Chief People Officer (CPO).

Michel comes to us from OvationMR, a

market research and insights firm that she co-founded and led HR and finance functions. In her first 4 months at Proud Moments, she has already reorganized the HR team to better serve you, secured a suite of exciting benefits, and is planning many exciting new initiatives to come.





**Abby Kushner** joined us in July as Executive Vice President, Marketing & Communications. She comes to us from Northwell Health, where she was most recently Vice President, Regional Marketing Strategy. In her first 4 months at Proud Moments, she has already kicked off a digital marketing reboot, website revamp, and several successful on-the-ground partnerships to help local offices grow.

As 2020 comes to an end and we turn our attention towards 2021, we are optimistic about continuing to build and grow the magic that is happening within our Proud Moments family.

## Clinical Excellence Corner

### *Hello Proud Moments Family!*

Over the past six years, it has been the experience of a lifetime to build Proud Moments from the ground up. I continue to be inspired each and every day by the passion and expertise that each of you brings to the work that you do. As we usher in a new era of growth and development across our organization, I'm thrilled to announce that I have moved into the position of Chief Quality Officer & Chairman of the Clinical Excellence Board.

In this position, I will be responsible for defining, leading and growing Proud Moments' focus on quality and clinical outcomes, in alignment with our mission to deliver the highest quality ABA therapy to more families across the nation.

I am looking forward to working closely with and learning more from all of you as we continue on our journey together.

We've already begun to work on some exciting initiatives to highlight the clinical excellence that we deliver to our clients every day. The Clinical Excellence team has been hard at work aligning everything around industry best practices.



## Employee Spotlight



### **DANIEL MRUZEK**

Proud Moments is proud to welcome

Dan Mruzek, PhD, BCBA-D to the family. Dan joins Proud Moments ABA following over 18 years serving as an Associate Professor of Pediatrics at the University of Rochester Medical Center (URMC), Division of Developmental and Behavioral Pediatrics. While working with Proud Moments, he will continue as a member of the faculty there. He received his doctoral training in Psychology at the Ohio State University. He has authored many peer-reviewed articles and book chapters, including chapters in the popular text, *Making Inclusion Work for Students with Autism Spectrum Disorder: An Evidence-Based Guide* and the *APA Parent Training for Autism Spectrum Disorder*. Please join us in welcoming Dan to the Proud Moments family!

## Our Growing Family:

### **NEW BABIES**

**Chaya Greenberg**  
**Sarala Posner**  
**Basheva Schreiber**  
**Pessy Spitzer**  
**Chayi Scharf**  
**Sophy Sokolin**

- We have some exciting organizational news! The Clinical Systems department and Quality Assurance department have merged, and together with the Training & Development team, will comprise the Clinical Excellence team. Combining these departments will allow us to take advantage of the many synergies between the groups as well as better support our providers in the field.



- Coming soon is our clinical sophistication model, which will ensure the “gold standard of care” is truly delivered to each and every client. This model will not only support our clients but our providers as well. BCBAs will now have more onsite and clinical support. More information and details to come!
- Also in the name of building upon our clinical excellence, we also have partnered with an advisory company, Chartis, who will help us develop a standard of overall outcomes based on our own data. This focus on outcome-based metrics will demonstrate that we are delivering the highest quality of care, with the data to prove it. Now this is true best practice!

## A Letter from Patty



*Hello Proud Moments Team!*

As you all know, it has been a whirlwind of a year. As we gear up for what is sure to be a fantastic 2021, we reflect on some of the incredible accomplishments of the past year.

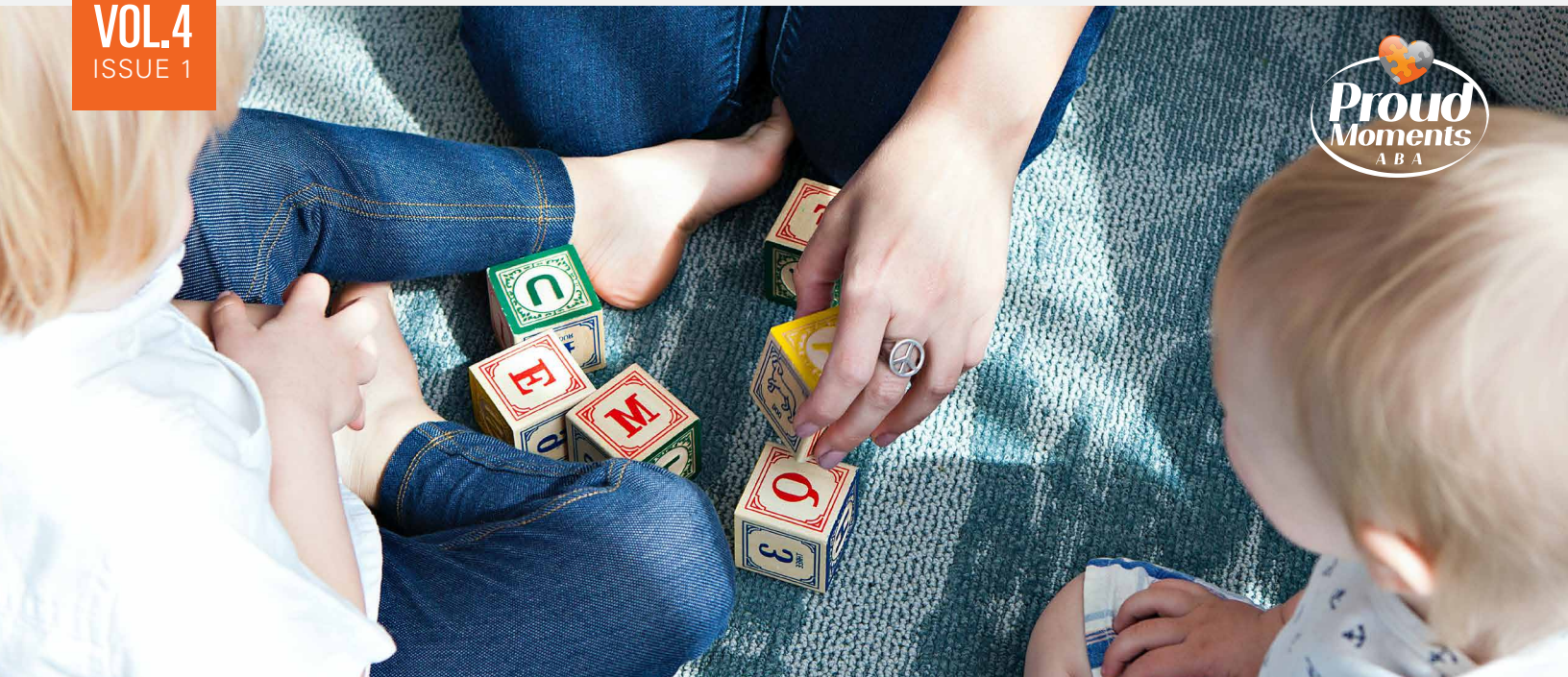
All of you worked tirelessly to provide continuity of care to the families we serve in times of crisis. And even amidst these challenges, we were able to continue to grow, serving more families and opening new locations in Queens and Rochester (Welcome, Dr. Dan!)

## We Welcome ABC Services of Nashville, TN and Attentive Behavior Care to the Family



During the third quarter of this year, we were fortunate to bring on board two incredible organizations as our partners. In August, Proud Moments acquired Autism & Behavior Consulting Services in Nashville, TN and in so doing, brought Jane Barnes, a tireless advocate for the families she serves, into the family. Continued...





In September, Proud Moments acquired Attentive Behavior Care, a leading provider of ABA therapy nationwide. Attentive and Proud Moments have known each other well for many years, and so many of you may be familiar with the team.

We are collaborating to share best practices that allow us to provide more high-quality clinical services to families in the communities we serve.

We welcome the Attentive team across locations to the Proud Moments family and look forward to doing incredible work together.

## **Celebrating the Signature of A.10741, a Bill Allowing the State Education Department to extend Autism Therapist Permits for a Year**

When parts of the New York State government shut down and processing for professional licenses was put on hold due to the COVID-19 pandemic this year, many of our therapists awaiting their license or license renewal in New York State were not able to obtain their paperwork. Proud Moments worked tirelessly with our partners in Albany to fix this challenging situation. We were thrilled to announce that in September, Governor Cuomo signed A.10741, a bill extending limited and provisional permits to BCBAs and LBAs for a year. This will not only alleviate the stress facing our clinicians, but will ensure continuity of care for children diagnosed with Autism Spectrum Disorder across the state.

## **Looking forward to expanding access to our services in 2021!**

With all of the events of the past year, as they say, 'success breeds demand' – and it is clear from our assessments of the needs in our communities that we will need to expand access to our services. So we are planning to open new locations next year (in Maryland, Virginia, and New Jersey, among others), in addition to continuing on the amazing trajectory of our existing offices. We look forward to an exciting 2021 with you!

**- Patty**



*Attentive BCBA welcome box*

## Remembering Dr. Jose Martinez Diaz

The field of Applied Behavior Analysis lost one of its most passionate voices on September 21, with the passing of Dr. Jose Martinez-Diaz. Jose truly shaped the ABA profession and was both a professional and personal inspiration to the children, families, professionals and teachers whose lives he touched so deeply.

We fondly remember Jose's sessions where you could hear a pin drop as he passionately described his work, helping to build autonomy for individuals diagnosed with Autism Spectrum Disorder. We will all smile and wipe back tears as we remember his passion, his stories, his teaching, his infectious laugh and powerful tears, his trademark Hawaiian shirts and his love of great sushi.

He was not only a brilliant clinician, but a role model, mentor and friend whose warmth and teaching will live on in our hearts and minds. We mourn his passing and are thankful for his gift of wisdom and inspiration.



### ELIZABETH DRAGO

### Employee Spotlight

Elizabeth A. Drago, M.A., BCBA, LBA, is a Board Certified Behavior Analyst and a consultant at Proud Moments ABA located on Long Island, New York. She has 18 years' experience and advanced training in areas of autism, behavior disorders, intellectual disabilities and positive behavior supports.

Elizabeth serves as a board member in the position of Representative at Large with the New York State Association for Behavior Analysis (NYSABA) since 2018. She graduated Summa Cum Laude from St. John's University receiving her Bachelor's Degree in Psychology. She pursued her Master's Degree at Teacher's College, Columbia University where she received honors in Education and teaching and was a member of Kappa Delta Phi- Honor Society in Education. She attended post graduate studies at Penn State University, where she completed coursework in Applied Behavior Analysis. Elizabeth has made a wonderful difference in the lives of the families she serves over the past 4+ years she has been working with Proud Moments. Thank you for everything you do!





## Events & Happenings

### BCBA Appreciation Event

If you can remember back to June, you'll recall that we had a fabulous event to celebrate everything that our BCBA's do each and every day. We sent to our colleagues all of the fixins to enjoy an evening in style – with delicious food and drink, and top of the line programming. We were so very fortunate to be able to have Jose Martinez Diaz, may he rest in peace, deliver an expert and engaging presentation so reflective of his signature style.



**Look for our next event to come in early 2021 – and as always, thank you for everything that you do!**

## Employee Spotlight

### CATHY MIRABELLA



Cathy Mirabella is the face of HR to many of you. During this past year she has kept HR driving forward to deliver a higher value HR service, including a new HR Model, which evolved to the HR Partner model we have today. She is an enthusiastic coach to those in HR and across Proud Moments, as well as someone who is known to get things done. She is really passionate about great HR and its value to what we all do. As the HR team grew over the last year, Cathy helped each of us in HR transition into our new roles and settle in quickly. Thank you to Cathy for keeping us moving and helping drive the change to support the growth of Proud Moments and the careers and experience of our Proud Moments team.



## Training & Development Events

The Training & Development team reports that we have been very active with our trainings, featuring 5 expert speaker events:

### *June*

#### **FAQ ON IOA**

Dr. Bobby Newman and Damali Alexander

### *July*

#### **ETHICAL CONSIDERATIONS REGARDING THE USE OF PUNISHMENT**

Danica Davidman, BCBA

### *August*

#### **VB-MAPP: PRACTICAL APPLICATIONS AND PROGRAM CONSTRUCTION**

Kelly Walsh, MA, BCBA

### *September*

#### **ESTABLISHING BEHAVIOR ANALYSIS LEADERSHIP FOUR SKILLS OF ADVANCED**

Natalie Parks, Ph.D., BCBA-D

### *October*

#### **A PRACTICAL ACT: HOW TO IMPLEMENT ACT IN OUR DAY TO DAY PRACTICE**

Kimberly J Byrne M.A., BCBA

## Our Growing Family:

### **NEW TEAM MEMBERS**

You hear us talk about growth, but let's put some numbers behind that! Between June 1 and November 1 2020, we brought on over 800 new team members. This is what is helping us to help and serve so many more families across our locations. Now that's something to be proud of!

## Welcome to Our New MSO Team Members

ACOSTA, RICHARD BAH, ALPHAABDUL BARNES, JANE BURKE,  
CAITLIN E. CRISP, RHONDA L. ESTRELLA, ABIGAIL FALCON,  
CATHERINE MARIE FINK, HANNAH J. FOLSON, CINDY E. FREE-  
MAN, NICOLE FREEMOUNT, EBONY FROMM, JOLIE W  
GAMELIN, ELIZABETH W. GILMORE, GENEVIEVE M. HUANG,  
BETTY JONES, MICHEL L KUSHNER, ABIGAIL LEVIN, LAYA  
MATTU, MAACAH B. MCCLEAN, JASMINE MILLER, MEGAN M.  
MONTANO, VANESSA R. MRUZEK, DANIEL W. NASIM, WAQAR  
PENA, SOMAIRY A. POUSSON, BRIANNA L. ROBINSON, JILL  
ROBINSON, MAIA SCHWARCZ, SARAH R. SEGAL, MALKY  
SQUID, HAYAT TEAGUE, LATISHA VALENZUELA, VERONICA  
VAZQUEZ, BIBIANA L. WALLACE, SAMANTHA D. WEITZMAN,  
CHER S. WOODS, GRACE WU, TERESA S. YOUNES, SARAH

## Local Events & Collaborations

We continued to have a very busy schedule of collaborations and events at the local level – highlights below:



### Northern New Jersey Proud Moments Team

The Northern New Jersey team drew closer over delicious food and a painting activity at Pinot's Palette. The result? A colorful canvas and memories to cherish.



### Long Island Proud Moments Team

The Long Island team represents at the Nassau Suffolk Autism Society event on Sunday, November 1



### Staten Island Proud Moments Team

Staten Island team zoo trip



### Syracuse Proud Moments Team

Syracuse office celebrates the season with 'Spirit Week' and a "trunk or treat" drive by Candy Stop. Angelina Florczyk, our Advocate and Therapist in Syracuse, really got into the spirit with her 'crazy hair day' costume!

## Virtual Events

Our ABA virtual events continued their resounding success this year, even if virtually:

### NJABA

*September 18, 2020*

We were a featured sponsor and there were some very engaging speakers.

### AUTISM NJ

*October 15-16, 2020*

We were a gold sponsor with a virtual booth and an iPad raffle. Bobby Newman authored an article on Toilet Training, which we promoted through our sponsorship and was very well received.

### NYSABA

*October 22-23, 2020*

We were a platinum sponsor, with a virtual booth and an iPad raffle. We held a PM meet and greet morning coffee with Bobbi Rogers and a Halloween preparations discussions with Bobby Newman – both of which received great acclaim.





## Proud Moments Proud

At Proud Moments, making a difference in the lives of the children and families we serve is our passion. In the "Proud Moments Proud" section, we'll share testimonials from our families.

In Nevada, Proud Moments' reputation can't be beat! We love seeing the objectivity of recommendations on social media from parents who love the care and service we provide:

### Suggestions/Comments:

If you have an idea or suggestion for future newsletter content, please send an email with the subject line "Newsletter Content" to [suggestions@proudmomentsaba.com](mailto:suggestions@proudmomentsaba.com)



Abby Kushner, Executive Vice President, Marketing & Communications

## Proud Moments Proud

### Autism Parents Support Group of Las Vegas



Karen ▸ Autism Parents Support Group of Las Vegas

Yesterday at 6:19 PM

Hi. So we have been approved by insurance with Proud Moments and we have been assigned with Shanel Harris. I would like to get feedback with Proud Moments or whoever have worked with them. I wanted to give the best of what I can for my daughter so I'm trying to make wise and good choices. Thank you!



Like



Comment



John

We love Proud Moments! We experienced two other horrible companies.



Like Reply More



Lauren

Proud Moments is a wonderful ABA company. Very professional. Any complaints are handled right away. They are extremely helpful.



Like Reply More



Amanda

Absolutely love Proud Moments. We've had a great experience with them and a lot of progress too. Highly recommend!



Like Reply More



Teddie

We love Proud Moments and the director is amazing. However, it all depends on your assigned BCBA and RBT. I have no experience with Shanel. However, if it's not a good fit trust your mom gut and let the director know, they will find an RBT or BCBA better suited for your family.



Like Reply More