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Our University of Kansas Volunteers for our upcoming Leadership & Supervision Conference *We couldn't do it without them!*



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6th ANNUAL BEHAVIORAL SCIENCE: APPLICATIONS in

leadership & supervision

CONFERENCE



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REGISTER**
In-Person at KU or Virtually

Friday, November 8, 2024

INVITED SPEAKERS

E. Scott Geller, PhD

Alumni Distinguished Professor, Department of Psychology, Virginia Tech

Scott Geller, Ph.D., an Alumni Distinguished Professor at Virginia Tech (VT), has started his 55th year as a faculty member and Director of the Center for Applied Behavior Systems in the Department of Psychology at VT. He has authored, edited or co-authored 52 books, 91 book chapters, 41 training manuals, 277 magazine articles, and more than 300 research articles addressing the development and evaluation of behavioral science interventions to improve quality of life on a large scale. His dedication, talent, and energy helped him earn a teaching award in 1982 from the American Psychological Association and every university-wide teaching award offered at VT. In 2005, he was awarded the statewide Virginia Outstanding Faculty Award by the State Council of Higher Education, and VT honored him with the title of Alumni Distinguished Professor.

Dr. Geller is a Fellow of the American Psychological Association, the Association for Psychological Science, the Association of Behavior Analysis International, and the World Academy of Productivity and Quality Sciences. He is past Editor of the *Journal of Applied Behavior Analysis* (1989-1992) and Associate Editor of *Environment and Behavior* (1982-2017), and current Consulting Editor for Behavior and Social Issues, the *Journal of Organizational Behavior Management*, and the *Journal of Safety Research*. [Read more online.](#)



Ramona A. Houmanfar, PhD

Professor of Psychology and Director of Behavior Analysis Program



Ramona Houmanfar is Professor of Psychology and the Director of the Behavior Analysis Program at the University of Nevada, Reno (UNR). She currently serves as a trustee of the Cambridge Center for Behavioral Studies, Chair of the Organizational Behavior Management Section of Cambridge Center for Behavioral Studies, editorial board members of the Journal of Organizational Behavior Management, and Behavior & Social Issues, and Coordinator of the Publication Board at the Association for Behavior Analysis International. Dr. Houmanfar has served as the editor of Journal of Organizational Behavior Management, senior co-chair of the ABAI convention, Director of the Organizational Behavior Management Network, President of the Nevada Association for Behavior Analysis, and Co-Coordinator of the Diversity, Equity, and Inclusion Board at ABAI.

Dr. Houmanfar's expertise and interests in behavioral systems analysis, cultural behavior analysis, and contextual behavioral science have guided her research associated with the analysis of verbal behavior (e.g., symbolic language, leadership communication, team communication), rule governance, value-based governance, and wellbeing in cultural groups including organizations. She has published over 80 peer reviewed publications, and four co-edited books titled "Organizational Change" (Context Press), "Understanding Complexity in Organizations", "Leadership & Cultural Change" (Taylor & Francis Group), and "Applied Behavior Science in Organization" (Taylor & Francis Group) sponsored by ABAI. Other accomplishments include being awarded Association or Behavior Analysis International, and Association for Contextual Behavioral Science Fellow designations.

Pamela L. Neidert, PhD, BCBA-D

Associate Professor, Department of Applied Behavioral Science, University of Kansas



My experience prior to joining the KU Faculty in 2008 generally has involved assessment and treatment of problem behavior and skill acquisition in children and adults with developmental disabilities. As a result, I am very interested in early intervention and prevention. Currently, my research focuses on strategies to facilitate development of critical skills in very young children and evaluate the effects of proactive approaches to prevent the emergence of problem behavior. Specific areas of interest include facilitative strategies for the development of language, social skills (imitation/attention), and self-help skills (sleeping, toileting, feeding) in both typically developing children and those at risk for, or diagnosed with, disabilities.

Dennis H. Reid, PhD, BCBA-D

Founder and Director, Carolina Behavior Analysis and Support Center

Dr. Dennis Reid has over 50 years of experience as a clinician, supervisor, and trainer in educational, residential, and community support settings for people with neurodevelopmental disabilities including autism, and has consulted with human service agencies in the majority of states of the United States as well as Canada, Australia, and New Zealand. He has published over 140 refereed journal articles and book chapters focusing on applied behavior analysis and authored or co-authored 17 books as well as three staff training curricula. In 2007 he was awarded Fellowship status in the Association for Behavior Analysis International and in 2006 received the American Association on Intellectual and Developmental Disabilities International Research Award. Dennis is the founder and current director of the Carolina Behavior Analysis and Support Center in Morganton, North Carolina. His company has employed people with severe disabilities in a supported work capacity for more than 25 years.



REGISTER!

Continued

Claire St. Peter, PhD, BCBA-D

Department Chair and Eberly Family Professor for Outstanding Public Service, Behavior Analysis
Department of Psychology, West Virginia University

Claire St. Peter, Ph.D., BCBA-D is an Eberly Family Professor for Outstanding Public Service at West Virginia University and the Chairperson of the Department of Psychology. With over 20 years of experience in behavior analysis, Dr. St. Peter is a recognized expert in the areas of procedural fidelity, treatment integrity, and behavior-analytic supervision. Her research focuses on the effects of fidelity errors on behavioral interventions and developing practical strategies for improving supervision and leadership. Dr. St. Peter has published extensively and has received numerous awards for her contributions to both research and education. She is an active member of several professional organizations, including serving as a Trustee for the Cambridge Center for Behavioral Studies, and regularly presents at national and international conferences.



Panel with Moderator Thomas Zane, PhD, BCBA-D

Professor of Practice and the Director of Online Programs in Behavior Analysis
Department of Applied Behavioral Science, University of Kansas and
H.S. Pennypacker Chair of the Board, Cambridge Center for Behavioral Studies

Dr. Thomas Zane is a Professor of Practice and the Director of Online Programs in Behavior Analysis in the Department of Applied Behavioral Science at the University of Kansas. Dr. Zane earned his Bachelor's and Master's degree in psychology at Western Michigan University and his doctorate in Applied Behavior Analysis at West Virginia University. He has served as a Post-Doctorate Research Associate at the University of Massachusetts and as a Research Scientist at Johns Hopkins University Department of Psychiatry. Dr. Zane serves as the HS Pennypacker Chair of the Board of the Cambridge Center for Behavioral Studies, the international organization that represents the field of behavior analysis. Dr. Zane has been past President of the Ethics Special Interest Group of the International Association for Behavior Analysis. His research interests include online learning, evidenced-based practice in autism, and the philosophy of science and radical behaviorism. He is particularly interested in why some behavior analysts drift from the code and the importance of adhering to choosing scientifically-supported treatments in clinical and educational work.



with Introduction: Understanding the Role of the Cambridge Center for Behavioral Studies™

Rob Holdsambeck, EdD, LCP, BCBA-D

Executive Director, Cambridge Center for Behavioral Studies™



BACB® SUPERVISION Learning CEs & Psychology CE Credits Available



Topics include critical issues in supervision important to Behavior Analysts (BCBA-Ds, BCBAs, BCaBAs & RBTs) and other professionals, such as psychologists, teachers, and special educators.



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A Special Saturday Tour After the Conference

The **BEHAVIORAL TOUR**, put together by Ed Morris (a behavioral historian) and Tom Zane, consists of about a 2-hour driving tour around Lawrence and surrounding areas, visiting some of the places and people that were involved in the founding of applied behavioral analysis. People on the tour get to see where *JABA* was first published (in a small house), Don Baer's office and grave, the first Achievement Place residence for boys and girls, and the famous Department of Applied Behavioral Science where it all began. If you like knowing the intimate details of our field, the tour is for you. Register and [let us know!](#)



"It really is quite special and unique."



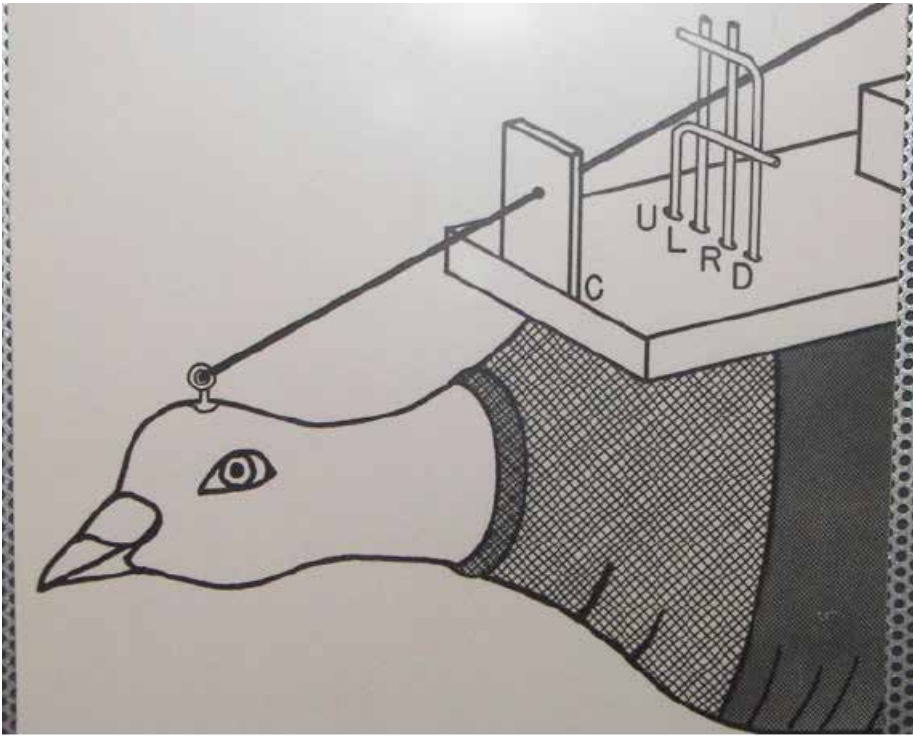


Figure 1. Device for tracking head movements of a pigeon designed for Skinner's *Pigeon in a Pelican* project.

What do the Normandy Invasion and B. F. Skinner's ping-pong playing pigeons have in common? If you said that they both happened during the Second World War you would be only partially correct. In addition to their temporal proximity in history, images of both events were recorded and preserved on 16-millimeter (mm) film.

Credit for discovering how to capture and preserve moving visual images is shared among several late 19th century inventors, including, as first among equals in the eyes of many, Louis Le Prince in England, followed by the Luminaire brothers, Auguste and Louis, of France and Thomas Edison of the United States (see Fischer, 2023; Most of the earliest film was 35-mm wide, like your parents or grandparents old still camera, or about so ----- wide.

This width became popular with Hollywood "moving picture" makers because its large size allowed images filmed with it to be projected sharply onto screens located at a distance from the projector. Both cameras and film, however, were large, bulky and expensive. The cameras precluded mobility and spontaneous use. Over 100 years ago, in 1923, the Eastman Kodak Company introduced 16 mm film, cameras, and projectors that were an immediate hit because they were relatively inexpensive, mobile, and could be used without laborious set up. It also was safer because instead of using highly flammable cellulose nitrate, its base was noncombustible acetate plastic (Wallace, undated). Sixteen millimeters is like so: -----

Behavior Analysis on the Mov(i)e with 16-millimeter Film

by Andy Lattal, PhD
West Virginia University

Although largely replaced by other technologies, 16-mm film remains the medium of choice of several smaller- and Avant-Garde film directors on the east and west coasts of the United States (Girish, 2023).

There were a number of 16-mm films made of Skinner's experiments for Project Pelican, in which pigeons were trained to keep a bomb centered on its target as part of a World War II research program sponsored by the U. S. Navy (see Skinner, 1960; also Figure 1). All of these films, as well as famous images of his pigeons playing ping pong are an important part of Skinner's legacy to our discipline. These

images, some available on the B. F. Skinner Foundation website, "bring to life" aspects of behavior that cannot be captured by words, graphs, or even photographs because they provide a permanent record of what the organism is actually doing in real time.

The humble 16-mm film's contributions to behavior analysis, however, did not end with Skinner's lab movies. One can only speculate that perhaps Skinner's filming of other activities resulted in rolls of 16-mm film left about the lab that in turn led some clever, tinkering lab type or types to come up with what follows based on that 16-mm film-rich environment in which that person or persons found themselves.

Variable-interval and variable-ratio schedules require reinforcer availability to be spaced unevenly in time from one another. One way of doing this, someone discovered probably in the late 1940s or early 1950s, was to place holes unevenly in a length of 16-mm film and then making the length into a continuous loop by glueing the ends together. The loop then was placed in a reader, like that shown in Figure 2, that allowed it to be fed through a sprocket, identical to that found on 16-mm film projectors, at a constant speed (for variable-interval schedules) or to be moved a fixed length with each response (for variable-ratio schedules). Attached to the top of the reader was a microswitch that was mechanically held in the inoperative position by the portion of the tape without a hole. When a hole aligned with the switch, the switch arm fell into the hole. This sent a signal to other programming



Figure 2. A device for programming a variable-interval or variable-ratio schedule. See text for construction and operation details.

modules that made a reinforcer available following the next response. This method of programming VI and VR schedules was the standard in operant labs for many years, until the digital computer allowed intervals and response numbers to be programmed with a few lines of code.

One problem with using actual film for these VI and VR “tapes,” as they came to be called, was that they became brittle and cracked over time. The solution was to use, instead of the actual film, a strip of film leader, shown in Figure 3. So that a movie film would start at the beginning when the projector



Figure 3. A roll of Kodak 16 mm film leader that was used to construct “tapes” that arranged reinforcers according to variable-interval or variable-ratio schedules.

was turned on, the film was preceded by a long strip of this film leader that was threaded through the projector. The leader was more malleable and less prone to crack or split, but otherwise identical to the film itself. Film leader VI tapes constructed in the 1960s remain intact today.

Variable-interval or -ratio schedules were constructed by placing the holes in the tape irregularly. This often was done by calculating the number of holes needed in a given length of film to obtain the desired average interreinforcer interval or response count. The holes then were placed (punched with a paper hole punch) by “eyeballing” their location relative to one another, some closer together and others further apart. Perhaps the most famous placement of the holes for creating a VI schedule was accomplished by the so-called “Harvard golden tape” described by Catania and Reynolds (1968) as one

developed over a period of years by several investigators at the Harvard Pigeon Laboratories. One feature that persisted among several variations in the schedule was that the two shortest intervals were separated by two of the intermediate intervals. ... The order of the intervals was assumed to contribute to the schedule’s success in maintaining roughly constant local rates of responding with only minor sequential effects ... (p. 381)

The 16-mm tape thus played an instrumental role in not only recording some of the most important demonstration of the power of a science of behavior, but also in establishing the place of that science in the world of ideas and of applications.

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NEW

Cambridge Center for Behavioral Studies Expert Perspectives Series



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The **Cambridge Center for Behavioral Studies Expert Perspectives Series**, is a premier educational resource developed in collaboration with the Applied Behavior Analysis Center (ABAC) and the Cambridge Center for Behavioral Studies (CCBS). Since 2016, our partnership has brought over 50 live events to educators, students, and professionals in the field of behavior analysis. Now, we are excited to offer these valuable resources in a convenient video format for on-demand learning. The Cambridge Center for Behavioral Studies Expert Perspectives Series features a wide range of videos derived from our popular live events.

Each video includes:

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FALL 2024 TITLES

A Behavior Analytic Account of Teaching Humor Comprehension

Dr. Marianne L. Jackson

Emotions and Emotional Behavior: Analysis and Practical Applications

Dr. Anna M. Linnehan

Teaching Problem Solving to Address Complex Repertoires with Students with Autism

Dr. Judah Axe

An Introduction to Trauma-Informed Behavior Analysis for Behavioral, Mental Health, and Educational Professionals

Dr. Teresa Camille Kolu

Precision Solutions for the Treatment of Problem Behavior

Dr. Sal Ruiz



Behaving Behavior Analytic in the Provision of School Supports

Dr. Robert Pennington

Comprehensive Interventions Among Adolescents and Adults on the Autism Spectrum

Dr. Faris R. Kronfli

Animal Training as Environmental Enrichment: An Evidence-Focused Approach

Dr. Eduardo J. Fernandez

Merging Research and Effective Practice to Improve Day-to-Day Leadership in Autism Service Settings

Dr. Peter Gerhardt

A Behavioral Interpretation of Memory

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Congratulations!

Board of Director Dr. Amanda Laprime

Dr. Amanda Laprime was recently appointed Associate Professor of Medicine and Pediatrics at the University Of Rochester Medical Center.

Dr. Laprime is the Director of the Intensive Behavior Time, an enterprise-wide behavioral consultation service for patients with neurodevelopmental disorders in medicine, pediatrics, and psychiatry. Dr. Laprime also leads the pediatric BERT (Behavior Emergency Response Team), advises the Behavioral Health Champion Group, and leads the IDD Behavioral Task force and Complex Discharge Delay task force. She serves as the PI on a state-wide grant to train inpatient and ED nurses on caring for patients with Intellectual and Developmental Disabilities, as well as additional initiatives intended to build capacity for medical and community providers to serve those with behavioral health challenges and IDD. Dr. Laprime's research focuses on the treatment of severe behavior, increasing health equity in medical environments, and system-wide approaches for serving patients with complex needs. She serves as a committee member for the OPWDD DDAC, and as a member of the public policy committee for the National Council of Severe Autism. She is a part-time lecturer for Northeastern University, and a subject matter expert for the BACB. Dr. Laprime has been invited to speak nationally about issues related to crisis care and systems analysis for individuals with autism spectrum disorders who experience overutilization of psychiatric and hospital services. She has published in several journals and presents regularly at regional and national conferences on system-wide challenges for those with complex behavioral needs.



Advisor Dr. Dayna Lee Beddick

Our UWF friend and colleague recently earned her doctorate with "Behavior Skills Training with Simulation: A Dissertation in Practice with Law Enforcement." A hearty congratulations to a dedicated volunteer for CCBS.

Dayna Lee Beddick is an experienced behavior analyst and educator with over 20 years in the field of Applied Behavior Analysis (ABA). She currently serves as the Associate Director of the Center for Applied Behavior Analysis at the University of West Florida, where she develops curriculum, coordinates research, and ensures instructional quality for graduate-level ABA courses. In addition to her academic work, Dayna provides consultation services to a wide range of clients, including law enforcement agencies, schools, and families.

Dr. Beddick has presented at numerous national and international conferences, covering topics such as behavior skills training for law enforcement officers and promoting prosocial behaviors during the COVID-19 pandemic. She is also actively involved in several professional organizations, including the Association for Behavior Analysis International. Additionally, she serves on the scientific committees for the European Conference on Applied Behavior Analysis (ECABA) and the Association for the Advancement of Radical Behavior Analysis (AARBA) in Milan, Italy.



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Advisors* Elected During Our 2024 Annual Meeting

Fernanda Oda, PhD, BCBA

Assistant Professor in Psychology/Behavior Analysis, University of the Pacific



Dr. Fernanda Oda (she/her) has recently begun working as an Assistant Professor in Psychology/Behavior Analysis at the University of the Pacific. She identifies as Brazilian, Latina, Asian, woman, and queer. She is a Board Certified Behavior Analyst (BCBA), and an Associate Editor of a peer-reviewed Brazilian journal (*RBTCC*) in behavior analysis. She received her bachelor's degree in Psychology in Brazil from the Federal University of Paraná in 2012, her master's degree in Behavior Analysis from the University of Houston-Clear Lake (UHCL) in 2019, and her doctoral degree in Behavioral Psychology from the University of Kansas (KU). Her interests include verbal behavior, conceptual and translational research, decision making and choice, social justice, and international dissemination. Fernanda has peer-reviewed publications in American and Brazilian behavior-analytic journals and books, and other publications on dissemination of behavior analysis, including eight small

contributions to the Science Magazine. She has teaching, research, and clinical experiences in Brazil and in the U.S. She received the 2017 SABA International Development Grant, 2019 SEAB Graduate Student Diversity Scholarship, 2019 UHCL Most Outstanding Student Award for the Behavior Analysis Master's Program, 2019 MABA and 2019 FABA posters awards, 2020 VB-SIG ABAI Student Grant Competition, 2020 Forrest J. Files Basic Research Student Paper Award from MABA, 2020 VB-SIG ABAI Student Paper Award, 2021 University Women's Club Scholarship, 2024 APBA Student Award, and the 2024 APBA Poster Award.

Sandra Ruby, PhD

Consultant, ALULA, A CLG Company



Sandra Ruby is a Behavioral Psychologist passionate about helping businesses achieve their goals while supporting their workforce.

With a background in management consultation, project management, staff training, coaching, and research, Sandra takes a scientific and practical approach to problem-solving in making a significant and measurable impact in any organization.

Sandra earned her PhD in Behavioral Psychology and MA in Applied Behavioral Science from the University of Kansas under the mentorship of Dr. Florence DiGennaro Reed. Her research interests focused on staff training, performance management, and professional development, and her teaching interests focused on behavioral science and Organizational Behavior Management. Dr. Ruby is now a consultant at ALULA, A CLG Company.

Maithri Sivaraman, PhD, BCBA

Assistant Professor of Psychology and Education at Teachers College, Columbia University



Maithri Sivaraman, PhD, BCBA is an Assistant Professor of Psychology and Education at Teachers College, Columbia University. She received her Master's in Psychology from the University of Madras in India and a PhD in Psychology from Ghent University in Belgium at the Research in Developmental Disorders Lab where she studied the early social and verbal repertoires in young children with and without special needs. Her research falls under three broad domains—(a) generative verbal behavior, (b) children's socio-emotional development, and (c) cultural adaptations made to support services. She currently serves as an Associate Editor for the *Psychological Record* and on the Editorial Board of the *Journal of Applied Behavior Analysis*. Prior to her current position, Maithri established the Tendrils Centre for Autism in Chennai, India offering behavioral services for children with special needs. She serves as a consultant for multiple early intervention centres in India and Europe, and as a Treasurer for the Association

for Science in Autism Treatment. With Dr. Tricia Skoler, she blogs on early childhood development for *Psychology Today*.

Continued

Our leaders are elected during our Annual Meeting of the Trustees

Save-the-Date for 2025! Friday Afternoon, May 23, 2025

Hosted by The Chicago School of Professional Psychology

Washington DC Campus - Thanks to Trustee TV Joe Layng!

2025

Peter Sturmey, PhD

Professor, Department of Psychology, Queens College CUNY



Peter Sturmey is Professor of Psychology at The Graduate Center and the Department of Psychology, Queens College, City University of New York. He specialized in autism and other developmental disabilities, especially in the areas of applied behavior analysis, dual diagnosis, evidence-based practice, and staff and parent training. He gained his PhD at the University of Liverpool, United Kingdom and subsequently taught at the University of the South West (Plymouth) and University of Birmingham, United Kingdom. He then worked for the Texas Department of Mental Retardation from 1990-2000 as Chief Psychologist, first at Abilene then at San Antonio State School during a federal class action lawsuit. There he supervised behavioral services and master's level psychologists providing behavior support plans for severe behavioral and psychiatric disorders in adolescents and adults with developmental disabilities and implemented large-scale active

treatment and restraint reduction programs. Professor Sturmey has published 28 edited and authored books, over 225 peer reviewed papers, over 80 book chapters and made numerous presentations nationally and internationally, including recent presentations in Canada, Brazil and Italy. His research focuses on developing and evaluating effective and efficient ways of training caregivers using modeling and feedback to use applied behavior analysis with children and adults with autism and other disabilities.

Kendra Thomson, PhD, BCBA-D

Associate Professor, Department of Applied Disability Studies, Brock University



Dr. Kendra Thomson, PhD, BCBA-D serves as an Associate Professor within the Department of Applied Disability Studies at Brock University. Kendra obtained her Ph.D. in Psychology, specializing in Applied Behavior Analysis, from the University of Manitoba in 2011. After completing a post-doctoral fellowship at York University's Developmental Disabilities and Mental Health lab she joined Brock University in 2014. Kendra also holds a part-time Scientist position at the Azrieli Adult Neurodevelopmental Centre, situated within the Centre for Addiction and Mental Health in Toronto, ON. With over two decades of experience in diverse clinical and research environments, Kendra has dedicated her work to supporting individuals with neurodevelopmental differences across their lifespan. Kendra and her trainees collaborate on community-engaged research aimed at translating evidence-based behavioral training strategies. The goal is to empower individuals with lived experience, along with their families

and support networks, to enhance independence and elevate overall quality of life. Kendra previously served as the President of the Ontario Association for Behaviour Analysis. In recognition of her significant contributions to the field, Kendra was honored with the "Jerry Shook Award" by the Association of Professional Behavior Analysts in 2021. Presently, she serves as a non-voting member of the Council for the College of Psychologists of Ontario (CPO), soon to be renamed the College of Psychologists and Behavior Analysts. Outside of her professional endeavors, Kendra enjoys spending time with her partner, John, and German Shepard-Husky, Mazi, embracing a yoga lifestyle, gardening, and singing in a choir.

***Previously highlighted new Advisors included Marissa Kamlowsky, PhD, BCBA, Ellie Kazemi, PhD, BCBA-D, and Matthew Laske, PhD**

A Familiar Face at a New Place

New Advisor Dr. Fernanda Oda has recently begun working as an Assistant Professor in Psychology/Behavior Analysis at the University of the Pacific joining Advisor Dr. Matthew Normand.

The University of the Pacific is a comprehensive university with several professional schools and about 4,800 students on the Stockton campus. University of the Pacific recognizes that diversity, equity, and inclusion is foundational to the success of our valued students and employees. We prioritize policy and decision-making that demonstrates awareness of, and responsiveness to, the ways socio-cultural forces related to race, gender, ability, sexuality, socio-economic status, etc. impede or propel students, faculty, and staff.

Dr. Oda and her colleagues are searching for another tenure-track Assistant Professor in Behavior Analysis at the University of the Pacific. This appointment would begin in August of 2025. Learn more through: <https://pacific.peopleadmin.com/postings/28773>



Dr. Fernanda Oda Dr. Matthew Normand



Meaningful Differences *from*

Trustee Tara Fahmie & Distinguished Scholar Jasmeen Kaur

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In 2007, Dr. Murray Sidman published “The analysis of behavior: What’s in it for us?” in the *Journal of the Experimental Analysis of Behavior*. Unlike most papers published there, this article detailed the “joy” “exultation” and “art” of doing applied research. It was a story rich with heart-swelling anecdotes about “aha” moments in the lab, thought-provoking analogies to music and poetry, and an unforgettable photo of Dr. Sidman and a participant of early behavioral research named Cosmo. In the introduction of the article, Dr. Sidman wrote:

There are many who could surely tell the same kinds of stories I am going to tell. I wish they would. (p. 309)

We share two such stories, each inspired by Dr. Sidman’s insights into the reinforcers encountered in applied behavior analytic research. These stories follow the unique journeys of two scholars at different stages of their careers. We conclude by bringing their paths together, reflecting their actual convergence as faculty research mentor and doctoral student.

Dr. Tara Fahmie

My love for behavior analysis grew from the good fortune of being an undergraduate psychology major at the University of Florida in the early 2000s. Over the course of several behavioral classes, research assistantships, and professional opportunities, I knew applied behavior analysis was my “home.” One pivotal moment in my journey came toward the end of my undergraduate studies. A helpful doctoral student, Claire St. Peter, asked what career path I intended to pursue. At the time, I assumed I would get a master’s degree and work as a clinician, helping others achieve their clinical goals. Claire, in her highly intuitive and supportive manner, encouraged me to reflect on what aspects of my undergraduate experiences brought me joy. In what felt like a verbal preference assessment, she led me to realize that much of my excitement and satisfaction came from clinical research, not just

direct clinical practice. That conversation was a turning point in my life.

When I eventually came across Sidman’s *The Analysis of Behavior* during my doctoral program, it reminded me of my conversation with Claire about the subtle yet profound reinforcers one experiences while conducting research—reinforcers that rarely show up in published journal articles and that researchers often overlook when discussing their work. Sidman likened research design to the process of creating art or music, which resonated with me. Having been immersed in music throughout my life, this was the first time I truly recognized the creative aspects of research and why they brought me so much joy. I was so moved by Sidman’s analogy that I mailed him a painting I created. The piece depicted a musical staff with notes arranged in an ABA reversal design—a nod to both behavioral science and the artistic fulfillment I found in it.

Jasmeen Kaur

My initial interest in human behavior began with a curiosity sparked by true crime novels and an AP psychology class.

I was captivated by the complexity of people’s motives and how behavior was shaped. But the moment I knew I wanted to pursue a career that focused on serving children and families was during my undergrad when I participated in a 46-hour dance marathon, THON, a student-led philanthropy supporting families impacted by childhood cancer. In the final hours of the event, a child hugged me and thanked me for saving her sister’s life. That moment was a raw and powerful reminder of the difference we can make in the lives of others.

Upon graduation, I worked in an inpatient hospital, where I gained clinical and research experience, but was unsure of my long-term goals. It was not until my first class with Dr. Borrero that everything clicked. His passion for behavior analysis was infectious, and my path became clear. This led me to my doctoral program at UNMC



CCBS Trustee & Distinguished Scholar Leader Tara Fahmie and Distinguished Scholar Jasmeen Kaur

where I now work with Dr. Fahmie. It is here I came across Sidman's paper. So what's in it for me?

Like Sidman, I have wondered how I could change the world, but unlike Sidman, I did not relate the process to art. For me, it has been about growth and resiliency, more like gardening. Behavior analysis cultivates growth in others and helps them overcome challenges and thrive. Sometimes, it takes a few tries to identify the optimal conditions for growth, but it is always worth it.

This journey has also been about my growth as much as helping others. I want to help others flourish as my mentors have helped me.

Summary

In sharing these experiences, we hope to inspire others to follow Dr. Sidman's insights, Dr. St. Peter's guidance, and Dr. Borrero's passion for applied behavior analysis to discover the unique and fulfilling reinforcers that have made this path so rewarding.

Reference:

Sidman, M. (2007). *The analysis of behavior: What's in it for us?*. *Journal of the Experimental Analysis of Behavior*, 87(2), 309-316.



Dr. Murray Sidman

Dr. Sidman's inspirational tale is one of 29 in our Behavioral Science: Tales of Inspiration, Discovery, and Service – Omnibus Edition. Available in CCBS Store



CCBS Advisor Alison M. Betz, PhD, BCBA-D, presents “Enhancing Safety Through Behavioral Approaches”

Friday, November 15 - 12:00 pm - 3:00 pm (EST) *Recordings available until 12/01/24*



In this comprehensive webinar, Dr. Betz will delve into the application of the evidence-based safety practices Terry McSweeney presents in his Values-Based Safety approach and discuss practical insights aimed at fostering a culture of safety, reducing incidents, and promoting well-being. Throughout the presentation we will explore how a behavioral approach can be implemented to improve workplace safety across different industries. Dr. Betz will spend time describing how to use assessment to identify the most common areas of risk and where injury is most likely to occur. Next, Dr. Betz will describe how she uses the information gathered during the assessment to design and implement the most effective solutions. Case studies will be presented from two very different industries, healthcare and



fleet management, to highlight how to navigate the practical issues, barriers, and overcome obstacles to achieve desired results. Throughout this 3-hour presentation, Dr. Betz will provide foundational knowledge that a participant can use to determine how this approach may be effective within their workplace and additional resources to get started.

By the end of this event, participants should be able to identify:

- critical steps within the behavioral approach to improving workplace safety.
- critical features of the assessment procedures described.
- appropriate solutions when given case example assessment data.

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A.W.A.R.E. Program at Marathon Petroleum Re-Accredited

Board of Director Timothy Ludwig and Managing Commissioner of the Commission on Accreditation – Behavioral Safety, reported that Marathon Petroleum Company LP, St. Paul Park Refinery has been awarded Re-Accreditation under the A.W.A.R.E. Program. Commissioners and Advisors Angela Lebbon, PhD, and Sigurdur Sigurdsson, PhD, conducted the site visit and reporting.



Timothy Ludwig



Angela Lebbon



Sigurdur
Sigurdsson



Accreditation of a behavioral safety program signifies that the program, the results of the program and a written description of both the program and results have been examined in detail, and they meet the Principles of Behavior Based Safety Standards of the Commission on Accreditation for Behavioral Safety Cambridge Center for Behavioral Studies™.

"I don't know that I can adequately compose in this note how thankful the team and I are for you all coming to St. Paul. Park, listening and observing our process and bestowing us with such a reward. This truly is a historic milestone for us to have come this far with everything that we have been through in the last few years. It just so happened that we had a Committee Meeting this morning and I was able to open your email and read it. To see the excitement, relief, and otherwise joyous expressions on everyone's faces made my week!! We would love to go over the recommendations with you so we will have to get a date together and figure out how we are going to celebrate! A special thank you to Dr. T, Angie, and Siggie for all your help, suggestions, and input during this process. We do not take it lightly or for granted so thank you, thank you, thank you, for all of your works and look forward to hearing from you in the future."

Obed Goodwin, AWARE Facilitator SPP



St. Paul Park refinery workers conducting an observation

Our 1st From Home to Habitat: Conference on Understanding Animal Behavior



Speaker Tim Hackenberg



Left to Right: Panel Moderator Claire St. Peter with Susan Friedman, Christy Alligood, Tim Hackenberg, Erica Feuerbacher, and Alexandra Kurland



Speaker Alexandra Kurland



WVU Student Olivia Harvey



Speaker Susan Friedman

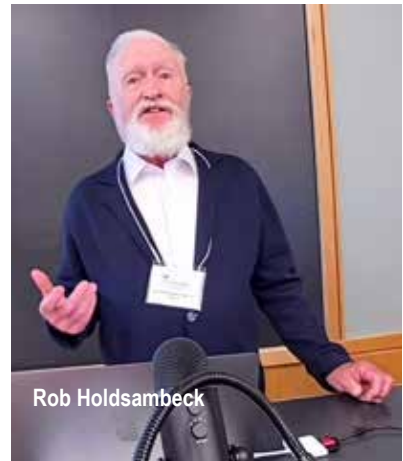
A Few More Conference Scenes with the Tour of the WVU Labs



Abbie Cooper
Distinguished Scholar



Carson Yahrmak with
Susan Friedman



Rob Holdsambeck



LR: Susan Friedman, Christy
Alligood, Michael Perone,
and Alexandra Kurland



Brennan Armshaw with
Susan Friedman



Andy Lattal



LR: Tim Hackenberg,
Alexandra Kurland &
Christy Alligood



LR: Olivia Harvey, Abbie Cooper,
Clarie St. Peter, and Marisela Aguilar



Claire St. Peter

Our inaugural conference was made possible by Dr. Hank Pennypacker and his family



"As Hank's wife, I shared 68 years of growing up and growing old with him. We have three children, seven grandchildren, and eight great grandchildren. And in all those years we never were without at least one other non-human animal. I think it can safely be said that our family likes animals. So, when it came time to choose the topic for this conference, it was an easy decision to have the topic be animal behavior. Hank's professional career was dedicated to improving teaching and life-long learning. In his personal life, he also lovingly and consistently learned from our non-human animals: loyalty, patience, heeding instincts, and unconditional love. Critters of all sorts were one of his greatest joys."

Susanne Pennypacker





Left to Right: Speakers Rocío Rosales, Darlene Crone-Todd, Robyn Catagnus, Steve Woolf, Robert Pennington, and Malika Pritchett



Scenes from our 12th Annual ETHICS in Professional Practice Conference August 2024



Left to Right: Awab Abdel-Jalil, Jamaun Willis, Anna Linnehan, Natalie Driscoll, Ian Melton, Kristin Foley, Britany Melton, Mary Jane Weiss, Lori Mastrogiacomo, Tom Zané, Katie Johnson, Jessica Piazza, Michael Weinberg, Nicole Radzilowicz, Robert Pennington, Malika Pritchett, Robyn Catagnus, and Rob Holdsambeck

News from Our Strategic Partner - The Standard Celeration Society



UPCOMING CONFERENCES
37TH ANNUAL SCS CONFERENCE
NOVEMBER 7 – 9, 2024
HOTEL ALBUQUERQUE AT OLD TOWN



Dr. Elle Kirsten Dr. Rick Kubina Dr. Peter Sturmeay Dr. Bill Heward

INVITED SPEAKERS
37th Annual Conference of the
Standard Celeration Society

CCBS Leaders at the 37th Annual SCS Conference

Carl Binder: Paper Presentation "Accomplishment-Based Improvement and Management"

Abigail Calkin: Paper Presentation "Decelerating Epilepsy Moments, Accelerating Writing Behaviors"

Bill Heward: Invited Speaker "What Would Hank Do? Guidance for Making the World a Better Place" plus Invited Workshop Presentation with Dr. Jill Dardig "Contracting with Kids: A Positive Way to Teach New Skills and Improve Family Dynamics"

Rob Holdsambeck: Paper Presentation "Circling Back and Zooming Out: Leadership's Irritating but Useful Cliches. Who's got next"

Jesus-Rosales Ruiz: Invited Workshop Presentation with Mary Hunter "Building Reinforcement Systems for Accelerated Learning" and Paper Presentation "How to Accelerate Your Teaching by Understanding the Hidden Power of Cues"

Peter Sturmeay: Invited Speaker "Training People to Produce and Use Graphs: A Literature Review"

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Behavioral Crossroads: Navigating a Changing Landscape



Dr. Francisco I. Perez

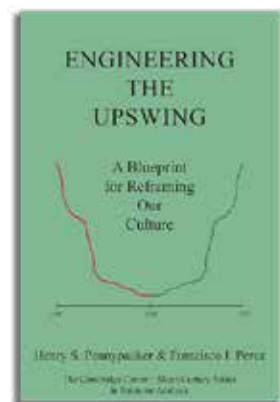


Dr. Faris R. Kronfli



Dr. H.S. Pennypacker

"We propose that, together, we can ignite a commitment to initiate a behavior-based, guided by science, cultural evolutionary process to gradually create the cultural and behavioral changes that will reframe our culture."



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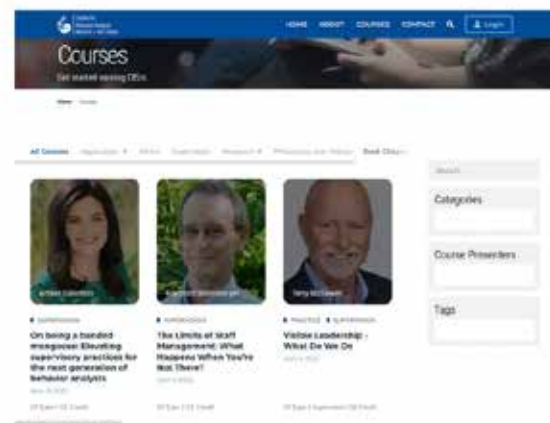
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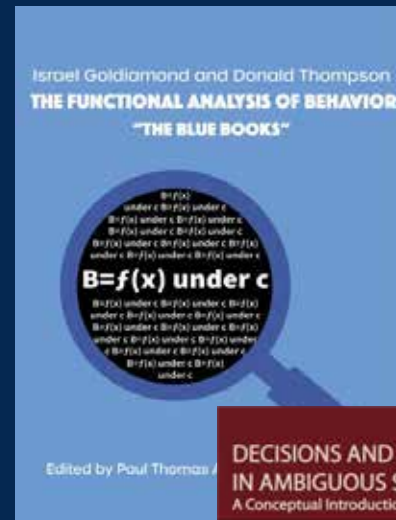
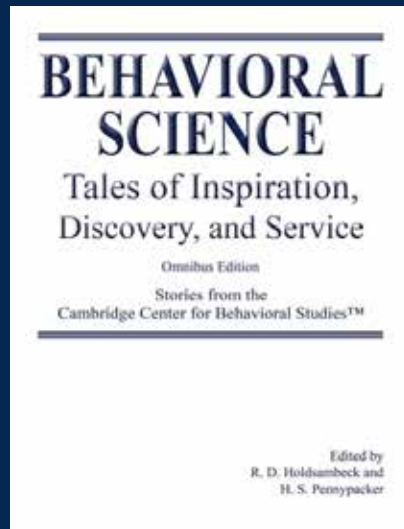
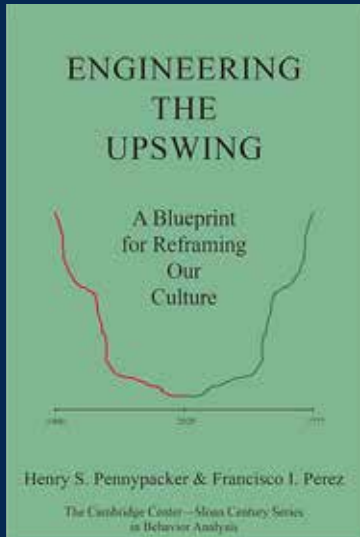
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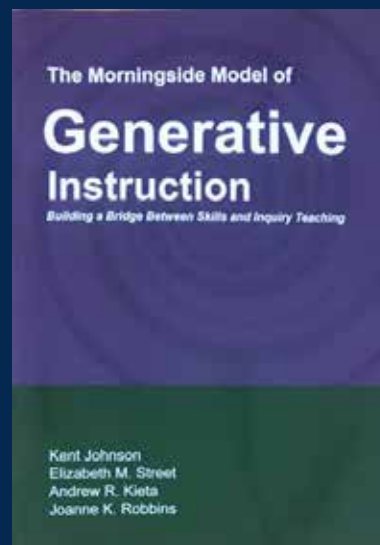
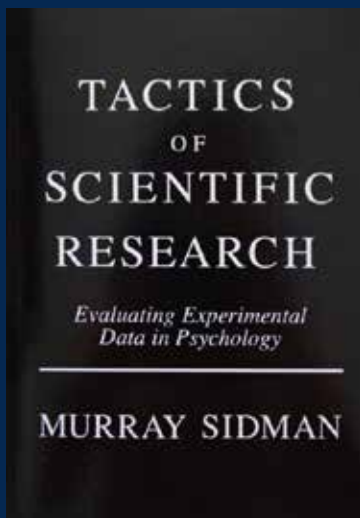


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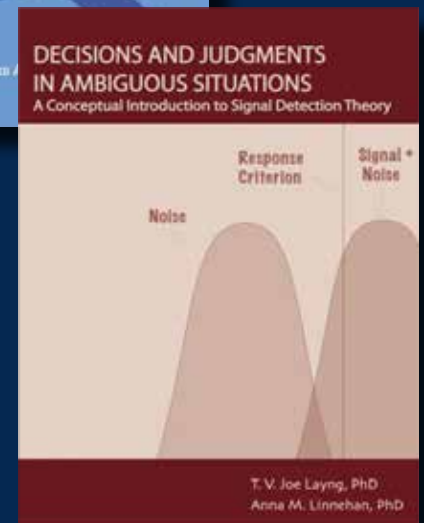
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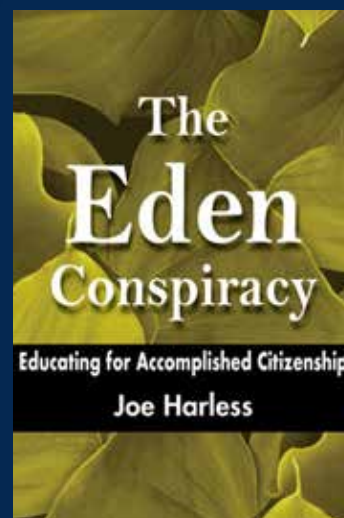
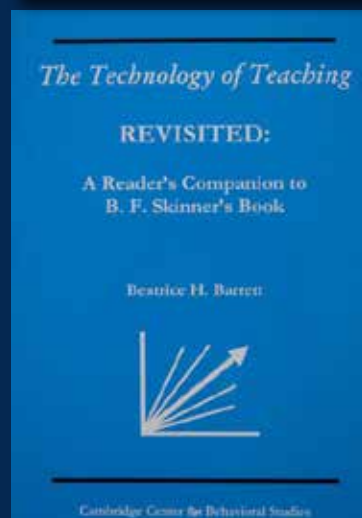
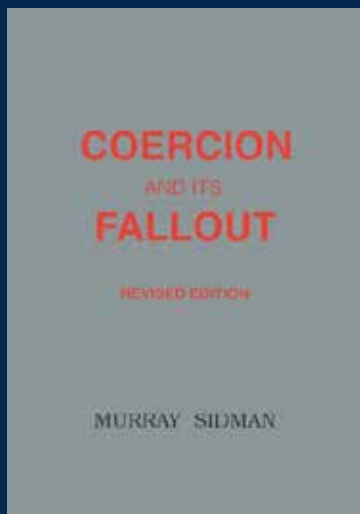
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