

# Potential Perspectives

SUMMER 2021

## Poised for Growth – Second Site to Open Later this Year

A second clinic site has been a dream long in the making for the Potential team. Now, that dream is about to be realized with the recent acquisition of a new Bucks County location.

In May, Potential signed a lease on a 4,118-square-foot-space at 626 Jacksonville Rd. in Warminster. The site, which is located in the Altimari office complex, will feature five client rooms, a playroom, library/toy room, and plenty of additional space for storage, administration, and future growth. Nearby amenities include Costco, Mission BBQ and other restaurants, as well as several public parks—all great options for skill-based outings for our clients.

“It’s always been my desire to provide quality autism services for as many people as possible,” shares Potential Founder, President and CEO Kristine Quinby. “There is a long wait list for these services in our region and while this new site won’t eliminate the list, it will help bring us one step closer.”

Over the next few months, the space will be retrofitted to meet the needs of approximately 20 clients a week. The estimated cost of this effort is \$87K and it will be paid for largely through donations and proceeds from Potential’s 5th Annual Car Show for Autism in October. Quinby says that she expects the site to be ready for use by late summer with grand opening celebrations tentatively planned for September 22 and 23.

In the interim, Potential is aggressively recruiting new staff to fill this and a future site. “Our hope is to add one additional site by 2022,” adds Quinby. “Having a well-trained, dedicated team is vital to this effort.”

*“It’s always been my desire to provide quality autism services for as many people as possible.”*

—Kristine Quinby, Potential Founder, President and CEO

**4,118**  
SQUARE-FOOT-SPACE

**5**  
CLIENT ROOMS

PLAYROOM  
LIBRARY  
TOY ROOM

### A MESSAGE FROM KRISTINE

The start of Summer is just days away and I’m so excited to share all that we’ve been working on since our last issue of *Potential Perspectives*.



After spending January and part of February focused on our ABA Our Way grassroots initiative (page 2), we were able to turn our attention to several other priorities. These included finalizing our 3- and 10-year strategic plan as well as the development and recent launch of our beautiful new website (page 2).

Anyone who has been around Potential for a while knows that expansion has been another pressing subject. I’m pleased to share that as of last month, we have officially added a second site for client services. I encourage you to learn more in this issue’s cover story.

What’s more awesome is that we’re just getting started! We have huge plans and more great news to share in 2021. Be sure to stay in the loop by following us on social media and checking out our website from time-to-time.

I hope that you enjoy this latest issue and I welcome any thoughts, questions, or ideas you may want to share with me. Wishing you a happy and fun-filled summer!

Sincerely,

*Kristine Quinby*

Kristine Quinby, MEd, BCBA, LBS  
Founder, President and CEO  
Potential, Inc./Springtime School

## Website Gets a Fresh New Look for our 15th Anniversary

Achieving the lofty goals that we've set for Potential requires more than a great staff and the support of our donors, it requires strong communication vehicles. This recognition led us to completely restructure and redesign our website, Potentialinc.org.

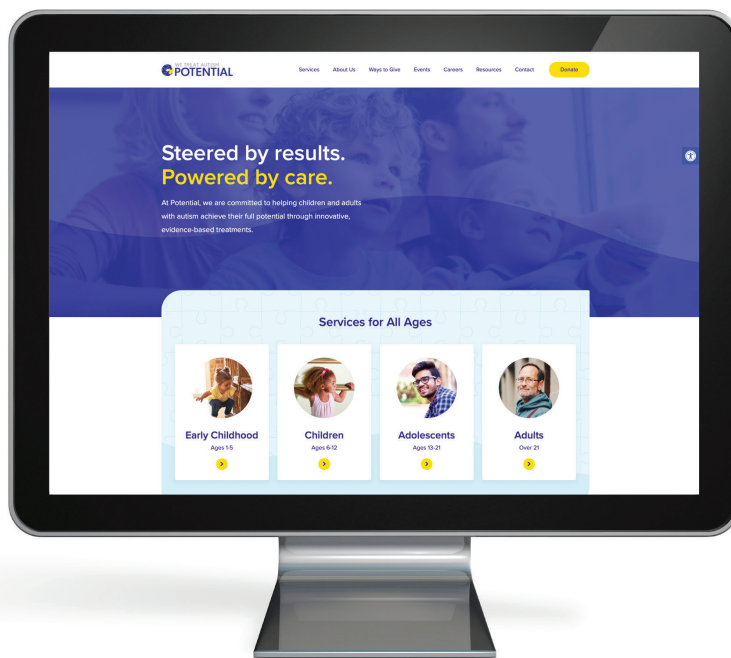
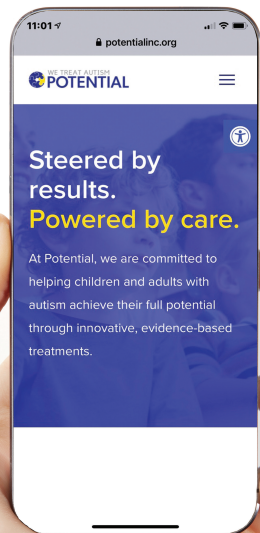
Launched on June 1, 2021, our new site is not only aesthetically pleasing and in line with our new branding, it's also designed to naturally move the user to the information they are seeking—no more wild goose hunts! Other exciting changes include a:

- » Careers page for hiring and recruitment with the option to apply on the spot for current job openings
- » Ways to Give page that clearly outlines the many ways you can support Potential
- » Robust Services section that clearly outlines the many ways we support individuals with autism—including our Springtime School
- » Resource page where families and autism professionals can access original, staff-sourced articles, presentations, and videos

Given the needs of our audience, it was also important that the site adhere to accessibility best practices (note the accessibility tools button on the right of the page). What's more, the site can be easily viewed on a PC or mobile device.

"One thing that families had shared with us was that they couldn't always put faces to names within our organization," shares Kristine Quinby. "We've added a Leadership page that provides the names, photos and titles of our team members. Additionally, we've provided a People of Potential section so people can read about all the amazing staff and volunteers who help make our organization great. Both can be accessed on the Careers page.

We really hope that this site will serve as a valuable resource and go-to tool for our families, donors, volunteers and staff, both now and well into the future."



Check out Potential's new website at [Potentialinc.org](https://Potentialinc.org).

## ABA Our Way Campaign Working to Protect the Rights of Children with Autism

Concerns over the Office of Mental Health and Substance Abuse Services (OMHSAS) interpretation of Intensive Behavioral Health Services (IBHS) led us to launch a grassroots campaign called ABA Our Way at the close of 2020.

This campaign brought ABA providers and autism advocates from across the commonwealth together to ensure the provision of 1:1 ABA services in a center for children who need them. Through the ABA Our Way website, a petition that garnered more than 11,000 signatures, news

coverage, and many vocal supporters, we've been able to make some inroads with OMHSAS on this issue.

But our work is not yet done. At present, OMHSAS is still requiring that service providers justify center-based 1:1 ABA services and is attempting to use this tactic to limit access to this service. We are actively working with providers and families across Pennsylvania to identify examples of denial of services so we can ensure adherence to the federal Mental Health Parity and Addiction Equity Act.

I proudly support

**ABA**  
**OUR WAY**

*Protecting Essential Autism Care*

The ABA Our Way campaign is a grassroots effort spearheaded by Potential and other ABA providers and autism advocates in PA.

Anyone with questions about the ABA Our Way initiative or concerns regarding their access to services, can email Kristine Quinby at [KQuinby@Potentialinc.org](mailto:KQuinby@Potentialinc.org).



## Save the Date: The Car Show for Autism is Back

Mark your calendar for Saturday, Oct. 2, 2021, and plan to join us on the campus of Bucks County Community College from 1–5 p.m. for our 5th Annual Car Show for Autism. Proceeds from this event will support Potential's efforts to end the wait list for adults and children in our community seeking quality autism services. At present, we are seeking the help of local car owners/clubs, businesses, organizations, vendors, entertainers, sponsors, advertisers, and volunteers. Learn more by visiting [CarShowforAutism.org](http://CarShowforAutism.org) or contact Hillary Sawyer, Donor Relationship Manager, at [hsawyer@Potentialinc.org](mailto:hsawyer@Potentialinc.org) with questions. Be sure to also check out our event page on Facebook for news and updates.



## Potential Receives Grant Supporting Training and Treatment

We're excited to announce that Potential has received a \$7,500 grant from Foundations Community Partnership. This funding will allow our staff to get hands-on training from experts in practical functional behavior assessment and skill-based treatment. Through this trauma-informed practice we can keep kids safe while protecting their dignity.

## Inaugural Trivia on Tap Event Brews Success

What happens when you mix beer, trivia, and a virtual fundraiser? You get a fun night in! We would like to extend a heartfelt thank you to everyone who purchased tickets and took part in Potential's inaugural Trivia on Tap Fundraiser in March. In addition to tasting some great beer and enjoying lots of good laughs, this event raised \$1,200 for Potential. Congratulations to Bill Wise, ServPro Newtown/Yardley and BNI Member, who was our trivia winner for the evening. And a special thank you to Crooked Eye Brewery for partnering with us to make the night a success.



## Advancing Understanding and Awareness in Our Community and Beyond

Advocating for our clients, through education and awareness activities in the broader community, is an ongoing mission for Potential. Here are just a few recent ways in which our team members have been serving the autism community:



- » **Karen Yosmanovich**, MEd, BCBA, LBS, Clinical Manager, collaborated with two other organizations and chaired a panel on "Teaching from Joy: Applying Practical Functional Assessment & Treatment Across Settings," at the New Jersey Association for Behavior Analysis Conference in April.
- » "Improving Interactions Between Police and People with Autism," written by **Kristine Quinby**, was featured in the Spring 2021 issue of *Autism Spectrum News*.
- » In April, **Jordan Hulas**, BCBA, Program Coordinator, talked with Rider University about his decision to attend the school and how it prepared him for his career with Potential.
- » **Tanya Hough**, MS, BCBA, Adult Program Coordinator, and **Karen Yosmanovich** presented their poster, "Don't Train and Hope: A Model for Staff Development," at ABAI 2021 in May.
- » In a feature by Rider University, alum **Kristine Quinby** reflected on how her college experience and internships led her to become the founder and CEO of Potential.

Many of these articles and presentations can be found on our Resources page at [Potentialinc.org/resources](http://Potentialinc.org/resources).

## Help us Spread the Word!



If you think Potential is a great place to work or to receive services, will you please help us spread the word by rating us on Indeed, Google or Glassdoor? Leaving a review is easy — it takes just a couple minutes — but helps us build our reputation among prospective donors and job applicants.

### To leave a review on:

- » **Google:** type Potential, Inc. into the Google search bar and click on "Write a Review" in the organization box that pops up to the right.
- » **Glassdoor:** visit [Glassdoor.com](http://Glassdoor.com) and select the option to "Write a Review." Then simply follow the prompts and share your thoughts.
- » **Indeed:** Visit [indeed.com/cmp/Potential-Inc./company-questions](http://indeed.com/cmp/Potential-Inc./company-questions). You can skip the questions that do not apply to your role.





### Potential, Inc.

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[Potentialinc.org](http://Potentialinc.org)

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## Get to Know Potential's Team: A Q & A with our BCBAs

We recently spoke with two of Potential's Program Coordinators Lindsay Murtha, BCBA, and Janeen Levine, BCBA, about their roles and what it's like to work at Potential. Here's what they had to share:

### What's it like to be a BCBA/Program Coordinator at Potential and what are your responsibilities?

**Lindsay:** "I wear many hats, but my primary responsibilities include creating, monitoring and adjusting client programs, evaluating client progress, conducting parent training, supervising RBTs, and consulting with our Springtime School teachers."

**Janeen:** "It varies. For my clinic clients I perform initial evaluations and functional behavior assessments, then develop behavior plans and train RBTs on implementing those plans. For my Springtime School clients, I coordinate with teachers and therapists depending on services needed. Across all cases I develop goals for clients and prioritize those goals based on individual needs."

### Why did you choose Potential?

**Lindsay:** "I liked the variability of clients, the emphasis on putting the client first and the importance of meaningful changes in outcomes as a priority. Potential is also big on collaboration, working as a team, and staying current with research guiding best practices in ABA standards."

**Janeen:** "Potential's values really resonated with me. It's a smaller organization where colleagues and co-workers are always available to brainstorm ideas and help problem solve. I was also interested in the growth potential. I recently took on the role of Training Coordinator too. I'm glad to bring my skillset to the table and to have the opportunity to work in another area about which I'm passionate."

### How is working as a BCBA at Potential different from other companies?

**Lindsay:** "For all the reasons I've mentioned above... and another benefit is that they really care about their staff. They're open to feedback. Potential really listens and does their best to make changes based on that feedback."

**Janeen:** "Potential is more collaborative than other companies I've worked with. They also value staff input and are very supportive, I appreciate that. Employees always have the opportunity to propose ideas, leverage those ideas and implement them with Potential's support."

*Interested in joining our team? Visit [Potentialinc.org/careers](http://Potentialinc.org/careers) to learn more about Potential and to apply for open positions.*



Lindsay



Janeen