



"The People Company"

Serving Persons with Special Needs Since 1998

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From the Director's Desk ~

As I ponder the piles on my desk, I think of how my desk will appear to others and what kind of impression it would leave. A clean desk would create the perception that I am an organized and efficient executive. That is really the goal. It is important to be perceived in a manner that is consistent with your self-perception. At AmeriServe International we have company goals to create opportunities for a lifestyle of choice, purpose, and value for people with significant challenges. Our

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The Connector

Choice ~ Respect ~ Participation ~ Presence

April 2008

AmeriServe International, Inc.

Making life better tomorrow because of what is done today.

The Art of Self Perception, Self Deception and Life as We Know It

Self perception and the perception of others are two of the most ignored, but most operational, barriers to achieving a lifestyle of choice, purpose and value. Most of us feel these are a couple of things we cannot do anything about. Yet if nothing is done, efforts to include and connect people with disabilities to others in the community in valued roles are much more difficult.

Much like each of us people with disabilities develop a self perception that is reinforced by the feedback they receive from those with whom they associate. We seek the approval of others that are of value to us. It is through interactions and



feedback that we develop a sense of self and self-awareness. This sense of well-being comes from our associations as well as our function or role in those associations.

The role played is as important as the association. Who doesn't know someone who always needs something every time you see them? In terms of perception, that person feels very valued

because they know you will help them. While in your perception, you may say to yourself, "I wonder what they need now?!?" Two very distinct impressions of the same person were formed by the same interactions.

Given the above, how often do we think we have figured out how to help create a positive self image with a person and in reality have created a sense of dependence? We felt good, but the outcome we intended was opposite of what was achieved. What of others observing the interaction? Did it create a positive perception of the person or did they see dependence?

I am raising an awareness of this issue for the simple

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What We Do

Home and Community Based Services (HCBS)

Habilitation, Respite, Consumer Directed Attendant Care, Group homes

Day Treatment

Adult Day Habilitation and Community Integration Services

Residential Support

Supported Community Living, Specialized Living Arrangements

See Sign-up sheet
at your work location.

ASI Monthly Elective Education

Training provided by
American Institute of Management.

Incident Prevention

Friday, April 18th 12:00 - 3:00pm
Thursday, April 24th 3:30 - 6:30pm

The best way to address an incident is not to have one in the first place! Learn the steps, tips and techniques necessary to increase opportunities to prevent incidents.

Attend the session to:

- Understand the link between communication, relationships and environments
- Review the stages of the behavior cycle
- Understand 5 steps related to behavior
- Establish proactive strategies
- Link the information to actions used to support specific clients

Behavioral Support Alternatives Refresher

Friday, May 16 12:00-3:00pm
Thursday, May 29 3:30-6:30pm

This continuing education session is designed to provide an overview of the Behavioral Support Alternatives program. For participants who have completed the two-day, 6-hour course, this will be a "refresher". For people who have not yet attended the full course, it will offer some insight into what the full course can offer. This is not a replacement for the course, but gives attendees the opportunity to regain lost information and to ask client specific questions which may not be fully covered in programs or behavior plans.

Goals of this course:

- Identify the role that each of the "players" play in the development, escalation, de-escalation and prevention of behaviors.
- Recognize the signs of aggression.
- Utilize appropriate early intervention techniques to physical intervention.
- Demonstrate effective proactive communication techniques for de-escalating behaviors.
- Demonstrate proficiency in various BSA techniques.

The Art of Self Perception, Self Deception and Life as We Know It cont'd

reason that we, in our attempts to support people, may have an inverse effect on how they are perceived both by themselves and by those who associate with them. Well meaning as we all are, the intended outcome is not always the actual outcome.

Supporting people in the context of the interaction and relationship is not just something we throw together at the last minute. Careful consideration and planning are needed to ensure we actually create positive perceptions. The context in which we teach is as important as the skill being taught. Planning with a purpose in mind is essential to positive outcomes. Personal

Network Planning seeks to provide a map for those who support others to find the people, places and things that will enhance self perception and the perception of others. It focuses on opportunities to teach skills in the context of that relationship while focusing on the role the person is playing.

As we age and our experience expands, the need for validation subsides as our sense of self grows. All those moments in which we wish we had done differently tend to mellow with time and become a part of who we are. A planning process that looks at where the person would or could be if given the opportunity takes into consideration all elements of a life style

of choice, purpose, and value. With an eye on where we are going, obstacles seem to loom less large.

Continuing isolation for fear of what others may think is a poor excuse. The perception of others will grow as the experience grows. Planning to create opportunities for the experience is essential to developing self perception and creating a positive perception in the eyes of others. Prerequisite skills or lack thereof have never prevented me or you from interaction with others. Perhaps we can all think of a time when they should have. But in reality we learned from those experiences and others learned about us. That is life as we know it.

Jam Session At Western Trails

Many people who attend The Planning Center have been visiting Western Trails Center on Thursday afternoons for their “Jam Session.” The Western Trails Center is located at 3434 Richard Downing Avenue in Council Bluffs. Jam Session participants have welcomed us warmly and said we could participate in the future. Upon returning to the Center we dusted off the tambourine and rhythm sticks, got out our rhythm CD and began to hold band

practice 2 – 3 times a week. During our practice time we work on listening for the beat and all playing together. We also have two knee slapping songs we are working on and hope to be ready for our first “gig” in May.

We are still debating what to call our band. Amerishine has been suggested, but we would like some more ideas submitted before making a democratic choice. We have had several audiences to



date; students from Iowa Western Community College and office staff from AmeriServe. We will keep you updated as to the progress of “the band.”

Graduation With Honors

Continuous education and training for our employees is a core company value of AmeriServe International. Each month we provide opportunities for all employees to participate in training. We also offer specific training directed toward supervision and management. This is done through our sister company, American Institute of Management. This month we had 3 Client Service Coordinators, Becky Eckert,

Susan Larrison and Dennis Stolz, devote their time and attention to learning the basics of supervision. At the graduation ceremonies each was given a certificate for completion and were



recognized by the executive team for their efforts and dedication to self-improvement. As a result of their participation in Basic Supervision class the company and the people we serve will all benefit. Congratulations and thanks to all three of the CSCs. It is an honor to have such fine people working with us at AmeriServe International.

From the Director's Desk cont'd

core processes are designed to enhance the perception of value for both our employees and for those we have the opportunity to serve. That is what makes us “The People Company.”

Tom Hoff

Support Options

1. In-home Support—training to increase self-help, socialization, and adaptive skills within the home and community.
2. Day Treatment— specialized sensory-motor, cognitive, communicative, social, interaction and behavioral support.
3. Residential— designed to maximize consumer successes through the use of rehabilitative therapies, special developmental skills, participative enhancement, and sensory-motor development in the group home or specialized living setting.

Call for more information today!
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Making a Difference

AmeriServe International, Inc. carefully selects all personnel to ensure that they possess beliefs, experiences, skills, and knowledge that will assist persons with special needs in exercising a quality of life of their choice. If you or someone you know is interested in doing the right things, in the right way, for the right reasons, at the right times, we are looking for the right people.

Please call **712-322-0272** to find out how you can make a difference.



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of
MANAGEMENT
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