



## FAREWELL AND THANK YOU TO OUR FRIEND MARTHA STORIE

*a message from the chair*

**Kristine M. Herfkens, Ph.D., ABPP**

As the press deadline for this newsletter drew closer, I realized that for weeks I was able to write only one sentence: "Martha Storie is retiring after 36 years of service to the North Carolina Psychology Board." Like many of you, I have had to let that sink in. That one sentence cannot begin to convey the enormity of the transition that is occurring.

Martha is the only Executive Director the Board has ever had. In fact, for years she was the only Board employee. Along the way, she has shepherded the Psychology Board into the sophisticated, effective, efficient, and thoughtful regulatory agency that it is today.

Martha did not plan to become a Board administrator when she graduated from Appalachian State University. She thought she might teach Business Education at the high school level. Her student teaching experience changed her outlook, and, in 1977, she took a job as the Executive Secretary for the Psychology Board. When Martha was hired for this position, the Psychology Board was organized quite differently, with Board members doing all of the work. The job evolved (probably because Martha showed the Board members what she could do), and Martha became its first Executive Director in 1983.

By the early 1990s, the complexities, as well as the role and scope, for both the Board and the Executive Director had changed. The Board's needs had become much too substantial for Martha and the Board to continue managing them, so Martha hired additional staff with the Board's support, and her job continued to move from primarily clerical in nature to managerial and executive in function. Since her hiring, Martha has successfully worked with 55 different Board members, including 17 different chairs, with the primary mission being protection of the public.

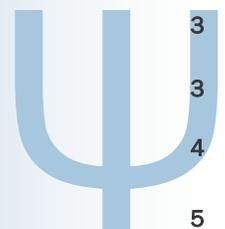
In preparation for this article, I asked Martha to reflect on her career, including both the high and low points over the years. She quickly acknowledged that the last three years have been some of the most difficult the Board has faced due to serious budgetary issues. After putting together a highly experienced staff of five, budget constraints resulted in the loss of two staff positions over the past two years, but there has been no reduction of the demands on the Board or the staff. From the Board's perspective, Martha and the remaining staff have done a great job picking up all of the extra work, and Board members have taken on additional responsibilities. Despite the stress of these last few years, Martha said that she looked back with pride on her career. She has particularly valued the variety in her job, with no two days being alike. One of the stories that Martha mentioned involved a licensee many years ago who was upset and spoke harshly to Martha. Martha did not (and does not) personally know this person, and it was (unfortunately) not a particularly unusual interaction. Several years later, the licensee apologized to Martha for the initial conversation, and recently sent a card congratulating her on her retirement. It has meant a lot to Martha that the psychology licensees of North Carolina generally come to appreciate her thoughtful and ethical service, as well as her in-depth knowledge of the licensing law.

Few psychologists in North Carolina and very few other people in our state are likely aware of the fact that Martha is internationally known and respected for her work in the area of regulatory psychology. She has had a long involvement with the Association of State and Provincial Psychology Boards (ASPPB), which is comprised of the psychology boards of all fifty of the United States, the District of Columbia, the U.S. Virgin Islands, Puerto Rico, Guam and all ten provinces of Canada. In 2006, this Board nominated Martha for the position of Secretary/Treasurer of ASPPB, recognizing in the nominating letter that "her solid judgment and experience have guided the N.C. Psychology Board through difficult times in shifting political climates... Martha is honest, conscientious, and incredibly dedicated to her work." ASPPB's members took note of Martha's accomplishments and dedication by electing her to serve two three-year terms as Secretary/

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*Pictured left to right, Martha with Tony Powell, one of the longest serving Board Members & Former Board Chair.*

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Treasurer, ending in December 2012. In addition, Martha has in the past received two prestigious awards given by ASPPB. In 1996, she was awarded designation as an ASPPB Fellow, given in recognition of significant and enduring contributions to ASPPB and to the licensing, certification, and regulation of psychologists. In 2002, Martha received the Ming Fisher award, which is given annually to a state psychology licensing board administrator or staff person who has given stellar service to their board and who has also contributed to ASPPB. She was nominated for each of the awards by the North Carolina Psychology Board.

Martha's colleagues have been preparing for her retirement for several years. The clear consensus is that she will be greatly missed. Randy Yardley, who served as both a Board and staff member with Martha for many years, summed up his feelings:

*"It is very difficult for me to put my feelings about Martha fully into words. As a Board member many years ago, as an employee under her supervision for more than 15 years, and now in my post-retirement interactions with Martha, I have always observed in her an essential sense of concern and kindness toward others. Her commitment to the public and her support for licensees who practice psychology ethically and legally is unfaltering. She works with her staff to do their best, and she expects the same and more from herself. And, she has been an incredibly watchful steward for the Board's funds. In addition, most people are unaware of the additional workload she has taken on during the last two years, for which we should all express particular gratitude, following the retirement of two staff members. Although I believe that no one is irreplaceable, in her role with the Board Martha comes as close to being described as such as anyone possibly could be. I still call on her from time to time, and I will continue to do so as my friend and colleague."*



*Pictured left to right, Martha, Randy Yardley, and Board Staff Susan Batts and Sondra Panico, at a 2009 Board Meeting.*

Sally Cameron, Executive Director of NCPA, an equally venerable member of the North Carolina psychology community, offered her own recollections of Martha:

*"I remember the first time I met Martha – she was in a one-room office with a lot of filing cabinets in a building at Appalachian State. I had started with NCPA – inherited shoeboxes with NCPA records – and my office was in my house. Wow –we have come a long way since then – office space, complex computer systems, websites, and staff to manage. The numbers of our licensees and NCPA's members have increased incredibly since those days beginning in 1981 when I came to NCPA.*

*While our roles have been completely different – regulatory versus advocacy – I have valued my association and friendship with Martha since that first day. The purposes of our organizations may be different but the bottom line work that we do is the same – running a complex organization with many parts. It has been very nice to have a colleague who you could talk with, problem-solve, commiserate and rejoice with.*

*Martha is one of the most committed professionals I know. She has an incredible work ethic. She is dedicated to her work, her board and her staff. While not everyone gets to see it, there is also a fun side to Martha. We have enjoyed many conversations about travel, her beloved mountains, and much more.*



*Pictured left to right, Martha, Former Board Member Margery Adams, Board Administrative Officer Debbie Hartley and Former Staff Member Wilma Ragan.*

*I will miss Martha very much and wish her well in much-deserved retirement."*

As Martha prepares to leave her job, she is hopeful that the foundation she has laid for the Psychology Board will hold firm. She steadfastly believes that the Board must focus first and foremost on protection of the public, but grow and change as technology and the current times demand. She is comfortable that she is leaving the Psychology Board in the capable hands of new Executive Director Dan Collins.

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Martha says she has immensely enjoyed her work for the last 30+ years and especially values the association that she had with Board members, staff, and others she came in contact with during that time. While we are going to miss Martha tremendously, we are thrilled that she is moving into this next fun phase of life. Martha is looking forward to having more time to spend with her husband, Jerry, playing golf and traveling in their RV.



Please join us in wishing Martha Storie a fantastic retirement!

### Meet the New Executive Director Dan Collins



The North Carolina Psychology Board is pleased to announce the hiring of Dan Collins as the next Executive Director effective March 1, 2013. Dan has a fortuitous combination of skills and experience that we believe will serve the Board well in the years to come.

Dan comes to the Board staff after working as a corporate and regulatory attorney for the past 15 years. He most recently served as Corporate Counsel and Secretary for the American Public Communications Council, a national telecommunications trade association based in Alexandria, Virginia. Dan also has worked as an attorney for Lowe's Companies, Inc. ( Mooresville, NC), King Pharmaceuticals, Inc. (Bristol, TN), Troutman Sanders, LLP (McLean, VA), and GoodLife TV Network, Inc. (Washington, DC).

Prior to becoming an attorney, Dan served as White House Deputy Director of Research and Special Projects for the Clinton Administration. He began his professional career as an Accountant and Auditor working for both a public accounting firm and a venture capital company.

Dan received his JD from George Washington University Law School in Washington, DC, and received a BS in Accounting from UNC-Greensboro. While attending UNC-Greensboro, Dan met his wife, Yogi, and the two have been married for 20 years. After living in the Boston, MA, and Washington, DC, metro areas for many years, Dan and Yogi have lived in Boone for the past nine years. Along with their two children, they have four rescued stray dogs which all make for a very lively and fun household.

Although Dan has lived off and on in North Carolina for more than 20 years, he remains loyal to his native Boston sports teams, including his beloved Boston Red Sox. However, as a resident of Boone, he has become an ardent fan of Appalachian State's athletic teams.

While he admittedly has very big shoes to fill, Dan is excited about joining the Board staff and continuing the great foundation established by Martha Storie.

### Final Thoughts- Comments From Former Board Member John Esse, Ph.D.



I moved to North Carolina to begin my postdoctoral career in psychology more than 35 years ago. My life's work as a psychologist prior to retirement included both clinical practice and administrative functions, largely in community mental health and state hospital settings. But I found that my nine years of service on the North Carolina Psychology Board involved some of the most challenging and satisfying professional activity.

I will miss being on the Board, most particularly my association with Martha Storie, the Board's Executive Director. She has been an invaluable asset to the board during her decades of dedicated service, and I have always held the highest respect for her knowledge and her unwavering commitment to do the right thing. My relationships with the other staff and with various board members over the years have also been very gratifying. I experienced a strong sense of collegiality and team spirit, and yet I always felt able to express contrary views during debate regarding tough issues. I truly believe that in all cases, the mission to "protect the public" was paramount in the minds of those around the table, and that in our conjoint effort to deal with many sensitive questions, good decisions routinely emerged.

The effort during my tenure of which I feel most proud was my involvement in helping to resume publication of a Board newsletter. I also advocated for the Board to bring to fruition a requirement for routine criminal history record checks for all applicants. The legislative groundwork for this has been accomplished, and implementation via the development of procedures was stated as a goal in the Board's 2012 Annual Report to the Governor.

I leave the Board with a sincere hope that psychologists across our state recognize the benefits to the integrity of our profession of having a strong licensing board. My further wish is that state legislators appreciate the criticality of Board functions for the welfare of North Carolina citizens seeking or receiving psychological services.

ANNUAL REPORT AND SUPPLEMENTAL INFORMATION FROM 07/01/11-06/30/12

NUMBER OF:	
Individuals who applied to the Board for Examination	238
Individuals who were refused examination	19
Individuals who took the state examination	189
Individuals who took the national examination	153
Individuals who were issued a license	212
Psychological Associate	42
Licensed Psychologist	134
Licensed Psychologist (Provisional)	36
Application forms and state laws mailed (This number has decreased since forms are now available on the Board's website)	9
Visits to the Board's website (www.ncpsychologyboard.org)	44,340
Psychologists licensed in North Carolina as of 06/30/2012	3987
Psychological Associate	1287
Licensed Psychologist	2637
Licensed Psychologist (Provisional)	63
Corporations and PLLCs registered	77
Official complaints received involving licensed and unlicensed activities	39
Complaints resolved	46
Complaints pending as of 06/30/2012	19
Investigations, including complaints, pending as of 06/30/2012	21
Disciplinary actions taken against licensees, or other actions taken against non-licensees, including injunctive relief (5 disciplinary; 4 remedial; 0 injunction)	9
Licenses suspended or revoked	2
Licenses terminated for any reason other than failure to pay the required renewal fee (4 voluntarily relinquished with Board's consent; 0 voluntarily relinquished under a Consent Order; 2 deceased)	6
Licenses terminated for failure to pay the renewal fee	NA

DURING THE PAST 2011-12 YEAR, THE BOARD:

-  reviewed applications and licensed qualified individuals
-  reviewed and resolved complaints regarding ethical and legal issues
-  published two editions of psychNEWS, the Board's newsletter;
-  provided formal training for new members;
-  sought fee increases to enable the Board to fulfill its statutory mandate to protect the public from incompetent, unethical, and unprofessional practice

OBJECTIVES FOR THE BOARD IN THE 2012-13 FISCAL YEAR INCLUDE:

-  address budgetary, succession, and long-range planning issues
-  continue to seek fee increases to enable the Board to fulfill its statutory mandate to protect the public from incompetent, unethical, and unprofessional practice
-  continue to publish a newsletter, at least on a semiannual basis
-  adopt, amend, and repeal rules as necessary

EXAM RESULTS

Performance of Graduates of North Carolina Universities on the Examination for Professional Practice in Psychology from 07/01/11-06/30/12.

LICENSED PSYCHOLOGICAL ASSOCIATE

LICENSED PSYCHOLOGIST

Program	Licensure Level										Licensure Level					
	ASU	ECU	FSU	NCCU	NCSU	UNC-C	UNC-CH	UNC-G	UNC-W	WCU	Duke	ECU	NCSU	UNC-C	UNCG	UNC-CH
Clinical	4/0	0/0	0/0	2/9	0/0	1/1	0/0	0/0	6/2	1/0	2/0	0/0	0/0	0/0	1/0	1/0
Counseling	0/0	0/0	0/4	0/0	0/0	0/0	0/1	0/0	0/0	0/0	0/0	0/0	0/0	0/0	0/0	0/0
School	0/0	0/1	0/0	0/0	0/0	0/0	1/0	0/0	0/0	2/1	0/0	0/0	0/0	0/0	0/0	3/0
Other	0/0	0/0	0/0	0/0	0/0	0/0	0/0	0/0	0/0	0/0	0/0	0/0	0/0	0/0	0/0	0/0
Totals	4/0	0/1	0/4	2/9	0/0	1/1	1/1	0/0	6/2	3/1	2/0	0/0	0/0	0/0	1/0	4/0

During the period of time from April 1, 2012, through March 31, 2013, the Board reviewed and closed 23 investigative cases involving psychologists in which it found either no evidence of probable cause of a violation or insufficient evidence to issue a statement of charges, and reviewed and closed 6 cases involving non-psychologists. Further, it issued remedial action in 2 cases and took the following action:

**Robert Coombs, Psy.D.** – CONSENT ORDER was approved on October 10, 2012, and executed on November 3, 2012, upon receipt of the signed original. Respondent admits that the described conduct constitutes violations of N.C. Gen. Stat. §§ 90-270.15(a)(4) & (a)(10) of the North Carolina Psychology Practice Act, and Standard 6.06 of the *Ethical Principles of Psychologists and Code of Conduct* (American Psychological Association 2002). Respondent’s license is REPRIMANDED, and he must remit \$300.00 in costs.

**Serena Joslin, M.A.** – CONSENT ORDER was approved on January 16, 2013. Respondent admits that the described conduct violates N.C. Gen. Stat. §§ 90-270.15(a)(1), (a)(4) & (a)(10) of the North Carolina Psychology Practice Act, and Standard 6.06 of the *Ethical Principles of Psychologists and Code of Conduct* (American Psychological Association 2002). Respondent’s license is REVOKED, and she must remit \$300.00 in costs.

**James Snyder, Ph.D.** – CONSENT ORDER was approved on November 8, 2012, and executed on November 27, 2012, upon receipt of the signed original. Respondent acknowledges that the described conduct constitutes violations of N.C. Gen. Stat. §§ 90-270.15(a)(10) (unprofessional conduct) and 90-270.15(a)(17) of the North Carolina Psychology Practice Act, and Standard 3.05(a) (multiple relationships) and Standard 6.01 (records) of the *Ethical Principles of Psychologists and Code of Conduct* (American Psychological Association 2002). Respondent admits no wrongdoing, and nothing in the CONSENT ORDER constitutes an admission by Respondent. Respondent’s license is REPRIMANDED; he must successfully complete tutorials, comply with conditions regarding supervision, and remit \$300.00 in costs.

**David Trayford, M.A.** – CONSENT ORDER was approved on July 19, 2012. The Board contends that, at a hearing on April 25-26, 2012, it proved that Respondent’s conduct in this matter constitutes violations of N.C. Gen. Stat. §§ 90-270.15(a)(10), (a)(11), (a)(13), (a)(14) & (a)(15) of the North Carolina Psychology Practice Act, and Standards 3.04, 9.01(a) & (b), 9.02(a) & (b), 9.08 (a) & (b), and 9.10 of the *Ethical Principles of Psychologists and Code of Conduct* (American Psychological Association 2002). Respondent does not admit to any violations in his psychological evaluation of client X, and he does not admit to any errors by his supervisor. Respondent’s license is SUSPENDED, beginning 14 days following the execution of the CONSENT ORDER. The suspension shall remain in effect until Respondent receives Board approval to resume the practice of psychology following his successful completion of education set forth in the CONSENT ORDER. Respondent’s supervision at Level 3 is rescinded. After successful completion of the conditions set forth in the CONSENT ORDER, the suspension of Respondent’s license shall be lifted, and he may practice psychology under the conditions set forth in the CONSENT ORDER. Respondent must remit \$300.00 in costs.

**Deborah C. Tyler, Ph.D.** – CONSENT ORDER was approved on January 16, 2013. Petitioner admits that the described conduct violates N.C. Gen. Stat. § 90-270.15(a)(6) of the North Carolina Psychology Practice Act. Petitioner’s applications for licensure and health services certification at the Licensed Psychologist level are approved for examination for licensure. Upon licensure, Petitioner may practice psychology in North Carolina under specified CONDITIONS. Upon compliance with all conditions, she can be released from the conditions. Further, Petitioner must remit \$300.00 in costs.



THE NORTH CAROLINA PSYCHOLOGY BOARD

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- Sarah Lynn-Sells Lambert, RN, BSN, M.Ed., *Public Member*
- Jeffrey M. Lorence, M.A., *Licensed Psychological Associate*
- Jane E. Perrin, Ph.D., *Licensed Psychologist*
- J. Anthony Powell, M.A., *Licensed Psychological Associate*
- Maria M. Velazquez-Constas, M.Ed., *Public Member*

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- Daniel P. Collins, *Executive Director*
- Martha N. Storie, *Executive Director (Retiring)*
- Susan C. Batts, M.A., *Staff Psychologist*
- Debbie Hartley, *Administrative Officer*
- Rebecca Osborne, *Communication Specialist*
- Sondra C. Panico, *Assistant Attorney General and*  
*Counsel to the Board*

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