



END OF THE MONTH EDITION: FEB. 17, 2022



What's new for March.

Can you believe it's going to be March in a few days? It's easy to forgive time marching on so quickly with signs of spring in the air, family getaways to enjoy, another St. Patty's day to celebrate, and the official end of winter just ahead. In Texas, we're already sporting Hawaiian shirts and flip flops and getting ready for warmer temps. You'll get there, Boulder families! With spring around the corner, it's never too early to **start thinking about and planning for Summer Camp at The Behavior Exchange**. We'll be opening up enrollment very soon, so reserve your spot now and you'll be all set. No last minute decisions to be made. No stressing over what to do. Enrolling early is a great way to make room for a little more fun this spring.

We have more good news to share. **The Behavior Exchange has a new President and Chief Operating Officer**. Please help us welcome Matt Rubin to the TBE family! You can read more about Matt in the following pages. We couldn't be more thrilled that he's joined our team.

Last, but hardly least, we're opening a new hive this year in Prosper, Texas - almost due north of our Frisco hive. We've already secured the location and are in the early stages of planning the build out of the space. We'll keep you updated on our progress, including when the new hive opens. We promise you'll be the first to know!

See what else is happening at TBE.

Insurance changes

Be sure to keep us posted of any insurance changes for this year. If you've changed insurance, please provide a copy of your new insurance card as soon as possible. Contact our Intake Team if you have any questions.

Parent's Night Out

We have our Parent's Night Out scheduled for March 17th. Drop the kids, and go do you!

TBE Calendar

Notable Dates

For all the important dates in one place, be sure to pick up our printed calendar! You can also log on to our site and view selected events: [CLICK HERE](#)

3/3: Group Parent Training (GPT)

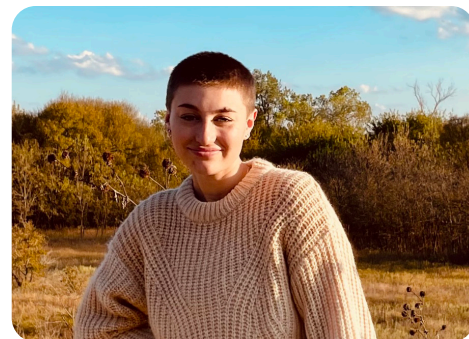
3/10: Group Parent Training (GPT)

3/17: St. Patty's Dress up!

3/17: Parent's Night Out (PNO)

3/24: Group Parent Training (GPT)

Get to know us!



Meet Sky. She embodies our core value of Health & Safety. Sky provides our clients with a safe and healthful environment for positive behavior to thrive. She is health-focused and incorporates that into her interactions with clients.

Favorite restaurant: Olive Garden

Favorite movie: Disney's Movie - Brave

Favorite band: Zach Brown Band

Hobbies: I love to spend time with my family/friends and go on hikes while enjoying the fresh air! I also love to read books!



Group Parent Training

February brings more opportunities for our families to participate in our Group Parent Training series featuring topics that include:

Tackling Toilet Training

Make It Practical, Make It Visual

Tackling Toilet Training

12pm, CST via Zoom

Beginning this spring, we will also start offering a monthly, ABA therapy in-depth training series. These sessions will go beyond the basics to provide you with a comprehensive understanding of ABA therapy services and how to best support your child.

As we continue to build our training library, we would love to hear from our families about what they would like to engage in more. Send suggestions: jfarrar@behaviorexchange.com

Community Events.

See what's the buzz around town.

DFW AREA

Mar 01-19

The Wizard of Oz at Artisan Center Theater

Follow the yellow brick road in this delightful stage adaptation of L. Frank Baum's beloved tale, featuring the iconic musical score from the MGM film. The timeless tale, in which young Dorothy Gale travels from Kansas over the rainbow to the magical Land of Oz. Tickets available [HERE](#)

Mar 01-31

PALS Kids Club Passport: Coast to Coast

Each kids club member gets a passport that comes with a mission with fun prizes and freebies just for exploring Galleria Dallas and the world around you. In this PALS Mission January through March, you'll explore states across the U.S. and enjoy a special prize from South Dakota Tourism. It's free and easy to sign up online [HERE](#) or at the Galleria's Guest Reception Center on the first level near Center Court and collect your passport.

Mar 12 & 26

AMC Sensory Friendly Films

AMC is proud to partner with the Autism Society to offer unique movie showings where we turn the lights up, and turn the sound down, so you can get up, dance, walk, shout or sing! Our Sensory Friendly Film program is available on the second and fourth Saturday (family-friendly) and Wednesday evenings (mature audiences) of every month. Please check your local theater listings for specific showtimes, and don't forget to share your family fun with #AMCSensoryFriendly.

Did you know?



In partnership with the Department of Behavior Analysis at the University of North Texas, The Behavior Exchange funds the **HPS/DBA Grace of a Miracle Scholarship in Behavior Analysis**. The award is \$1,000 and supports student research in the field of behavior analysis and how it benefits families.

[CLICK HERE](#)

Our BCBA's recommend:

Arthur Czarobski, BCBA at The Behavior Exchange recommends the book: ***The Verbal Behavior Approach***

This was another book that I read when I first started in ABA several years ago. It's written by Dr. Mary Barbera. Like me, she's a BCBA as well as a parent of a child with autism. In her book, she draws on real-life experience and her professional development to empower you with tools to help your child. [CLICK HERE](#)

TBE blog

Our expert BCBA's and therapists have been collecting and writing articles related to autism and ABA therapy all the way back to 2013! That's almost a decade of expert info all easily accessible through our [BLOG](#). Check it out!



Mar 4

Fun on the Farm | The Chicken and the Egg, Heritage Farmstead Museum

Fun on the Farm is an interactive program designed for preschoolers and their grown-ups. Most appropriate for children ages 2 to 5 years old, our programs offer families the opportunity to read a story, make a craft, meet our livestock, enjoy a wagon ride, and have fun on our 4.5 acre farm. Our gates open at 10am for registered guests. Tickets must be purchased in advance so that we can safely manage our attendance for this program. Stations are open during our two-hour, come-and-go style program and close at noon. After the program is over, guests are welcome to enjoy time on their own until we close at 2pm. Bring a picnic lunch or snack if you like. [ORDER TICKETS HERE](#)

Boulder/Denver Area

Mar 01, 10:30-11:00 AM

Tales for Tots at Erie Community Library

Tales for Tots is a storytime for children ages 18 months to 3 years and their caregivers. It features books, songs, and actions designed to develop early literacy skills and a love for reading. Children will develop listening skills allowing them to participate with the storytellers and the other children in the group. Seating will be on a first come, first served basis so please arrive early. [CLICK HERE](#)

Mar 01-31

Google Garage, Museum of Boulder

A creative space for messing about! The Google Garage is based on the idea that children learn best when they get to explore, create, experiment, and follow their natural curiosities – just messing about. Play music by touching colors, build your own robots and train them what to do and build structures straight from your imagination! Best for ages 5+. [CLICK HERE](#)

Mar 20

Sensory Friendly Playtime, WOW Children's Museum

For some children with autism spectrum or sensory processing disorders, a visit to a museum like WOW! is difficult or overstimulating. In 2015, we launched Sensory Friendly Playtime, a low sensory event where children with autism spectrum or sensory processing disorders can explore the Museum without the noise, crowds, and stimulation of a typical day. We limit the number of families who can attend, turn down sounds and lights, and provide adaptive equipment such as noise reducing headphones and weighted vests. When available, occupational therapists or physical therapists are on hand to help facilitate activities, provide resources, and answer questions. [CLICK HERE](#)

TED talk

The world needs all kinds of minds

Temple Grandin

Temple Grandin, diagnosed with autism as a child, talks about how her mind works -- sharing her ability to "think in pictures," which helps her solve problems that neurotypical brains might miss. She makes the case that the world needs people on the autism spectrum: visual thinkers, pattern thinkers, verbal thinkers, and all kinds of smart geeky kids. [CLICK HERE](#)

Quote of the day

"The secret of getting ahead is getting started."

– Mark Twain

Fun fact



The first St. Patrick's Parade

Records show that a St. Patrick's Day parade was held on March 17, 1601 in a Spanish colony in what is now St. Augustine, Florida. The parade, and a St. Patrick's Day celebration a year earlier were organized by the Spanish Colony's Irish vicar Ricardo Artur.

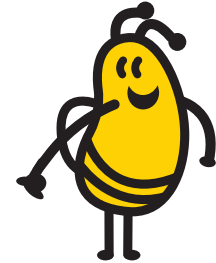


Mar 03-06

Boulder International Film Festival

The Boulder International Film Festival brings films and filmmakers from around the world to Boulder for a four-day celebration of the art of cinema. BIFF consistently features a wide variety of films from local, national, and international filmmakers, including many that have gone on to significant box-office success and multiple Oscar nominations. Adding to the BIFF experience are events featuring nationally renowned chefs, filmmaker happy hours, multiple opening night galas, talented musicians and much more. [CLICK HERE](#)

Pssst...Check this out!



Next Newsletter: Mar 3.

Sweet Prosperity!

**Some
amazing
news to share!**



The Behavior Exchange is opening a new hive — our fourth! — this time in Prosper, Texas, just north of Frisco.



**Prosper Hive
Coming soon!**

Our home base is in Plano, where we started. Three years ago, we expanded into Frisco with a beautiful flagship site, and now we're bringing life-changing ABA therapy to a growing community with a name we hope to make come true for your family. We will keep up updated with our progress. Be on the look out with more communication from us about this exciting new hive!

Bee happy and Prosper!

There's still more good news on the next page!

We're excited to welcome Matt Rubin to the TBE family!

Meet, Mr. Matt Rubin — President and COO.

As President and Chief Operating Officer, Matt will oversee the financial and operational functions of The Behavior Exchange. He has more than 25 years of leadership experience, focusing on strategic initiatives and operational and financial efficiencies that drive business growth.

Before joining our team, Matt was a Principal and Sr. Managing Director for 15 years at SOLIC Capital Advisors and its predecessor firm Navigant Capital Advisors. His tenure there included extensive work for clients in the healthcare industry, such as Physician Practice Management Companies (PPMs), hospitals, home health, medical supplies, PBMs, and medical health plan providers. He led various initiatives to improve their operations, profitability, and liquidity.

Matt started his career as a consultant in the health and group benefits practice at Hewitt Associates, responsible for financial reporting, forecasting/budgeting, and variance analysis for Fortune 500 companies. He later became VP of Finance at Protocol Marketing Group, responsible for corporate finance and accounting functions, and Treasury Manager at Universal Access.com, responsible for fixed-income investments, acquisitions, and cash management.

Matt received his Bachelor of Science degree in Business from the University of Kansas and his MBA at DePaul's Kellstadt Graduate School of Business.

When he's not at work, Matt's spends his time with his wife Dr. Rachel Rubin and their three kids – Hannah, Aaron, and Zach. On weekends, they can be found at a frigid nearby ice rink watching Aaron and Zach's hockey games or supporting Hannah on the tennis court. Matt also enjoys hiking, cycling and is known to play a mean game of pickleball.



(Matt, in bee form)



The **Behavior**Exchange®
What could be, can be.®



Proud to be a Behavior Health Center Of Excellence.



Plano 972.312.8733 | Frisco 469.850.5701 | Boulder 720.647.8541



behaviorexchange.com

Go ahead, find us and FOLLOW us on:



A kind word works wonders.



REVIEWS

MARCH

FIND YOUR FOUR LEAF CLOVER!

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
		1 <i>Mardi Gras</i>	2 <i>Ash Wednesday</i>	3 Group Parent Training Tackling Toilet Training 12pm, CST via Zoom	4 Dress-Up Friday Mardi Gras Day Wear yellow, green or purple! <i>Employee Appreciation Day</i>	5 Social Saturday Frisco Hive 9am-3pm, CST
6 <i>National Oreo Day</i>	7	8 <i>International Women's Day</i>	9	10 Group Parent Training Make It Practical, Make It Visual 12pm, CST via Zoom	11 Dress-Up Friday Spring Forward Wear PJs to rest up!	12 Social Saturday Frisco Hive 9am-3pm, CST
13 <i>Daylight Savings</i>	14	15	16 <i>Purim Begins</i>	17 Group Parent Training ABA Visualized 12pm, CST via Zoom 7pm, CST in-person Parent's Night Out Frisco & Plano hives: 5:30pm-8:30pm, CST Dress-Up Day St. Patty's Day Wear green to be lucky!	18 Dress-Up Friday Bee Bright Wear fun, bright colors! <i>Holi Festival</i>	19 Social Saturday Frisco Hive 9am-3pm, CST
20 <i>International Day of Happiness</i>	21 <i>World Down Syndrome Day</i>	22	23	24 Group Parent Training Tackling Toilet Training 12pm, CST via Zoom	25 Dress-Up Friday March Madness Sport your favorite basketball team! <i>International Waffle Day</i>	26 Social Saturday Frisco Hive 9am-3pm, CST
27	28	29	30 <i>National Doctors' Day</i>	31 Group Parent Training Communication of Behavior 12pm, CST via Zoom		

All times are in Central Standard Time Zone (CST).



The **Behavior Exchange**® | *What could be, can be.*



Plano 972.312.8733 | Frisco 469.850.5701 | Boulder 720.647.8541



behaviorexchange.com

Proud to be a Behavior Health Center Of Excellence. 

Go ahead, find us and LIKE us on:



A kind word works wonders.



REVIEWS