



The

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## Christine Ristuccia

*Say It Right*



Book publisher Christine Ristuccia began her foray into the world of speech pathology as a volunteer to the speech pathologist at May Howard Elementary School on Wilmington Island. The mother of

two preschool boys, in 2000 she launched Say It Right, a publisher of speech-language, special education and general education products. She relocated her business to Tybee Island in 2004.

Ristuccia is a nationally known speaker in the field of speech-language pathology and is the creator of The Entire World of R workbook, a unique, innovative and effective method of remediating "R" (/r/) articulation disorders. She is also the author of five other books in this field, and has sold and created more than 50 other speech-language related products worldwide.

**Q. What key career decisions did you make that led to your present success?** A. We decided to go for it and focus on the business full time. We also started spending more time developing products and going to trade shows to exhibit our company and products.

**Q. If you had to start all over again in some other field, what would it be and why?** A. I would be an acupuncturist. The field is fascinating and helpful to me and my own health. It is

great because when patients receive acupuncture, they are able to significantly reduce their medication.

**Q. What keeps you awake at night?** A. My preschoolers!!!!

**Q. If you were mentoring a student who wanted to follow in your footsteps, what advice would you give?** A. That you need to believe in yourself, and never think that anyone is better than you. We are each unique and have our own purpose in life to fulfill. If you have an idea, move full steam ahead! You also need to be persistent and have perseverance. Always, make time to take care of yourself -- otherwise you'll run out of gas.

**Q. What extracurricular activity has been the most beneficial in your career?** A. Yoga and meditation.

**Q. Where do you see yourself professionally in five years?** A. I see our company being even larger and more stable. My research is going to be published this year and I believe that my work will become the standard approach to /r/ articulation disorders in the field of speech-language pathology. I would then like to branch into the 'English as a Second Language' field, and help students learning English to correctly produce the /r/ sound. The business will have many more product lines and address many more disorders.

**Q. What are you reading, and or what was the last book you read?** A. "A Long Way Gone- Memoirs of a Boy Soldier" by Ishmael Beach.