

## **AAPPSPA BOARD MEETING MINUTES: Holiday Inn, Phoenix, AZ May 2, 2019**

President LeeAnn Kyriakides called the meeting to order at 6:05 PM

**Officers:** LeeAnn Kyriakides, Susan Arnold, Michelle Zeglin, Cindy Bitz

**Board Members:** Claudia Ellis, Karin Ernst, Kristie Gatto, Jennie Herklotz, Andrea Lary, Jen Malone Priest, Marian Sheehan, Amy Wetherill,

**Past Presidents:** Eileen Devaney, Denise Dougherty, Barbara Samuels

LeeAnn welcomed new members to the board: Heather Sheer, Dale McClure Floyd, and Andi Lary. Thank you to Marian Sheehan, Susan Arnold, and Claudia Ellis for your service to AAPPSPA and your time on the board.

The executive board will be changing to President: Susan Arnold, Vice President: Michelle Zeglin, Secretary: Karin Ernst and remaining in the same role will be the Treasurer: Cindy Bitz.

### **Approval of Minutes:**

A motion to approve the minutes of the previous January 13, 2019 meetings was made by Claudia Ellis and all approved.

### **Membership Committee Report**

Committee Report as of 4-28-2019 according to Eileen's records. We are waiting for the records according to Aaron, as we had discovered in the past month, that members who did not renew, have remained on the listserve. There are 81 members from last year who did not renew this year. Current membership is 288 with 34 Life Members, 254 Full Members, and 0 Affiliate members. We have a discrepancy of 13 names that we are trying to resolve. We continue to struggle to connect with life members to confirm membership. Eileen reviewed requirements for life membership and suggested to post on the list-serve to see if we get a response on whereabouts of the life members. Eileen will contact everybody once we have an accurate count.

### **Website Committee Report**

There have been no major issues, concerns or projects that have occurred since the last board meeting in January. Please find the work log from Aaron Brewer, Website Monitor, from January until present.

Michelle shared that when assessing the work that many of our board members are constantly working at results to lack of automation of our website. A quote from a new company was collected to possibly takeover and update our website needs. With potential automation added to the website we have the possibility to eliminate a lot of extra work that is currently being addressed by several board members. A change in website may also address new avenues for advertising the website as well. LeeAnn shared that she has been in contact with our current administrator.

Barbara stressed the importance of maintaining the content on the website if a change is made.

Michelle requested that any member that has a website need please contact her so that we can make sure that all of these details are addressed if the website is updated.

More information will be shared with the board as information is received.

### **CEU Report**

Our May conference was approved for ASHA CEU's. All courses are now submitted on-line for approval. Our conference course reporting of CEU's will continue to be done via paper/mail. Electronic submission is an option but approval for the organization and requires specific file formats. Michelle, Aaron and I can discuss this as a possibility for next year.

When constructing the brochure for next year, use this year's brochure as a template to be sure the CE sentence and the ASHA block are as they appear this year. In the past ASHA had issues with our CE statement and the ASHA block so we were "dinged" as having errors. Unless there are changes on ASHA's end, that information should be accurate for next year's conference.

Every year at ASHA there is a continuing education meeting for administrators. As this meeting discusses changes and updates, Denise believes it is appropriate for her to attend. She would like the board to consider reimbursing a portion of her expenses to attend this meeting.

We are in the process of offering our first cooperative course. AAPPSPA's fee for cooperative course paperwork/process is \$350. The course was submitted for ASHA review. After completing the form, there was no request for payment of the coop fee of \$325. Once we are invoiced, the coop fee is paid on-line.

Now that the first cooperative course has been submitted, Denise will revise the forms organizations fill out with the course information. There was too much emailing back and forth trying to get the information to complete the forms for the first course.

There are some issues with products in the room during the conference. We are in contact with ASHA to try and clarify this. Any time there is a communication with ASHA that want it to go straight through Denise as the CE Administrator. If a course is discussing a specific product, we need to make sure that ASHA has that knowledgebase.

Denise shared ASHA's Ethics and Supervision Requirements and Topics for Supervision Training. The conference committee for 2020 should review these and possibly include a session to cover the information.

LeeAnn extended a thank you to Denise for the getting together a great CE committee to help with the conference.

### **Treasurer's Report**

#### **CURRENT STATUS:**

Thank you extended to Marian for all that she has done. Spring conference registration is in full swing. As of 4/24 we have received \$29,950 for the conference. This includes 71 registrants, compared with 45 at this time two years ago.

We have a total of \$107,000 in the AAPPSPA account, combined between checking and savings.

LeeAnn, Michelle and Susan have worked to keep costs down, so we will be within budget once all expenses have been paid.

#### **MAJOR PURCHASE:**

LeeAnn purchased a microphone, projector, and case as well as a 4-year warranty in April 2019 for about \$1400 to be used at the conferences, which will save us money not having to rent one at each venue.

#### **REVIEW: (2017-2018)**

Marian reported that there was a mis-categorization of an attorney fee on the report and will follow up with Cindy Bitz to get this resolved.

Website maintenance fees were up about \$900. We changed from paying Aaron per hour to a monthly fee during this time.

Credit card fees were about the same and administrative costs were about the same.

ASHA CEU fees were \$500 more due to the review in 2018.

Marketing: We saved \$7000 going to ASHA Connect instead of ASHA.

## **GOALS:**

CPA: Joe Tuchinsky, our CPA, prepared our last tax return in 2018. He will be retiring, so we need to find a new CPA. Marian has recommended a CPA in Seattle who specializes in non-profits. We will start our search for that person. Claudia addressed concerns with Member-at-large in the location of the non-profit which is Michigan. LeeAnn said that we need to actively pursue an active member in Michigan.

## Finances:

We were able to work with Wells Fargo to allow us to add and delete signers from the AAPPSPA account from our home towns. This will free the officers up to be present at the entire conference instead of being pulled away to manage this when we are all together during the conference. We have removed LeeAnn, Claudia, and Marian in order to streamline the account and keep the security of the account.

**GRATITUDE:** A huge thank you to Marian Sheehan for her service to AAPPSPA the last 4 years as Treasurer. She's done a phenomenal job helping to get the finances back on track during her tenure and has been a wonderful help and resource to me as I've learned what needs to be done.

## **Conference Report**

This year our speaker focus was on business based on the forms submitted last year. We have two members that are speakers this year. It was challenging to get speakers for what we were able to pay. Due to several of the speakers being local they did make accommodations. We did get lucky with some phenomenal speakers. We did not have any travel fees.

It would be great to have a budget for speakers in the future.

LeeAnn shared that for the last three years we have been digging our self out of a financial hole. We now need to figure out how to create a conference within a budget but recognizing rising costs at the hotels. People have been giving feedback that this conference is intimate and it is great being the only people in this hotel. Looking at this year we charged sponsors to cover the cost of their tables this year. The revenue for the conference was roughly \$33000, speakers were \$4275, food was \$15000. We took in an additional \$9000 roughly over what the conference cost this year. This is the year to get the budgets in place in order to make the conference grander in the future. LeeAnn continues to work with a conference planner to secure locations for the future events.

Susan continued that we brought in a lot of new first time members this year. A big part of this has been Michelle's advertising and then ASHA connect.

We have had 73 registrants this year. Most people signed up for 3 days.

LeeAnn shared that we have a conference planned for next year. We will be at the Crowne Plaza in Orlando and it scheduled April 30-May 2. A contract has been signed. Next year we will be charged for all sponsor space and we have some decisions to make on sponsors and food for next year.

Sponsors were all charged this year. We had a lot of new companies that have reached out to us and requested information about sponsorship. The raffle basket donations have been wonderful. This year we added the SWAG bags. All of the SWAG bag products were donated.

Claudia acknowledged Susan for all that she has done for collecting and maintaining connections with all of the sponsors.

## **InterAct Committee**

There's nothing new to report - things have been running smoothly! Shira has been welcoming new members to Interact based on an e-mail she receives from Eileen Devaney detailing the how to's and links for help and etiquette, monitoring messages and contacting members who's messages have inappropriate content, lack of proper signature or any other infractions, helping new members who have directly emailed her who have an issue - usually because they did not activate their invitation

link within the 30 days and she usually just forwards it on to Aaron who takes care of it promptly, and periodically making changes to the etiquette guidelines/links and send out periodic reminders to members of what the etiquette guidelines are.

### **Marketing Report**

Our marketing efforts have yielded a great turnout to the conference this year. A combination of Constant Contact and Facebook posting have continued to be beneficial. I was able to do a lot less posts this year to yield similar numbers as last year. The templates that were created through constant contact were easily modified for content for this year. It does seem that the biggest success to draw for non-members continues to be Facebook posts. One piece that has been a challenge has been response time in getting information onto the website. We should further discuss automation and overall needs and work that is created by our current web set up.

### **New Business and Updates**

Lawyer Contract Update: LeeAnn shared that last year we paid for 25 hours but only used 10.5. The year before we paid for 25 hours and only used 15 hours. We need to change it up as this benefit is not cost effective. At this point we have roughly 2.5- 5 hours used for the year. LeeAnn suggested that we modify to an hourly contract rather than a retainer. Claudia shared the process from the previous lawyer search. AAPPSPA still has a retainer with Tricia. We renew the contract January 1<sup>st</sup>.

ASHA Connect Update: It will be in Chicago this year. Susan, Michelle, and Jen will be attending. LeeAnn and Amy shared that we needed an iPad to collect information. We need to consider a pro-rated rate for people that join at ASHA connect by giving them a code that may be good for one month after the conference. Their membership would then be for the remaining part of the year and all of next year.

Motion to adjourn the meeting was made by Claudia Ellis seconded the motion by Amy Wetherhill.  
Meeting adjourned at 7:19 PM



June 27, 2019

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Secretary  
Michelle Zeglin

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Date of Approval