

## **AAPPSPA Board Meeting Minutes**

### **Call to Order:**

President Amy Wetherill called the meeting order on April 26, 2018, by at 6:18 P.M. EST.

### **Board Members present:**

Susan Arnold, Cindy Bitz, Claudia Ellis, Karin Ernst, Elyse Fishkin, Shira Kirsh, Leann Kyriakides, Marian Sheehan, Leslie Smith, Jen Malone Priest, Amy Wetherill, Michelle Zeglin,

### **Past Presidents present:**

Denise Dougherty, Barbara Samuels

### **Approval of Minutes:**

A motion to approve the minutes of the previous January 21, 2018 meetings was made and approved.

Amy welcomed new members to the board: Karin Ernst, Cindy Bitz, and Jennie Herklotz  
Thank you to Leslie and Elyse for your service to AAPPSPA and your time on the board.

### **Committee Reports:**

#### ***Conference Report***

The conference is in full swing. We have had a presenter breach her contract but have found a great replacement for this time slot. Will stepped up at the last minute as well and did a phenomenal job. We thank everybody for your flexibility in adjusting the conference.

Michelle did some awesome online advertising. We have 80 registered people in attendance. The conference will have brought in \$31000 if all attendees are members. The conference will cost us between \$22000-\$26000. We need to buy a new projector and microphone along with wi-fi for next year. We bought a clicker this year.

When looking at the conference, the most difficult piece has been finding the speakers this year. We went with local speakers this year which was great but next year we need to be able to pay high-quality speakers. This year we went heavy business and we have had some that really enjoyed this and some that are disappointed. We really need to come together to make sure that we are coming together to make sure we are doing the right thing and heading toward the right vision. We also need to make sure that we are thinking about sponsors. We are going to Phoenix in 2019. As we are negotiating contracts, they want to charge us for the room for the vendors. It becomes a sticking point. We will not be at Embassy Suites next year because they want us to pay \$2000-\$3000 for the vendors. The sponsors aren't making the hotel any money so they aren't giving us a break with the hotel.

Marian questioned if we could do a virtual vendor space instead of having them attend. Susan shared that we had to turn sponsors away this year as it was a small room and we didn't have space. We had to choose between registrants versus vendors this year. Amy asked what is the value of having them attend? Some members enjoy having the vendors as a different sort of activity to do throughout the conference days.

Marian suggested we put a flyer in our folders as a way to advertise with a discount code or order form and then it applies to conference attendees only. If we do it virtually we are able to give them more exposure and it is less of an expense for the vendors as well. Michelle shared that this can be done more easily with Constant Contact as well. LeeAnn said that we need to continue to think about it and Susan will appreciate the feedback.

We need to get a new projector with the right connections that uses Wi-Fi or blue tooth. We are currently borrowing projectors from members. We need microphones.

We have had a successful conference thus far due to all of the new members who have attended because of the advertising, the ambassador committee engaging with everybody, and the sub-groups by Caroline. We are genuinely connecting with people on a different level this year. We have a member who chose not to renew previously and today has decided to renew because of her happiness being here today.

Barbara said that doing a business program is more of our mission than completing the therapy side. She has watched different program configurations in the past. There are so many programs to get their professional CEUS. This is the only organization that can do professional CEUS, and that is what we offer. Amy said that she absolutely 100% agrees. This is our organization. This is us. The clinical content is not applicable to all members. The business content isn't always applicable for members, such as Barbara, at the end of her career, but this is truly what we should be doing as it applies to our businesses and that is who we are.

### ***Treasurer Report***

Our finances appear to be in good shape as Cindy Bitz assumes role of Treasurer. Marian will continue on the Treasury Committee along with Claudia Ellis and assist Cindy B with the transition. Mis-categorizations of expenditures on the financial statements have been an ongoing issue. ASHA Convention vs Booth expenses have been particular point of confusion. Marian suggested is to try to specify to Treasurer and bookkeeper at the time the charges are put on debit card. The Spring Conference is another area where it is difficult to accurately categorize expenses because we often don't know until after event when a single (huge) hotel bill is generated. Specially, the final costs of Board dinner and Membership luncheon need to be teased out because these are not Conference expenses.

The Expense report form has been revised and everyone needs to fully complete form for any reimbursed expenditures. These are submitted to the bookkeeper so if the reason/category for expense is stated accurately, this should reduce mis-categorization errors. Also, it has been helpful and a time-saver to get quick email after each debit card use indicating purpose of the purchase. In short, if we can be proactive on input to bookkeeper, there will be fewer mysteries to unravel and more accurate financial statements.

### ***Marketing Committee***

Our marketing efforts have yielded a great turnout at the conference this year. A combination of Constant Contact and Facebook posting have been beneficial. While there was a committee in place to help with marketing, the committee communication and follow through was hard to manufacture. The most significant success in drawing in non-members was made via Facebook posts. Further, it was helpful to have several AAPPSPA members comment to further conversations.

We have been using the Constant Contact newsletters to reach all of the attendees this year. We were able to get over 40 attendees to sign up for social events within 48 hours. Further, it made all of these people aware of the newsletter and made sure that they were receiving them. The templates that were used for the dispersal of information this year are all available and easy to copy and modify for next year's conference which will save us time and energy.

In Constant Contact we have several different groups of contacts. We now have over 1000 people that we can reach with one of our newsletters. We also have the ability to send messages to members only, or conference attendees only. The program is relatively easy to use and has allowed us to have a basic template to use so that we can have some general branding that we can apply to all of our messages. When the list serve was not working for several days, Constant Contact was an

excellent resource for us to be able to contact members and let them know that we were aware of the problem.

For the next year, it would be great if there was one other person on the committee to help with the social media presence. We should consider brainstorming a list of ideas that would be appropriate content for our Facebook page.

Further, with the help of a Fiverr, we were able to get our logo updated to a better quality so that it can be printed and used on materials. LeeAnn said that we need to make sure that we get Fiverr to complete our brochure for next year.

### ***Continuing Education Report***

Every year we have to pay a fee to be an ASHA CEU provider and we are due for our renewal.

Every five years they come in and do a review period for our compliance, and we pay for it. There is a fee for the privilege to be reviewed and continue as an ASHA CEU provider.

Denise shared that she is a CEU administered for another seminar company.

It will cost AAPPSPA \$825 for a five-year review plus \$700 annually, and next year it raises to \$900 annually. Denise has spoken with a few companies for different options. Denise spoke to Chao Seminars, and they would charge us \$400 and that ASHA would charge a \$325 co-op fee for a total of \$725. She also spoke to Home CEU Connections, and by going with them, we are on the same playing field as ASHA. They will film our conference, and we can sell it to members and non-members for one year, and we get to keep the money. For \$2000 they will track down the power points, run registrations, the video crew at the conference, guarantee three days of filming and 19.5 hours of content. They will charge \$2000 for this.

Our decision needs to be made by Monday to avoid extra fees.

LeeAnn questioned what the responsibility would be to each organization. Further questions arose regarding the number of attendees that come to the conference versus the number that would choose to participate online. Amy's concern with the speakers is that when they agree to speak with us, they will need to sign a contract with them.

Barbara questioned, what will it cost us the second year? Denise said that they feel strongly about us an organization and they will hold the fee at \$2000 a year. Elyse asked, how do they know about us? Denise said she teaches for them. Leslie clarified that they were familiar with AAPPSPA because of their association with her (Leslie and Denise).

Marian asked about the track record of this company. Denise said that Home CEUs is out of Texas offers PT, OT, and speech and has been in business for quite some time. Denise has worked for them for several years.

LeeAnn said that we need to make sure that we are maintaining our relationship with ASHA and this opportunity would take a lot of headaches off of this planning team. We need to make sure we are presenting a good convention without so many headaches.

We do need to have clarified contract with our speakers. The contract will need to be totally revised.

LeeAnn reminded us that we have this attorney on retainer to make sure that we can use this time. Leslie did express concern with not having reviewed the contract with Home CEUs. She suggested we look into this option for next year and spend time looking into this before we jump and make a quick change. We need to remember that the contract is in the best interest for them and not for us and this just feels incredibly rushed. Denise suggested that we try to have a conversation with Home CEU tomorrow to clear up some of these issues. Susan said that the main issue is how the contract affects the speakers and we still have time to figure that out before we bring any contract to a speaker.

Claudia drew the attention back to “what is our goal,” what is our goal for membership, and what is our goal of attending the conference. Is it to grow to 1000 or to keep great people? When we talk to sponsors, we advertise that it is small but with the decision makers all in one place. What is our goal for the conference attendance? Do we want 100 or 200 people? Amy said that it is good for us to have robust attendance at the conference but we don’t have that same goal for membership and not everybody is going to make that leap to membership.

Amy said that we need to have the message out there about what our mission is.

Claudia moved to accept the HOME CEU proposal if the details are confirmed as we have discussed today to provide CEUs and help us run our conference more efficiently. LeeAnn seconded. All in favor. None opposed.

***The Nominating Committee update was presented by Claudia Ellis.***

No report.

***The Sponsor Committee update was presented by Susan Arnold.***

We have had very limited space this year. We have renewed all sponsors on the website this year. We have been approached about some different partnerships. Conversations need to be reconsidered with Medbridge. Speechpathology.com was immediately turned off by any possibility of working with us once they saw Medbridge was on the website. The concern becomes that we don’t want to have only one sponsor in each category.

There are two issues: 1) can we have two different companies in each category and 2) is our partnership helpful?

We are non-profit and we need to remain neutral.

The vendor option may change with online exposure as well. Offering a virtual opportunity does provide a national platform for sponsors instead of only to the members in attendance.

***The Website Committee update was presented by Jen Malone Priest.***

Aaron updated the marketplace with an automatic post to the list serve. He updated the wording and process with renewing. Registration for the conference did go smoothly. Cindy Fairbanks received less information from attendees this year. Name, business name, and the location was not all provided when people registered. This was due the information included by attendees when they were registering. We need to tell Aaron what information we want on the nametags and adjust the website to collect that information. Next year we need to include name, credential (SLP or AUD), business name, city, and state.

We have been working to re-organize the resource section of the website. We have a great start now due to the flash drives that were handed out this year.

***The InterAct Committee update was presented by Shira Kirsh.***

The new “name” of the list serve has continued to be a challenge for many. The presentation tomorrow will help with further introduction to this change. One of the continued concerns is that people don’t have their signatures in their email.

Marketplace is now automatically posting to InterAct.

Shira suggested a Facebook group as another platform for a way to communicate. It could be secret and easily adds and removes members. It allows for photos, videos, and files to easily access. It also allows us to have a way to connect that isn’t just through the signature.

Claudia addressed Facebook and how we have previously conversed on this. HIPPA compliance is one main concern. Our Facebook page is currently used to advertise to non-members. However,

with our list serve we can talk about clients, staff, and ask for advice and we can keep this information private in emails that we can't guarantee the security of it with Facebook. Shira suggested that Facebook would be a supplement to InterAct and a way to reach members in a different platform. Michelle shared that Google has a few options for a new list-serve platform. Google groups provide easier ways for members to access the information. One way that organizes everything by topics and threads, but it eliminates the ease as you couldn't do it through your email. Ultimately, Google Groups has better search functions, allows us to upload files, and it ultimately easier to use. Yahoo has been down Thursday through Sunday the last few weeks. We need to take action and move on now.

\*\*\*NEW BUSINESS:

Barbara expressed concern with our presence at the ASHA convention. I know it costs us a small fortune. She believes we need to have a room with questions and answers with what you always haven't to ask about private practice. We don't know need to provide anything. ASHA provides a room when the open house is going on. Claudia said that this practice has changed and we get a room because we agree to spend money on food and it has been a minimum of \$3500. We won't get the room without spending the food costs. LeeAnn reiterated that this is the same issue with our convention. Claudia suggests we continue with the booth and have a raffle to collect contact information. Amy shared that ASHA is a big noisy conference and AAPPSPA is a teeny tiny piece of the whole puzzle. It isn't our market, and it is an academic event and not our platform. Developing a different relationship with ASHA by members writing for the Leader helps our relationship. Our people go to ASHA connect in July, and we need to be there because that is our people. Amy will be speaking there in as those are our people and we will get more bang for our buck. LeeAnn reiterated that it allows us to keep a respectful relationship with ASHA and keep our alliance.

**Adjournment:**

Claudia Ellis moved that the meeting be adjourned. Elyse Fishkin seconded the motion. Motion approved. Meeting adjourned at 9:14pm.

*Michelle Zeglin MA CCC SLP-C*

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Secretary  
Michelle Zeglin

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April 24, 2019  
Date of Approval