

## **AAPPSPA BOARD MEETING MINUTES: Google Meeting January 13, 2019**

President LeeAnn Kyriakides called the meeting to order at 6:02 pm Central Time.

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

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

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

Claudia Ellis moved to table the approval of the minutes. Marian Sheehan seconded the motion. All approved. Motion approved.

### **Treasurer's Report**

Cindy Bitz reported our bank balance is much higher this year, than in the past two years. This may be due to increased revenue from new member application fees, membership dues and spring conference combined with lower expenses.

The two greatest expenditures in 2017, which we did not incur in 2018 were web site creation and open house at ASHA. Further, Aaron (for website services) is now being paid by the month and will be paid separately for special projects.

There are some mis-categorizations on the Profit and Loss Statement. The hotel room and travel expenses for AAPPSPA officers and the board dinner were all posted under "Conference Meals and Rooms," so it is difficult to compare

Claudia proposed to create a new expense sheet specifically for the conference.

LeeAnn shared that the overall expense report received from the hotel is very confusing. She will delineate it better.

A significant expense is legal services. LeeAnn will discuss later.

Cindy suggested budgets for each committee: conference, membership, and new member fees: 1) Membership retention/attrition rates, 2) Member benefits- what benefits are important to members, 3) Conference venue invoice 4) Equipment needed, 5) Marketing needs, 6) Website needs, 7) Administrative needs, 8) CEU needs and expenditures 9) Board expenses

### **Membership Report**

Eileen Devaney reported that as of December 31, 2018 we had 360 members with 34 life members and 326 Full members.

We had 76 new members last year and we have already had several new members apply this year.

We have had over 200 renewals this year already.

The new form has gone through with the renewal process.

A final reminder will go out tomorrow.

Jen Malone Priest said that the answers are going to be cleared so that it will be a constant check to see if people continue to qualify for membership.

### **Conference 2019 Report**

Susan Arnold reported that conference line up is set for 2019. It will be very heavy on the business end requested. No travel expenses for the speakers this year.

We have re-done the sponsor forms

We have new options and ways for sponsorship to occur.

If anybody has contacts with sponsors or donations for raffles, please let Susan know.

LeeAnn reported that we are at the Holiday Inn in Phoenix. We got a great package put together this year to be able to do what we want. The room rate is much lower.

LeeAnn stated that we need a projector, lavalier mic, and a couple of microphones that connect into the sound system.

Kristie found that if you are only using one projector it is beneficial to purchase but if you are using more than one, then they need to be exactly the same so we need to keep this mind in the future.

### **Marketing Report**

Michelle Zeglin reported that the brochure for the conference was updated and branded. The vendor paperwork was updated and branded as well. Constant Contact was used to announce the opening of the conference and has yielded some quick results with already 15 people registered and at least 3 brand new potential sponsors.

### **CEU Report**

Denise Dougherty reported that we were able to renew our ASHA CEU Provider status. We are also an ASHA Approved CE provider for cooperative offerings. This is the first time everything was submitted electronically which caused some small challenges but all resolved easily. In our five-year renew we had no compliance issues. Our five-year review fee was \$300 and yearly provider fee was \$900. Our next five-year review is due in 2023.

Our conference was approved as of December 20, 2018 for CEUs.

LeeAnn asked what the process is if somebody requests to use AAPPSPA for cooperative CEU offerings. Denise shared that this has been previously discussed and she can go back to previous emails to find what was discussed. LeeAnn said that we should work on putting together this process so that we have it when it does come up.

### **Nominations Report**

Amy Wetherhill reported that the following Board members will be completing their second term in May 2019: Marian Sheehan, Susan Arnold, and Claudia Ellis

The proposed slate of new Board members whose terms would begin in May 2019 is: Heather Scheer, Andrea Lary, Dale McClure-Floyd, and Michelle Zeglin (second term).

The proposed slate of executive officers whose term would begin in May 2019 is:

Susan Arnold, President

Michelle Zeglin, Vice President

Karin Ernst, Secretary

Cindy Bitz, Treasurer

Claudia Ellis moved to approved the nominations. Jennie Herklotz seconded the motion.

All approved. Motion approved.

### **Website Report**

Jen Malone Priest reported that we removed AAPPSPA's lawyer from InterAct because it was decided that only members were allowed. Aaron still has access for tech support purposes.

Currently there are 3 people in the "Owner" role for this group: aappspa@gmail.com (currently, Aaron Brewer), President (currently LeeAnn Kyriakides), and Website Committee Coordinator (currently myself). These 3 people can invite, approve, view, and delete members. They can also trouble shoot a member's ability to send and receive messages, ban users, delete any post, delete

topics, lock topics, modify roles, and attach files. When someone contacts the Owner, all 3 people receive a notification and can respond.

We removed Aaron Brewer from the Board Google Group because it was decided that only board members and past presidents were allowed. Currently there are 2 people in the “Owner” role for this group: President (currently LeeAnn Kyriakides) and Website Committee Coordinator (currently myself). These 2 people have the same capabilities as listed above.

LeeAnn suggested that we delineate the roles of how to respond to emails and build the appropriate processes for each question asked by members.

Now, when someone posts in the Marketplace, there are specific fields for specific information to include. Also, with every new Marketplace post, a message is *automatically* posted directly on InterAct, which has eliminated those two extra steps. The auto-message asks members to follow a direct link to log in to AAPPSPA’s website in order to gain all of the seller’s information. This way we can direct more web traffic to our site for better SEO.

Eileen already spoke on the renewal process and the changes to the website for renewals.

There was a life member renewal issue that has been resolved.

We will be working to update the Honors awards list on the website as well.

### **Interact Committee**

Shira Kirsh reported some updates to the new member letters.

We need members to update their signatures for emails. Marketplace seems to be running smoothly with the new automatic posting.

LeeAnn questioned whether lawyer should be on InterAct. She will be allowed to re-join the group to better serve our members by knowing what topics are being discussed.

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### **Presidential Report**

LeeAnn Kyriakides reported that the lawyer questioned whether we were going to continue with our retainer this year. We used 9.6 hours this year of the 25 hours we have her on retainer. She said that this year has been a “fluke” of a year and we are typically using many more hours.

After speaking with Trish this week LeeAnn requested that she provide updates as to where we are in the hours on retainer so that we can be using this time appropriately. Trisha, the lawyer, reports that the same people use her every year.

Many agree that it is a great resource for our members.

LeeAnn and Amy went to ASHA Connect this year and it was a great conference.

Amy spoke this year and many people came to the booth to express excitement about having an organization like AAPPSPA. More than once there was a line at the booth. We had at least 11 new member sign up within the first week following the conference. Michelle was able to follow up with the 65 emails that were collected at the conference via Constant Contact in order to reconnect with them after the conference. Amy suggested that we have a way for people to do the initial sign up for registration right at the booth. LeeAnn suggested that we get an iPad for square payments at the conference and for collecting emails and starting registration at events.

Discussion regarding attendance at these conferences. ASHA Connect makes more sense as a business decision.

Cindy Bitz reviewed the numbers and compared costs from ASHA in 2017 versus ASHA Connect in 2018 and there was an \$8000 difference to bring in a similar number of members.

Kristie Gatto moved that we attend ASHA connect this year rather than ASHA. Amy Wetherill seconded the motion.

All approved. Motion approved.

Kristie Gatto moved that we allow the executive committee up to \$2000 for technology such as a projector and microphones. Amy Wetherill seconded the motion. All approved. Motion approved.

Motion to adjourn the meeting was made by Claudia Ellis. Amy Wetherill seconded the motion. Meeting adjourned at 8:11pm central time.

A handwritten signature in blue ink that reads "Michelle Zeglin" followed by a stylized flourish.

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Secretary  
Michelle Zeglin

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May 2, 2019  
Date of Approval