

AAPPSPA Telephone Board Meeting Minutes

Call to Order:

A board meeting of AAPPSPA was called to order by President Amy Wetherill at 7:12 P.M. EST. on January 21, 2018.

Board Members present:

Susan Arnold, Cluida Ellis, Elyse Fishkin (as proxy for Jennifer Malone Priest), Kristie Gatto, Shira Kirsh, LeeAnn Kyriakides, Marian Sheehan, Leslie Smith, Amy Wetherill, Michelle Zeglin

Past Presidents present:

Eileen Devaney, Denise Dougherty, Barbara Samuels

Correction of Minutes:

Elyse Fishkin called attention to an item from previous minutes for clarification. Elyse was not sure what Ambassador meant when discussing committees and who would be on her committee. Eileen shared that she had six names of members whom had stated they would help with the membership committee but only two members have been actively helping. Those members are Andi Lary who is assisting with renewals, and Kim Kramer has been helping with accepting members.

Amy has a list of all members who have expressed interest in helping with committees. The other people on the membership committee volunteer list were Roxy Reed and Vanessa Felcman. Jennie Herklotz was on the list as well, but she is participating on another committee. Amy shared that Mike Cole was on the Ambassador list for Elyse. Elyse said that Roxy had been on the Ambassador committee as well as Shamim, but Shamim would not be able to participate for the time being. Elyse asked if it was okay to send out a blast to the whole InterAct to request interested parties for the Ambassador committee. Amy approved.

Approval of Minutes:

A motion to approve the minutes of the previous May 4, 2017 meetings was made by Amy Wetherill and seconded by Elyse Fishkin and the minutes were accepted.

Committee Reports:

The Treasurer Report was presented by Marian Sheehan. Marian requested more information from Cindy Fairbanks. Cindy said that she was at fault for miscategorizing the board dinner. The bank balance is just about what it was a year ago. There are some discrepancies with the year to year comparison. Marian reported that somebody was concerned about the attorney's fees being so much higher this year, but that was due to fees being paid in January 2017 for 2017 and in December 2017 for the 2018 year. Therefore, this was not an issue. The more significant problem is that it is always troublesome for us to categorize the ASHA expenses partly due to expenses put on debit cards. Cindy expressed that she is working backward and it is hard for her to navigate what each payment is. Marian

requested that if you use the debit card, please notify Cindy and Marian immediately so that it can be correctly categorized. At both the conference and ASHA we have expenses that lumped together, and it is hard to break out those charges.

LeeAnn said that when she submits for the conference that she will clarify her expenses in her report. She shared that at the Conference we get charged for all of the hotel rooms. After the Conference we get reimbursed for the rooms, but the hotel processes this by subtracting the room total from the food total due.

When we use the debit card for hotel expenses, it is hard to tell what it is for as it comes up on the bank statement as the hotel's name.

Marian shared that the switch to PayPal has been fabulous.

We spent a little more on web maintenance this year, and yes, that is excluding the one-time web design fee.

Marian confirmed that Eileen was going to put on the bottom of the membership application that within 30 days we would refund 50% of the \$150 membership fee but only if the new member has not used the attorney and the \$35 application fee is non-refundable. Further, we need to make sure that we do not let people into the conference room unless they pay. Part of the problem was that people could not register for the conference online at the conference this past year. We had one person that we were unable to recoup the costs from her attending the conference last year. The membership has her name, and she will never be allowed membership.

With two Cindy's we need to make sure that moving forward we are careful to make sure that we are specifying which Cindy we are talking about to avoid confusion. Cindy Fairbanks is, and Cindy Bitz will likely be the new treasurer after the next board meeting.

The Membership Committee report was presented by Eileen Devaney. As of 12/31/17, we had 368 members, of which are 35 life members and 333 full members. We no longer have an affiliate member with ASHA. We added two new life members – Helen Hayes and Vicki Bourne. We had two other people with 25 years, but they aren't 65 years yet so they will have to hold off for a couple more years.

We added 55 new members this year, and we have 4 for this January to complete. When we look at where the referrals come from, we received 27 new members as referrals from current members. We have 12 from ASHA and 5 for the ASHA conference (unsure if it was Business Institute or ASHA Connect). We got four new members from Facebook. 4 members were returning members. We had four members that didn't share their referral source.

We don't have numbers for renewal at this time. The list that received from Aaron was out of order. Andi Lary has been helping with the renewal process and monitoring who has renewed. At this point, there are only 150 people that have renewed and 185 that have not renewed.

Eileen shared that she has addressed each email from members that have stated they could not renew and they have all been addressed.

Eileen said that maintaining an accurate list of life members continue to be challenging. For example, we were unable to confirm the status of Leola Horowitz.

Claudia shared a note from Cindy Fairbanks. New member applications were steady for

2016, but renewals are down significantly. There have been six new applications since the beginning of 2018 and 40 renewals in January so far. Cindy Fairbanks also indicated that the people who joined last year are not renewing. Claudia questioned if there is a way we can track this? Further, many members have sent emails as they were not sure if they had renewed. It would be great if we received a receipt or a confirmation email to help applicants be sure that their membership payment was received. Eileen has been in communication with Aaron about this concern. He has reported that he fixed the issue, but she has not confirmed it. Eileen suggested that we send an email to all members to apologize to everybody and extend the date for membership.

Claudia told the board that it is essential to remove members from Interact by January 30th if they have not renewed. Eileen said that a late fee is also supposed to go into effect after the 15th. Eileen suggested that we wave the late fee at the moment with the glitch that is going on with the renewal process. Michelle indicated that the wording of the emails may make members believe that they have extended time. Elyse thinks that many people are also having trouble logging into the website and that is part of the problem as well. Elyse suggested we send an email to membership reminding everybody of the new log-on procedures for the website. Susan suggested that include a contact email for members that are having difficulty so that they don't write an email to the entire list serve. She recommended that either Amy or Claudia should send out this email rather than Aaron. Eileen said that she would go through the list of renewed members to see if there is a drop off of members who have only joined for one year and do not continue their membership. Susan inquired as to whether some of the new members thought that their membership fee for the new year was included in their original price if they joined late enough in the year. Eileen has addressed that question with one member.

Claudia would like us to look at the list of members that did not renew and cross reference if any of those people used the attorney benefit or not.

Leslie said that life members with Washington State have to confirm each year that they still want to be listed that way. Can't we change how we have our life members listed by who checks in each year? Eileen responded that we made this change a few years ago for any of the new life members. The issue is with the old life members who are not on our listserve and don't come to our conference. They are hard to get ahold of because we have never asked them to renew before. A few years ago they were all contacted in several ways, but we still didn't hear back from everyone. Amy shared that the life members are sort of like our clients, and we can't want it more than they do.

LeeAnn was wondering if there are people on the list that have not renewed yet that very likely will or did renew. Eileen said that yes there are several members on that list that she believes have renewed and it further proves that there is a glitch that needs addressing. Eileen is currently sorting through the list.

The Website Committee update was presented by Amy Wetherill on behalf Jen Malone Priest. The report stated the renewal process was complicated. Most of the issues were due to people using the wrong email address or old usernames to try to log in. Some members double paid because they were not sure if they had renewed. Two modifications have been made. First, Aaron added the date your membership expires in red text on the

top of the renewal form so you can see if you need to renew or not. Second, he added the message "If you are having difficulty logging in, please contact our Webmaster." Aaron is trying to figure out how to do the automatic receipts. Amy believes that this is something that happens when you pay with Paypal on other pages and Elyse agrees. Aaron and Jen are working on the resources section as well. Amy expressed that we have some members that have side businesses helping people build their business. We had or have a member that is selling forms and Amy is wondering if she developed the forms or if it is possible she got the forms from us and tweaked them. If we are going to share forms, we need to figure out a way to protect our members. Elyse suggested that each form should have a disclaimer on them. Amy wonders if we can say "not for resale". Leslie suggested maybe we can put something like selling them is punishable by law, just like in a movie they have the first screen that says something about reproduction and that it is not yours to sell. Elyse agreed that it would be great if we could do that.

Michelle shared that Jen and herself would be reaching out to all of the board members to ask if any of them would share forms. LeeAnn and Michelle had come up with the idea of giving all of the forms to conference attendees on a flash drive at this year's conference. We can easily include a disclaimer from the lawyer that they are not to be sold. Ultimately, these forms will end up on the website as well as they are incredibly out of date. Elyse questioned whether or not the USB would have formats for both PC and MACs. LeeAnn had the same question and does not to create more work by converting formats. Michelle said she would be sure to address this concern. Michelle inquired if there was extra time paid to the lawyer from last calendar year perhaps we could use some of that time to have her draft some statements that all members would like to have such as an email disclaimer or payment plan disclaimer.

Denise suggested perhaps we should sell our packet of forms. Elyse said they aren't really "OUR" forms. Super Duper has forms with their logo on them. If people want our forms, perhaps we should make them our own and put our logo on them. We could put them for sale in our store. Michelle suggested maybe we could make the forms available to anybody, but if you are a member, you get them a discounted rate. Denise continued to say that the forms be for standard practices. Michelle re-iterated that every person that is getting started is looking for something like that. Elyse expressed that she was a little uncomfortable with this idea. She believes that this is a benefit from AAPPSPA and should remain more collaborative. Michelle suggested that maybe we could classify the forms into two categories – some are free, and some are available for payment. LeeAnn raised some questions. If we are going to sell them, there are several things to consider such as who is going to manage them. We would need somebody to consistently keep them updated and fresh because they would get outdated quickly. It could make us look dated if they are not updated. If they are free, it makes us not as accountable for them remaining updated.

Denise raised the question again about what do we do with people who join, steal the forms, and then go and sell them. LeeAnn shared a similar situation of people who join to sell their product to our members. Elyse said that we are not policemen and we can only protect ourselves as best we can.

The Conference Committee update was presented by LeeAnn Kyriakides. Planning

for the conference has been underway for quite some time. All presenters are confirmed, and the brochure is officially on the website without the CEUs. Denise is going to check it over and submit it to ASHA. We are asking for 1.95 CEUs. We have made a few changes to the conference this year but are keeping some things the same. We are maintaining the same conference fees as in the past. We are looking at changing the Association lunch to Friday instead of Saturday as people are trying to get out of town and feeling rushed. We thought that the most attended day would be the best day for having the lunch and that has been Friday. We are looking at the costs being similar to what we had last year. It is getting harder as people don't want to speak for free, give rooms for free, or provide tables for free. The board dinner is going to be Thursday night as always. The AV equipment is going to be similar to last year. We did some cost-cutting last year such as using our projector. We brought in our mic and amplifier, but when it was attached had mic issues which caused problems for attendees. We need to make sure that this does not happen again. LeeAnn requested any input. Denise said that she has never had a problem with her mic in the past. LeeAnn shared that there was a mic and a separate speaker box that was losing its signal. Elyse suggested we ask a company to see if they would let us borrow their equipment. It is unclear if we even contacted the company after we had issues last year. LeeAnn speculates that part of the problem was that we were in a large room. The sound was only coming out of the box despite having a mixer. It didn't go into the surround sound of the room. Claudia said we need to contact the company. She further questioned whether or not LeeAnn had the opportunity to go and scout the rooms for the conference. LeeAnn does believe that the rooms will be smaller, but it was hard to figure out because the rooms will be configured differently than what she saw. Amy said that we own the microphone. LeeAnn felt that the system wasn't big enough for the room we were in, and it did not incorporate with the system of the hotel. It could have been user error, but it was unclear. Claudia said again that we need to follow up with the company to ask these questions. LeeAnn said that we paid to add the four channel mixer at the hotel when we told them we were bringing this system. She believes the hotel got confused when we brought in the box to go with it and that they may have thought we were bringing in our wireless mics rather than mics with a speaker attached. Amy said she would follow up with the company and LeeAnn will relay to the hotel in Atlanta. Elyse suggested that maybe there is somebody local through the mic company that can come and hook everything up for us. LeeAnn said we need to bring the mic system for the association lunch (which is AKA the annual meeting luncheon).

Michelle is starting to work on advertising. Susan is working on sponsors, and it sounds like that is going well. LeeAnn said we need a few more volunteers, but we will request them closer to the event.

LeeAnn was complimented on her phenomenal job at conference planning by all members present.

LeeAnn also shared that as we look for conference locations for 2018 she has been looking for 2019 as well. Currently, if we went to Phoenix, we would have to raise conference prices by over \$100. Denver is currently on the table. LeeAnn asked if it was an acceptable city and all agreed. Denver is a hub city whereas Cincinnati was not. She is looking at the Embassy Suites in downtown Denver which includes breakfast and the all-suites rooms and cocktail

hour as well. Susan did address that dates are an issue in 2019. Due to holidays, we have to go in early April or in May. People have raised concerns with the first weekend of May being a graduation weekend and moving their kids home and the second weekend of May being mother's day. LeeAnn said she would likely move forward with the first weekend of May and asked for any objections. There were no objections.

The Marketing Committee update was presented by Michelle Zeglin. Michelle shared that there are four other members of the committee at the moment: Dani Owens, Cindy Bitz, Karen Erntz, and Lynn Zimmerman. We have created a Facebook group with just us and LeeAnn. Michelle has interns making images on Canva which will be added to the Facebook group. Our current committee plan is to be trolling the different Facebook groups, and if we see somebody asking a question that will be answered at our conference then we would comment about joining us in Atlanta. One of the most helpful things our members can do is share a post on Facebook rather than just 'like' it. Further, Michelle has enlisted Joe Moroni (a friend) to help create Constant Contact templates to spread the word on the conference. The hope is to have several templates ready to go for future conferences as well. Ideally, committee members will help reach out to local members to see if we can advertise to the local speech organizations. Susan said that there are 16 GA members in AAPPSPA. LeeAnn reminded us to make sure that only ask current members to help market, and therefore the updated membership list is crucial. Michelle said that she is updating the list in Constant Contact frequently and labeling the lists so we can appropriately target member only information at any point. Amy shared that she added all of the newly obtained contacts from the ASHA Convention to the prospective member list.

The Continuing Education Committee update was presented by Denise Dougherty. Just as we had the brochure ready to go, ASHA sent us a letter saying they had us listed with two different names. ASHA sent a CD with what they are going to have as our corrected name. They had us "The" American Academy and American Academy. This 'name' issue seems to be the only glitch we have had with ASHA. Once we submit everything to ASHA we don't know how long it will take to hear back from them. It can take a couple of weeks before we know if we have approval.

LeeAnn questioned if we are ready to go with registration with Aaron on the website as soon as we have approval from ASHA. Amy said that she believes it is taken care of but will follow up on that.

Amy believes marketing is going to be huge and that the conference will be well attended especially with the location and the presenters. One area we have lacked in the past is marketing, and since we have this in place this year, this should be huge. We have to make sure that we don't market solely to the members but also to local people. Michelle shared that she has had success advertising the conference pretty consistently on Facebook over the last several months and has been able to spur some interest. She has added 15-20 emails of prospective attendees in the previous few months.

The Sponsor Committee update was presented by Susan Arnold. This year we did things a little differently. We sent personal emails to the people that we would like to have

back rather than sending a mass email. We have four paid sponsors already: Clinic Source, Super Duper, Talk It Rock It, and Will Ronning with Coastal Medical Billing. We have a couple of other people such as Northern Speech that we are still trying to work out the details. Thank you to Elyse and Claudia for sending people to Susan. Acoustic Pioneer apologized that they can't attend this year, but he said he would at least match if not exceed what he did last year. There are others that will give donations as well, and we are going to cap that at no more than 20 raffle prizes like we've done in the past. Susan did request that if we know of any different sponsors, not necessarily speech related, to please send her an email with the contact information.

LeeAnn shared that one thing we are doing is making sure that we don't have more than 12 sponsors this year. If we do, then we have to pay for another room for the sponsors, and it is becoming an investment now as hotels are no longer providing tables like they previously have. Susan shared that anybody that pays for the sponsor table does get to be listed as a sponsor on our website as well.

The Nominating Committee update was presented by Claudia Ellis. In nominating committee report, there is a list of all board members and their terms. Elyse and Leslie both have their terms ending in May. For either of them to join the board again, they must have at least a years absence. Christine is finishing her term after this first term as she has not been an active board member and we have been unable to reach her at this point. The new board members being proposed are Cindy Bitz, Karin Ernst, and Jennie Herklotz. LeeAnn Kyriakides has also agreed to be nominated for her second term.

MOTION to approve the proposed slate as presented by the nominations committee was made by Susan Arnold and seconded by Amy Wetherill.

VOTE to adopt the slate as presented by nominations. All were in favor. Nobody was opposed.

The next slate to be presented after the general election will be LeeAnn Kyriakides for President, Susan Arnold for Vice President, Michelle Zeglin for Secretary, and Cindy Bitz for Treasurer.

MOTION to approve the proposed slate was made by Elyse Fishkin and seconded by Marian Sheehan.

VOTE to adopt the slate as presented. All were in favor. Nobody was opposed.

The Interact Moderator update was presented by Shira Kirsh. InterAct is going well. Members will contact Shira because they cannot log on their accounts and it is forwarded over to Aaron who handles these requests right away. Eileen sends Shira emails when new members are approved, at which point Shira then sends a welcome email to those members. Shira does need updated links to a few things such as InterAct Etiquette and how to access the Yahoo Group. These links are no longer easily accessible on the website. She is thinking

of adding an introduction of who the board members are and what their roles are so that new members don't have to go looking for that information. When Shira receives the monthly invoices from Aaron Brewer, she makes sure it includes details about what we owe and why which is passed on to Marian. There are periodic reminders to members to adjust all devices to add a signature with name and location so that it is clear no matter which method the poster uses.

Susan Arnold suggested that Shira send out an etiquette reminder now since we have just entered into a new year. Shira emphasized that she wants to make sure that protocol is easily understood so that nobody feels hesitant to post. Shira stressed that repeat questions on the listserv are okay as there are always new members. Further, she stated that providing a sales pitch for members or services that our members sell can become an ethical situation. Shira reiterated that all reprimands for poor InterAct conduct take place privately and she has only needed to do this once in the last 7-8 months. Michelle suggested using the Constant Contact account as a new way to remind members of InterAct Etiquette but due to concerns with those emails ending in spam folders the idea did not progress. Claudia also shared that she wanted to make sure that the information came from a board member.

Claudia Ellis also thought it would be a great idea to add a frequently asked question area on the website for members to ask.

Shira shared that Marketplace is still up and running, but it is very seldom used and has only been used once in the last 7-8 months.

Shira shared that Janet Krebs continues to get most of the emails with questions from people on the list serve and therefore it may be time for a formal announcement that Shira is now in charge of the InterAct monitoring. LeeAnn stated that at the conference we would be doing an InterAct Live and perhaps at the Shira can be the "live" moderator and can introduce herself at that time.

Amy Wetherill stated that if you would like something added to the website, please contact Jen Malone Priest directly since she is not in attendance at this meeting.

New Business:

Amy Wetherill shared that she has been thinking about why AAPPSPA has attrition issues. A member recently asked about "what's the value" of AAPPSPA, and there was no ready answer. She doesn't come to the conference and is a typical member. She uses InterAct but from her perspective, that is all AAPPSPA is. AAPPSPA is people and it is something much more than we get from Facebook. We need to figure out a way to clearly list what the benefits are for members because they need to clearly see this. Amy Wetherill suggested maybe we could start a new committee to talk to vendors about offering discounts to AAPPSPA committees. One challenge would be to make sure the discounts are solely provided to verified AAPPSPA members. This is somewhat how Medbridge is supposed to work, but we aren't quite sure if that is working the way we want it to. Amy said she needs to go back and talk to Medbridge about the agreement made when we became Affiliates with them. It may be worth our time to contact Talk Tools or Northern Speech. This could be used for continuing education, marketing benefits, or supplies. These other companies, such as the marketing companies, would get endorsed by us, it would not cost AAPPSPA anything, and members would be able to get a discount through these companies. This is

separate from the attorney benefit because, the members are still paying for the services but at a reduced rate. We could do this with many avenues such as financial assistants, accountants, virtual assistants, or interpreters. It would be great to take a survey to find out what our members need. Even a 10% discount is a discount and looks like a benefit. Amy stated that we voted to change the attorney benefit to a 30-minute service, the modification was not made in the attorney contract, and it still says an hour. The website has been updated. While we have made this change, Amy suggests that we keep it at an hour because we have to be “all about the benefits”. We need to make sure that we are putting our money towards areas that ASHA and Facebook cannot. We need to focus on the benefits that are different from what can be found through those organizations. Amy discussed the idea of the Mentorship program. We would have a mentorship committee. It would bring people together or pair people together based on topics or needs of individuals. The mentors could get a possible discount on conference attendance or annuals dues which would be their incentive for being a mentor.

Amy believes that ASHA is in a similar place as AAPPSPA in many ways. If people continue to reach out to Facebook for answers to everything it is going to cause issues with ASHA as well. It would be great if we could sit down with the person in charge of the ASHA Leader and our new liaison and talk to them about how to utilize AAPPSPA. Discuss how, with recognition, we would be willing to help. In the ASHA Leader in the private practice column, AAPPSPA is listed as an additional resource which is a good start. We could provide opportunities for our members to publish.

Elyse shared that she believes that this goes down a separate track for her. Elyse suggested that maybe instead of having one specific person act as a member maybe would have groups of specialties (adult swallowing, stuttering, oral motor, etc) so the responsibility does not fall on one person's shoulders. Having a group that would be willing to collaborate with you would be a great benefit.

LeeAnn expressed concern with having mentors being paid or reimbursed. It doesn't matter what stage, or how seasoned of a therapist you are, there may be somebody that you want to talk to that is in a direction that you are heading. It is all part of the share, connect, and communicate.

Michelle shared that it was somewhat similar to the idea of special interest groups: who has sold a business, expanded to multi-disciplines, etc. Amy questioned how that is different than going onto InterAct and asking for somebody to help you. Claudia shared that perhaps more members would be able to become more engaged if it was done differently as it frequently feels as if the same members are posting on InterAct. This mentor program would provide an avenue to create a personal connection.

Marian addressed that a few years ago the thought of starting a scholarship program was initiated but since we can not accept donations and tax deductions we are unable to implement this program.

Amy continued to share that we need to list other things that are a benefit for people when joining AAPPSPA. LeeAnn expressed that she believes there is still a way to provide mentorship for people and that many people on Facebook are inquiring about topics that we would be significant assets. Michelle agreed with LeeAnn but drew attention to the fact that many of the people asking those questions are people that don't yet meet our membership requirements. LeeAnn said that those are the people that become the seasoned mentors. She continued to share that many people start off their businesses part-time while working in the schools and seek that extra assistance when making the full transition. Further, she shared that she would welcome the use of a mentor in her current business. Amy agreed. Shira also agreed but pointed out that many people go to InterAct to receive that help or go and text or call somebody that they have met through AAPPSPA to get that need met. Elyse shared that perhaps we should make these areas more visible and organized on the website. Elyse suggested that maybe we have it listed as specialty resource people and have members volunteer for the groups. LeeAnn pointed out there are going to be people that want to be available to help others and people that will not want to do so. Amy also reminded us of the concern that anything on the website will require maintenance. Susan shared we would need to implement guidelines as to who could be a mentor perhaps by somebody who is certified by something or in practice in for a certain number of years. LeeAnn stated that we need to make sure that this does not become a way for somebody to advertise for their side business. Susan shared that Michelle had several ideas following the ideas that Amy had emailed to the board. It is a list of ideas that everybody needs if you are business owners such as a security company, offering promotional items, a website that does HIPPA compliance, or marketing supplies. To continue to talk about the discounts, we did post after the conference last year to all members sharing discounts from our vendors. When we approach companies to be sponsors for the conference this year, Susan will talk to them about possibly offering a discount or deal to AAPPSPA members throughout the entire calendar year. Barbara Samuels shared that she believes mentorship is a benefit if people are willing and qualified to be mentors.

Amy discussed that perhaps we need to remember that while we are trying to drive people to the AAPPSPA website, we are also trying to drive people to our business websites. Therefore, she would like to introduce a business directory that would allow possible customers to directly link to our member's sites, company Facebook pages, or email addresses.

We could also consider doing a featured business of the month highlighting people that have done something for AAPPSPA that would then turn and drive more customers to the member's business. Elyse suggested the idea of local meet up groups as an opportunity as well. Claudia cautioned that we need to remember that we are targeting members of all ages and generations. Elyse also suggested that perhaps we create online meetups where once a month, anybody that is interested, could meet up online to discuss a topic. Claudia encouraged everybody to process some of these ideas and come back and continue the discussion via email.

Amy requested that everybody write down three ideas of benefits and send them to the group so that they could be discussed via email. She believes we need to make sure that our money and resources are spent towards things that are going to drive membership.

Adjournment:

Claudia Ellis moved that the meeting be adjourned, and this was seconded by Susan Arnold at 9:34pm.

Secretary
[Organization Name]

Date of Approval