

Call to Order:

A board meeting of AAPPSPA was called to order by President Amy Wetherill at 7:09 P.M. on May 4, 2017 at Hilton Cincinnati Netherland Plaza.

Board Members present:

Susan Arnold, Vicki Bourne, Eileen Devaney, Claudia Ellis, Elyse Fishkin, Kristie Gatto, Shira Kirsh (phone), LeeAnn Kyriakides, Jen Malone Priest, Marian Sheehan, Amy Wetherill, Michelle Zeglin

Past Presidents present:

Eileen Devaney, Barbara Samuels

Correction of Minutes:

Claudia Ellis corrected an item from the previous minutes. There was correction in the nominating committee with the slate. Michelle Saltarelli was not on slate when it was put out to vote. This was changed after the meeting.

Approval of Minutes:

A motion to approve the minutes of the previous January 8, 2017 and January 29, 2017 meetings was made by Marian and seconded by Eileen.

Committee Reports:

Treasurer Report was presented by Marian Sheehan. Marian reported that the bank account looks good. We will break even on conference and may be in the black afterwards. After the figures from this conference, we will put together a Budget beginning July 1st.

Membership Report was presented by Eileen Devaney. She reported that we have accepted 33 members since Jan 2017. We have 1 rejected application, sharing that this applicant had only received her ASHA membership within the last 5 months and that she just got her PA license. She is not eligible to be a member until she is actually practicing. We currently have 2 pending applications. Eileen shared that the Membership Committee wants to reach out to life members. Kim Kramer has offered to help join the Membership committee and they would like 1 more member. Elyse will help find somebody. Eileen shared that she needs a list of people who did not renew. Amy will follow up with Aaron (webmaster) as to who did not renew. Then Eileen will reach out to those members to find out why they did not renew.

Nominating Committee update was presented by Claudia Ellis. She shared she has nothing to report. She said Vicki's term is expiring. We welcome Shira and Jen and thank them for joining the board.

Sponsor Committee update was presented by Susan Arnold. Susan reported that we have 10 sponsors for the conference this year. Currently, all sponsors are reporting a good traffic to their booths. We received one sponsor unexpectedly. All sponsors are on the website as well as some sponsors that are not here. There have been very generous donations from many people for the raffle. Susan shared that there are two grand prizes this year for the raffle.

Amy asked how much money the sponsors brought in, but the answer to the question was unknown at this time. Amy requested that we get pictures of each vendor site for the website and Facebook page.

Susan reported that sponsors will be extending discounts to full membership. Many reported that ASHA was the connection to get the sponsors at our conference. Sponsors are reporting that our conference has been the most productive for them as compared to any other conference. Susan stated that possible sponsors are only looking at the number of attendees, which is low, and therefore they don't want to come. One big struggle has been that the contacts have changed from year to year with each vendor source. LeeAnn shared that we need to continue with the eye on the ball of "networking" and not focus on the vendors; However, the vendor turn out has been amazing this year. We should possibly put together a survey to find out what our members are using.

Marketing Committee update was presented by Michelle Zeglin. Michelle shared that Facebook posts were successful. It was most successful for us to have multiple members share posts from their own pages. Constant Contact has had success with a lot of clicks but it is not clear as to what successfully got people to sign up for the conference. We need to utilize Constant Contact if we are going to continue with it, as the program can do a lot more than we are actually using it for.

Website Committee update was presented by Jen Malone Priest. Amy shared that Aaron has been a wonderful change to the website. Jen provided a preview of the new website and pointed out areas of the site that still needed adjustment. She reported that we need photos of the exec board to add to the website.

Conference Committee update was presented by LeeAnn Kyriakides. LeeAnn reported initial trouble with interest on the conference as far as the number of attendees, but the rally at the end was successful. She shared that we changed the format of the conference this year -Flexibility for 1, 2, or 3 days seemed to be a big hit for conference registration. There were some surprises in these numbers: 55 registered people and then 10 vendors will be in attendance at lunch. We were only at 32 registered 2-3 weeks ago. List serve connections and Facebook posts from several with coordinating efforts with posts contributed to the success with the last minute sign up. We utilized local people who were able to share with their state's list serves. We got a lot of last minute registrants, and they were from across the country. We realized that there is a big "last minute" group of registrants – who have trouble committing. The flexibility truly appears to have been positive with that group.

We need a marketing committee/social committee of at least 5 people to make the personal connections especially to the other members as well as talking it up as the others. We also need to figure out how to connect with members that are just watching the list serve. Perhaps as board members we start to connect with people that live locally to us. We Need to distinguish ourselves from ASHA and their conference. One thing that makes us stand out is that we are the ones in the trenches. We need to use this when marketing. We ARE AAPPSPA. YOU are US. We need to continue to support ASHA but we need to interact with people there and let them know that we are here and ready to answer questions. Come to our panel at the ASHA conference. We should consider an AAPPSPA presentation to advertise private practice as a short course at ASHA or state conferences. We need committees and we need participation of our members. Amy has put together a list

of people to consider for committees. We need a budget for the conference. Patty Fisher has been amazing in supporting and advertising. An added expense will be to send her a personal thank you. Barbara stated that she is eligible for membership according to the By Laws.

Constructive feedback from this conference: We need to introduce our speakers.

Honors Committee update was presented by Kristie Gatto. Mindy Newhouse resigned as Honors Committee Chair. Kristie Gatto has stepped into the newly vacated position. This year Kristie and Mindy worked together for to put together the Honors nomination. The goal is to add members to this committee as well.

Old Business:

Attorney Benefit

We talked about changing the benefit to a 30-minute consult instead of 60-minute meeting. Since the last meeting we haven't been "advertising" the free attorney benefit, so Marian suggested that we table this topic again. Michelle suggested having the attorney put together a few articles that would target a majority of our members or hot topics brought up on the list serve. It is a "membership benefit" that is free to use. LeeAnn stated that we need to remember that 30 minutes is a consult but 60 minutes is a legal issue. We need to talk to Trisha about this change in the next contract which comes up in January.

We should come up with a list of top things that come up in private practice such as divorce. How the presentation is made needs to be included in the contract for future conference. LeeAnn suggested to patch in the attorney for a live video presentation for future conferences rather than fly her in. Perhaps dedicate 1 ½ hours of time to present rather than have her fully attend the conference in the future.

Motion: Moved by Susan Arnold and seconded by Kristie Gatto. Move to modify the language to "up to 30 minutes" for what we advertise to members. The motion carried with 12 in favor and 0 against.

Announcements:

Medbridge need to follow up and consider advertising this differently to the members. We need to address the visual appeal of information being sent out from AAPPSPA. Consider changing the email address so that it is not Amy's email. We also need to make sure that everybody on the list serve knows who Aaron Webster is so that they don't overlook it.

Google Business Apps: Possibility of having all documents held in one place. Consider Using emails such as ... treasurer@aappspa.org with all board members having access.

Google Apps is HIPPA compliant. Perhaps we have an account titled board@aappspa.org Ultimately, we need to figure out the details of cost and the number of accounts we can get with the subscription. If it is 5 email addresses as we understand from the printed information then exec members, board, and Aaron with 2 others emails still available. We need to figure out what package we want and how to streamline changes in the future but also make information available to all. If we only have one email, perhaps we use: board@aappspa.org

We need to make sure that everybody is aware of that files can be easily edited and deleted.

Ultimately, we need to figure out the logistics. We all agreed to look into it further. The \$10 package looks to include 5 users so we are going to consider this package.

Amy Wetherill expressed concern that we are not good at Communicating our mission. We need to figure out what our message is. Suggestions included: “AAPPSPA Your Private Practice Network”, but do we like this? Some other ideas shared were: “We are the experienced private practioners”, “We are in the trenches with you, or Come grow with us”. We need to have one way of identifying our conference such as “sponsored by AAPPSPA” rather than having AAPPSPA in the title. Amy requested everybody to send her two lines: one is the title of the conference and one is a slogan that we can campaign on for next year.

Amy Wetherill expressed that we need to modernize the method of our connection. Do we move from list serve to Facebook? Amy reviewed the comments on the emails that were sent back and forth from the board members. Problems with Facebook are that it is with personal Facebook pages rather than business Facebook pages that would be in our group. There is no way to eliminate the “personal” from Facebook. Claudia reviewed previous concerns that have been addressed with Facebook. Especially with the ease of having photos posted on Facebook. So conversation looks to be between Facebook versus list serve – Facebook has too many liabilities. We need to figure out a way to personally connect with people. Amy stated that Yahoo groups is going away we need to start coming up with an alternative. There are some organizations that are putting together private list serves that are run through the website but this appears to be quite pricey. We all need to look into other options. We need to start talking about this. Barbara also raised a concerned that if we are Facebook instead of Yahoo List serve, how are we distinguishing ourselves from other organizations. We also need to consider the time involved to transitioning the list serve and how to monitor any other option. Maybe we should run some of these ideas past Aaron. We all agreed to start looking into an alternative. Michelle said she will start to look into and we will ask Aaron to look into it as well.

8:37 pm Shira left the meeting.

Agreed we need to define the roles of Aaron and Cindy to utilize them differently. There are times when Cindy’s lack of consistent internet access can be a problem.

Barbara also reminded Amy of the ability to hire administrative assistant help for the president and vice president. There should be money in the budget for this. It is absolutely appropriate. We also need to consider how much certain tasks would cost to have somebody else do the work rather than our current members. Some of this is in the budget so we need to utilize it appropriately. Barbara confirmed that the president and vice president definitely deserve support and there should be no guilt. This is work that an administrative assistant should be doing. Michelle suggested that she may have connections for administrative assistants. We really need to sort out what the secretarial jobs are that can be done by somebody else. Amy will look into this more.

Amy shared that these are People to get to know that are at the conference:

Dani Owens, Maureen Cooney (sponsors), Cindy Bitz (potentially future Treasurer), Jenny H, Heather Scheer, Kristi Wilson, Kim Cramer, Roxy Reed, Shamim, Karin Ernst, Renee, Sondra McMIndes

Wouldn't it be great to have a slate with competition in the future! These are people to get to know because they may be future board members.

Kristie will be doing CEU forms at the end of the meeting.

Adjournment:

Claudia Ellis moved that the meeting be adjourned, and this was seconded by Elyse Fishkin at 8:56pm.

Secretary
[Organization Name]

Date of Approval