

AAPPSPA TELEPHONE BOARD MEETING MINUTES

JANUARY 8, 2017

President Amy Wetherill called the meeting to order at 7:41 PM EST.

Officers: Amy Wetherill, President; LeeAnn Kyriakides, Vice-President; Marian Sheehan, Treasurer; Elyse Gustin Fishkin, Secretary.

Board Members/Directors: Susan Arnold, Vicki Bourne, Kristie Gatto, Michelle Zeglin, Timberly Leite, Claudia Ellis, Leslie Smith.

Non-voting members/Past Presidents: Eileen Devaney, Membership Chair, Denise Dougherty, CEU Coordinator, Barbara Samuels, Parliamentarian.

Amy Wetherill called for a motion to accept the minutes from the Board Meeting of May 2016. Susan Arnold made the motion to accept the minutes. Kristie Gatto seconded and the minutes were accepted.

Amy welcomed everyone to the video conference. She decided to dive into reports prior to following the agenda.

Treasurer's Report: Marian Sheehan reported that there is a briefer Treasurer's Report since we are doing so much better than in the past. People are giving more attention to details regarding where money is spent and Marian has no concerns. Marian wants the Board to approve the budget set forth in July by Marian, Claudia and Barbara S. which was included in reports received.

Amy requested a motion to approve the budget that Claudia, Marian and Barbara put together in July. Kristie moved to accept the budget. Susan seconded and the budget was approved.

Marian asked Amy to address the Attorney benefit. Marian included some ideas into her report regarding checking with Tricia Mueller doing 30-minute consults. Amy has talked to Tricia who felt that changing the number of minutes did not impact the bottom line. Marian felt that 30 minutes should be a goal per member who contacted Tricia. Claudia reported that the discussion comes out of an email from Tricia regarding this year's contract. Tricia was blocking off 25 people and not 25 hours. When Tricia reported her time usage it appeared that people were using between 30 and 40 minutes as stated by LeeAnn. Amy thought that Tricia encouraged people to use their hour and this may have extended the length of their calls. Amy felt that typical questions to our attorney could be addressed in 30 minutes. Marian wanted to emphasize to members that this is not a "free" consult. Denise reiterated that this is a benefit of dues. She felt that this benefit may need to become a discounted rate to access the lawyer. Barbara asked what percentage of the membership use the benefit. Amy reported that 24 members used the attorney consult. Barbara felt that the discussion is moot since there are not huge numbers of members accessing this benefit.

Michelle feels we should start to brainstorm in the event that this benefit is modified or eliminated. We should consider other options to replace the benefit. Claudia feels that we should ask Tricia to submit a quarterly report regarding consults.

Amy tabled the discussion at Barbara's advice since we started sharing reports and then went into a discussion about the attorney benefit.

President's Report: In reference to the conference Amy provided information about the cost of her expenses to ASHA which included parking, Open House expenses and food. She suggested these be added to the Profit and Loss Report.

Membership Report: Eileen Devaney shared information regarding sources of new members. Barbara requested information about new members as well as members who did not renew. Claudia felt that Janet and Nadine may have a way to determine those numbers regarding renewals and non-renewals. Eileen reported that some new members provide multiple referral sources. There were 67 new members this year. Currently 6 new members awaiting approval. The Membership Report indicated that many new members came from ASHA. The AAPPSPA application has a blank line for referral source. Amy suggested revising the form to have different sources to be checked off.

Vice President's Report: Amy announced that LeeAnn put together a fantastic program for the upcoming conference. LeeAnn reported that the conference will be held at the Hilton in downtown Cincinnati. The link to register is now available on the web. AAPPSPA has a block of rooms; however, this is a busy weekend due to other events in town so people are encouraged to obtain a room reservation early. The program is 6.5 hours on Thursday and on Friday and 6 hours on Saturday. We will be requesting 1.9 CEUs. This year will be a 3-day Conference without an Institute. The Association Meeting will be held on Saturday at lunch. The Board Meeting will be held on Thursday evening. There are several speakers presenting without an honorarium thus reducing the Conference costs. LeeAnn has provided reports for AV expenses and for speaker costs.

Amy stated that the Conference addresses business issues and has something for everyone. She congratulated LeeAnn and her Committee for putting together a great program. Brochures will be sent to Denise tomorrow and she will proceed to file for ASHA CEUs. LeeAnn reported that she is continuing to work on the speaker bios.

The Conference Committee felt that a 3-day Conference was preferred. Attendees have been confused about the Institute vs. the Conference and figuring out CEUs was challenging. LeeAnn added that Dr. Martha Burns will be presenting for a full day; however, she was only available on Saturday. Feedback from last year's Conference indicated that attendees prefer more business topics and not to have the program be weighted towards therapy.

Nominating Committee: Claudia reported a discrepancy about when Elyse will be coming off the Board. After extensive investigating by Barbara S, Denise, Eileen and Claudia it was discovered that Elyse covered a one-year position for someone who left the position prematurely back in 2011. Elyse will be going off the Board this spring. The Slate will go out to the general membership and will reflect that Amy Wetherill and Kristie Gatto are seeking re-election for their second terms, Michelle Salterelli, Shira Kirsh and Jen Malone-Priest (at her request) are nominated to serve their first terms. The Executive Board nominations include: Amy Wetherill, President, LeeAnn Kyriakides, Vice-President, Michelle Nolan Zeglin, Secretary, and Marian Sheehan, Treasurer.

Amy asked for a motion to accept the nominations. Elyse made a motion to accept the slate as presented by the Nominating Committee. Kristie seconded and the slate was accepted.

Vendor Report: Susan reported some changes from her submitted report and that Michelle Zeglin will represent Osborne Books. Additional vendors include: Super Duper, Clinic Source, ASHA, Patti Hamaguchi, Billings Speech, Northern Speech Services, Shelly Fogel, financial advisor. Barbara asked if anyone has contacted Office Ally about being a possible vendor. Amy has made a partnership with MedBridge who does online webinars. Information about vendors is on the website. There are links that connect viewers to vendor websites. Susan has sent out an invitation to the general membership to

become vendors if they sell products. Michelle suggested using AAPPSPA FB page to advertise vendors and sponsors which may entice others to join. Amy reported that Fabi Moy shared that the IOMA has a vendor night cocktail hour with the vendors. Amy felt we may want to consider this or invite vendors to a meal in the future. Michelle felt mealtimes are not a good option for inviting vendors but rather email blasts about vendors prior to the Conference to remind members about discounts. She felt mealtimes are valuable sales time.

Publicity/Social Media Committee: Vicki had contacted state associations that are located near Ohio. Some of these associations charge fees for member contact information. She assumes there is no money to spend advertising through electronic newsletters of these associations. Vicki is open to other suggestions. Amy reported that last year Constant Contact emails were sent to possible private practices in the Seattle area. She suggested doing a google search for private practices in Ohio and divide the labor amongst the committee members. LeeAnn reported that Patty Fisher who is a private practice representative for the Ohio Speech and Language Association is attempting to rally support from people in Ohio to join the Conference even though she is not currently a member of AAPPSPA. Marian asked if we have any data on who attends the Conference. Are attendees in private practice or school therapists who are interested in learning about private practice? Amy felt most attendees were from private practice. Marian felt it may not be worth advertising in state association newsletters since their members are mostly school personnel. Michelle shared ideas for using FB, e.g., post weekly on our FB page information regarding speakers and include links to the speaker's FB page and then his/her followers see information about our organization and events. We can reach out to all speakers to share an article that is generally on their topic. Then our FB page links to their FB page and is shared in multiple places.

Goals for AAPPSPA: Amy shared her goals about AAPPSPA and how to achieve these through committees in a submitted report. She would like to increase our financial health, increasing membership, increasing our respect in the community, increasing our visibility, getting a seat at the table when private practice is a subject. When ASHA has a private practice institute we are not invited but they do advertise to us. She feels that there is room for improvement in our relationship with ASHA.

Amy shared thoughts on committees and how only a few people participate in the running of the organization. She feels that we should define roles and make committees part of the responsibility of the Board to reduce confusion and better understand the responsibility of committee. When people join the Board we may choose to have that person be on a committee. For example, Eileen would have committee members share the work of the Membership Committee, such as, receiving applications, tracking attrition, reasons for leaving organization, etc. By defining roles the committees would run more efficiently.

To attract members to join a committee suggestions included: email blast on listserv, insert in Conference materials allowing members to learn about and possibly join a committee. Marian feels we should get information from members interested in joining a Committee at the time of registration.

Michelle suggested we announce on our FB page topics discussed on the listserv. We should post article suggestions from the Conference speakers and link it to their websites. She suggested that we utilize sponsors and announce discounts. She would like a good logo advertising the Conference that we all share on all of our FB pages over the next couple of months.

Amy feels every member of the Board should be assigned to a Committee.

Website: Amy reported that our website is on an old platform. Amy suggested that we should consider redesigning the website since it is challenging to navigate. She proposed a new website on a new

platform with mobile access. She has asked three web designers to provide feedback about our current website. She is currently gathering proposals. She would like templates that we can change ourselves to give us more access and control. She is not suggesting that we eliminate Nadine from the process completely but she will speak to Nadine to see her interest in updating things on the new platform.

Susan and Michelle support changing the website. New platforms can be used on all devices. Marian asked about the \$7,500 commitment and the timing of change. Susan felt it may increase the conference attendance if the website were new. Claudia stated that we need all quotes to determine timing of change and fit expense into budget. Barbara asked how historical data will be stored and saved on new platform which includes minutes over all of the years, lists of prior board members, conference sites, etc. Not many members are interested in this data but it still needs to be stored. Amy felt that if APPSPA had a google docs app that would allow people to log in to share documents and information. Board members would be able to have access to the shared documents. We can share vendor invitation letters, P + L reports across years, expense report form, etc. This keeps documents in a central location. Amy feels a new website designer will be able to have a mechanism for storing historical data. Marian feels we should look back at historical data more often. Amy feels paying for the website will require us to divert or reallocate funds. Marian feels we are in a good shape financially and may want to apply for a Wells Fargo credit card. Regarding financial liability, Kristie reported that the Board would be responsible rather than an individual member of the Board. Claudia feels the general consensus is to pursue website changes. We would need to vote on this expenditure after proposals are offered. The budget has already been approved. There was a discussion about possibly suspending the AAPPSPA Open House at ASHA and reallocate money to website design. Timberley shared feedback related to the Open House. Some attendees felt that hospitality was lacking and members were socializing with members. She suggested that we be more vigilant about being cordial to potential members. Elyse suggested greeters/ambassadors at this event to ensure a comfortable atmosphere.

Michelle suggested a fundraiser idea. She reported that Usborne books has a set of greeting cards. Proceeds from cards can go to AAPPSPA. Usually 30 cards cost \$30 where \$13 can go to the organization. Marian needed more clarity regarding donation status since we are a non-profit organization. Claudia had concerns about sales tax; however, Michelle felt that purchases would go through her and she would make a donation. Marian pointed out that we cannot take donations. Amy has set up a partnership/sponsorship/benefit with MedBridge who has two different programs, affiliate vs. referral program. MedBridge has clinical and practice-based classes, e.g., HIPAA classes.

Amy reported about the attorney fees. Tricia Mueller will send quarterly reports. Amy asked if it was worth changing the member benefit from 60 minutes to 30 minutes. Amy will speak to Tricia. Claudia suggested that we examine usage numbers between now and time of next Board Meeting to look at fees associated with the benefit.

Amy proposed that we end the meeting. Kristie made a motion to adjourn the meeting. Susan seconded and the meeting was adjourned at 9:27 PM.