

AAPPSPA BOARD MEETING MINUTES: SEATTLE, WA

MAY 20, 2016

President Claudia Ellis called the meeting to order at 7:21 PM. A proxy for Timberley Leite or Leslie Smith was not necessary because of the presence of a quorum.

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

Board Members/Directors: Susan Arnold, Vicki Bourne, Kristie Gatto, Christine Giles, LeeAnn Kyriakides, Barbara Taylor and incoming Board Member Michelle Zeglin.

Past Presidents: Eileen Devaney, Janet Krebs, Mindy Newhouse, Barbara Samuels.

Guest: Jen Malone Priest

Claudia Ellis reported that the minutes were distributed and asked for any corrections. There being none, Claudia asked for a motion to approve the minutes.

Elyse Gustin Fishkin so moved and Susan Arnold seconded and the minutes were approved.

Claudia Ellis welcomed Michelle Zeglin as the newest Board Member and announced that Leslie Smith and Susan Arnold will serve second terms. Barbara Taylor will no longer be a Board Member having served for six years as outlined in the by-laws.

Point of Information was presented to new Board Member explaining that past presidents are ex officio members of the Board who have a voice but do not vote. Claudia explained that when an AAPSPA Board group email is sent out to Board Members it is sent to all Board Members including all past presidents and members serving on committees.

President's Report: Claudia named the new Executive Board which includes Amy Wetherill, President; LeeAnn Kyriakides, Vice-President; Elyse Gustin Fishkin, Secretary; Marian Sheehan, Treasurer. Claudia expressed appreciation for support of the Board during her tenure and thanked Denise Dougherty and Barbara Samuels for their guidance. Claudia thanked Marian for all of her work setting up a new banking system for the organization.

Claudia praised the efforts of Karen Kimberlin who wrote a position paper on Dyslexia that was shared with IDA so that they include speech and language pathologists as qualified professionals to address dyslexia. Karen received support from Renee Matlock, Melanie Waters, and Lori Melnitsky. Karen may use this document as a white paper for the New Jersey conference (NJSHA). Robin Merkel-Walsh wrote a position paper to ASHA which was approved by the AAPSPA Board stating the ASHA Scope of Practice had not included oral motor training. The documents were approved by the Board and are posted on the AAPSPA website. Both documents have been sent to ASHA.

LeeAnn will attend the ASHA Connect conference in July. Last year it cost AAPSPA \$750 to have a booth at the conference. This year the cost has increased by \$300. Claudia feels that the AAPSPA President and Vice-President should attend the ASHA Connect meeting since AAPSPA has an Open House at the conference. Although it is pricey it is important to be represented.

Claudia had spoken to our new attorney Tricia Mueller. Tricia sent a report after the first quarter stating that she provided 6.1 hours of service to members. For this year we have contracted for 25 hours at a

cost of \$6,256. In addition we have a retainer of \$1,000 for possible AAPPSPA legal issues. This can be discussed further under the Finance Report. Claudia explained that each member is entitled to one hour of legal consultation per year but the group has never exceeded the 25 hours.

Claudia's secretary at her private practice office, Cindy Fairbanks, has taken over the bookkeeping responsibilities and has revised our bookkeeping system. Categories are broken down more specifically. Claudia and Cindy will continue to tweak the system. Cindy provides timely responses to questions.

Vice President's Report: Amy Wetherill thanked everyone who supported her with the planning and execution of the Conference. She reported that the Conference was expensive and more expensive than she thought a conference would cost. Spreadsheet reflects cost with discounts and local speakers who did not require airfare costs ran around \$36,000. This figure does not include ancillary costs. AV costs was nearly \$6,000 which did not include \$500 for Wi-Fi which was paid for by Scientific Learning Corporation. Food is expensive and attendees received breakfast and lunch which amounted to \$83 per person plus hotel tax. Mindy reported that historically the food is available because we pay for renting the room or pay for food. Amy stated that we paid above the minimum for food required by the hotel. Janet felt that the rooms are expensive at the Renaissance but there are other options where rooms include breakfast and this may reduce costs. Discussion continued about reducing costs. Janet suggested that we form a committee to explore ways to reduce conference costs. Claudia wanted the Board to be aware that conferences are becoming more and more expensive and AAPPSPA tries to keep fees reasonable for attendees. LeeAnn felt that we benefit from coaching from people in the industry who run conferences all the time and can provide language to use when negotiating costs. She felt that some vetting should occur when contacting hotels. Michele suggested that we look for cities that need to fill rooms the week of the Conference. Better prices may be available. Claudia summarized that there are financial issues related to the Conference. Benefit is given to members of the Board who worked on the Conference Committee by having their fee comped. Barbara S said historically comped expenses were given when our treasury was able to handle the expenses. Currently our treasury is not at that level. Marian stated that Amy and LeeAnn have been stellar at trying to cut costs.

Treasurer's Report: Marian reported as of this morning we had about \$36,000 plus \$570 worth of checks being mailed to Marian. Covering the Conference costs will be close. There will be no cash flow until we have membership renewals. Marian feels we need to increase dues as was discussed in November. Last year's early renewals were helpful. Claudia proposed that we make a decision to increase dues which will go into effect September 1 so that anyone who joins at the end of the year will pay the increased rate. Dues renewals will open at \$125 between now and September 1 and will help with cash flow. Hopefully with the new bookkeeping system it will be easier to see details of our finances. LeeAnn asked about our financial status last year when we were in the red. This year we are in a better financial position with cash reserve.

Kristie made a motion to increase dues to \$150 with the renewal period starting September 1. Susan seconded. The motion passed.

Claudia called for a motion to accept the Treasurer's Report as it stands. Susan made a motion to accept the report. Vicki seconded and the motion passed.

Marian continued to discuss that there was a budget committee meeting looking to cut other expenses, i.e., insurance with kidnapping clause. Another large expense is the attorney consults which stand at 1 hour for now. Presently members can have a consultation in order to get some direction. Attorney was used a little over 6 hours for the first quarter. Michele felt that members did not often remember this benefit exists and perhaps we should use Constant Contact to remind members; however, this benefit

may become overly used at expense to the organization. Janet felt if more members used attorney benefit then we can revisit another dues increase later. Michele felt that we should market this benefit. Claudia will ask Tricia Mueller to describe her expertise related to AAPPSPA and share this with Amy who will disseminate information to members and define the meaning of a consult.

Susan suggested that we think of benefits for members. Claudia requested tabling these issues.

Marian reported 340 members are entitled to an hour with Tricia. Any hour over 25 is billed at \$260 per hour. Claudia feels we need to think about this benefit being reduced to 30 minutes prior to renewing Tricia's contract. Claudia stated that the Executive Committee can make a decision on this in the fall when Tricia's contract is up for renewal.

Marian felt that if we get an Assistant Treasurer and we get a credit card we can turn over the responsibility of a credit card to this person. Janet, Marian and Amy will discuss how the credit card may work on the website.

Claudia highlighted on the Treasurer's Report two pages with one report with Profit and Loss Statement covering April to April and another page reflecting a partial fiscal year without the Conference costs including July 1 to June 30. Update to be emailed to Board. A budget is being developed and will require a vote for the next fiscal year. Cindy Fairbanks will make the P/L Statement reflect consistent categories. Some designations need to be made regarding expense categories so that everything will flow.

Amy questioned the \$6,000 expense of the ASHA Conference. Open House was to attract new members. Barbara T feels that we need to define benefits. LeeAnn feels that Facebook has a listserv that parallels the AAPPSPA listserv. Barbara T talked about open discussion page on Facebook. Michele reported that Facebook changes monthly.

Vicki suggested cutting costs by considering to eliminate the Institute. Janet felt the Institute brings in new members especially from the local area. Barbara S provided an historic perspective reporting that AAPPSPA started as advanced clinical information for private practitioners because ASHA was aimed at beginning people. The Academy added the legal and business areas because there was no other place to get information about private practice except for AAPPSPA. Claudia stated that ASHA did not recognize business topics early on. Other organizations began to address this and the need for Continuing Education in terms of professional activity no longer existed. The AAPPSPA program became more clinically oriented and the Institute was added to fill the need for professional activity when the Conference was focused on business and legal issues. Today whether the Institute is needed is questionable. Janet felt the Institute was a way to appeal to local people with an appealing topic.

Continuing Education: No report??

Nominations Committee: There is no report. Claudia Ellis will be taking over these duties as immediate Past President.

Membership Committee: Eileen Devaney reported that we currently have 340 Members: 30 Life Members, 309 Full Members and 1 Affiliate Member. This year we have welcomed 29 new members with 6 pending applications. Eileen reported that Janet Krebs sends out reminders during December and January about renewing membership; yet members are presently trying to renew with their memberships expiring last December which results in their profile being deleted and then they must re-apply as a new member. LeeAnn asked about late fees vs. application fee. If membership lapses a new member application is required after February 1. Exceptions have been made for unusual

circumstances, such as, health issues or traveling. Cindy Fairbanks will address issue of fees associated with renewals and applications by sending invoices when necessary. Late fees are applicable as of January 1. Membership fee is currently \$125.

Eileen Devaney brought up a liability policy for the Board of Directors. She questioned if the cost was based on number of members but Claudia said the Philadelphia Insurance Company holds our policy which covers Board Members from any potential liability, a revenue loss of the organization and a \$25,000 coverage for a cancelled conference.

Website Monitors: Janet Krebs reported that the website has been quiet. Some people have reported that they have not received mailings from AAPPSPA. Janet suggested that with the Yahoo Groups changes individual security may be blocking email. Nadine Lord has tried to help members but it is ultimately their responsibility. Janet reported that we were contacted by a marketer who is interested in our website. Currently we have a consumer links page, i.e., apraxia, autism, etc. The marketer was interested in a link for their client Better Hearing Institute which is an education arm of the hearing aid industry. Janet questioned whether we allow for-profit organizations to have a link while vendors pay a fee to be on our website. Susan Arnold feels more research of the company is necessary. Marketers are looking for free opportunities to advertise for their clients. Amy suggested determining not-for-profit vs. for-profit organizations. Janet said we have an extensive list of links and this needs to be checked for profit status of each group. She suggested another Chair position to oversee the links since this is a time-consuming issue. LeeAnn feels Nadine may have some analytics in place. Janet reported that Nadine has data on consumers and analytics can tell us who clicks on links. Kristie Gatto thought it might be beneficial to use Search Engine Optimization (SEO) to determine if links are actually used. Janet will check report and questioned the value of the links since the organization has no direct benefit but rather provides these links as a public service. Claudia suggested tabling the discussion to develop a policy for the links section of the website.

LeeAnn moved to table the discussion and Marian seconded. The discussion was tabled.

Publicity/Social Media Committee: Vicki Bourne and Barbara Taylor reported posted notices on Facebook pages of other private practice groups to announce the AAPPSPA conference. Barbara asked state associations to post an announcement about the conference to increase attendance. Vicki reported sending an email blast to Washington State. Amy reported using Constant Contact 1-2 times a week. It was a successful way to reach out to people in the local area. Two attendees heard about the conference at ASHA and attended with the expectation that they will join the group as well. Amy feels that Constant Contact is a good way to get our message out and should be utilized more often to gain attention or possibly send dues renewals. Mindy Newhouse asked if lists can be merged, i.e., current members receiving a different color mailing. She suggested talking to Nadine about the lists. Amy said she was able to send emails to current members and also prospective members. Amy had sent 577 people the email blast. Kristie suggested that state associations may supply mailing lists to member of a state organization but AAPPSPA would have to pay for mailing lists. Barbara Taylor suggested getting a free mailing list from the state organization where the next conference is being held. Kristie Gatto stated that as a member of a state organization one could request a list of other SLPs and Audiologists in the state but was unsure if a fee was associated with the request. Claudia reported that there are only three states without AAPPSPA members: Utah, Vermont, and possibly Idaho.

Honors Committee: Mindy Newhouse did not reveal any honors presentations at this time.

Claudia asked Amy to talk about the conference and the increasing costs.

Barbara Samuels announced that she has been the institutional memory of AAPPSPA and the organization needs to change the by-laws. She feels that the by-laws should be amended to say that the Nominating Committee should consist of 3 Past Presidents because Past Presidents will not want to run for office again. In the past people have volunteered to be on the Nominating Committee who wanted to run for office. The by-laws currently say "a past president." Barbara suggested that no committee should be a committee of one because it is not good policy. It puts too much burden on one person and if something happens to that person who continues on for years and years there is no protocol in place to continue the committee. Appointment to all chairmanships with the exception of the Nominating Committee and the Program Chair is at the discretion of the President of the organization. The by-laws do reflect this. The by-laws used to contain the provision, but it is not certain that they still do, for an Assistant Treasurer. Barbara S suggests that we ought to go back to filling that slot because the Treasurer position has become onerous. Barbara S asked Janet about the location of the minutes on the website. Janet said no one knew the minutes were supposed to be posted on the website and none have been posted since 2008 but we can certainly gather these. Barbara S said there should be a policy that once the minutes are approved they should be posted on the website. Janet sent Barbara S a link for history of Board Members through last year. Janet agrees with Barbara S about an anecdotal history of AAPPSPA. Claudia reported that there is a history on the website and that she has historical information she prepared last year for her PowerPoint presentation at the 50th Conference. Janet also reported that there is no By-Laws or Procedural Chair. Claudia reported that we have a By-Laws Committee but no one is serving on it right now because we had no reason to have someone. Elyse suggested including a Parliamentarian.

Marian made a motion to amend the by-laws so that 3 Past Presidents be members of the Nominating Committee. Barbara T seconded. During discussion Mindy stated that she does not feel that we should request a specific number of past presidents because historically we could not count on a rich pool of volunteers and feels specifying a number may not be feasible in the future. Mindy voiced concerns about requiring 3 Past Presidents on the Nominating Committee. Elyse suggested that the motion should state that the Nominating Committee consist of at least one Past President and one other member with no fewer than two members. Barbara S was concerned about people wanting to be on the Nominating Committee might be people who are trying to get positions on the Board. It was suggested that the Nominating Committee may not nominate themselves. Janet could not find the section of the By-Laws that outlines members of the Nominating Committee although Barbara S was sure the section exists. Claudia did find a section that states the Board may from time to time appoint an Assistant Treasurer or Assistant Secretary. Kristie requested that we table the motion to amend the by-laws. Claudia accepted a motion to table the motion. The motion was tabled.

Vendor Report: Susan reminded the Board that a decision was made to change the format. Vendors were presented with a yearly sponsorship to have a table and a direct link on the AAPPSPA website so that members would be able to access them easily. Four vendors accepted this new format and it brought in more revenue. Susan reported that the location of the conference impacts vendor participation and influences sponsors. Another change was the format of the raffle with bagged items. This provided opportunities to generate additional income with raffle sales. Michele offered to help set up Square to be available for raffle sales since Susan had many requests for credit card purchases but this option has not been available.

Claudia thanked Susan for her work with vendors. Janet thanked Amy for her work and feels she has great ideas for the future. Mindy suggested that committee chairs talk to experienced people in the area to avoid repeating mistakes and to get new strategies. Barbara requested a round of applause for Claudia's three years of tremendously hard work as President.

Claudia asked for a motion to adjourn. Christine made a motion to adjourn. Susan seconded.

The meeting was adjourned at 9:36 PM. .