

AAPPSPA Spring 09 BOARD MEETING  
Spring Conference 2009 – May 14, 2009 – Portland, OR

Welcome and special thanks by president Janet Krebs

Present: : Officers; Janet Krebs-President, Denise Dougherty-Vice President, Pat Gill-Treasurer  
Current Board Members; Laurie Botstein, Cheryl Campbell, Claudia Goswitz, Roberta Kornfield , Sue McLean, Laura Reisler, Terri Rossman  
Incoming Board Members: Brendan Webster, Jen Malone Priest, Anita Werner  
Past Presidents: Mindy Newhouse, Barbara Samuels, Sally Stram  
Members: Eileen Devaney, Downie Mathis, Lorraine Priceman, Marian Sheehan  
AAPPSPA Bookkeeper: Julie Burkholder

Current Board Members:

2007-2008 Executive Committee (stepping down)  
President: Janet Krebs, Vice President: Denise Dougherty,  
Secretary: Charlene Westman, Treasurer: Pat Gill

Board of Directors who will continue to serve for the  
Spring 2009 through Spring 2010  
Cheryl Campbell (2011-1st term)  
Roberta Kornfield (2011- 1st term)  
Sue McLean (2010- 2nd term)  
Laura Riesler (2010 1st term)  
Terri Rossman (2011- 1st term)  
Allyson Weinstein (2010-1st term)

Nominated to serve a second term, beginning Spring 2009 and  
to end Spring 2012  
Laurie Botstein  
Denise Dougherty

Leaving the board after a single term  
Renee Matlock  
Deb Swain  
Charlene Westman

Leaving the board after her second consecutive term on the  
board  
Claudia Goswitz

The following people have agreed to be nominated and approved for the 2009-2012 term:

Brendan O'Conner Webster  
Jen Malone Priest  
Landria Seals  
Anita Werner

Proxies: Renee Matlock provided her proxy to Anita Werner, Allie Weinstein provided her proxy to Janet Krebs

Review of minutes- Denise Dougherty moved we accepted the minutes from December and Laura Reisler seconded it. Motion Carried.

### Committee Reports

Vice Presidents Report: Denise Dougherty, VP

- ASHA HCEC Liaison – Denise Dougherty-reported that the ASHA HCEC committee meets yearly and they are looking at work value and specific codes. An update was emailed to members of the committee, which was then forwarded to AAPPSPA members via list serve.
- 2009 ASHA HealthCare Institute  
AAPPSPA exhibited at this years' HealthCare Institute. There was a lot of interest in the booth and the common comment was –“I didn't know there was such a thing!” Several members of AAPPSPA who attended the Institute staffed the table for the conference. Conference brochures were displayed and AAPPSPA pens were given away to participants.
- 2009 Institute and Conference  
There are 55 attendees for the business institute, which is a higher number than the past few years. There are 17 registrations for conference only and 55 registrations for institute and conference, giving us a total of 72 registrations. Two of these registrations are for Julie Burkholder, our bookkeeper and Nadine Lord, our Webmaster. We were still getting registrations at the beginning of the conference week. There may be another 1 or 2 registrations not included in this total. To date, total revenue from enrollments is \$25365.  
In the contract for hotel rooms, the Hilton noted any rooms not reserved at the end of the early registration period would be returned to the hotel for resale. In that section

of the contract, there is no mention that AAPPSPA would be required to pay for these unused rooms. However, in the cancellation clause, it is noted we are responsible for any rooms unsold to get us to 85% occupancy. We were able to meet that number of rooms, but two attendees cancelled their hotel reservation and several other attendees reduced the number of nights they would be staying. This resulted in AAPPSPA paying approximately \$1750 for 10 unused rooms. If we had not paid for the rooms, we would have been charged \$2500 for the conference rooms in addition to the \$1750 for unused rooms. Because of this, we were more cautious in reserving blocks of rooms for the 2010 conference.

This year we have vendors and charged a fee for tables. Solutionz is doing a demonstration for the Telepractice session and is paying for their Internet costs as well as sponsoring our cocktail party. Interactive Metronome has sponsored the afternoon break on Friday. Initially IM tried to back out and asked for a refund, but we held them to their commitment. IM then reported they would have a rep attend the conference. Sue McLean has worked with vendors to put together the raffles and donated items. We had ten tables reserved.

This year we have brought in speakers outside of AAPPSPA and will pay honorariums and expenses. Some organizations/speakers have waived honorariums (Mark Kander, Kelly Hoelzer, Alan Werner) and are requesting only expenses. Robert Oppenheimer's honorarium is \$1200 and Diana Christiana's honorarium is \$600; AAPPSPA will also reimburse speakers for hotel and airfare. Kelly Hoelzer's firm has allowed her to participate without any charge to the organization, but this year, we will be paying for her hotel room and possibly her airfare.

· 2010 Institute and Conference – April 29, 30, May 1, 2010

Walt Disney World – Doubletree Guest Suites on Hotel Plaza Blvd in Downtown Disney Resort area - Institute is April 29 and the Conference is April 30 - May 1, 2010. The room rate for a standard suite will be \$149 – suites feature Queen size pullout sofa bed, microwave, fridge, wireless internet access, bedroom and living room with double doors for privacy. The hotel offers complimentary transportation to Walt Disney World Theme Parks and Group Discount Tickets. The cocktail party will not be held this year to allow families time in late afternoon and evening to enjoy the parks.

A \$1000 deposit is required by June to reserve the

conference space. (Our Sales Manager is very familiar with speech pathology as her mother had a private practice in Boston.)

#### Secretary's Report- Charlene Westman

Since last year's meeting the secretary has:

- Collected committee and officer reports and distributed minutes from Spring 2008 AAPPSPA General and Board Meetings. Regretfully, these minutes were inadvertently posted late (December of 2008) to AAPPSPA and Yahoo Groups websites.
- Facilitated gathering information regarding CEU provider status for AAPPSPA
- Collected minutes from December 2008 Conference Call Board Meeting and Distributed to both AAPPSPA and Yahoo Groups Websites.
- Facilitated in nominations process by collecting votes from Board Members for Officers and from General membership for Board members
  
- Results of the elections are as follows:
  - o Slate of Officers- All approved
  - o Board of Directors- All approved

I regret that I have not been able to attend more board meetings in person in my role as AAPPSPA Secretary since 2006. Hopefully, in the future I will be able to participate more actively in AAPPSPA events.

Respectfully Submitted,  
Charlene A. Westman

#### Treasurers Report- Pat Gill

This has generally been an uneventful year concerning the Treasurer's Office. We have straightened out all of the previous difficulties and everything seems to be running smoothly. Julie Burkholder continues to hold the "Bookkeeper's" position and assists the Treasurer. Julie is an excellent asset to our group and does a great job. Our busiest times of the year are during the beginning of the year when we are processing Membership Renewals and are collecting dues and then again during Spring Conference Registration. We had some confusion with our online payments

for a brief period over the past year, but this seems to be resolved and members do not appear to be having any significant difficulty using this function.

Beverly Gough serves as our Resident AAPPSPA Member Representative in the State of Michigan where our corporate papers are held.

Joe Tuchinsky, with Community Consulting Associates, works with our group to file our taxes and maintain all of the appropriate paperwork for our tax-exempt status and he also helped us establish a new Tax ID #. Our taxes for 2008 (showing our tax exempt status) have been filed. (They are due May 15, 2008). Joe is also an invaluable resource to our group.

Julie Burkholder (Mindy Newhouse-Communication Matters) serves as the official address for IRS purposes. A copy of all AAPPSPA Corporate and IRS documents must be held at this office and are available for review.

I have attached a copy of the 2009 budget as well as the Profit and Loss Statements for 2008 and Jan-March 2009. Our current Bank Balance as of 4/12/09 is: \$53, 438, but that is prior to deducting expenses for this year's conference.

This will be my last Treasurer's Report for AAPPSPA. I will be passing the baton on to the next fortunate soul who will hold this office. I will provide instruction to the next Treasurer and will remain available for any questions. I want to thank everyone for their help over the past few years. At this time I feel the office is in good order and feel the transition will be seamless with Julie staying in her position as Bookkeeper.

Respectfully submitted:

Pat J. Gill, M.S.,CCC-SLP  
AAPPSPA Treasurer

Budget – Pat Gill- Budget is as follows:

9:07 AM AAPPSPA  
04/23/09 Profit & Loss  
Accrual Basis January 1 through April 23, 2009

Jan 1 - Apr 23, 09

Income

Applications 4,200.00

Conference 2009 20,235.00

Dues 2009 17,375.00

Interest Inc 15.89

Total Income 41,825.89

Expense

Administrative Services 274.67

Advertising 818.22

ASHA Booth 1,025.00

ASHA CEU Registry 61.63

Bookkeeping Services 1,068.75

Conference Expense 1,215.24

Credit Card Fees 67.55

Insurance 972.00

Legal 2,400.00

Spring Conference 2009 798.00

Web Site Maint 1,387.50

Total Expense 10,088.56

Net Income 31,737.33

8:45 AM AAPPSPA

03/09/09 Profit & Loss

Accrual Basis January through December 2008

Jan - Dec 08

Income

Applications 7,440.00

Conference 2008 17,055.00

Dues 2008 15,775.00

Interest Inc 392.37

Sea Conference 2008 4,085.00

Total Income 44,747.37

Expense

Accountant 1,672.54

Administrative Services 120.00

ASHA CEU Registry 1,112.40

ASHA Open House 2008  
Business Institute 1,339.20  
Exhibit 925.00  
Total ASHA Open House 2008 2,264.20  
Bookkeeping Services 3,156.25  
Corporate Filing Fees 770.00  
Credit Card Fees 2,120.93  
Fall Conference 2008 At Sea 554.01  
Insurance 972.00  
Legal 2,130.00  
Miscellaneous 0.00  
Postage and Delivery 41.00  
Sea Conference 6,042.71  
Spring Conference 2008  
A/V 3,247.30  
Board Meeting 596.10  
Honors 87.96  
Spring Conference 2008 - Other 22,134.12  
Total Spring Conference 2008 26,065.48  
Uncategorized Expenses 0.00  
Web Domain 383.52  
Web Site Maint 4,125.00  
Total Expense 51,530.04

Net Income -6,782.67

Pat Gill additionally presented:

Everything is in good order. This is our busy time of the year with the conference and increasing membership. We should make a profit on the spring conference even though we are spending more on speakers. Current bank balance \$62,919.00, but this does not account for expenses from the conference. We may not be including marketing costs in our budget and we may need to plan ahead for these costs in the future.

Mindy Newhouse said that since there is so much done such at the open house at ASHA, there are benefits for the membership and activities such as this need to be planned for in our budget. Janet Krebs stated that we do not want to earn too much income because we can only have \$25,000 over three years in the account. We will lose our not for profit status if we do not follow the rules. You cannot have more than this as an asset. Also stated was that the address was changed in the tax account.

Conference Food/Arrange – Laurie Botstein- Enjoy!

Continuing Education - Fran Smith- with the help of Roberta Kornfield said that they submitted six activities to ASHA. Our organization is a CEU provider and we have the opportunity to sponsor activities through AAPPSPA. You pay ASHA \$ 250.00 fee and AAPPSPA a fee as well.

This year, the CEU Committee submitted six activities to ASHA: the 2008 Spring Institute, Conference, and the 2008 Cruise Conference, the 2009 Spring Institute and Conference, the 2009 Cruise Conference.

All activities were accepted by ASHA.

Respectfully submitted,

Frances S. Smith  
Chair, CEU Committee

Exhibit – Ken Anderson- He handled the shipping of the booth to the business institute and ASHA. No one helped Janet put it away and it was quite the challenge.

Exhibit Staffing – Denise Middleton. No report received. This year our booth at the ASHA was not well staffed. We had few attendees and did not have the board meeting there. Mindy Newhouse suggested that we hire someone to sit at the booth at ASHA because so many members have taken their time to sit there and never got to the conference. It is extremely time consuming and we spend so much time and money to get there. The person at the booth does need to be knowledgeable about private practice. We used to pair a new and old person there together. It is not fair to the member who hasn't done it before to attempt to field questions alone. The person who sets up the booth attends the ASHA conference for free. We can also have two people go as an exhibitors and just pay that nominal fee.

Honors- Barbara Samuels- stated that it is now Mindy Newhouse's responsibility. Mindy said that there will be no discussion about the Honors of the Association at this meeting.

Membership- In her absence, Janet reported briefly on this topic. The complete report follows.

Renee Matlock- April 30, 2009

1. Current membership: (as of 4/30/09) 246

- Life: 27
- Full: 215
- Affiliate: 4

2. New members:

- 5/1/04 to 12/31/04: 20
- 1/1/05 to 12/31/05: 45
- 1/1/06 to 12/31/06: 34
- 1/1/07 to 12/31/07: 63
- 1/1/08 to 12/31/08: 59
- 1/1/09 to present: 24

2009 Members Referred by:

AAPPSPA Member/Colleague:	5
Advance Magazine:	2
ASHA	3
ASHA Leader:	1
ASHA Conference:	2
Internet Search:	8
PP Guide:	2
Spring Conference Mktg:	1

3. Pending applications: 6

4. Items for discussion:

- What is AAPPSPA's role/function regarding providing information and/or training for individuals wanting to open a private practice? Several emails are received requesting this?
- Full vs. Affiliate membership status—are there any real advantages to being an affiliate member? Should AAPPSPA continue to offer an affiliate membership?

5. Functions of the Membership Chair are as follows:

- Process new member applications
- Welcome new members to AAPPSPA via email
- Welcome letter and membership certificate to new members
- Follow up on membership inquiries, via phone or email
- Maintain current membership data

Nominations- Mindy Newhouse- Stated that this was to be completed in November but was not. We are now in great

shape. The following slate of new Board members was nominated and accepted by the membership for the 2009-2012 term:

Brendan O'Conner Webster  
Jen Malone Priest  
Landria Seals  
Anita Werner

We had record voting this year. We had nice comments in regards to the votes with some individuals thanking of all those involved for what we do. Some members have requested that short biographies be provided about the nominees. As our organization has grown we have expanded the pool of volunteers and new ideas. We appreciate all the new input. This can only make an even stronger organization.

Parliamentarian – Barbara Samuels raised a Point of Order: We have an Executive Committee consisting of the four officers elected by the Board. We have an (Executive) Board consisting of twelve members elected by the membership. Additionally, Janet Krebs stated that after reading the bylaws in details, some of the bylaws are ambiguous and may need to later be readdressed. Although Barbara remains parliamentarian, Terri Rossman is in charge of bylaws. It is not an official committee, but is currently needed.

Publicity- Laura Reisler Report from Publicity Chair-Spring 2008-2009

During the past year, press releases re: AAPPSPA conference 2008 ran in SpeechPathology.com and the Advance magazine

In preparation for both AAPPSPA conference 2009 and AAPPSPA at sea, all 50 state Speech and Hearing Associations and the Advance magazine were contacted via email. Roughly 15 states responded.

Three ads were placed in the Advance magazine for AAPPSPA At Sea.

An advertisement for both the spring and at sea conferences were placed with the Oregon Speech and Hearing Association.

Arrangements were made for distribution of pamphlets at

five state association meetings, at no charge.

California association was contacted for pricing purposes. Due to the high cost of their mailing list, decision was made to request input from state members in our group as to which areas of the state would be most productive to advertise with.

Unfortunately, AAPPSPA at Sea, 2009 was cancelled.

For Spring Conference, Advance, SpeechPathology.com and BPWUSA.org (Business and Professional Women USA) were contacted as to their interest in publishing this year's press release. The former two responded affirmatively. The latter has not responded as of yet. SpeechPathology.com also offered to participate in our raffle, which was passed along to Sue McLean.

Respectfully Submitted,

Laura Reisler  
Publicity Chair  
AAPPSPA

Vendor Relations – Sue McLean; We had ten tables and they were taken. Super Duper Company dropped out at the last moment. They had three tables and they did donate a few things. Super Duper was not interested last year. They send people who are in the area. They want to display for the whole conference.

Website - Sharon Ratiner has been communicating with Janet Krebs.

Since last report there continue to be only minor issues with both the website and the list serve. These issues have primarily been related to accessing the website, subscription to the list serve and following list serve protocol.

Our Webmaster has continued be a great asset to both the website and the Yahoo group's list serve.

I have very much enjoyed volunteering to assist with the website and list serve but unfortunately I am going to have to resign as Website Monitor.

Thank you.

Respectfully submitted,  
Sharon Ratiner

Additionally, Janet Krebs stated website was disabled because we did not pay our bill. Janet wants to discuss the list serve under old business.; Roberta Kornfield has six people who are to write a column for the website. There are informational columns and these people are getting burned out. The question is; are people reading these columns? Mindy Newhouse suggested that Roberta Kornfield ask people specifically to do this and get more members involved. We have a rule that the list serve is not to be an advertising place and that is why we set up the AAPPSPA store. We need to make the rules obvious to everyone.

## OLD BUSINESS

List serve etiquette- several complaints were noted this year. The initial post may have been interesting, but the message just went on and on. When asked to stop, the member has found it difficult to accept with grace this correction. Janet wants a policy on what to do with people who violate the website policy. Sue Mclean said this is the main source of information for many AAPPSPA members and it is where they find value in AAPPSPA. Her inbox is getting busier and she would love it if we could set up a few rules. Can we list the rules? It is on the website as List Serve Etiquette. We all need to be reminded of this.

Forming HCEC subcommittee- Talked about in December. This goes very slowly. ASHA has been working for four to five years and on this topic. We get to show up but are not members of the committee. When Mark Kander speaks at tomorrow's conference about billing, if you have concerns, address them at that time with him. Many of the people in that committee are afraid that if we wish for something we will get it and then might be sorry. Claudia Goswitz stated that the concern is if we ask for changes, the reimbursement might go down. They pulled the vignettes a couple of times, due to their concerns we might lose more than gain. If the revision occurs and we break down our services we may lose value with time codes. The Health Care Economics Committee may not be in our favor.

AAPPSPA store refresher- take note it is on the website

Vision Statement- Claudia and Brendan are working on this and will send it to the whole board. They were told that it can't say ASHA certified members because some of our members have state licenses and are not certified. Also it mentioned clinical services, however we also do business skills. The bylaws were provided referenced for further information.

## NEW BUSINESS

ASHA is asking for speakers and topics for Seattle Business Institute. They want speakers and topics that are appealing to those in private practice and health care. They got positive feedback on Janet's topic, "Finding Your Niche In Private Practice". They were pleased with our booth as well. Anita Werner suggested that Brendan and Mindy and Denise Middleton do their previous talk. In the past, ASHA has been unprepared for the private practice part of the Business Institute. The business sessions were geared to managers in hospitals and most of those in the conference did not understand the concept of private practice. If interested in talking, let Janet Krebs know.

Spring Conference 2010

Time and Place – Denise Dougherty- Disneyworld

Program Chair – Laurie Botstein-

Local Arrangements- to be determined

Additional new business:

- A company called Job Target Job Board that wants to place a link on the website. Nadine nixed this. They are a job board provider and allow employers to post jobs and resumes. It generates non-dues revenue. We could post jobs also. Mindy Newhouse stated that we can have a job board posting ourselves. We can put on the consumer part of our website a place to post jobs. Nadine Lord can do this as a separate board or page or on home page. Claudia Goswitz said this does not go with our mission statement, but it was pointed out that some families find us on the website and that is not part of our mission statement. There is a publicly open portion of our website for consumers.
- A change in credit card processing companies is being completed. When the member pays and the name on the card is not the same as the member's name, we cannot tell who is paying. The company also sends an email saying

your product has been shipped. We are trying to customize the message sent. Julie feels we can get a significantly lower charge from what we are paying. The fees AAPPSPA paid were quite excessive.

We need to change over our signers for the bank. We can ask our new secretary to do this.

- Janet thanked Pat Gill, Charlene Westman, and Denise Dougherty for a job well done and for their wonderful support. She also wanted to thank Laurie Botstein because she does everything she is asked. Additionally, she also thanked Mindy for always being there for her and Barbara Samuels because she has been special and important to her during this presidency.

- Those present gave our outgoing president a round of applause and thanked her for her contribution to AAPPSPA.

Adjournment: Roberta Kornfield moved that we adjourn and Laurie Botstein seconded the motion. The motion was passed

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Respectfully submitted:

Anita Werner  
AAPPSPA  
Secretary