

## **AAPPSPA**

### **BOARD MEETING**

#### **Telephone Conference**

**January 31<sup>st</sup> 2010**

*Note: If a meeting participants name was not included in the minutes, it was because they did not provide their name prior to speaking.*

Welcome by President Denise Dougherty at 1:19.

#### **Present:**

Officers:

President-Denise Dougherty, Vice President- Laurie Botstein, Treasurer: Landria Seals, Secretary- Anita Werner,

Board Members:

Cheryl Campbell, Sue McLean, Laura Reisler, Terri Rossman, Brendan Webster, Jen Malone Priest,

Past Presidents: Mindy Newhouse, Barbara Samuels, Janet Krebs

Proxy: for Allison Weinstein was held by Janet Krebs.

#### **Review of minutes-**

It was moved, seconded it and passed that the minutes of the May meeting be accepted as sent.

### **Board Reports**

**Vice President- Laurie Botstein**

#### **PROGRAM CHAIR REPORT winter/2010-Laurie Botstein**

##### Spring Conference:

- Will be held 4/29-5/1/2010 At Doubletree Guest Suites, Orlando, FL
- Institute will be presented by Dave Nelson, MBA, L.P.C. on Direct- Individual Based Therapy with Individuals Who Have Disorders in Communicating and Relating
- There will be 1.9 CEUs available
- Conference: Two sessions will be available for each time slot-one business, one clinical
- Business presenters are Steve Bourne, Kate Romanow, Kelly Hoelzer
- Clinical Presenters are Brendan O'Connor Webster, Denise Dougherty, Sue McLean, Robyn Merkel-Walsh
- We are having the second installment of Real Colors, with an introduction for first timers
- There will be no handouts-power points are being sent to Nadine who will put them on the website, and registrants will receive a password when their registration forms

are received. Each attendee will have to print out his/her own. Saves paper and money.

- The brochure will be online by Monday or Tues. Julie (bookkeeper) will mail brochures only to Floridians. Mailings will go to Flasha members and brochures will be mailed when labels are received.
- Registrations can be online or mailed in
- Food choices are on brochure

### Vendors

- Will be available for two days this year, in a separate room
- There will be no cocktail party-due to location to allow members to take advantage of Disney World.

Laurie reviewed the above and also thanked Brendan for the great job she did on the brochure.

### **Treasurer/Budget Financial- Landria Seals, AAPPSPA Treasurer**

Report submitted: 01/24/10

1. Financial report (P& L Attached). Please review

One major purchase (\$700) dedicated computer for bookkeeping and administrative use.

2. Financial report summary (from April 2009 through January 21, 2010)

**Total Income:** \$56,472.48 (with total dues in 2010: \$25,769.00)

**Total Expenses:** \$42,763.85

**Net income:** \$13,708.63

Some important details:

**Cost of 2009 Conference:** \$26,939.17

*page 12 of P& L provide more information by line item.*

3. Budgetary Challenges and Streamlining Process. Budgetary challenges include some items that may be over expenditures and may require some additional detail. At this time, there appears to not be a recognizable process in requesting funds. Frequently, receipts are submitted requesting reimbursement. The caution with this process is going over budget, lack of request and approval, over spending on items and under-spending on items. Some line items to consider; *"how much we spend and what"*

- Conference speakers.
- Website monitoring (costs over \$3500 to date, 9 month time span)
- Clarification of the ASHA booth and the costs (~ \$4000) associated with ASHA. (see page 10 of P& L)

4. Establish budget for the 2010 Conference

Publicity: \$600  
 Hotel & Food: cost per person ??? (what was 2009)  
 Speaker Travel  
 Speaker Room & Board  
 Gifts  
 Vendor Income  
 Handouts  
 Respectfully Submitted,  
 Landria Seals Green, M.A., CCC-SLP  
 Treasurer

**Jan 21, 2010**

**BALANCE SHEET**

**ASSETS**

<b>Current Assets Checking/Savings Michigan Bank</b>	<b>47,986.10</b>
<b>Total Accounts Receivable</b>	<b>10,300.00</b>
<b>TOTAL ASSETS</b>	<b>58,286.10</b>

**LIABILITIES & EQUITY**

<b>Opening Bal. Equity</b>	<b>28,190.47</b>
<b>Retained Earnings</b>	<b>6,648.55</b>
<b>Net Income</b>	<b>23,447.08</b>
<b>Total Equity</b>	<b>58,286.10</b>

**TOTAL LIABILITIES & EQUITY 58,286.10**

Laurie stated that the third item in the report needs to be addressed. Budgetary challenges need to be recognized. As an organization, we need to figure out what we need to do to request funds and who will be the decision makers for those requests.

Landria stated that renewals and new members were generating an influx of monies. A computer was purchased for AAPPSPA so the bookkeeper could more easily keep information.

Barbara reminded all. that because we are a nonprofit organization, we need to spend the monies to meet the IRS guidelines.

Landria said there is not a clear process for reimbursement. There is currently no approval for reimbursement and she doesn't want there to be any problems.

**Secretary- Anita Werner January 17, 2010**

RE: Secretary Report

The period of time between the AAPPSPA Spring Institute/Conference and ASHA is typically quiet. This year a meeting was not held at ASHA, so there are no additional notes to be submitted at this time. The notes from the prior board meeting were submitted in the spring.

Respectfully submitted;

Anita Werner, M.S.,CCC-SLP  
Secretary  
AAPPSPA

## Committee Reports

### HCEC – Denise

ICD9 codes continue to change.

Head /neck series is 784  
784.40 = voice/resonance unspecified  
784.42 – dysphonia  
784.43 – hypernasality  
784.44 – hyponasality  
784.49 – other voice/resonance  
784.5 – other speech disorders excludes late effect CVA  
784.51 – dysarthria – excludes late effect CVA  
784.59 – other speech disturbances – dysphasia, slurred speech,  
and speech disturbances not otherwise specified

ICD 10 has 150,000 codes  
Treatment of symptoms of cleft palate would fall under 894 codes –  
Late effects of CVA – 438.13 – dysarthria secondary to CVA  
438.14 – fluency disorder secondary to a CVA  
Working with psychiatry to deal with fluency; working on more  
fluency codes – all getting translated into the ICD 10 codes  
VA is working on TBI codes

CPT – recognized to bill Medicare directly – professional work now  
recognized. Fee schedule is adjusted by location.  
AAC codes reviewed as well for vignettes – but not valid survey;  
these codes have been tabled and will redo – committee will  
address in February  
There will be articles in ASHA Leader dealing with work values and  
reimbursement.

Can use the codes for counseling – but these have no dollar value – some discussed that if they use them, fiscal intermediaries may scrutinize the bill for services closer. It is suggested if we don't use the code, it will be kicked out – also using the code will allow tracking to see if it should stay in the system.

Education modules will be ready by spring to use in graduate school. Nancy Swigart will be doing a webinar.

There is a Medicaid Ad Hoc Committee being formed.

Medical Review Guidelines – medical necessity in private payer industry; has information on cognition, - NOMS date in review now.

PT and OT regret time codes now due to decrease in reimbursement.

Medicare billing - client can possibly up to 12 months after services insist that a speech pathologist who does not bill Medicare submit the claims for reimbursement

### **CEU – Fran Smith**

Eleven activities were filed during 2009 and all were accepted by ASHA. Three of these activities were put on by AAPPSPA. The other eight activities were cooperative activities. These cooperative activities generated \$800 for the Academy.

Three cooperative activities have by filed for 2010 and accepted by ASHA. These activities generated \$200 for the Academy. Presently, two activities that will be put on by the Academy are in process and will be filed as soon as the paper work is completed

It was discussed that Fran is retiring from this position. Roberta Kornfield is willing to do this. In 2009, there were eleven activities in total. In 2010, there have already been two activities.

### **Exhibits Set Up – Ken**

Ken will continue to take care of this. There were problems at ASHA as our booth was lost. The shipping label came off. Ken had to layout monies on his credit card and some may need to do this in the future.

### **Exhibits Staffing – Denise Middleton**

Denise forgot the list of members at home, however there were very few members attending ASHA, so it was a problem to get the booth staffed.

### **Vendor Relations - Sue**

Sue stated that Denise did a great job getting names at ASHA for possible vendors at our conference. Don't hesitate to contact her if you have raffle items. Some vendors want to send information before the conference and want access to our membership.

Janet suggested that they post on the AAPPSPA Store. She will make posting available. They already pay a fee for a table or give the same amount in merchandise for give-a ways. They should contact her or talk to her about the store.

Sue suggested if vendors want to do additional advertising, AAPPSPA should charge them.

Janet stated that all members have access to handouts for the conference and pay a fee for this.

Denise stated that there was a problem last year with vendors backing out at the last minute. This year there is a contract that they submit with payment for participation. They should send the contract and payment to Julie, our bookkeeper. It was mentioned that the contract should have a penalty for pulling out. Janet stated that the application and payment should be processed immediately.

### **Parliamentarian – Barbara**

Barbara stated, "I will stick my two cents in as necessary."

### **Membership – Renee**

January 26, 2010

To: AAPPSPA Board

From: Renee Matlock  
Membership Chair

Re: Committee Report

- |                        |     |
|------------------------|-----|
| 1. Current membership: | 301 |
| • Life:                | 27  |

- Full: 272 (Approx. 90 members have not yet renewed, membership count will be final on 2/15)
- Affiliate: 2 (1 is the ASHA liaison)

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: 60
- 1/1/09 to 12/31/09: 62

2009 Members Referred by:

- AAPPSPA Member/Colleague: 19
- Advance Magazine: 2
- ASHA 9
- ASHA Leader: 1
- ASHA Conference: 11
- Internet Search: 16
- PP Guide: 1
- Spring Conference Mktg: 1
- Returning Member 1
- CSHA: 1

3. Pending applications: 3

4. Items for discussion:

- AAPPSPA's role regarding individuals seeking to open a private practice.
- Returning members (members who have lapsed) are requested to complete a new application in order to verify that membership criteria is met and to pay both the membership and processing fee.

5. Functions of the Membership Chair are as follows:

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

Renee is out of town, however indicated that there are 301 members, 27 life members. Janet stated that the number is not accurate. As web monitor, she will

follow up. Barbara stated that someone needs to monitor the “life members” to see if they are still actually living. Renee should check on this.

In regards to referrals to AAPPSPA, it was stated that most of the referrals come from the Internet. ASHA sent 9 members and the business conference helped us find 11 more members.

It was discussed that when an individual applies for membership, a processing fee is paid. One person recently had the fee returned, as there was no indication in our paperwork that stated it was nonrefundable when the person was ineligible for membership. To follow-up, Barbara asked if the person could be an affiliate and was told we have two affiliate members and the applicants were not eligible for this status.

### **Honors – Mindy**

There may or may not be honors. Time will tell.

### **Bylaws - Terri**

No changes on bylaws at this time.

### **Nominations – Janet**

January 2010 (Fall 09 Board Meeting)

Board of Director Slate and Nominations

The Board of Directors who will continue to serve for the Spring 2010 through Spring 2011 term include the following with term ending in Spring of the stated year:

Cheryl Campbell	(2011 – 1 <sup>st</sup> term)
Roberta Kornfield	(2011 – 1 <sup>st</sup> term)
Laura Riesler	(2011 – 1 <sup>st</sup> term)
Terri Rossman	(2011 – 1 <sup>st</sup> term)
Brendan O’Conner Webster	(2012-1 <sup>st</sup> term)
Jen Malone Priest	(2012-1 <sup>st</sup> term)
Landria Seals	(2012-1 <sup>st</sup> term)
Anita Werner	(2012-1 <sup>st</sup> term)

The following people are nominated to serve a second term, beginning Spring 2010 and to end Spring 2013

Allyson Weinstein

The following people are completing a second term

Sue McLean (thank you for completing two terms)



The following person has agreed to be nominated for a first term on the board to begin Spring 2010 and end Spring 2013.

Eileen Devaney

The following Slate of Executive Officers is offered for the 2010-2011 term

President: Denise Dougherty

Vice President: Laurie Botstein

Secretary: Anita Werner

Treasurer: Landria Seals

Respectfully submitted by,

Janet M. Krebs,

Immediate Past President, AAPPSPA

Nominating Committee Chair

The general membership vote on the “board members” and the “Executive Board” is voted by ballot of the current Board members. This can be done by email.

**Conference – Laurie (see the above report under vice president) but note the following**

**Sue - Report on Vendors for the 2009 AAPPSPA Spring Conference**

Vendors for the Friday Night Cocktail Party:

Treat Write (Gretchen Bebb) Donated 3 months free Treat Write

Kiss Voyager (Laura Riesler) Donated software program

Integrated Practice (Paul Jarrett) Donated Target gift cards

Griffin Laboratories (Eric Howell) Said he would donate portable voice amplification system but did not leave it. Will send one for this year.

Columbia Scientific Donated raffle items

Solutionz Sponsored cocktail party

Other Raffle items donated:

Linguisystems sent a box of materials

Super Duper sent three raffle items (they had originally requested 3 tables for the cocktail party but cancelled 2 weeks prior to conference).

Speechpathology.com donated two free memberships

Some members donated some smaller items as well.

Thumball had said they would send brochures and give-a ways but did not.

### **Publicity – Laura**

#### **Re: AAPPSPA-Publicity 2009-10**

Subsequent to the AAPPSPA convention in Portland, Oregon, I submitted an article describing the event. It was published in both the Advance and on the website SpeechPathology.com.

To publicize the upcoming convention in Orlando, I have sent emails to all state organizations, with the heaviest focus on Florida and neighboring states.

Among the distant states, I have heard from Colorado, Ohio, Kansas, and Massachusetts. I will be presenting at NYSSLHA this year and will disseminate information there.

Among neighboring states, Georgia will charge \$125 for mailing labels, Alabama will charge \$75, Mississippi does not give out these lists. Rebecca Laskin informed me that we can get a list of licensed SLPs and Auds from the DOH, or we could possibly list on website. She is attending a board meeting this weekend; she also commented that MS has few SLPs in private practice.

I have not yet heard back from Florida. I have contacted them on January 8 and 14. I will call them on Tuesday, January 19<sup>th</sup>.

Respectfully submitted - Laura Reisler-Publicity Chair  
January 16, 2010

The above information was reviewed. The costs for mailings go up with printed brochures and postage. Labels are on their way to Julie's so she can print and mail those in Florida.

Cheryl suggested that we if we have members in Florida, perhaps they can post to their list serve about the upcoming event.

Denise said that Laura might ask vendors to post on their websites. Sue said that since she is already working with the vendors, she would inquire.

Janet suggested that Laura put a paragraph together for all of us to post and Laura said that this is already written. She will send it out.

Challenges placing this information in the ASHA Leader were discussed.

### **Website – Janet**

In the last year there have been changes, The Job Forum has been well received. Janet wants information on workshops in the store and she will send them out herself. The rummage corner is selling things posted there. She is trying to keep up with the ways to increase visibility. Nadine is quite valuable to the website. Laura is doing a great job in publicity to help.

### **Old Business**

- *Mission statement* – C has majority of votes – suggested that we flip-flop statements and lead with membership advantage and move community points to the end  
Version C was read aloud. The name was changed to version “D”.

Motion:

Laura moved to accept version D, Terri seconded the motion. Barbara gently encouraged us to vote. This was unanimously accepted.

### **Mission Statement:**

- Foster the highest ideals and principles of private practice in speech pathology and audiology.
- Provide interaction and communication among those in private practice.
- Create and elevate professional standards among those in private practice.
- Provide ongoing interaction relevant to the private practitioner.

Janet Krebs stated that after *reading the bylaws* in details, some of the bylaws are ambiguous and may need to later be readdressed. She suggested they be read and changes made accordingly. Terri stated that she has a book and the bylaws should be put into layman terms. Barbara stated that they need to be the way they are because the laws in the state of Michigan require this. Much of it is legalese. It was stated that as issues came up they would be addressed, but an overhaul was not going to be put forth at this time.

## New Business

- Vistaprint postcards for publicity ordered for business institute – thank you Jen!  
These postcards are to give AAPPSPA a professional look and convey our focus. Denise sent this out to all and if you did not get it, she will fax it to you.
- A recommendation came from Janet that AAPPSPA pay for exec committee to attend ASHA since we have had decline in membership attending ASHA. Exhibit allows two people to attend when we exhibit – additional badges running around \$100. If exec committee attends and the above is still correct, we would have to purchase two additional badges. In paying for exec committee to attend – will that be plane fare/mileage if driving AND hotel? If hotel is part of benefit, exec committee should share rooms to cut down on cost. 2011 is in Philadelphia

It was discussed that there are many reasons people don't go to ASHA including costs, time away and time of the year. Brendan again stated that anyone who goes needs a great understanding of Private Practice. Barbara discussed that the past presidents used to sit at the booths, but the culture at ASHA and in AAPPSPA is different. Some people need to go to ASHA for CEU's. After a long discussion about the amount of time this takes because the exhibits are open all the time, a motion was made by Brendan:

### **Motion:**

Brendan moved to pay two people representing AAPPSPA at ASHA their travel and room expenses. Laura seconded the motion. The motion passed unanimously.

Brendan asked how the people were chosen and it was determined it was the president's discretion.

- Booth at ASHA business institute – Denise stated that she will be attending to staff booth – M. Sheehan has offered to assist – will AAPPSPA pay for her exhibitor badge? I am flying out at own expense – will AAPPSPA reimburse hotel?

**Motion:**

Laurie made the motion: move to pay for Denise's hotel and flight and additional badge for the institute. Laura seconded this.

- List serve policies – list serve problems have calmed down

Life is better now with the current members using the list serve.

- **Debit card option for checking account** – becoming burdensome to make deposits – problems with Ken's reimbursement – not sure he will be willing to foot the bill to ship exhibit – credit card not option as someone has to step up and claim responsibility for any AAPPSPA charges if someone flees with money. No one has been willing to do that. Julie is checking with the bank to see if there have been any changes to allow debit card. If not – only option would be to change banks.
- Using personal checks has been difficult. If we get a credit card, someone needs to step up and be responsible and no one wants this responsibility. It is hard to move monies the way we are currently set up. Deposits and reimbursements to others from an out of state bank can be challenging. Just for our bookkeeper, the hours of operation are so different. The bookkeeper is in California and the bank in Michigan. For example, the hotel for our conference, ASHA exhibits, producing and shipping postcards require money to be used, and we might be better with a debit card number. Right now for small tasks, personal monies are put out and AAPPSPA later reimburses. It was suggested that Landria, our treasurer, check into moving the account to a national account. A debit card would be easier for our bookkeeper. Landria was concerned about checks and balances. There needs to be an established process in writing. Hotels like dealing with one person and this would still be more than one person.

- **2011 conference in Omaha**

This should be a great location. Pat Gill has checked into this.

- **Fran resigning** as CEU administrator – Roberta Kornfield picking up the duties. Fran will be in Orlando to socialize but will not attend sessions.
- Denise mentioned that AAPPSPA extended David Gentry a membership. He closed his practice due to illness.

- **Room costs for conference** – had email from Robyn that she found cheaper rates for our hotel by going online or going through AAA. Informed hotel that we would not be able to fill our block of rooms if this is the case. Lindsey emailed that it was corrected – instead of lowering our cost, they raised the room rates so there should not be any cheaper than our cost. IF WE DO NOT FILL OUR ROOM BLOCK we will get credit for anyone who is attending/staying at hotel who reserved a room through other means.

Corporate partnership with Laureate – in discussion at ASHA with vice president who was receptive. Denise emailed him but he has yet to respond. Will continue to have discussion. Suggested Laureate become a corporate partner with AAPPSPA but no response as yet.

- **Motion:**

Laura moved that AAPPSPA retain the fee when someone doesn't meet criteria for membership. Cheryl seconded. All approved.

- Janet received an email from Chris Almond from ClinicSource Software asking if he could advertise on our website in promotions area. We have corporate partnerships online from Therasicmplicity and Scientific Learning. Any interest in doing limited paid advertising from companies? Pearson has inquired as well about providing info to members. Janet and Nadine are handling this for AAPPSPA.

- **Beverly Gough Michigan Nonprofit status (submitted in report form 1/2010)**

Beverly paid our fee to Michigan to continue to operate as a nonprofit. This year there were some problems. Beverly explained it in report that has been forwarded – She is now the registered agent for AAPPSPA in Michigan and will be notified of any changes that are made.

Public Act 222 of 2008, effective July 16, 2008, amended the Nonprofit Corporation Act. The amendment includes new requirements for nonprofit corporations.

Section 505 of the act has been amended to require the board of directors of a nonprofit corporation consist of at least 3 directors. Michigan nonprofit corporations in existence on July 16, 2008, must have a board consisting of 3 or

more directors by January 16, 2009. For nonprofit corporations formed after July 16, 2008, the initial board of directors, and subsequent boards, must consist of 3 or more directors.

An existing nonprofit corporation with only 1 or 2 directors will need to increase the size of the board to at least 3 directors. If the corporation's bylaws fix the size of the board at less than 3 directors, the bylaws will need to be amended. In accordance with its bylaws, a nonprofit corporation may elect additional directors at its annual meeting or a special meeting called by the board.

I was not notified as other nonprofits were because I was only paying the fee and was not officially registered as the agent. This year I paid the fee in November (it is due by Dec 31) and was notified that I needed more, however my check was cashed on time. I then re-filled out the forms with the Directors names. The State called me and confirmed that everything was in order. I am now now the registered agent and will be notified in the future of any changes. We should not have any more issues.

Thank you so much for all the good work you do on behalf of all of us. Sorry that I will miss this meeting and hello to everyone

- **ASHA Business Institute**

It was discussed how this institute was set up differently and those representing AAPPSPA actually could attend the conference. Mindy stated that when AAPPSPA sends an individual, this person should be knowledgeable about AAPPSPA and Private Practice.

**Motion:**

A motion was made by Cheryl to pay one person to attend the institute, the flight and hotel and another member for the badge. Seconded by Anita. Unanimously approved.

**Motion:**

Laura moved to adjourn. Anita seconded the motion.