

AAPPSPA Board Meeting May 3, 2012 Las Vegas

Call to Order AT 6:17 PM

Attendance:

Officers:

Denise Dougherty, Eileen Devaney,

Board Members:

Roberta Kornfield, Barbara Taylor, , Vicki Bourne, Brendan O. Webster, Niki Stagias-Coulanidis

Absent – Jen Malone – proxy held by Denise Dougherty

Cheryl Campbell – proxy held by Denise Dougherty

Allyson Weinstein – proxy held by Denise Dougherty

Laurie Botstein – proxy not requested

QUORUM MET

Committee Chairs: Mindy Newhouse – honors, Barbara Samuels - parliamentarian, Renee Matlock – membership

Past Presidents: Mindy Newhouse , Barbara Samuels , Sally Stram

Member: Claudia Ellis

Guest: Kelly Lovett, AAPPSPA Attorney

Review of Minutes: November 2011

Moved to approve: Brendan OConnor

Second: Elaine Devaney

Unanimous approval

Reports: President

Marketing Consultant:

Jeannine continues to schedule consults as requested. She does not limit AAPPSPA consults to a specific number per month. She was also requested to assist in the design of a new display for exhibits – the retainer not used for marketing consults in 2011 was to cover this work. Jeannine and I had discussions about the amount of time that was not used. She developed this spreadsheet to identify the amount of time she used per member and determined AAPPSPA would have a credit of \$577 to put toward the design of a new display.

L. Name, F.	Date of	Minutes
--------------------	----------------	----------------

Name	Consult	
Gravel, Leslie	9-Sep	46
Latz, Jayne	13-Sep	63
Morton, Jeanine	28-Sep	28
Eckhoff, Katie	12-Oct	52
Pickens. Michael	13-Oct	18
Carter, Jen	20-Oct	45
Ciarlo, Denise	21-Oct	39
Leite, Timberly	21-Oct	36
Cerroni, Kirsten	25-Oct	33
Floyd, Dale	1-Nov	47
Clayman, Amy	3-Nov	30
Blomberg, Dawn	8-Nov	35
Slankard, Kamelia	9-Nov	29
Rock, Adrienne	11-Nov	31
Smart, Rachel	15-Nov	40
Moss, Ellen	16-Nov	61
Delsignore, Kelly	17-Nov	39
Melnitsky, Lori	28-Nov	50
Lazer, Dianne	2-Dec	44
Stowe, Lauren	6-Dec	20
Fishkin, Elyse	8-Dec	20
Mirzadeh, Odelia	9-Dec	20
Wieler, Constance	13-Dec	20
Lowy, Monica	15-Dec	20

Bourne, Vicki	16-Dec	20
Laurie Botstein	21-Dec	20
Devaney, Eileen	22-Dec	20
Total Minutes		926

926 divided by 20 = 46
consults

46 consults @ \$10 each =
\$460

\$1037 - 460 = \$577

Consults provided on a monthly basis are as follows:

April - 3
 March - 6
 February - 8
 January - 4
 December - 9
 November - 9
 October - 6
 September - 3

Total consults 2011/12: **48** **2011: 27** **2012: 21**

Her contract runs through Dec 31 at which time the board needs to renew.

Currently she is paid \$10 per member based on membership as of Jan 31.

ASHA Business Institute:

Mindy presented on Private Practice: Reality Check; she and I were asked to sit on a panel "Ask the Experts: Your SLP Business Questions Answered" for private practice topics. Rem Jackson and Nancy Swigert were the other two panelists. Traffic at our booth seemed to be less than last year – attendance was approximately 500, which Renee Tross (ASHA) said was a bit less than last year. There were not as many vendors this year. Our booth was at the entrance to the exhibit hall. We used up most of the notebooks we purchased last year as giveaways. Numerous individuals stopped for our information – common statement was "didn't know you existed." Next year's institute is schedule for Orlando, the week before our conference.

AAPPSPA At Sea

Despite more than 59 people who completed the survey voting this was the cruise, location and time of year they wanted, there were 12 participants at AAPPSPA At

Sea – Dr. Nelson was well received. Two participants were nonmembers. Her contract stipulates our members can purchase the handouts, so those will be listed shortly and will be the same price as the Clinical Institute handouts - \$25.00.

Dr. Nelson did negotiate a discount rate for a journal she edits - **\$39.95 one year rate** for **Topics in Language Disorders (TLD)**. One member indicated the link on our website does not work. Dr. Nelson's editor emailed me on 5-1 indicating the link worked – and described the process to complete the order for the discount. This process will be posted on our listserv and will check with Nadine to see if it can also be posted with the journal link for clarification in ordering.

Membership Application Issues:

Renee and I have worked with Nadine repeatedly to reword the application and refine the process since there were numerous inappropriate applications being reviewed. After numerous revisions, potential members have to answer one question at a time – if their answer is no, they cannot proceed to the application. Despite these revisions, we continue to have some problems. We will discuss this more in detail with Renee's report and will need to work with our attorney.

Vice President Report – Eileen Devaney

Vice President's Report

Spring conference: The Schedule is as follows:

Thursday: May 3, 2012

INSTITUTE by Lynn Grodzki "MOVING FORWARD: How to Survive and Thrive in an Uncertain Economy"

7:30-8:15 - Registration and Continental Breakfast

8:15-8:30 - Welcome and Introduction by our president, Denise Dougherty

8:30-10:00: MOVING FORWARD: *How To Survive and Thrive in an Uncertain Economy*

- Introduction & Agenda
- Market Changes & Practice Challenges
- Assessing Your Business Strengths

10:00-10:15 Break

10:15-11:45

- The 4-Step Crisis-Proofing Plan
- Your Private Practice Mantras for Success
- Staying Positive and Pro-Active

11:45-1:00 LUNCH

1:00-2:30

- Developing a Business Mindset
- Making Peace with Making Money
- Your Strategic Focus

2:30-2:45 BREAK

2:45-4:15

- Best Business Models in an Uncertain Economy
- Your Personal Action Plan
- Loving Your Business

Friday May 4, 2012

7:30 – 8:00 Breakfast

8:00 – 8:15 Opening Remarks – Denise Dougherty, president AAPPSPA

8:15-10:00 Kelly Hoelzer – “Drafting contracts for Employees and Independent Contractors”

10:00 – 10:15 - BREAK

10:15-12:00 Steve Bourne – “Negotiation: What’s Your Style?”

12:00 – 1:00 LUNCH

1:00 – 3:00 Laura Reisler – “Using Phonic Engine Technology to Facilitate Reading, Writing & Spelling”

3:00 – 3:15 BREAK

3:15-4:45 -Jeannine Skarbek-Kubas- “Marketing on a Budget

3:15-4:45 Dale Ellicott –Integrated Listening Program: “Improving Social Interaction and Communication with an Interactive Language Program”

SATURDAY May 5, 2012

7:30 – 8:00 Breakfast

8:00 – 8:15 Opening Remarks

8:15-10:00 Jeannine Skarbek-Kubas – “Get Organized ...the Marketing Way”

10:00 – 10:15 BREAK

10:15-12:00 Barbara Taylor The Picky Eater from the SLP’s Point of View

12:00 – 2:00 LUNCHEON

2:00 – 3:30 Laura Reisler - “Using Phonic Engine Technology to Facilitate Reading, Writing & Spelling”

2:00- 3:30 Craig Coleman- “Evaluation & Treatment of Preschool Children Who Stutter”

3:30 – 3:45 BREAK

3:45 – 5:15 Brendan O'Connor – Applying the Family Systems Model to Early Intervention

3:45-5:15 – Craig Coleman- Evaluation and Treatment of School-Age and Adolescent children Who Stutter”

Barbara Taylor is going to be in charge of the giveaways and the vendors. Melanie Waters was unable to attend and do the food so Denise took over this, as there have been numerous changes in personnel at the hotel. As of today 4/27, we have 4 Vendors and 37 attendees. We originally had a Biller speaking, but she had to drop out due to family matters. Attempts to replace her were unsuccessful.

For the 2013 Conference, we have a contract with the Radisson Plaza Lord Baltimore in Baltimore Maryland. The hotel is in the Inner Harbor. The dates will be May 2-4, 2013. The room rate is \$129.00 a night.

SIDENOTE FROM PRESIDENT: Originally we were going to be charged for each room for the conference in addition to vendor space. To eliminate the room charges

we had to bundle the food/av package, which limited our choices for menu options. We worked with three different event planners and each did not make specific notations in our file on our arrangements.

Conference handouts will be sold once again – contracts stipulate sale of handouts. The price will be the same as last year – Nadine will develop the form to purchase and links will be active for one month after purchase.

Treasurer's Report – Cheryl Campbell

Please see the handouts.

Acceptance of reports:

Motion: Niki Stagias-Coulanidis

Second: Roberta Kornfield

Unanimous acceptance

Membership – Renee Matlock

See separate report. Our website currently lists 320 members.

Congratulations to Sarah “Sally” Stram who qualifies for Life Time Member now!

In February 2012, there was a report of a non-member using the AAPPSPA logo and claiming to be an AAPPSPA member on their own marketing materials. A cease and desist letter was sent by BOD and Lawyer. Based upon our current bylaws, this situation has no policy related to future membership, and when this person applied, we became aware that we needed a way to limit membership if a future similar situation occurs.

Because of the issues Renee and Denise have dealt with this past year with inappropriate applications, Denise asked our attorney, Kelly Lovett, to attend as a guest to discuss the need for updated bylaws to help us deal with possible ethics violations etc. In the interest of using Kelly's time wisely, and to eliminate the need for her to sit through the entire meeting to get to new business, we will discuss this now, and then continue with our other reports.

Kelly: In reviewing the bylaws, there was no statement that allowed us to deny membership to this individual based upon the situation at hand. AAPPSPA is a corporation of Michigan and therefore Michigan business codes apply. In review, there appear to be ways to streamline the bylaws, specifically related to membership criteria and the process. A “kick out” clause can be included that will allow the membership committee to ‘vote’ to deal with a situation such as this in the future. This policy would be perspective, not retrospective. In addition an anti-discrimination clause should be included.

A bylaws committee has been established to address these issues. The committee includes Eileen Devaney and Niki Stagias-Coulanidis, who will work with Kelly

Lovett.

Continuing Education Administrator Report: (Denise Dougherty)

We are building a library of webinars – some more specifically for those who do not qualify for membership but are looking for information on how to do that. Renee mentions these webinars specifically in her emails to new members as well as those who fell through the cracks somehow and applied – but did not meet criteria. I also send out emails to those who do not qualify for membership – and tell them about our library, encouraging them to learn what is necessary about private practice.

Two seminars for Speech Plus were just completed with AAPPSPA serving as the CE provider.

AAPPSPA Webinars are both live and recorded:

October: Language, Literacy, Dyslexia and Dysgraphia – Dr. Nikola Nelson

November: Private Practice 101: Getting Started - Mindy Newhouse

December: Thinking Outside the Box: Developing New Ways to Make Your Private Practice Profitable – Janet Krebs

January: Developing a Business Plan – Denise Dougherty

March: Assessment of Oral Placement Disorders: Structure, Tone and Function – Robyn Merkel Walsh

Upcoming webinars:

June: Auditory Process – part 1 – Lois Heyman

July: Auditory Process – part 2 – Lois Heyman

August: NOMS: Easy, Efficient Way to Prove Your Worth - Barbara Samuels

September – Executive Functioning – Sara Ward

I have asked Steve Bourne to provide a list of topics for business seminars that he believes would be critical for slps in private practice to take.

Each webinar is live and recorded for on demand – once they are peer reviewed, they are able to generate revenue for 3 years. Peer reviewers are to take the course free of charge, based on a vote at our last board meeting. They must complete a form and also attach a current resume, complete a form critiquing the webinar. ASHA's ce rep for AAPPSPA is to get back to me as to the use of our members as peer reviewers.

Dr. Nelson –	live	29
	On demand	5
Mindy –	live	10
	On demand	3
Janet	live	3
	On demand	3
Denise	live	4
	On demand	7

Robyn	live	30
	On demand	5

Kelly has discussed doing webinar on independent contractor versus employee – that way we can refer people to the webinar instead of spending our conference time on this topic.

Nadine tweets about upcoming webinars; I've done a lot on LinkedIn and the various asha digests. It is recommended this continue with Nadine, myself and Eileen keep a presence and post as webinars come up.

Exhibits – Ken Anderson

Ken reserved space at ASHA in Atlanta – we have a key location again. The cost is \$1075. It is hoped the new exhibit will reduce our shipping costs, and be lightweight enough to carry on the airline.

Vendors – Barbara Taylor

We contacted all the vendors from last year + more (over 100) via phone & email. Not as many seemed inclined to donate. Many seemed to not want to donate since our conference is small.

We've received approximately 35 donations--depending on how many Super Duper & Complete Speech are bringing. They are each bringing \$250 worth but I don't know how many actual products. We have a combination of items and app codes. We've received ~25 app codes. Items include the above + 3 from Talk Tools, Linguisystems, ProEd, 2 bks from ASHA, & other ASHA items (Eileen has these). Alimed and Laureate have also donated items.

Will post to listserv and also on Facebook AAPPSPA page-who won their item & what the item is.

Tables: Super Duper, Complete Speech, Patti Hamaguchi, & Integrative Listening Systems.

Parliamentarian – Barbara Samuels

No report

Honors – Mindy Newhouse

No report at this time.

By-Laws – Niki

No report at this time.

Nominations – Janet Krebs AAPPSPA

These nominations are for terms beginning or continuing Spring, 2012

The following members are proposed for a second term on the board

Brendan O’Conner Webster (2015-2nd term)

Jen Malone Priest (2015-2nd term)

The following members continue their terms as specified

Allyson Weinstein (2013-2nd term)

Eileen Devaney (2013-1st term)

Barbara Taylor (2013-1st term) – replace Anita

Niki Stagias-Coulianidis (2013 – 1st term)

Cheryl Campbell (2014 – 2nd term)

Roberta Kornfield (2014 – 2nd term)

Vicki Bourne (2014 – 1st term)

The following members are stepping down as they complete their second term on the board:

Denise Dougherty (2012-2nd term)

Laurie Botstein (2012-2nd term)

Thank you for your hard work!

The following members are being nominated for vacant board positions:

Elyse Fishkin (2014-1st term) – replace Laura

Leslie Smith (2015-1st term)

Claudia Ellis (2015-1st term)

Proposed Executive Board:

Eileen Devaney – President

Claudia Ellis - Vice President

Jen Malone Priest – Secretary

Cheryl Campbell – Treasurer

Nominating Committee: Barbara Samuels, Mindy Newhouse, Janet Krebs (Chair)

There has been some confusion with terms since several members stepped down and other members were elected to the board to finish their term.

A review of the accuracy of the history of the board members was reviewed by Barbara Samuels.

<u>Board member</u>	<u>1st Term Began</u>	<u>1st term ended</u>	<u>Serving 2nd Term</u>	<u>2nd term ended</u>
Pat Gill	2002	2005		2008
Claudia Goswitz	2003	2006		2009
Beverly Ray	2005	2007		
Rose Godfrey	2005	2008		
Charlene Westman	2006	2009		
Renee Matlock	2006	2009		
Deborah Ross Swain	2006	2009		
Denise Dougherty	2006	2009	yes	2012
Laurie Botstein	2006	2009	yes	2012
Eileen Devaney	2007	2010	yes	
Allyson Weinstein	2007	2010	yes	
Laura Reisler*	2008	2011		2012
Cheryl Campbell	2008	2011	yes	
Roberta Kornfield	2008	2011	yes	
Anita Werner**	2010	2011		
			**replaceA.	
Barbara Taylor**	2011	2013	Werner	
Niki Coulianidis	2010			
Vicki Bourne	2011			
Elyse Fishkin*	2012		*replace L. Reisler	
Leslie Smith	2012			
Claudia Ellis	2012			

Publicity – Vicki Bourne

In order to generate publicity concerning the 2012 AAPPSPA Annual Convention, email contact was made with the state speech & hearing association for every state in the nation. Each state association was requested to place a notice on their website announcing the 2012 AAPPSPA convention in Las Vegas, provide a membership mailing list to AAPPSPA, and provide rates for placing an advertisement in their state conference program.

Most state associations required a fee for all of these services, with only three states agreeing to place our announcement on their website at no charge. In general, rates for placing an announcement on the state association websites ranged from \$50-\$150. Membership list costs ranged from \$75-\$150. To secure an advertisement in the state conference programs, rates ranged from \$125-\$500, depending on the size of the advertisement. A decision was made that the expense was too great for the anticipated benefit of these services for all states except Nevada. Obviously, the location of the AAPPSPA Convention dictated a purchase of the Nevada membership list, and a mailing to the members of the Nevada state association followed. Cost was \$75.

Website – Janet Krebs

This year has seen some significant improvements:

1. Live webinars with archive access
2. Exploring better MAC compatibility with aspects of website
3. Increased corporate partners for website
4. Listserve etiquette concerns:
 - a. Advertising one's goods directly by posts on website. There is one member, Sandie B. Blackley, who is generous in sharing information with the list whenever a question about reading/literacy is posted. However, she has frequently responded by saying, "Lexercise is giving a workshops regarding..." which is advertising her business. (BTW, Sandie has opted out of the Listserve since my last request) She has been accepting and apologetic about that when it was brought to her attention that any programs she is having must be advertised through the AAPPSPA Store. However, when she posts an article addressing a topic the link is usually though the Lexercise website and a member has recently complained about this to someone other than me. I have had some negative comments about this from people on the Listserve at times. But the number of members who express appreciation of her information far outweighs this. What does the board want to do about her presentation of articles which link through her website?

Discussion regarding this topic occurred. Consideration of a link to "information" versus a link to "buy this product" and comparison of Talk Tools and Robyn Walsh was made.

Additional consideration and comparison of Fast ForWord was made. Perhaps a "DISCLAIMER" in the Subject line. Barbara Taylor will contact Janet Krebs to form committee to discuss.
 - b. "Expertise is daunting". There have been some comments from experienced members who feel uncomfortable about commenting when they are not THE experts in the group. I have tried to encourage them to participate in a discussion if they feel they can add to it.
 - c. There are people who post questions about "how to?" to the list and several people respond, sometimes with incorrect info. I am thinking of posting once a month or so to remind people I am the website monitor and any questions should be directed to me.

Old Business

Conference handouts will again be offered after the conclusion of the conference. Nadine is in the process of putting together the order forms with costs the same as last year - revenue generated from last year's conference was \$3,200. In addition, handouts from Dr. Nicola Nelson's AAPPSPA AT SEA conference will also be posted for sale.

Sale of Handouts and Speaker's who refuse permission was tabled last board meeting. We do not sell our handouts to anyone outside of the organization – but to OUR members who are unable to attend the conference. My opinion is we are a mentoring organization and the handouts should be available for purchase. Kelly – our attorney – did revise the contract so it specifically says by signing the contract; the handouts can be sold as a package. To my knowledge the only speakers who refused to agree to the sale of the handouts are members. All outside speakers have allowed this.

It is my opinion that it is a stipulation in the contract to speak – if this is something the speaker chooses not to allow, we thank them and find another speaker. It makes no sense – my opinion – to state we are here for the support of private practitioners and our own members refuse to share their knowledge to those members who are unable to attend. I'd like to open this for discussion and a motion. Last year at the fall board meeting, Barbara Samuels stated, “she questioned the appropriateness of allowing a speaker to opt out. Then we're not truly selling handouts for the whole conference.”

It appears that this year, all presenters have agreed to release the handouts for purchase.

New Business:

Review of Jeannine's proposed design for the new exhibit:

Janet Krebs proposes a discussion to change the conference from three days to two days:

“I am truly sad to not be attending AAPPSPA for the first time in 18 years! I made the decision based on finances and although it has been a wise personal decision, I will miss participating in this event! On that note I would like to respectfully request the board kick around the idea of a two-day conference instead of a three-day conference. My reasons:

1. The fee will be less and financially hurt members less. The cost of a one or two day conference is less daunting than three days. If this is to occur, I suggest Friday and Saturday.
2. The time away from work will be less, therefore, the loss of income less

3. The conference was extended to include a clinical institute when ASHA was not allowing CEU's for Business topics. This is no longer necessary and might be easier to address the business topics in two days.
4. With so many webinars available for continuing education, there is less need to travel

Discussion regarding that the option of conference

Vicki Bourne motioned that we continue to offer one, two, and three day options. Roberta Kornfield second and unanimous agreement.

Additional new business

Discussion regarding ASHA Business Institute

The perspective of ASHA in terms of Private Practice seems to continue to be challenging and difficult. How to continue to strengthen our membership and be a resource to private practitioners, being 'cooperative' with ASHA and consideration of advertising in the ASHA Leader were discussed.

Barbara Taylor suggested gathering data showing how many ASHA members our AAPPSPA members comprise, how many consumers we 'touch'.

Vicki Bourne, Publicity Chair will investigate cost of advertising in ASHA Leader on a monthly basis.

Increasing Membership attendance at Spring Conference

- FAQ "how to budget to attend aappspa spring conference".
- Schedule make ups
- Roommates
- Plan ahead
- Have members post on line while they are here at conference – 'ah-hahs'.
- Gather 'take away' stories and experiences on video during the conference
- Have info posted to website, listserv, etc....

Adjourn motion by Barbara Taylor, second by Niki Stagias-Coulianidis agree by all