

Board Meeting AAPPSPA May 2, 2013 –7 pm

Meeting was called to order

Members in Attendance:

Officers: Eileen M. Devaney, president, Claudia Ellis, vice president, Jen Malone-Priest, secretary

Board Members: Vicki Bourne, Elyse Gustin Fishkin, Roberta Kornfield, Renee H. Matlock, Leslie Smith, Brendan Webster, Allyson Weinstein

Incoming Board Members: Marion Sheehan

Past Presidents: Denise Dougherty, Sarah Hays, Janet Krebs, Barbara Samuels

Absent/Identification of proxies: Cheryl Campbell, Nikki Stagias-Coulianidis, Barbara Taylor

Minutes were reviewed. Brendan motioned to approve the minutes and Allyson seconded the motion.

REPORTS

President

Eileen reported that she and Denise manned a booth at the ASHA Business Institute. They spoke with numerous people who seemed interested in joining. They also met with several former members, who assured them they were going to rejoin. Next year's ASHA Business Institute will be held in Las Vegas.

The new display made its initial appearance last weekend at the ASHA Business Institute and is here again this weekend (in Baltimore). It is quite portable and easy to set up. We thank Ken for his years of setting up our old display which was very costly to ship and not that easy to set up.

Vice President

For the 2014 Conference, arrangements have been made to have it held in Phoenix, AZ at the Embassy Suites for \$159 a night on 4/30 – 5/3 (attendees can add 3 days for same rate).

Treasurer

Current Assets \$57, 867.45

Net: \$35,540.86

Janet expressed concern that we may want to lower the fee for the conference since breakfast is included at Embassy Suites. This is an appropriate action so we will spend more on our members and thus decrease our assets. Roberta asked, "What is our fiscal year?" Eileen replied that May 15th is when we file taxes. Vicki asked if AAPPSPA was a non-profit organization. Barbara replied that we are a not for profit organization. Roberta stated that we cannot have too much money left. Janet stated that if we have payables it is fine.

Secretary

Jen reported that forty-eight votes were received for the Board Member Election. AAPPSPA membership unanimously voted yes to accept Susan Arnold and Marian Sheehan for board positions, as well as Barbara Taylor and Niki Couliianidis for second terms on the board.

The Executive Board Nominations were voted on by 10 of the current board members, all of whom unanimously voted yes to accept Claudia Ellis as President, Barbara Taylor as Vice President, Elyse Fishkin as Secretary, and Cheryl Campbell as Treasurer.

Continuing Education Report

Denise reported that the end of our Webinar services will be in August. We made \$530 in 2 years: \$11,314 brought in and \$10,784 spent. There was too much work for too little result and not enough of our members took advantage of the program to justify continuing it.

Denise stated that there were problems with participants not finishing the program, not sending in CEU forms and other difficulties. In addition, it was necessary to send in reports to ASHA CEU department at different times for each webinar each quarter.

There was further discussion of the webinars and how the program might be more successful. Denise stated that the bottom line is that we do not have enough storage space to continue to maintain the program even as a resource for our members without the complication of CEUs.

Vendor Report

Barbara Taylor submitted her Vendor's Report in absentia.

Parliamentarian

Barbara Samuels stated that no report was necessary.

Website Report

Janet wrote, "Yegads! I have screwed up at least twice in the past few months. Once was when I sent my annoyed and perfectly inappropriate comment about the members who did not even read my request regarding responding to Jen Malone Priest directly for voting. Instead they just hit "reply all". I did not, on advice of counsel, apologize to the entire list, with the hope that not too many people noticed. I do, however, apologize to the board for my inappropriate, emotional, and sarcastic behavior. Please do not accept my apology, because I do not really

mean it. I am burned out with the babysitting I must do of members and would be happy to give up this role at any time. My conscious stream of babble is about to end.

On to real matters, the website has continued to evolve and changes are made as necessary to keep up with the times. I do suggest we periodically promote our social media use and have suggestions that will be covered in my presentation.

Perhaps we can have a link somewhere which can allow members to check archives before they post the SAME OLD TOPIC AGAIN. I am open to thoughts on this.

There is definitely more use of the AAPPSPA Store for products, workshops, etc. There have been fewer infractions on that end of late.

I feel there are a few volunteer positions in this organization which are quite time consuming and we have attempted to provide some perks for those volunteers. I think the website monitor position takes a lot of time, even done poorly. I am suggesting that the website monitor receive some sort of perks for this participation.”

Renee stated that several members are concerned regarding the decreased professionalism on the listserv. Janet stated that Robyn is attacked constantly because of what she says and when it is off-list she cannot do anything about it.

Brendan asked which infractions were the most prevalent (Self-promotion)? Janet answered that was not a problem as much as it used to because members know to use the AAPPSPA store now.

Allyson felt that professional vs. non professional posts were a significant problem and Elyse agreed.

Publicity Report

In order to generate publicity for the AAPPSPA Annual Institute and Conference, the following two publicity endeavors were executed:

1. Emails were sent to every state ASHA chapter, asking that our announcement be available to their members in multiple ways as identified in the announcement. Some chapters placed the announcements on their websites, while others did not respond back at all. Some chapters responded with positive emails.
2. Brochures were mailed to private practitioners in the northeast regions of the US, at the cost of \$3,297.55. (All labor costs were absorbed by Four Seasons Rehab, Inc.) Vicki stated that during the convention she would like to survey if anyone attended the conference as a result of

receiving the brochure and if any new members were added as a result of the mailing. She feels we need to assess the mass mailing, as it was a considerable expense to the association and a considerable time investment for her and her office staff.

HCEC Report

Denise reported that the HealthCare Economics Committee stated that CMS is deleting Code 92506. Four new codes will take its place (artic, artic and language, fluency, voice).

Reimbursement page on ASHA has all we need to know. Act of Congress allowed us to be professionals vs. technicians. The ICD 10 is now slated to go into effect in October 2014

Janet asked if the DSM 4 will affect us and Denise answered that HCEC is still figuring that out

Membership Report

Renee reported 29 new members from January 1st to March 31st with 5 applications pending for April.

By-laws Committee Report

Eileen explained that last year there was a problem with someone using the AAPPSPA logo when she wasn't a member and we couldn't deny her membership because it was not covered by our by-laws. As a result, Kelly, our attorney, was consulted and she provided modifications to be added to our by-laws.

Kelly stated that the changes below are designed to give the organization broad discretion in denying membership to someone who misuses the AAPPSPA logo or engages in any other conduct that the executive committee deems to be unethical or unprofessional. Language was added to section 5 to make it clear that applications are considered on a non-discriminatory basis. This is standard language for a membership organization and should be included. The proposed changes are highlighted in bold, italicized, and underlined text.

Section 4. Qualifications and Admission of Members. ***Subject to the membership application process in Section 5 herein,*** membership shall be open to any speech-language pathologist or audiologist who is in private practice based upon the following qualifications:

- (1) Has ethical professional and administrative responsibility for his or her practice;
- (2) Has total financial and legal responsibility and liability for his or her practice;
- (3) With reference to his or her practice, is self-employed, that is, not and employee of an individual, organization, agency or other entity providing clinical or consultative services unless he or she holds a shareholder or equity ownership position in that organization or entity, also a major owner of that organization or entity, (this condition will be met if the practitioner is an officer of the Board, even though the practitioner may not hold stock in the entity); and,
- (4) Accepts referrals from multiple sources and these referrals may include those obtained through independent contractor arrangements.

- a. Possesses the earned Masters' degree or equivalent based on a program of studies whose content primarily was in the field of speech-language pathology and/or audiology.
- b. Holds the Certificate of Clinical Competence by the American Speech-Language-Hearing Association and/or appropriate state licensure.
- c. Has not been convicted of a felony, or of a misdemeanor whose elements include fraud or misrepresentation.

(5) Complies with the rules set forth in the Code of Professional Ethics of the American Speech-Language-Hearing Association and has not engaged in any conduct that, in the determination of the Executive Committee, violates, or is inconsistent with, the generally accepted standards of conduct for the Academy.

Section 5. Membership Application Process. Any person desiring to become a member of the Academy and meeting the qualifications set forth in Section 4 of this Article above shall make written application to the Academy for membership on such forms as are provided by the Academy for that purpose. These applications shall in turn be reviewed by the membership chairperson who shall have the responsibility for insuring that the application is complete and that the applicant meets all requirements set forth above. The membership chairperson shall forward the applications with his or her recommendation to the members of the executive committee who shall then approve or disapprove the applications based upon the standards set forth in Section 4 above.

Applications for membership will be considered without regard to race, gender, national origin, religion, age, disability, sexual orientation, veteran's status, or any other characteristic protected under applicable law.

Niki stated that after consulting with Kelly and Eileen, it is proposed that we accept the revisions of sections 4 and 5 of the By-laws and they be voted on and added to our current By-laws

Brendan moved to accept changes in by-laws as read and Vicki seconded the motion. Brendan asked regarding the part about the code of conduct being ambiguous. Barbara answered that the ASHA code of ethics is AAPPSPA's code of ethics and so it is not ambiguous.

Eileen stated that the only Old Business was the by-laws change which has just been handled.

NEW BUSINESS

1. Eileen stated that we need to look at the costs of publicizing our conference and determine if it was worth the expense. Brochures were printed and sent to members of state associations on the east coast. This was costly and took a lot of effort. Was it worth it?

Brendan reported she has had great success with Constant Contact. Vicki stated that ASHA doesn't have e-mail lists. Janet stated that we cannot get e-mails unless we are a CEU provider and even then we would have to copy and paste them all.

Leslie stated that attendance concerns might be related to the time of year, rather than the type of publicity. Denise stated there are many considerations regarding time of year and Janet added that all members were surveyed a few years ago. Most people wanted after Easter and through May. Roberta reported the conflict with Jewish holidays / beginning of school in September.

Denise reported that ASHA thought we could combine their Business Institute with our conference. Eileen stated that they did have good speakers at the ASHA Institute. Renee asked why AAPPSPA would want to do that. Janet feels she is always learning with AAPPSPA and not so at ASHA Business Institute. Denise reported that the AAPPSPA speakers often end up at ASHA the following year.

Janet stated that we use the Clinical Institute to appeal to SLP's local to the convention. Eileen stated that social media and Facebook were good ways to decrease costs and increase exposure. She also suggested that we give postcards to members to distribute at state conferences. Renee suggested we should focus on our current members. Roberta suggested that we e-mail the brochure to all of our members to be passed along to interested friends and colleagues.

2. Renee Matlock is stepping down as Membership Chair. Eileen Devaney will be taking over her position.

3. Eileen opened a discussion regarding compensation for Board members who spend an inordinate amount of time on their position.

Eileen suggested that these positions have their conference fee waived, but suggested that we look at the treasury report first. Barbara stated that as of now, there is no potential economic problem. This board needs to vote to compensate web monitor and HCEC and membership chair and local arrangements chair and program chair.

Eileen suggested that this money can come out of the overall account vs. the conference so it doesn't show loss for conference.

Elyse made a motion that 5 conference registration fees be paid out of academy treasury. Roberta seconded the motion. All were in favor. Motion passed.

4. Allyson feels that website needs a redesign and Janet said she will ask Nadine to do it.

Elyse made a motion to adjourn and Vicki seconded at 8:44pm