

**Telephone Conference Board Meeting AAPPSPA
January 26, 2014 7pm EST-**

Members in Attendance

Officers: Claudia Ellis, President, Barbara Taylor, Vice President, Elyse Gustin Fishkin, Secretary, Cheryl Campbell, Treasurer

Board Members: Susan Arnold, Vicki Bourne, Roberta Kornfield , Marian Sheehan, Leslie Smith, Brendan Webster

Past Presidents: Eileen Devaney, Denise Dougherty, Janet Krebs, Barbara Samuels

Attorney: Shataia Riley

Absent/Identification of Proxies: Jen Malone-Priest, Niki Stagias-Coulianidis

Meeting was called to order.

Minutes were approved and accepted from May 2, 2013 Board Meeting. Motion to approve minutes was made by Barbara Taylor. Motion seconded by Leslie Smith. Minutes were approved unanimously.

Barbara Samuels informed the Board that Past Presidents have a voice, but no vote.

Reports:

President-Claudia Ellis

ASHA and AAPPSPA Open House-

Booth at ASHA was well attended. Interest from prospective members as well as vendors for convention.

AAPPSPA Open House was not as well attended. Leftover food was distributed to homeless people on Michigan Avenue. Anticipated that Orlando may not provide similar scenario given that Orlando is less expensive than Chicago.

Attorney

Shantaia Riley was introduced to the group. Signed contract with firm Greensfelder, Hemker & Gale, P.C. in St. Louis. Shantaia specializes in healthcare law.

Two services will be provided:

-Members will be provided with a 1-hour consult for general legal advice. Member pays beyond that time at \$270 per hour. AAPPSPA contracted for \$3,500 for member consultation benefit up to 50 hours.

-Members who call will sign an engagement letter to set out scope of services. There will be internal conflict check to avoid dual representation.

AAPPSPA legal counsel contracted for one year if needed at \$235 per hour for general corporate matters.

Shontaia will write up a blurb for the AAPPSPA website to inform membership. She will attend the AAPPSPA Spring Conference to meet the members. She will present a session at the conference. We will only be paying her transportation and accommodations.

Banking

Cheryl Campbell and Julie Burkholder (bookkeeper) successfully switched our bank to Wells Fargo because it is nationally-based with online capabilities and able to do electronic banking. Julie has left Mindy Newhouse's employ making check signing difficult. Now there are two signers on the accounts. President and Treasurer have authorization to approve fund transfers. Movement of money from one large into smaller account for Julie to access and with the ability to sign for expenses that are pre-approved. Approval for reimbursement/expenditures must go through President and Treasurer. Credit card for AAPPSPA can be used for transactions which will reduce need to reimburse members for AAPPSPA expenses.

ASHA Healthcare and Business

Claudia Ellis will attend conference in April.

Audiology Consortium

Nancy Datino asked to be our liaison. Claudia waiting to hear back from Nancy. Helps to maintain relationship with audiology members.

ASHA Leader Articles/ASHA

AAPPSPA members have written articles for the ASHA Leader. Eileen Devaney has upcoming article which was postponed because of urgent need to get Denise Dougherty article about ICD-10 codes. Contributions from AAPPSPA members help with relationship-building between AAPPSPA and ASHA.

Patti Prelock from ASHA reached out to AAPPSPA regarding representation on RUC PAC negotiating rates with Medicare. Now there is dual representation where Speech Pathology seat is filled by ASHA and Audiology seat filled by American Association for Audiology (AAA).

Brendan Webster congratulated Denise Dougherty and Claudia Ellis for their efforts in building the relationship between AAPPSPA and ASHA.

AAPPSPA now has a new permanent address

P.O. Box 1194, Simi Valley, CA 93602-1194

Post office box located near Julie Burkholder's home. Hopefully bills will be paid on time without misrouting.

Vice President-Barbara Taylor

Spring Conference

-Good speakers are scheduled for a variety of topics and brochure will be available as soon as ASHA approves CEUs.

-Full-day Institute: Mary Billings speaking on oro-facial and myofunctional disorders.

-Food: Costs will include breaks, buffet lunches, Friday dinner, and beer and wine event. Barbara is investigating all options and negotiating with hotel.

-Cost: speakers, food and rooms \$24,000.

-LaRita Mason, AAPPSPA member, offered to host an evening event at her home during Spring Conference. Claudia Ellis informed LaRita that the evenings were already scheduled, but she could feel free to have people get together with possible BYOB format. Barbara Samuels reported that in the distant past other AAPPSPA members who resided near the conference site had invited members to their homes. Claudia will kindly decline the offer due to scheduling.

-2015 Spring Conference location. Boston is under consideration. Denise Dougherty looked at a hotel not far from airport. Eileen Devaney checked Boston a few years ago, but found that hotel rates were high. Will further explore east coast options.

Treasurer-Cheryl Campbell

AAPPSPA financial institution will be Wells Fargo for its national locations. Transferring funds over. Four accounts will include: one main savings account with an attached checking account and one smaller savings account for bookkeeper to access with an attached credit card/checking account in order to make reimbursement more timely for office supplies, etc. President can transfer money from main account to Julie's account. Bill pay will be easier and more timely.

Lost money on last year's Spring Conference.

Brendan Webster commented on loss of \$9,000 on conference. Questioned whether there was concern about declining balance. Claudia commented on high speaker costs, but lower than previous year. Always dependent on attendance. In reviewing minutes of last two meetings, Brendan saw limited conversation about conference costs and suggests that AAPPSPA de-brief after conference about costs and allocations to minimize loss of revenue. Claudia Ellis reported that we spent money on publicity which did not benefit us and that we should examine trends by plotting out historic costs for long-term planning purposes. Mailing out flyers did not benefit us. Looking into electronic advertising with list from ASHA. These mailing lists are often costly. Considering using lists of State Associations located near the conference site. Vicki Bourne felt cost of advertising was too high. Boost attendance in order to bring in more revenue.

Barbara Samuels suggested that letters confirming speakers for the conference should outline charges will include minimum airfares and hotel rates. Barbara Taylor provided details in letter of confirmation for Mary Billings. A few years ago the Board voted to pay for the travel and lodging of those required to attend events representing AAPPSPA. Discussions are in past minutes.

Roberta Kornfield questioned Accounts Receivable is -\$15,999. Cheryl Campbell will contact Julie for clarification and report back to the Board.

The Chair will entertain a motion to accept the Treasurer's Report with a provision to obtain clarification of the balance sheet for Accounts Receivable items.

Vicki Bourne made motion to accept the report with provision for clarification from Julie about the balance sheet.

Roberta Kornfield seconded the motion.

Unanimous acceptance of Treasurer's Report and clarification will be provided for the balance sheet information.

Continuing Education Report-Denise Dougherty

AAPPSPA approved for ASHA CEUs for another five years. Denise and Roberta acknowledged the effort involved in the paperwork and expressed appreciation for each other's hard work. Working on brochure and CEU approval for Spring conference.

ASHA HCEC Committee-Denise Dougherty

Discussion of new codes and postings on listserve identifying people to contact at ASHA with questions about codes.

ASHA's Board of Directors added another chair too HCEC and opened for Private Practice chair which will likely be offered to Denise Dougherty as her nomination was forwarded to ASHA.

Claudia Ellis suggested that Denise make coding information available on the website to avoid repeating postings on the listserve. Janet Krebs felt that members will not use the website for this information.

Barbara Taylor questioned updating Education Modules from ASHA. Denise reported that AAPPSPA has a link to AHSA's Education Modules about coding and reimbursement for speech pathology. ASHA is revising information and new version will be a link on the AAPPSPA website.

Nominations Committee-Eileen Devaney

In May, the following members will complete their terms on the board:

Cheryl Campbell

Roberta Kornfield
Niki Stagias-Couliandis

The following members will complete their first term and are nominated for a second term:

Vicki Bourne
Elyse Gustin Fishkin

The following members are nominated for a new three year term:

Kristie Gatto
Timberly Leite
Amy Wetherill

The proposed slate of officers for the coming year is as follows:

President – Claudia Ellis
Vice President – Barbara Taylor
Secretary – Elyse Gustin Fishkin
Treasurer – Marian Sheehan

Claudia Ellis entertained a motion to accept the slate as presented by Eileen Devaney to be sent out to the membership.

Barbara Taylor made a motion to accept the slate as presented.

Susan Arnold seconded the motion.

Unanimously passed.

Membership Committee-Eileen Devaney

Current membership as of this meeting is 358 members.

According to database, Life Members are stated as 24 with 32 listed on the AAPPSPA website. Need clarification, such as, cross-referencing with ASHA to check status of people.

New Life Members: Lois Cook and Janet Gritz

Largest increase in membership this year: 73 new members for 2013 and 3 more in 2014. New applications processed in 6-8 weeks, but usually 4 weeks.

Website Report-Janet Krebs

Trying to pick design that works within current templates so that Nadine Lord, web designer, does not have to switch servers, etc. Nadine is responsive to suggestions by Janet Krebs and Michelle Zeglin. Looking at other volunteer organization websites since our current website is filled with information which is difficult for people to navigate.

Planning to have links to articles members have written.

Considering how to handle corporate sponsors on a rotating basis on website banner.

Michelle Zeglin is monitoring listserv on weekends.

Anticipate website being more user-friendly.

Brendan Webster requesting link to archives. Janet reported that Yahoo groups does not provide a general link to archives. You must log in to Yahoo groups with your user ID. Denise Dougherty suggested that people generally go to the listserv for answers to questions rather than searching archives. Janet suggested an efficient way to search emails by entering the topic.

Barbara Taylor suggesting using AAPSPA Facebook page for postings since younger members may prefer FB to the listserv. Janet Krebs will brainstorm possibility with Michele and Nadine.

Publicity Committee-Vicki Bourne

Vicki thanked Barbara for creating a wonderful conference. Emailed dates and location of Spring Conference to State Associations twice asking them to post the information.

No plan to do brochures for conference. Claudia Ellis suggested contacting State Associations in proximity of conference location.

Janet Krebs suggested contacting Anita Werner who has a private practice in AZ for suggestions about advertising.

Honors Committee-Mindy Newhouse

No report.

By-Laws Committee-Niki Stagias-Couliandis

No change.

New Business

AAPPSPA is growing fast and we need a central person to organize the volunteers who serve the organization. There are people who run trade associations and we should consider an exploration committee. Susan Arnold willing to chair the committee to look into option, i.e., cost, responsibilities. Barbara Samuels and Brendan O'Connor Webster volunteered with Claudia as ex officio.

Barbara Taylor reported that her state association has a person who bridges year to year as administrator. Decreases burden to volunteers and centralizes information.

Board comments supported that a committee form to investigate the possibility of hiring an administrator.

Claudia Ellis requested a motion to adjourn.

Barbara Taylor made a motion to adjourn.

Susan Arnold seconded the motion.

Motion accepted.