

**AAPPSPA Board Meeting
May 1, 2014 Phoenix, AZ 7pm**

President Claudia Ellis called the meeting to order at 7:45 PM. Claudia opened the meeting with introduction and welcoming new board members. Detailed committee reports were distributed. The following members were in attendance:

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

Board Members: Kristie Gatto, Timberley Leite, Jen Malone-Priest, Marian Sheehan, Brendan Webster, Amy Wetherill

Past Presidents: Eileen Devaney (Membership Committee), Denise Dougherty (Continuing Ed./ASHA HCEC), Janet Krebs (Website Monitor), Mindy Newhouse (Honors), Barbara Samuels (Parliamentarian), Sally Stram

Absent/Identification of Proxies: Jen Malone-Priest proxy for Vicki Bourne

Secretary Elyse Gustin Fishkin state that the Minutes of the January 26, 2014 Telephone Conference Board Meeting had been sent out. They were reviewed and approved.

The president gave her report. Claudia reported that there was good traffic in Las Vegas at the AAPPSPA booth for the ASHA Healthcare and Business Institute. She raised the question of reimbursement for meals at conferences on a per diem basis vs. holding receipts for those attending on official business. Hotel and transportation are reimbursed. Suggested amount of \$50 for conference days and \$25 for travel days was made. Motion was made to provide reimbursement to representatives of AAPPSPA at this and other conferences on that per diem basis. It was seconded and passed.

Discussion held regarding consideration of possibly sending local Board Member who can serve as knowledgeable representative at conference. Proceed down list of Board Members to determine appropriate attendee if President or Vice-President unable to attend. Continue present process where President or Vice President attend conferences to represent AAPPSPA. It is important to distinguish ourselves from ASHA at these meetings such as the ASHA Healthcare and Business Institute. Denise Dougherty commented on improved relationship between AAPPSPA and ASHA.

Claudia proposed a dues increase of \$25 unless paid after December 31st of any given year (then dues \$150). Sally Stram suggested tabling discussion of increase to follow financial report.

Discussion held regarding AAPPSPA's need for administrator to keep information organized and help with management of conference. Susan Arnold and others created draft regarding duties of executive secretary from information from other organizations.

Claudia Ellis and Barbara Taylor have used their secretaries to provide additional help for AAPPSPA related to conference, etc. Suggestion made by Barbara Samuels to continue this practice until a firm plan is in place. Kristie Gatto suggested to look into a virtual assistant to deal with this type of organizational need. She volunteered to get information to help with a proposal

Vice President Barbara Taylor reported this Spring Conference 2014 has 51 attendees plus one guest speaker. Three vendors attended. Friday had 64 attendees. Saturday morning 62 attendees and Saturday afternoon 59 attendees. This year we utilized knowledge from member base (Mary Billings) for the institute. Cost per attendee was about \$486. Report reflects fees for speakers, food costs, AV costs, room costs with some items that were complimentary from the hotel.

Mindy Newhouse pointed out that costs related to Board Meeting, cocktail party, giveaways and dinner are not associated with conference expenses. Given non-profit organization status the goal is to break even with dues subsidizing conference attendance as needed.

Claudia suggested that vendors sponsor events. Janet Krebs reported that historically this was the case before the economic collapse.

2015 Spring Conference location: There have been no call backs from Boston hotels. Charlotte, NC and Atlanta, GA are under consideration. Orlando ruled out because ASHA conference will be there in November.

Treasurer Cheryl Campbell provided information regarding the A/R \$1500 question from report in January. According to Julie Burkholder (bookkeeper) the January report reflected accounts receivable of \$1500 which was explained as member dues changed from charges to receivables once dues paid. This was a bookkeeping error.

Cheryl is working on transferring things over from Michigan bank to Wells Fargo since Wells Fargo is national bank. Paying bills and reimbursements are easier because of better access through Wells Fargo. Nadine Lord appreciates the more timely payments. Cheryl Campbell will transition with Marian Sheehan to shift duties. Account will include three debit cards for Treasurer, President and Vice-President. When possible members should contact one of the officers who has a debit card to make purchases. They will apply for credit card and primary checking where bulk of funds exist. In total, two savings accounts and two checking accounts have been established. Secondary checking account is for bookkeeper for expenses, such as, postage. Small amount of money in this account and replenished by officers who have access to accounts. Claudia thanked Cheryl for setting up accounts at Wells Fargo. AAPPSPA is looking into purchasing Quickbooks online so the accounts are more accessible.

Claudia suggested we do an audit. She spoke to a non-profit management consultant who thought we should find a CPA firm (near our books, i.e., Seattle). An audit was not done last year and may not have been done for several years. Marion Sheehan indicated she would contact her accountant to see about doing the audit.

Julie Burkholder (bookkeeper) left Communication Matters employ but wants to continue with AAPPSPA. Some slippage has been noticed and less access due to her current full time employment. Amount of time spent on AAPPSPA business varies each month. We may need to find a new bookkeeper who can be overseen by a Board Member to replace Julie. There is no concern regarding mismanagement of funds.

Claudia called for a motion to approve an audit of the books for whatever time period is recommended by CPA with nonprofit experience. Barbara Taylor so moved. Brendan Webster seconded and the motion passed.

Referring back to the Conference Report, Brendan Webster made a point about Profit/Loss report which does not reflect expense of conference since it goes through April 19. Brendan stated that a more accurate view would be around \$18,000 not \$45,000.

Barbara Samuels called Barbara Taylor's attention to the fact that the Vice-President is not required to be the conference chair. The by-laws state that VP is to be the program chair. Claudia suggested that the conference chair may be assisted by other Board Members.

Susan Arnold made a motion to approve the Treasurer's Report. Barbara Taylor seconded and the motion passed.

Continuing Education Chairperson/ASHA HCEC Committee Member Denise Dougherty stated that AAPPSPA requires a review to be an approved CEU provider. Fees associated with approval have been paid. AAPPSPA has been approved by ASHA as a CEU provider. Paperwork for Spring Conference required constant contact with ASHA to finalize approval so that conference could be publicized. We cannot advertise the conference as CEU provider until this is complete.

The ASHA Board of Directors added an additional member to the Health Care Economics Committee and Denise Dougherty was chosen for that position. ICD-10 codes have been put on back burner. Claudia praised Denise for her participation on the ASHA Committee and her work for AAPPSPA.

Membership Chairperson Eileen Devaney announced that a discrepancy exists between the number that Nadine had on the website and her actual count. Eileen will check with Julie to correct numbers. Life Members now need to renew membership so that we have accurate accounting of membership. Eileen is still working on identifying Life Members. She has heard back from 10 of 30 listed; one deceased. She reported 40 new members putting membership at around 350. See membership report for details.

Website Monitor Janet Krebs announced that she and Michelle Zeglin have been reworking the website (work in progress) and removed unnecessary information. They plan to weed out FAQs from home page which seems to be used infrequently and are attempting to make navigation easier. They are trying to give corporate sponsors more visibility by changing the banner at the top of the web page and are considering alternatives to “corporate,” such as, “professional” or “business” partners.”

Janet stated that items listed in the store on our website will be listed for 30 days. She continued that our Facebook page is currently only accessed by Nadine. Janet wants to consider whether Facebook page should be open. Barbara Taylor suggested that FB is real-time and we should allow members to post. Janet suggested that we have 4-5 administrators who are approved to post to FB and to whom members will submit comments. Claudia suggested five people be approved administrators to include: Janet, Claudia, Barbara T and Susan A.

Honors Chairperson Mindy Newhouse stated that she will report on Honors at the dinner.

Under New Business Kristie Gatto will explore the parameters that go into hiring a virtual assistant with bookkeeping experience. Suggested that 5-10 hours a month during slow times and 30-40 hours during months of renewal and conference at \$30 an hour might be appropriate. A virtual assistant can handle executive affairs and secretarial work remotely, i.e., bill pay, accounts payable and receivables. Kristie offered to get three bids so we can look into the feasibility of a virtual assistant.

Claudia tabled further discussion of virtual assistant until more information is available.

Barbara Taylor discussed complimentary registration fees for President and Vice-President and others helping with conference, i.e., executive coordinator which was included in last May minutes. Looking for clarification of who is entitled to complimentary registration for conference: local coordinator, President, Vice-President and others with major responsibility. These complimentary registrations may be proposed for approval for others beyond President and Vice-President.

Claudia discussed that as we grow as an organization we need more help and to plan for the future which will be discussed further at the next Board Meeting.

Janet stated that contact information be included on the AAPPSPA website which will include post office box number and that additional contents will be determined.

Elyse Gustin Fishkin made a motion to adjourn at 9:50, Jen Malone Priest seconded. The motion was approved and the meeting was adjourned.