

## **AAPPSPA BOARD MEETING MINUTES: Charlotte, NC**

**April 30, 2015**

President Claudia Ellis called the meeting to order at 7:45 PM. Detailed committee reports and agenda were distributed via email prior to the meeting. Barbara Taylor is still working on report from the conference. Extra copies of reports were distributed.

The following members were in attendance:

**Officers:** Claudia Ellis, President; Barbara Taylor, Vice-President; Marian Sheehan, Treasurer; Elyse Gustin Fishkin, Secretary.

**Board Members/Directors:** Susan Arnold, Vicki Bourne, Kristie Gatto, Christine Giles, LeeAnn Kyriakides, Jen Malone Priest, Amy Wetherill.

**Members present:** Doris Morgenstern

**Guests present:** Paul Morgenstern

**Non-voting members/Past Presidents:** Eileen Devaney, Denise Dougherty, Janet Krebs, Sarah Hayes, Mindy Newhouse, Barbara Samuels.

**Absent/Identification of Proxies:** Elyse Gustin Fishkin is proxy for Timberley Leite.

Claudia welcomed new Board Members. Barbara Samuels stated that the Board Members change at the annual meeting.

Claudia Ellis reported that the minutes were sent out and asked for any corrections to the January 25, 2015 Telephone Board Meeting.

Sally Hayes asked to be deleted from attending members at the January Board Meeting.

Error of Embassy Suites and Hilton Hotel in minutes should be flipped and corrected.

Claudia reported that information from conferences must be maintained for seven years.

Marian Sheehan made a motion to approve the minutes from The Board Meeting in May 2014. Amy Wetherill seconded the motion and the motion was passed.

**President's Report:** Claudia reported that Barbara Taylor and Denise Dougherty attended the Scientific Learning Corporation Visionary Conference. Barbara T. reported that there were several attendees interested in AAPPSPA membership. A basic form was created to ascertain interest and will be used to follow-up on interest. Heather Myers, SLC, had suggested AAPPSPA attend since many providers are unaware of AAPPSPA and would benefit from membership. Denise reported that we fight for benefits for members but that we lose these relationships when members do not access the benefits and they are withdrawn.

Mindy Newhouse reported that she had attended many SLC Visionary Conferences but felt that it may not be necessary to send two representatives to the conference. SLC had several people meet with our AAPPSPA representatives. Claudia reported that she has had numerous conversations with Heather Myers. In building a stronger relationship between SLC and AAPPSPA some agreement was drawn up but AAPPSPA lawyer, Shontaia Riley, felt it needed revising. SLC proposed a one-time 50% discount for a

license for new AAPPSPA private providers of Fast ForWord. In addition, SLC would also provide three training consultations with Renee Matlock for new providers. Mindy expressed concerns about our role in increasing the marketing of SLC rather than an upfront discount for AAPPSPA members. Denise Dougherty reported that when she met with Peter at SLC where he proposed that AAPPSPA buy bulk licenses and sell them to members at discount. Denise responded by saying AAPPSPA is not in a position to fund licenses. AAPPSPA would like to present a flat discount across the board. Janet felt that a discount to AAPPSPA members who are new providers did not necessarily feel this was beneficial to AAPPSPA. Claudia suggested surveying membership regarding interest and present providers' involvement. Janet reported that SLC has a reseller model abroad but regulates the program in the US. Claudia will talk to Heather Myers and state that we are not ready to make a decision but would prefer a flat discount. Janet feels that SLC can set a limit on the number of licenses purchased at discount. AAPPSPA will have discussion with SLC to determine a mutually beneficial relationship.

Denise Dougherty reported that the organization has fought for benefits for members but members have not accessed existing and previous discounts.

Claudia requested that Board Members consider their vision of AAPPSPA as an organization. She would like to have discussions around how to attract members to the organization. What will draw people into AAPPSPA? How fast do we want to grow? Do we want to grow? Are benefits attracting people? We need to consider these over the next few years.

Treasurer's Report: The Banking and Financial review was prepared by Marian Sheehan. Marian and Claudia have talked about setting budgets. We need to have rough budgets for Conferences, Open House, etc. Marian and Claudia are working on a budget to be put forth by the fall Board Meeting to be held on November 8 at 7 PM EST.

Kristie Gatto volunteered her husband, Michael, to help set up a budget with Marian since he is Kristie's business manager.

Barbara Taylor reported on the costs of the Conference. There were 64 attendees on Thursday, 68 on Friday and 65 on Saturday. The conference collected \$19,560 paid attendance. Marian has more detailed breakdown. Barbara will figure out the average cost per attendee. AAPPSPA provided window clings and Shutter Booth to help celebrate the 50<sup>th</sup> anniversary of AAPPSPA.

Amy Wetherill is taking over as Vice President and will be doing the Conference program next year. Barbara and Vicki Bourne will be in charge of publicity for next year. Susan Arnold discussed vendors who felt that the conference was too small. Companies are restructuring and are reluctant to spend money on airfare for people to be at tables. Claudia reported that we will continue to have problems with vendors.

Janet Krebs believes that our best attended conferences are located in those cities that provide sightseeing. We should continue to move conferences around (east coast/west coast) with easy airport access. Claudia agreed that conference locations should be in cities that are nice to visit. Next year the conference is set in Seattle, WA. The Institute will have Michelle Garcia Winner cohort as presenter. Marty Burns is scheduled to be the Institute speaker in 2017. The conference will be the first weekend in May in 2017.

Marian Sheehan reported that the main goal as Treasurer was to clean up and organize the finances. She reported that two sets of eyes should be on every transaction including an Executive Board Member which is naturally the Treasurer. There is a new form for AAPPSPA Expense Report. The Financial Review accountant suggested putting "approved by" at the bottom of a document and that these should

be saved for 3 years. Julie Burkholder stores receipts and keeps a PDF file. Marian and Claudia will work with Julie and develop subcategories to provide more detailed finances. Julie will better apply costs to bookkeeping and accounting. We will also try to reduce our credit card fees. Mindy suggested that there are many options for bookkeeping with the present state of technology. The Financial Review accountant suggested that we have signed contracts with our bookkeeper and our web master. Shontaia Riley, our attorney, has drawn up contracts which will be reviewed by Claudia. These contracts will provide an exit plan and keep us fiscally responsible.

Mindy Newhouse reported that historically the Board Meeting Association Dinners are not conference fees. Expenses for the conference include food, speakers, etc. We are a non-profit organization designed to not make money but we want to grow. We are using a model of not being profitable. In an effort to raise dues we need to consider why we are raising fees and how these will be applied to expenses.

Claudia asked for any other questions regarding the Treasurer's Report and the Profit and Loss Report that were distributed to Board Members.

Claudia called for a motion to accept the Treasurer's Report. Susan Arnold made a motion to accept the report. Kristie Gatto seconded the motion and the motion was passed.

Barbara Samuels informed the Board that the new Board Members and Past Presidents have a voice but cannot vote.

CEUs and HCEC Report: Denise Dougherty reported that Continuing Education has calmed down since webinars have been discontinued. CEUs for the Institute are all or nothing. Historically, there has been no partial credit for the Institute. The decision to award partial credit will be discussed. Conference forms must be submitted to ASHA within 45 days of the conference. Forms must be in alphabetical order for ASHA. If we are audited by ASHA we must have records for 7 years. For those new Board Members, Denise stated that she has been the ASHA liaison to the Health Care Economics Committee since 2005. Code changes go through this committee. ASHA has added a private practice seat for the HCEC which is filled by Denise Dougherty. The doctor liaison presents requests for code changes. Denise reported that she attends monthly meetings for HCEC. She reported that it is a tedious process to get a code change when dealing with doctors and Congress. There will be a re-evaluation of Physical Therapy and Occupational Therapy codes where they are moving away from timed codes. Dee Nikjeh will explain the whole process related to codes in her presentation. With new ICD-10 codes ASHA is suggesting having 3 months of expenses in the bank because you may not get paid initially with code changes. LeeAnn Kyriakides asked about being paid interest for delay of payment.

Nominations Committee Report: Eileen Devaney reported the slate of officers. Claudia Ellis will remain as President. Amy Wetherill was elected Vice President. Elyse Gustin Fishkin will remain as Secretary. Marian Sheehan will remain as Treasurer. LeeAnn Kyriakides and Christine Giles are the newly elected Board Members.

Membership Report: Eileen Devaney presented the Membership Report. The current membership is 346 with 30 Life Members and 1 Affiliate Member (who is currently the ASHA liaison). There was discussion about how some retired members may become Affiliate Members. This will require a by-laws change. Mindy suggested that there be frank and serious consideration of the request of retired members since they may not be owners of a private practice. Claudia suggested that the discussion continue regarding membership status. Sally suggested that this discussion be continued as it relates to retired members who do not go to work for another practice in contrast to retired members who do go to work for another private practice. Barbara gave perspective of membership categories: historically,

Associate members were required to attend two Association conferences before applying for Full membership. Then you went before the Membership Committee to be approved. An original requirement for membership was an earned Ph.D. or special dispensation from the Board. In 1986, 50% of AAPPSPA members had Master's degrees and the by-laws needed to change from being an elite group of mostly male members with a Ph.D. At that time there was no way to get any advanced training in the field and the Academy was formed. Affiliate category included people interested in the goals and activities of the Academy but not eligible as voting members. They could be a resource but were not in private practice. Barbara read the by-laws about Affiliate membership. At this time, retirees do qualify as Affiliate members.

Eileen continued her report and stated that the search for Life Members is ongoing. Letters and emails have been sent to Life Members. We currently have two deceased Life Members.

Website Monitor Janet Krebs talked about the website and the listserv. She announced that there have been requests for our Facebook page to become an open forum. Janet opposes this position. She feels that we risk inappropriate comments on the internet. We can make Facebook a more active presence with active postings from the group. Eileen reported that at least 50% of new members list that they found AAPPSPA on FB. Barbara Taylor stated that there is a private practice speech pathology group on FB. She responds to queries from this group by encouraging others to join AAPPSPA or read articles by our members in the ASHA Leader. Some of the FB groups are either open or closed. If these groups are secret you cannot find them. Claudia suggested that Janet and Barbara come up with policies for AAPPSPA FB page. Changes will be made after review by the Board.

Publicity Report: Vicki Bourne stated that she continues to contact state associations. Regarding advertising, ASHA charges almost \$5,000 for a vertical banner on the ASHA website with a direct link to the organization. Banners are limited to ten companies a year and availability does not come up often. Claudia and Vicki discussed the AAPPSPA vision for growth and other marketing strategies. Eileen stated that most people find us online at ASHA and Facebook. Barbara requested that we break down specific contact with ASHA, i.e., ASHA website, ASHA Business Institute, ASHA.org. Membership application will be modified to reflect more specific information about how applicants heard about our organization. Vicki will tell ASHA we are not ready to make a decision about advertising with a banner on their website.

Scholarship Committee: Amy Wetherill reported that she and Leslie Smith have researched scholarships and had discussions with others including our financial reviewers. AAPPSPA is not a tax-exempt corporation. We need to consider how to fund scholarships in accordance with the IRS. Members will be able to make a donation and may declare it as business expense on their Schedule C. If we decide to become a non-profit organization we would work with our accountant to fill out forms to achieve this status. This will allow us to have donors take a charitable contribution. Mindy pointed out that donations from company vs. personal differ. Research needs to continue. Timberley Leite and Leslie Smith will continue to work on this process.

Sally Hayes read about the idea of the scholarship from January minutes and was concerned about raising dues and offering a scholarship which she felt was confusing. These are separate issues. Claudia clarified that if we grow as an organization we might need to look outside of ourselves and our private practices. A scholarship would allow us to do good things for the community and support students in the field. The scholarship and raise in dues are not intertwined. Claudia reported that our attorney fees have increased considerably. Marian reported that we have not raised dues in twenty years. Sally suggested that we consider awarding scholarships in the second year of study to ensure that recipient remains in the field. Leslie Smith's husband, who is a tax attorney, provided information about federal

and state laws and that we may need to call it something other than a scholarship. We need to look at tax laws as they relate to our organization. Claudia thanked Amy and Leslie for their hard work on the scholarship issue.

Claudia requested a statement from each of the Board Members and other attendees as it relates to a vision of AAPPSPA in the future.

- Do we want to get dramatically larger while not capping our membership?
- Continue to be advocates for private practice while not being influenced by other groups and special interests.
- We are not about numbers but more about quality.
- Increase participation of current members.
- Networking within states with local meetings. Make regional meetings.
- Make ourselves unique.
- Establish mentor/mentee relationships within the organization.
- Work to grow in numbers and in activities in order to succeed.
- If we grow into a large group we may lose our intimacy.
- Expand our presence in different areas and be the standard of private practice.
- APPSPA is elite and committed to quality. Advocates for ethical excellence.
- Collaborate locally and AAPPSPA members speak at state associations.
- Quality members is key to our growth. Not everyone is a good fit with the organization.

Claudia thanked Jen Malone Priest and Brendan Webster for serving on the Board as this is their last Board Meeting as Board Members.

Claudia Ellis called for a motion to adjourn. Kristie Gatto moved to adjourn and Jen Malone Priest seconded.

The meeting was adjourned at 10:16 PM.

