

AAPPSPA TELEPHONE BOARD MEETING MINUTES

JANUARY 25, 2015

President Claudia Ellis called the meeting to order at 7:05 PM. Claudia welcomed attendees and thanked everyone for taking the time to attend the meeting and discuss some issues about the organization. Detailed committee reports were distributed via email prior to the meeting. 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, Brendan Webster, Vicki Bourne, Leslie Smith, Kristie Gatto, Timberly Leite, Amy Wetherill.

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

Absent/Identification of Proxies: Elyse Gustin Fishkin is proxy for Jen Malone Priest.

Brendan asked about including a discussion of FaceBook on the Board Meeting Agenda.

Claudia Ellis reported that the minutes were sent out and should be reviewed.

Claudia asked for a motion to approve the minutes.

Kristie Gatto made a motion to approve the minutes from The Board Meeting in May 2014.

Marian Sheehan seconded the motion and the motion was passed.

Claudia Ellis suggested we vary the Agenda and we discuss the upcoming spring conference first and have Barbara Taylor update the Board regarding the conference center and hotel rooms. There were no objections to varying the Agenda.

Barbara Taylor sent out a report a while ago. She reported that there are no registration details because we are awaiting ASHA approval of CEUs. Courtney Caruso had to withdraw as a speaker from the program due to medical reasons. Milaura Spelman agreed to step into the three-hour time slot and will present on the topic of Dyslexia. Her learning objectives will be added to the brochure. Hopefully ASHA will not have a problem with this substitution given the number of hours remains the same. Barbara estimated the cost for speaker fees is about \$5,300 plus cost of rooms, airfare and food for speakers is estimated at \$3,600 to \$4,500.

Hilton Garden Inn Concord/Charlotte is providing more rooms at conference discount (\$159 - \$189 per night) until March 29th. Embassy Hotel in area is an option for rooms if necessary. No guarantee for numbers of rooms used is necessary at the Embassy. There is a shuttle service for the Embassy and the Hilton to provide transportation between sites.

Barbara Samuels complimented Barbara Taylor for her efforts and for resolving any issues regarding the hotel and availability of rooms.

Janet Krebs commented about increased interest when people find conference information on website and once cost is posted. The Institute is in place to stimulate attendance from residents in the local area and hotel rooms will need to be available. The advertising to the local area may encourage new

members to join AAPPSPA. Janet would like to send a link to the membership regarding the posting of conference information and costs. Barbara informed us of the presence of the conference program on the website and that we can add the costs with a note that ASHA approval is pending.

Susan Arnold asked if rooms were set aside for speakers or would they be at Embassy Hotel. Barbara Taylor has sent confirmation letters to speakers and suggested that they had booked rooms. At this time Barbara has booked rooms for Shontaia Riley, Julie Hereford, and Lynne Steffes. Laurie Alban Havens will use the room set aside for the speaker who will not be presenting.

Susan Arnold will have the vendors book rooms at the Embassy Hotel. Claudia suggested that Susan Arnold encourage vendors to book their rooms now.

Brendan Webster asked for the specific name/address of Hilton since there are four in the Charlotte area. The hotel is the Hilton Garden Inn Concord/Charlotte on Gateway Lane in Concord.

Barbara is looking into Shutter Booth as a festive addition to the conference. She is also investigating an AAPPSPA pin as a member giveaway.

St. Louis, Kansas and Chicago are being considered as possible future venues. Barbara Samuels suggested that mid-country locations have not traditionally drawn high attendance at conference. Janet Krebs agreed that we usually go west or east since these areas have had good attendance.

Claudia Ellis reported that the ASHA AAPPSPA Open House was successful. The AAPPSPA booth had great traffic with possibly 15 new members since January.

AAPPSPA has retained Shontaia Riley and her firm, Greensfelder, Hemker, and Gale, P.C. The contract reflects an increase in the rate which included 25 hours of services with a discounted rate of 15% for time with Shontaia Riley. The firm sends Claudia a usage report with numbers of members who avail themselves to the service and the time used.

There was a good transition with the new bank and new Treasurer, Marian Sheehan. Marian Sheehan and Cheryl Campbell met in the spring to make a smooth transition. The dues are currently \$100 and the issue of increasing dues was tabled at the Spring Board Meeting. Dues increase (\$25) seems necessary. The conference is not a money-maker for the organization and the dues subsidize the cost of the conference for the membership.

AAPPSPA has a change of address: P.O. Box 4722, Thousand Oaks, CA 91359.

Marian Sheehan discussed the Treasurer's Report and Financial Review. Judy James and Associates is a CPA firm specializing in non-profit organizations and will consider having AAPPSPA as a client for auditing our financial records if approved by the rest of their group. Marian Sheehan felt this was an impressive firm and this group was clear about their fees regarding auditing a non-profit organization. They will look at how we approve expenditures, how we pay expenses, where records are kept, and compliance regarding state and federal laws related to non-profit status. It was estimated that the audit would range between 6 and 8 hours at a cost of \$1,200 to \$1,600. Brendan Webster asked if the CPA firm is creating new procedures for our group. Will their report reflect how we fix any issues going forward? Marian Sheehan reported that the firm will tell us how to approach things more effectively. The CPA firm suggested that they have simple tricks to expedite and make things go easier. Their report will make suggestions on how to proceed. They felt that we did not need to move towards the online version of Quickbooks and that AAPPSPA is fine without the online version. Claudia reported that the online version of Quickbooks was costly.

There were some problems with Wells Fargo regarding procedures. Cheryl Campbell modified some procedures for the Treasurer. Marian's goal for next year is to use suggestions from the financial systems review so the transition to the next Treasurer can go more smoothly.

Claudia asked for a motion to cap the cost of hiring the CPA firm at \$2,000 for a financial review.

Brendan so moved. Kristie Gatto seconded and the motion passed.

The Profit and Loss Report reflects costs going up. We lost a bit on the conference, but if we raise the dues by \$25 it should provide an additional \$8,750 of income which will compensate for the greater loss. Brendan Webster felt we should track the increases and suggested raising the fee of the conference. Claudia responded by saying we are trying to avoid prohibitive costs for members to attend. Barbara Samuels stated that this discussion is out of order and belongs in the Business section of the Agenda. Claudia will hold further discussion until the Business section of the Agenda.

Barbara Taylor asked about the costs for the last conference as to whether the Friday night dinner was included in the cost. Claudia Ellis will check on the fees and felt that the dinner was included in the costs. Barbara Taylor suggested the cost of the dinner should be separated out from the conference costs. Claudia Ellis reported that there was a difference of \$11,000 between income and expenses. She will ask Julie Burkholder to separate out the Board Meeting dinner and the annual from the conference expenses. Barbara Samuels suggested that the Board Meeting costs need to be separated from the conference costs as well. Barbara Taylor suggested that we look at the breakdown of costs for the conference in order to figure out the actual cost of the conference. Claudia Ellis stated that we would do a more thorough analysis. Barbara Taylor will ask Julie for a more detailed report of the costs of the conference. Brendan Webster is interested in the costs of the ASHA conference as well.

Claudia Ellis reported that Scientific Learning invited AAPPSPA to have a booth at their Visionary Conference. AAPPSPA will send representatives to this event and pay their registration fees. Barbara Taylor and Denise Dougherty will attend the conference to represent AAPPSPA to inform private practitioners about our organization.

Barbara Taylor made a motion to accept the Treasurer's Report. Amy Wetherill seconded and the motion passed.

Eileen Devaney presented the Nominations Report. The current Board Members were nominated as officers: Claudia Ellis, President, Amy Wetherill, Vice-President, Elyse Fishkin, Secretary and Marian Sheehan, Treasurer. These Board Members are nominated to serve a second term: Claudia Ellis, Elyse Fishkin and Leslie Smith. The following Board Members have completed their second consecutive term: Brendan Webster and Jen Malone Priest. The following are the proposed new Board Members: Christine Giles and Lee Ann Kyriakides.

Brendan Webster made a motion to accept the Nominations Committee submitted report and slate.

Susan Arnold seconded and the motion passed.

Claudia suggested that the ballots be sent to the membership for voting after this meeting. Barbara Samuels reminded us that the Board elects the officers and the membership votes for Board Members.

Eileen Devaney provided the Membership Committee Report. Currently membership is at 378 members with 32 life members. Judith Wisnia is a new Life Member.

Eileen Devaney has not been able to contact all of the life members. She spoke to Nadine Lord regarding successfully sending out emails to Life Members. Claudia Ellis thanked Eileen Devaney for her

work. Eileen stated that we are continuing to grow. Eileen reported that we get most new members from current members reaching out and some from the ASHA Leader or an internet search. She will look at the list of renewals to make sure we are up-to-date when the list becomes available in February.

Amy Wetherill asked if we have membership goals regarding numbers of members. Barbara Samuels stated that AAPPSPA started out as a handful of members. Brendan Webster felt that part of the membership feels we should stay small so we do not become unwieldy. Barbara Samuels commented that when she joined in the 1970s there were 120 members for years. Membership has grown and attendance at the conference has grown. She feels that we are a small, warm group and we do not need to consider capping the membership. We can afford to continue to grow. Claudia Ellis feels that we continue to be a warm and connected group which is partially related to technology and communicating. Brendan Webster suggested that we can grow but that this is not a focus of our organization. We are actually seeking to uphold the mission statement providing support to one another in order to serve our clients.

Claudia asked Barbara Samuels about procedures regarding voting on committee reports. Barbara said we do not vote on these committee reports.

Denise Dougherty discussed CEUs. ASHA has our information regarding the spring conference and is reviewing our application. We have not changed the number of CEUs because one speaker dropped out and was replaced. Denise will check on this.

Denise Dougherty reported that the HCEC meeting addressed coding and payment. Claudia attended the HCEC meeting at ASHA and wrote it up to share with the listserve after ASHA. Denise will be going to San Diego to attend the AMA meeting. There will be three days of coding and reimbursement discussions. Denise has sent emails to the listserve to encourage members to send letters to legislators to vote against the Medicare cap in order to support ASHA's lobbying efforts.

Janet Krebs feels concerned about the website DMARC technology which is often used by groups to control spam. Now our website's functioning and forms are dependent on a system that is being negatively impacted by the DMARC technology. Nadine Lord is checking into possibility of going to a new system with a new host. Janet hopes to know more information by the May meeting. We may need to consider a revamping of the whole technology system. We will see if we can adjust the present system. Janet requested that Barbara Taylor pass everything through her regarding the conference so Janet can be aware of any problems with the website.

Janet Krebs spoke to Nadine who added Janet onto the AAPPSPA FaceBook page. Janet still has concerns about all members having the capability to post on our page. Janet suggested adding a member to act as the administrator of our FB page to handle the social media aspect of the group. Claudia Ellis is checking into committees and thinks we can find a member on the Board who will be interested in overseeing the social media piece of AAPPSPA. Michelle Zeglin is continuing to monitor on weekends while Janet monitors weekday activity.

Vicki Bourne delivered the Publicity Report. She has contacted all state associations regarding the upcoming Annual Institute and Conference and requested that they notify their membership. She would like access to the FB page and will contact Janet Krebs about placing conference information on this site. Vicki has considered a small mailing of postcards to professionals in the Charlotte area about the Institute but Claudia thought this was costly last year. Vicki will not proceed with a mailing. Barbara Taylor spoke to representatives at ASHA regarding advertising the conference through ASHA that sounded reasonable, i.e., may include an online ad. Vicki and Barbara Taylor will discuss this further.

Under Old Business Claudia suggested that we table the Virtual Assistant discussion since working with someone in our own offices is easier and more cost effective. Claudia thanked Kristie Gatto for gathering information. Rate of pay is presently \$15 per hour to help with paperwork, getting out conference mailings, name tags, etc. Claudia reported that Barbara Taylor agreed that supervising someone employed as own office staff office is efficient, but that we should acknowledge that some future president of the organization may not have this same capability.

Claudia Ellis called for a motion to increase our annual dues by \$25.

Barbara Taylor moved to increase the annual dues to \$125. Susan Arnold seconded the motion passed.

As of January 1, 2016 the dues will be \$125. Barbara Samuels suggested that this increase be announced at the annual meeting rather than on the list serve.

Under New Business Claudia discussed scholarships. How can our organization help students particularly those showing potential for private practice in the future? Claudia felt that we could fund through the organization and have additional funds contributed by individuals. Amy Wetherill explored the possibility of offering a leadership scholarship to speech pathology or audiology student. This student needs to demonstrate leadership potential by going beyond mandatory requirements of a program of study and grades. Amy felt we should establish a committee, develop criteria, determine amounts, review applications, etc.

Barbara Samuels acknowledged the benefit and generosity of scholarship but felt the timing of announcing this should not coincide with the time we are planning to raise dues. We should wait a year before introducing this proposal to the membership in order to avoid presenting two issues at once. Further discussion is necessary and we may require input from Shontaia Riley or the new CPA firm.

Brendan stated that it is important to have a scholarship. This is a valuable idea and fundamentally changes the way we look at ourselves as a group. Perhaps it would need to be in the by-laws. Claudia felt it did not need to be in the by-laws but could be an addendum stating an additional function of the organization. Members may be able to pay additional funds towards a scholarship at the time of their dues renewal. Claudia asked for and got a consensus from the Board about pursuing the scholarship proposal as another function of AAPPSPA. Amy Wetherill's brother-in-law provided guidelines for establishing a scholarship. Leslie Smith and Brendan Webster volunteered to be part of the committee to explore the creation of a scholarship.

Barbara Taylor had questions about central email for AAPPSPA officers where queries will be distributed to appropriate officer. Claudia said that there may be a specific email addresses in existence, i.e., office@AAPPSPA.org. This system has not been tested yet.

Barbara Taylor asked if we should consider a cap on legal fees. When Kelly Lovell was our attorney our costs were low and this rate was honored for a year when Kelly left. The renegotiated contract with the law firm reflects increased fees. Barbara Samuels asked if our costs are going over the committed amount for the number of contact hours our members are using. Claudia reported that last year the costs were in the area of the amount committed for the legal service based on what was negotiated and not Shontaia's actual rate. Shontaia Riley is giving us a 15% discount on her normal fee of \$270 per hour. Marian Sheehan suggested that if the membership grows we may need to increase the legal consultation hours.

Barbara Taylor brought up the issue of document storage. Denise Dougherty stated that ASHA has a ruling about how long we need to keep documents. She will check on that. She thought we may need

to keep CEU information for two years, but will check on this as well. Barbara Taylor suggested that AAPPSPA may want to consider cloud storage. Claudia suggested we can work on this after our website issues are resolved.

Claudia called for a motion to adjourn at 8:56 PM. Barbara Taylor so moved. Vicki Bourne seconded and the meeting was adjourned.