

## **AAPPSPA TELEPHONE BOARD MEETING MINUTES**

**JANUARY 16, 2016**

President Claudia Ellis called the meeting to order at 7:07 PM. Claudia thanked Elyse Gustin Fishkin for the minutes and although abbreviated minutes seem in order Claudia agreed that detailed minutes help maintain a record of all the important issues discussed.

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

**Board Members/Directors:** Susan Arnold, Vicki Bourne Kristie Gatto, Christine Giles, LeeAnn Kyriakides, Barbara Taylor.

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

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

Barbara Taylor stated that she had offered to figure out the cost for each conference attendee but was told that someone else would do that. She suggested a minor change to the minutes. The statement will be removed from the minutes as suggested by Barbara Samuels.

Claudia asked for a motion to approve the minutes.

Kristie Gatto made a motion to accept the minutes with a line stricken about the conference costs. Amy Wetherill seconded the motion and the motion was passed.

**President's Report:** Claudia reported on the AAPPSPA Booth at ASHA. A report was submitted. Amy was drawing people in and there was a big turnout at the Open House. Costs were kept below \$4,000 which was not done in the past.

Claudia attended the HCEC Committee meeting at ASHA. Changes are forthcoming with ICD-11 coming next year. Denise Dougherty resigned from the HCEC Committee because of the time commitment involved. The AAPPSPA President or Vice-President may attend the HCEC meeting if attending ASHA Convention.

Barbara Taylor asked for further explanation of "bundled" payments. Barbara Samuels explained that it might apply to an audiologist and not a speech-language pathologist. Bundling means you are providing different services under one price. Barbara Samuels requested tabling the discussion rather than speculating and using time to address meeting agenda. Claudia suggested contacting Dee Nikjeh from ASHA for details. Lisa Satterfield is another ASHA contact.

AAPPSPA's new attorney is Tricia Mueller who was recommended by previous attorney, Shontaia Riley.

Shontaia felt if we had someone from a smaller firm we may have a long-term relationship. Tricia's profile is on LinkedIn. She will not be able to attend the annual conference given a conflict with a trial.

Julie Burkholder is no longer the AAPPSPA bookkeeper. She suddenly moved to Utah. Claudia dismissed her given no members are in Utah and the position requires some oversight. Julie forwarded mail and we now have a post office box in Granville, NY where Claudia is located. There is no Wells Fargo bank in Granville, but Cindy Fairbanks, our new bookkeeper, will send payments/checks to Marian Sheehan for

deposit. Claudia reported that Julie shared account information which is now downloaded onto a flash drive. Claudia and Cindy went over accounts and made appropriate adjustments and will continue to improve the bookkeeping system.

**Vice President's Report:** Amy Wetherill appreciated the amazing support she has received in order to plan the conference. The conference will be held in Seattle on May 19-21, 2016. It is called the 51<sup>st</sup> Annual Conference. Amy is trying to get the word out and defining us as the leaders in speech pathology and audiology. She is conveying this through advertising, brochures and flyers. This was well-received at ASHA. We will have 10 speakers from the Seattle area. There will only be two speakers who will fly to Seattle which keeps travel costs lower. LeeAnn Kyriakides offered great support and assistance regarding food at the conference. Approximated cost for food for each attendee is \$110 per person per day. The Annual Meeting will be held at lunch time to further cut food costs for the conference. The Board Meeting may be held at a local restaurant on Thursday night. Barbara Samuels made a point of information and stated that the Annual Meeting is not a conference cost. Since the Annual Meeting is being held at lunch it is not an additional cost. CEUs are pending ASHA approval. Michelle Zeglin will assist Amy in advertising the conference on the website. Amy reported that we send out email blasts using Constant Contact to advertise in order to go beyond our membership in hopes of increasing attendance at the conference.

Susan Arnold discussed vendors for the conference. Claudia and Amy sought vendors at ASHA. Confirmed vendors are: Super Duper and Clinic Source. Michelle Zeglin will have an Usborne Books table. Barbara Taylor suggested asking local Seattle members to recommend local vendors including jewelry, pottery, artwork, handbags, etc. Mindy Newhouse suggested contacting Discovery Toys. Barbara T. suggested announcing the conference schedule. Denise Dougherty suggested that announcements must say CEUs pending ASHA approval. Barbara T. will post announcement on FaceBook. Kristie suggested limiting announcement to topics and presenters without specified times to avoid future retractions. Claudia suggested using the preview page used by ASHA for distribution of conference information.

**Treasurer's Report:** Marian Sheehan reported that it was a bumpy year of financial shortfall from the conference and the hiring of a new bookkeeper. Marian thanked Claudia for having Cindy Fairbanks become our bookkeeper since she works for Claudia. Marian stated that direct contact with the bookkeeper around finances is more feasible than the previous possibility of a virtual assistant. The Profit and Loss statement balance is a tentative draft since we will make the budget fiscal year July 1 through June 30. We will have a better idea of a budget right after the conference. There is a plan to track expenses better. We will vote on a new budget at the May Board Meeting during the conference. The most recent Profit and Loss Statement still has sections that need moving around and is a work in progress as we clean up QuickBooks. Marian did not want a repeat of last summer where we had difficulty paying bills. She suggested increasing the annual dues and we will discuss this further at the May Board Meeting when the conference figures are available. The increase would be for 2017 or 2018 with the option to renew early in order to increase cash flow as we did last year. Marian reported that the membership application fee has not increased from \$20 for a while. She suggested possibly raising the fee to \$35.

Claudia called for a motion to increase the application fee. Barbara Taylor made a motion to increase the application fee to \$35 immediately. Kristie Gatto seconded and the motion was passed.

Claudia reminded Marian that we will discuss the increase in dues in May. Marian reported that we currently have about \$13,000 in the bank. She stated that we need to watch our expenses. Marian, Barbara S. and Claudia met about finances. Barbara suggested that we allow our finances to specifically

reflect the expenses related to membership benefits, such as, Legal Consult and Annual Member Conference. It will provide evidence that money is going directly back to benefit members.

Last year we had an expensive conference in addition to the unusual expense of a financial review which falls under administrative category. Attorney expenses for drawing up contracts for the bookkeeper and for Nadine Lord. We will not have a repeating expense for the SLC Visionary Conference as it was decided to discontinue sending someone to attend. Leanne Kyriakides reported that she met with Amy to discuss conference menu expenses. She suggested that food is a huge cost and pre-negotiations would be helpful prior to selecting a site for future conferences. Claudia recommended finding a venue located near conference speakers. Marty Burns is a possible speaker for next year and located in the Chicago area. Barbara S mentioned that Chicago is challenging because it is not cheap and travel is questionable because of weather. Barbara T recommended anticipating a 3-5% increase if we look at menus a year ahead.

Claudia called for a motion to accept the Treasurer's Report as it stands. Susan made a motion to accept the report. Vicki seconded and the motion passed.

Continuing Education: Denise Dougherty reported that we are waiting for ASHA approval for CEUs for the conference.

**Membership:** Eileen Devaney reported that there were 70 new AAPPSPA members in 2015. There are 4 pending new members. The current membership is 346 which includes 30 Life Members. Eileen reported that our biggest referral source is our membership and seconded biggest source is ASHA. In December, there was a big rush for AAPPSPA membership related to the ASHA Convention.

Marian asked about non-renewing members since we appear to be 130 members fewer since last year. Eileen will check on this information since she has access to renewals for members who are requesting changes. Nadine has this information and will be contacted so that Eileen can compare the numbers. Barbara T asked if there were any follow-up for members who do not renew. Marian reported that historically Janet Krebs had sought this information but did not receive responses. Barbara T suggested that Constant Contact has the capability to track some of this information. Leanne reported that she found that 319 members have joined in the last 5 years and since we have 346 current members there appears to be attrition. Eileen reported that some people join for just one year.

**Nominating Committee:** Eileen reported that Board Members renewing for a second term include Susan Arnold and Marian Sheehan. There is one proposed Board Member, Michelle Zeglin, since Barbara Taylor will have completed her second term by the May meeting. Amy Wetherill will become President, Leanne Kyriakides will become Vice-President, Elyse Gustin Fishkin will remain on as Secretary and Marian has agreed to remain as Treasurer. This is the proposed slate of Officers for the 2016-2017 year.

Claudia asked that we accept the slate presented by Eileen. Kristie made a motion to accept the slate as presented. Susan seconded and the motion passed.

**Website Monitors:** Janet Krebs submitted a written report. Claudia presented options from Janet related to the website. Janet is no longer available for weekend website postings. It was agreed that Michelle Z can include postings of items for sale, etc. on weekends since she is monitoring the website with Janet.

**Publicity/Social Media Committee:** Vicki and Barbara T are considering opening up a Constant Contact account for AAPPSPA for publicity, posting conferences, and other functions for the organization.

Barbara T talked about Instagram and posting pictures of speakers or attendees and vendors at the conference. These can be tagged and later put onto the website. This would provide an easy method for posting photos about AAPPSPA. Access to this account would be limited to Officers or Board Members. Kristie had concerns about liability related to public postings. We would need to possibly include a liability waiver on application forms. Claudia felt we could get signed waivers at the time of the conference with permission to release photos if we decide to establish an Instagram account. Barbara T reported that we have 799 followers (“likes”) on FaceBook. She suggested that we design a policy about our use of social media. Barbara S stated that this information does not need to be included in the by-laws.

Vicki asked whether we wanted to approve an email blast about the conference to state association members in Washington at a cost of \$75. Marian reported that most state association members in Washington are mostly school-based SLPs. Barbara T reiterated that publicity states that you do not need to be a member of AAPPSPA to attend the conference. Claudia feels the \$75 is worthwhile since it may attract school-based SLPs to the Rosemary White presentation. Marian reported that the Washington state association is not a strong group with only occasional communication with members. Vicki will investigate further about the cost and frequency of email blasts from Washington. Claudia suggested this discussion be continued outside the Board Meeting. She also said that FB postings are being received and appear helpful.

Claudia stated that at the May meeting we will revisit dues increase and approval of the budget.

Barbara T asked about an update on the scholarship. At the moment it is tabled and we can address this once our finances are clearly outlined.

Claudia called for adjournment at 8:35 PM.