

CSAP EXECUTIVE BOARD MEETING

2006 Fall Meeting

Tuesday, November 14th, 2006

Miami, Florida

Loews Miami Beach Hotel

1.0 Welcome and Call to Order:

President Ken Ruder called the meeting to order at 8:45am and provided a welcome to all the participants.

2.0 Roll Call

***Voting Members Present:** Ken Ruder, President (OH); Theresa Rodgers, President-elect(LA); Ann Bilodeau, Secretary (IN); Carol Fleming, Treasurer (AR); Ellayne Ganzfried, Past President (NY).*

***Non-Voting Present:** Commissioner on Communication and Technology, Robert Hull Jr (GA); Liz Stevens, Commissioner on Issues and Planning (MI:); Robert Craven and Theresa Zamagias, Craven Management Associates.*

3.0 Announcements

Secretary Bilodeau asked board and committee members to provide report copies to her electronically and thanked those who had already sent their reports in advance.

Theresa Zamagias asked that all officers and commissioners who are transitioning out of office be sure to provide appropriate materials to the new electees.

4.0 Approval of Minutes

The minutes from the May 18th, 2006 CSAP Executive Board Meeting held in Portland, Oregon were approved with minor corrections noted. **MOTION by Carol Fleming and seconded by Theresa Rodgers. Motion passed.**

5.0 BOARD REPORTS

5.1 President Ken Ruder (OH)

The following is a summary of activities regarding the various duties assigned to the office of the President for May thru November 2006.

Coordinate the activities of the commissions and committees.

Committee activities:

Accepted resignation of E-Newsletter Editor, Mary Friehe

Worked with Lynn Miskiel and Stacie Rubin Smith on Local Arrangements Fall 2006

Informed candidates for election of results. Congratulations to

Liz Stevens, President-elect and Melanie Peters, Secretary.

Represented CSAP at the Charlie Diggs Funeral
Represented CSAP on a virtual tour of a streaming web conferencing system which can be used for conferencing and CEU activities; Frank Bender, former CSAP member, has initiated this service.

Coordinate and oversee planning for strategic plan update

Talked to Fred Spahr about consulting on our strategic planning process

Preparation for Spring and Fall meetings

Fall program was finalized in July. Program abstracts are included in the members' packets.

Agendas have been prepared for both the Executive Board meeting and the general business meeting. Revisions were made based on input from board and committee members.

Worked closely with Craven Management firm and Local Arrangements Chairs, Lynn Miskiel and Stacie Rubin Smith to plan the Fall meeting and social.

Worked with Craven Management firm to obtain rooms for the Fall meetings in the Loews Hotel.

Joint Committee Assignments

Served as member on ASHA/CSAP Joint Committee

Had email and phone meetings with Julie Masterson on the CSAP and CAPCSD joint committee

Maintain President's portion of Policy and Procedure manual

Reviewed by-laws and policy and procedure manual for possible updating with attention to procedures for adding new CSAP Members, particularly Puerto Rico.

Maintained President's portion of the Policy and Procedure Manual.

Sought input from Board for input on Craven Management's annual review.

Conducted annual review of Craven Management Firm

5.2 President-elect Theresa Rodgers (LA)

Primary responsibility to coordinate teleconferences for members. Two events completed on June 22nd and August 31st. Topic was Reimbursement and was presented by Bob Fifer. Approximately 35 participants in total with good feedback received. Particularly pleased to involve other state association board members in these teleseminars.

Made preliminary contacts with local arrangements (Suzanne Miltich) in Little Rock regarding Spring 2007 conference. Have also made contact with first speaker. Asked board to forward any ideas or speaker suggestions.

Asked for clarification on liaison role with CAPSD.

Sent email blast in September for committee pool. Discussed potential appointments.

5.3 Past President Ellayne Ganzfried (NY)

Information contained in this report follows the assigned duties for the Past President as outlined in the CSAP Policy and Procedures Manual.

Advisory Role - as requested by the President, I have been involved with various email exchanges regarding CSAP activities including teleseminars, meeting arrangements and Puerto Rico Association membership. I have also consulted with Theresa Rodgers, President-Elect on various issues.

Joint Committee – I was unable to attend the Spring meeting and Dan Tullos served as Chair in my absence. I have been in touch with the members of the Joint Committee to solicit items for the agenda and have scheduled the meeting in Miami. Following the Fall meeting, I will be submitting a written report summarizing the Joint Committee meeting and any relevant activities for posting on the CSAP web site.

Nominating Committee – Amy Bragg from Maine served as Chair of the Nominating Committee and followed all procedures to solicit nominations and conduct the election according to the timelines. The committee included Carol Fleming and Kerri Phillips. Results of the election will be announced at the Board Meeting.

LC Liaison – as we currently do not have an LC liaison, I have asked Theresa Rodgers, President-Elect to discuss LC issues that might impact state associations.

Sponsorship for meeting- I have worked on corporate sponsorships for the Fall meeting and am pleased to announce that AGS publishing, now part of Pearson Assessments will be sponsoring our Welcome Reception. The luncheon will be sponsored by Harebrain, Inc., Progressus Therapy, Therasimplicity, and SpeechPathology.com. Super Duper was contacted regarding sponsorship as Thinking Publication , a long time CSAP sponsor, has been purchased by this company. They were unable to provide any corporate sponsorship for the Fall meeting but have sent door prizes. They will need to be contacted for the Spring meeting as the Spring Welcome Reception had always been sponsored by Thinking Publications and this change may require our seeking alternate sponsorship for this event.

Nancy McKinley Leadership Award- as Chair of this committee, I have worked with the committee to present a draft proposal for the Board's consideration at the Spring meeting. The proposal was modified based upon recommendations from the Board. The award has been announced and we will begin to accept applications. The due date is February 1, 2007 and we anticipate presenting the 1st award in spring 2007. The founding committee has agreed to continue to serve and to consider applications received.

Future Meetings-I will be serving as Local Arrangements Co-Chair along with Sheila Bernstein for the CSAP Spring 2008 meeting in Saratoga, NY. I have been in touch with the CSAP office regarding this meeting. We met with the Saratoga Convention and Visitor's Bureau and conducted a site visit in September to discuss specific arrangements.

Strategic Planning-I am co-chairing this committee with Theresa Rodgers, President-Elect. We have had discussions and conference calls regarding the plan and will be presenting information at this meeting.

Policy and Procedure Manual- This is an ongoing activity to insure currency.

5.4 Treasurer Carol Fleming (AR)

Received and reviewed monthly bank statements for CSAP.

Reviewed/signed travel reimbursement request forms for Executive Board

Members and Invited Speakers (Spring meeting).

Signed checks as needed for CSAP.

Reviewed Financial/budget reports for CSAP generated from Craven & Assoc. in preparation of Fall Meeting.

Submitted email for distribution to CSAP list-serve to remind membership of the fundraising activities that are planned for the Fall meeting. Recommend we continue to send reminder notice prior to each meeting.

5.5 Secretary Ann Bilodeau (IN)

Electronic Motion

Since the Spring 2006 meeting, I have recorded one electronic motion as noted below:

MOTION: It was moved by Ann Bilodeau (IN) and seconded by Theresa Rodgers (LA) that:

The CSAP Executive Board accept and approve the requirement guidelines for the McKinley Leadership Award with the first award eligible to be granted in the spring of 2007.

Motion passed September 2006

Bring, Brag and Moan Reports

In follow up to the survey presented at the last board meeting, use of a computer station at the CSAP meeting for members to enter Bring, Brag and Moan reports was very successful. Many members sent their reports prior to the meeting and these were collated by the secretary. Members continue to appreciate this information sharing opportunity; however, feedback continues regarding the verbal presentations taking up too much time. I would ask this board to consider altering the presentation to allow an abbreviated version for verbal reports (region states only) with the written reports continuing for all states. There has also been a suggestion to offer more round table discussion time for the members' issues. Following discussion by the board, it was decided to continue allowing all member associations in attendance to present.

Tools for State Associations

As I leave my position on the board, I wish to provide a reminder regarding the tool that was developed by me and Carol Fleming to aid members in developing a profile of their particular association. I would like to see this publicized for the membership and made easily available for their use.

Transition

It is my plan to provide the incoming secretary with all the templates for the various documents created for each meeting by the secretary. I also have PowerPoint slides for the Bring, Brag and Moan verbal presentations. I commit to providing a smooth transition for the new officer.

It has been a glorious 6 year association with CSAP and I appreciate the many opportunities for sharing that I have had. Sincere thanks to Bob Craven and Theresa Zamagias for their support. Continued best wishes to CSAP and I look forward to hosting this superior group in Indianapolis in the Spring of 2009!

6.0 Management Firm Report

Robert Craven and Theresa Zamagias provided the following updates:

6.1 Current Financial Status

As provided in a report to Treasurer Fleming, CSAP is in a strong financial position. As of November 9, 2006, CSAP has total assets of \$107,731.35 (compared to last year's \$103,767). Of this amount, the long term reserve accounts are \$85,159. CSAP's reserve now stands at 128% of the 2006 operating budget; stated fiscal policy goal is 150%. Paid membership continues at 100%. Spring meeting in Portland was marginally unfavorable to budget (by \$1515). Forecast full year bottom line: -\$957 (compared to budget of \$60).

6.2 Meeting Statistics

Paid Attendees for this meeting: 57 (total attendees 77). * need 60 registrants to break even (note issue with high room costs/poor availability for this ASHA convention)

Total Attendees for the Social: 83, including 22 guests.

Thirty-seven states are represented.

10 newcomers at this meeting with 16 last timers.

52 states—100% membership

The Spring 2007 meeting will be held in Little Rock, Arkansas May 18th and 19th. Hotel location is the Doubletree Hotel. Executive Board meeting will be held on May 17th.

A full report of management firm activities was provided to the board along with appropriate updates for the policy and procedure manual. Highlights included initiation of on-line registration for this meeting. 21 individuals utilized this tool for the Miami meeting.

Budget 2007: The board reviewed the draft budget presented by Mr. Craven.
MOTION: It was moved by Ellayne Ganzfried (NY) and seconded by Carol Fleming (AR) to approve the budget as presented. Motion passed.

Ideas for marketing were discussed. There was concern expressed that the regionalization plan contributions are inconsistent and confusing. Also, dues for membership have not been increased for over 6 years.

MOTION: It was moved by Ann Bilodeau (IN) and seconded by Theresa Rodgers (LA) to eliminate the regionalization contribution plan and increase the dues for membership to \$375 for the 2008 budget year. Motion carried.

The following procedural changes were recommended commencing spring 2007: Fall Auction will be a silent auction and Spring Auction will be LIVE and wrapped. Minimum donation to be \$50. There will no longer be a welcome reception at the Fall meetings as attendance is low and the costs are high.

7.0 Commissioner and Committee Reports

7.1 Local Arrangements Fall 2006 (Miami, FL)

Ken reported Lynn Miskiel and Stacie Rubin Smith, Co-chairs from Florida. Regarding the social activity, the Duck Tour was canceled; made changes to include Salsa dancing instead.

7.2 Local Arrangements

Spring 2007 (Little Rock, AR)

Treasurer Fleming reported for Chair Suzanne Miltich and Laura Smith- Olinde that plans are well underway for this conference to be held at the Doubletree Hotel. Brought a promotional DVD and brochures to share with members to advertise. The Clinton Presidential Library will be the location for the social and Arksha will provide monetary support. Also working to provide tours (e.g. Brewery) and perks to participants. The committee will be seeking sponsorship resources. Carol also offering personal tours for EB members!

Fall 2007 Boston

Spring 2008 Saratoga, New York

Fall 2008 Chicago

Spring 2009 Indianapolis, IN

7.3 Commissioner on Issues and Planning Liz Stevens (MI)

Reviewed Spring 2006 meeting evaluations prepared by the Craven and Associates. Tallied responses of 35 individuals to evaluation sheet. Computed % for all sessions. Collated all the remarks/comments of participants. (These four sheets previously submitted on October 24). See summary which follows and recommendations

Review of feedback from Spring 2006 conference:

Overall an 89% rating of the value of the CSAP meeting. (this is the same as the fall 2005 conference)

In order of presentations/activities, from most valued to least valued the rankings were: (1) McKinley (2) Alex Johnson; (3) Ethics adjudication (Anne Bilodeau); (4) Strategic Planning-Process (Tom Jackson); (5) Bring Brag & Moan

Recommendations for discussion and consideration:

MEETING FORMAT. A review of feedback from the conference indicated that members wanted to change the format of the CSAP meeting in the following ways:

*more informal conversations (w/o scheduled speakers) where individuals from states w/ similar issues (e.g., size, w/ licensing similarities, etc) could meet and share information

* create a “staff” track for management issues relevant to associations (e.g. negotiating contracts, etc)

* Allow more ‘free time’ within city selected by either extending conference or shortening it on certain days to allow ‘sightseeing’

* consider changing date of meeting from May to 2nd week of June to allow easier participation by members working in school settings.

* Create a ‘buddy’ system wherein new CSAP members are paired with veterans to help in orientation

* Change the Bring, Brag, and Moan so that states are selected which have increased membership or done something excellent which is worth sharing. Have these states who have done innovative things briefly present to all.

MOST REQUESTED TOPICS (See attached ‘grouped topics’ based upon individual responses on Spring evaluation form)

Volunteers-Recruiting/Training (9 requests)

Strategic Planning (6 requests)

Association Management/Structure (5 requests)

Conference planning (4 requests)

Leadership (3 requests)

Legislative (2 requests)

Marketing (1 request)

In sum, based upon feedback, it seems clear that state association leaders want more information on how to recruit, retain, and train association members as future leaders and board members. Members are interested in how to better plan and manage their associations and are interested in what other states are doing. COMMENTS FROM SPRING CSAP 2006 EVALUATION FORMS (n=36)

Grouped in categories by Lizbeth Stevens (commissioner for issues and planning)
11-08-06

Suggested Topics for future CSAP meetings (ranked in order of most requested):

VOLUNTEERS-RECRUITING/TRAINING (9)

- A 'train the trainer' model or teleconference for state associations that we could use for telecommunication/leaders development modules to train our volunteers
- Memberships, retention ideas & how to measure what is working & is not working
- Need information specific to recruiting volunteers and working w/ boards. Suggestion-possibly use Jean Block as a resource or a teleseminar. Her presentation costs are about \$1200 per day plus expenses
- Volunteer recruitment
- Developing leadership: How do we train/mentor the new generation to step up to the volunteer plate.
- Leadership ideas/mentoring/recruitment
- Attracting new Board members-meetings
- Getting and retaining Board members/volunteers
- Building teams w/ diverse executive board members

STRATEGIC PLANNING (6)

- Strategic planning
- After the strategic Plan: How do we ensure implementation?
- Break out sessions for 3-4 focused initiatives that the group decides upon
- Sharing and collaborating ALREADY ESTABLISHED ASHA & CSAP strategic plan—then each state sharing their strategic plan—helping each other
- Further training on strategic planning
- More from Tom Jackson

ASSOCIATION MANAGEMENT/STRUCTURE (5)

- Committee Work: How to develop each committee charge or guidelines, policies/procedures. Defining each committee. Recruitment of committee members.
- How to work effectively w/ management companies, how to hire them
- Governance (See handout from presentation to ASHA LC in March (this was available at during Policy Workshop)
- Interested in knowing the Executive Board makeup for other states regarding positions and terms of service. Could it be put on the list serve?
- It would be nice for CSAP if it doesn't already have a template of the various state SLHA groups and put on the web for state groups (e.g., how government is structured, constitution & bylaws, how web is organized, etc.)

CONFERENCE PLANNING (4)

- Putting on a successful conference
- Convention Planning
- Inter-State Collaboration
- State constitutions

LEADERSHIP (3)

- Leadership training session—how to recruit, mentor & train members to move into board positions
- How to be an effective/ leader (I have a great presentation that I organized from our state leadership meeting—SPCurtiss@aol.com)
- Wayne Secord on “Leadership and Change”

LEGISLATIVE (2)

- Legislative affairs, grassroots lobbying
- Legislation, lobbying & Grassroots advocacy tips

MARKETING (1)

- Increasing consumer awareness/PR/marketing

Other comments re CSAP meeting:

CSAP MEETING FORMAT

- More time to talk to other states around specific topics—maybe tables by topic
- A breakout discussion group for members of different size associations to discuss their issues and what has worked, so small associations can work with other small associations, etc.
- Just would be nice to have more time to discuss issues w/ states who have had the same issues that we have and how they remedied them
- A STAFF track: include convention questions (e.g. speaker compensations and handouts); how to work w/ volunteers; IRS troubles, esp. re lobbying efforts; CE offerings evaluations
- Have a separate section for executive directors; how to negotiate contracts
- Consider a “buddy” system for new attendees to CSAP (not necessarily new to position)
- Instead of everyone doing a BBM, find 2-3 states that have increased membership, done innovative things and have them present specifically what they did

TELECONFERENCES

- Keep the teleconferences coming: How do state leaders advocate for ASHA initiatives

7.4 Commissioner on Communication and Technology

Robert Hull, Jr

Action Taken since May:

- Developed policy for compilation of list serve messages
Proposed: Members when initiating list serve questions and surveys will indicate that the responses are to be returned to the sender only through the use of “Reply” rather than “Reply All”. The initiating member is responsible for compiling all responses received within one month of the initial request. The message initiator is then responsible for sending this compilation through the Discussion List for dissemination to all members. The Commissioner on Publication and Technology will be responsible for monitoring questions and surveys initiated by reminding message initiators of their timelines and responsibilities.
- Developed timelines for proposed e newsletter policy and procedures
Proposed: The e newsletter should be published four (4) times per year. The dates of publication should be April 1st, July 1st, November 1st and February 1st. Dates for submission should be March 1st for the April edition, June 1st for the July edition, October 1st for the November edition, and January 1st for the February edition. The e newsletters should be maintained for a period of two (2) years. Once two years have been accumulated, the oldest edition will be rotated off with each new edition. The Editor will be responsible for monitoring and contacting the Webmaster to make the necessary changes. (Justification to coincide with reporting on events occurring at both the Spring and Fall meetings and then to allow for presenting information prior to the meetings.) **Following board discussion, it was decided that the e newsletter would be published TWO times per year: July 1st and February 1st. Dates of submission will be June 1st for the July edition and January 1st for the February edition.**
- Established committee to review web site and propose changes (Myself, Diane Yenerall, Charlie Adams and Nancy Montgomery)
- Corresponded with Webmaster to receive all changes/recommendations for web site from Spring '05
- Corresponded with committee members the suggested changes/recommendations for web site

Proposed Actions:

- Continued development of web site redesign for the following:
 - a) logo change
 - b) color scheme change
 - c) overall look
 - d) adding photos of Board members (already available from nominations)
 - e) elimination of Slush Pile to be replaced with the e-newsletter
 - f) Development of a grid for dates of events for Calendar
 - g) Proposed timeline of March 1st for review by Board and launch of new design at Spring '07 meeting.
 - h) Explore with President Ads and Ad rates for the web site (those currently proposed and other options).

- Further changes to explore:
 - a) monthly updates on state associations as opposed to quarterly
 - b) including information for upcoming CSAP meetings to include hotels and dates
 - c) maintenance schedule timeline to be placed under Quarterly heading (since the timeline for “purging” of meeting information is every 3 months)
 - d) addition of pictures from state associations

7.5 e-newsletter

Searching for new editor. Feedback of two editions published thus far has been excellent.

7.6 Time and Place Committee

Several volunteers for new committee. Next decision will be for spring 2010

7.7 Joint Commission Ellayne Ganzfried

State Association Leadership survey will be reviewed by ASHA. Meeting follows this one. Discussed CE issues which continue to be a concern. ASHA is aware of concerns.

8.0 Old Business

8.1 Nancy McKinley Leadership Award Encourage people to apply.

Past President Ganzfried (NY) provided an updated draft of the Nancy McKinley Scholarship Award. Call for nominations will be scheduled for September 2006 with the first award anticipated in May of 2007. The Committee will provide a nomination form and criteria draft for executive board review by the fall of 2006. The current executive board recommended that this committee continue as ad hoc at this time to be appointed by the president. The current committee consists of: Past Presidents Ganzfried, Barbara Moore Brown and Lisa O’Connor and former member Tina Eichstadt (WI).

8.2 CSAP Strategic Plan

Conference call with Ellayne and Theresa; much discussion. Feels operational plan is excellent—needs tweaking and some minor revision. After discussion, Theresa took five major areas in operational plan and whittled down to three. No need to spend money to develop a plan. Plan needs to reflect budget goals. Draft should be distributed to interested parties by January 2007.

8.3 Lobbyist Meeting

Proposal from Bob Fifer (FL) presented at the Spring 2006 meeting died secondary to costs and time constraints.

9.0 NEW BUSINESS

9.1 e-newsletter maintain enewsletter. Need to advertise for a new editor. Added to committee pool form. Email blast will be developed (Bob Hull will draft an email). Job description and timeline are now in place. Also will provide one night of hotel for editor to attend board meeting.

9.2 Puerto Rico CSAP Membership Ellayne Ganzfried (NY)

Began with ASHA looking at other countries and territories to be recognized by ASHA so then asked CSAP to consider membership. Puerto Rico was given invitation to attend meeting to see if they would be interested in joining. However, our bylaws do not permit membership for Puerto Rico. Apparently, Puerto Rico is not seeking membership.

ASHA is working with Puerto Rico and may be recognized in the future. No follow up required at this time. But may be required for bylaw change. Ken Ruder (OH) will send a letter to Luis Raquelme (NY), former CSAP member that we would be happy to review eligibility.

9.3 Fundraising 2007

Carol Fleming (AR) initiated a discussion about fundraising ideas for spring 2007 and beyond.

Ideas:

1. Earmark donations for an activity; list names; in honor or memory
2. Ken Ruder—do an e bay type bidding format
3. Consider assoc mgmt take over of gaining sponsor support from corporations—
Bob Craven to develop a proposal by year's end.
4. Website advertising discussed
5. Link with ASHA has been updated
6. State regionalization program
7. Carol Fleming will make a fundraising brochure.
8. Tie in Nancy McKinley Award with Auction
“a portion of the proceeds will be utilized for the McKinley Award”

10.0 Adjournment

Having no further business to discuss, it was moved by Carol Fleming (AR) and seconded by Ann Bilodeau (IN) that the meeting be adjourned at 2:19 pm.

Respectfully submitted,
Ann Bilodeau (IN)
CSAP Recording Secretary