

**CSAP Executive Board Meeting  
Chicago, Illinois  
2008 Fall Meeting  
Tuesday, November 18, 2008  
8:30 a.m.**

**1.0 Welcome and Call to Order:**

President Liz Stevens (MI) called the meeting to order at 8:30 and provided a welcome to all the participants.

Agenda approved as amended (added EB meeting time during break).

**2.0 Roll Call:**

Lizbeth Stevens, President (MI); Theresa Rodgers, Past President (LA); Sherry Curtiss, President Elect (NC); Charley Adams, Treasurer (SC); Melanie Peters, Secretary (OR); Judith Keller, Issues and Planning (TX); Molly Thompson, Communication and Technology Commissioner; (AK); Theresa Zamagias and Robert Craven, Craven Management Associates.

*Motion to approve November 18, 2008 Agenda by Lizbeth Stevens (MI); Second by Charley Adams (SC) – Motion passed unanimously.*

**3.0 Approval of the Minutes:**

Minutes were submitted electronically by Melanie Peters, CSAP Secretary, for the May 15, 2008 CSAP Executive Board Meeting held in Saratoga Springs, New York. Changes discussed and submitted: Spelling of names (Judi Keller; Charley Adams); Lizbeth Stevens's home state from LA to MI (1.0); State interested in hosting CSAP in upcoming years (OK, SC and AK).

*Motion to approve the Spring 2008 minutes pending editing. Charley Adams (SC); Second by Sherry Curtiss (NC) – Motion passed unanimously.*

**4.0 Board Reports:**

**4.1 President, Lizbeth Stevens (MI);**

**Activities to date (since May 2008):**

- Reviewed minutes from 2008 spring EB and business meetings; reviewed meeting highlights for the spring 2008 meeting prepared by Theresa Zamagias.
- Appointed Lucinda Gibson as new e-newsletter editor. Signed hotel contract for 2010 spring site in San Antonio, Texas.
- Contract negotiation with Association Management: Reviewed contract proposal for Bob Craven 2009-2011; Facilitated a conference call of elected Executive Board members alone relative to the proposal and CSAP's needs (9-24-08); communicated board's expressed wishes to Craven Management (9-28-08); arranged a second conference call with the EB and Bob Craven to discuss (10-21-08).
- Ongoing communication with CSAP members through the broadcast list and e-newsletter: second article on leadership posted (August 25, 2008); message sent to

broadcast list sharing the posting of a leadership questionnaire to the website (November 6, 2008); article (available November 7, 2008) — “How to succeed” written for fall e-newsletter, stating the issues, (vol. 5), pp 2-4; contacted/called all candidates personally who were running in the CSAP election w/ results; message sent to broadcast list with the results of the CSAP election (November 2008).

- Maintained ongoing communication with CSAP EB and committee members to support operations through email and phone, including: EB related to the management contract as outlined above; Time & Place Chair relative to site selection for 2011, Nominations & Elections Committee relative to slate; Commissioner on Issues and Planning & Technology, Nancy McKinley honors committee relative to changes in language of policy and procedures manual relative to qualifications for nominees and selection committee composition.
- Communication & collaboration with ASHA: wrote an article with Eileen Crowe on the Spring Conference (Crowe & Stevens, I. (2008) *State Leaders Gather for Workshop, CSAP Meeting*. ASHA Leader, vol. 13 (9), 26); took minutes of the Spring 2008 joint committee meeting; coordinated with Kate Gottfred re: state recognition at fall meeting; facilitated the dissemination of an ASHA flyer announcing their new leadership resources on the ASHA website.
- Planned fall conference for CSAP focusing on marketing/branding (through Tina Eichstadt & colleagues-Pearson Education contacted NSSLHA and arranged for student representative to present/attend; arranged experts to facilitate roundtable discussions (e.g., Stan Dublinski, Bob Craven).
- Secured volunteer donation of materials on leadership from Board Source for fall conference.

#### **Unfinished activities (to do list):**

- Continue and complete strategic planning with EB and Stan Dublinski w/ addition of a vision statement, outcomes, and measurable goals (by spring 2009 meeting, so entire CSAP membership can participate then). Review CSAP’s insurance policy relative to protection of Executive Board member’s liability (by December 31, 2008, and report to). Consider status of CSAP as an unincorporated nonprofit board. Determine the advantages, disadvantages of incorporation and costs associated with it (prepare info for EB review before May 2009 meeting).

Review bylaws and prepare list of changes for spring 2009 meeting; review policy/procedures and update (possible bylaw changes include: (1) amendment to article viii-section 1 (d) –refers to liaison to ASHA legislative council; (2) amendment to article xi –section 1 – which refers to a “bylaws committee” [but none exists—should be added to article viii-section 1; (3) amendment/removal of language for article vii- section 2 – which refers to the “regionalization” program of CSAP which is now defunct and (4) addition of an “honors” committee to the bylaws to handle the Nancy McKinley award.

#### **Recommendations for future CSAP board implementation:**

- Ensure creation of universal general calendar for all CSAP activities to keep Board members on target/informed.
- Consider improvements to website (you can’t get there from here #!##—what works and doesn’t work); consider secured section for members only- where bylaws could be

posted, creation of a blog for member input, etc.; compare the cost to contract this out vs. keep in house in order to receive the best value for our \$\$\$.

- Create/appoint an ad hoc committee (of past CSAP officers) to provide counsel and advice to current Board.
- FYI: Included in the President's report to general membership (11-19-08).

### **Raising the issues: considerations for the future:**

- How can CSAP best serve its members relative to communicating with ASHA? Currently we have two existing mechanisms in CSAP: (1) an LC liaison between the LC and CSAP; (2) the Joint Committee, comprised of CSAP presidents and ASHA EB members and staff, which meets twice per year. Now that we have switched to two assemblies, which only have an indirect input to the newly formed governance model—where will CSAP's voice be heard?
- How can we ensure that important issues of member states be brought to the attention of ASHA? CSAP as an entity may become even more critical to advance issues which impact multiple states—maybe not all the states, but various groups or constituencies which might best be represented through a lobbying effort by CSAP. How will this play out? What will be the mechanism for doing this? We need you, our CSAP members, to provide your important thoughts on this issue.
- How can CSAP best serve its members relative to providing needed support for running state associations? For example, given the advances in technology (as demonstrated by CSAP's technology committee and Commissioner) and the expense of face-to-face meetings, will meeting twice per year still serve the needs of CSAP members?
- Could we enhance communication through a more interactive list serve and/or a blog where members' needs are voiced and immediate responses received?
- Could we utilize computer based interactive forums for online, timely communication w/ members to resolve immediately pressing situations?

### **CONCLUDING REMARKS**

Finally, EB, my final thoughts-- well almost, as I will still be Past-President in 2009. In the spring I spoke about the constant in CSAP, which is change, changing members, changing executive boards, etc. In such a climate of change how can one maintain continuity and preserve the essence of CSAP. We can only maintain a strong organization by being relevant to members' needs. And that means, as needs change so must CSAP. We need to have a vision for the future of CSAP and then act upon that vision. According to Psychologist Wallace Wilkins writing in *The Futurist* magazine, "When it comes to anticipating the future, what you think may be what you get... Your beliefs about your future have a real impact on your performance today." We need to develop that Vision statement, authenticated and validated through our members, and move confidently in the direction of our chosen vision. It won't be until we have that vision that we will know where we need to be going. I have every confidence in the next board to take us into the future.

*Motion to give CSAP members six weeks prior notice (electronically) on Bylaw changes prior to the annual spring meeting. Sherry Curtiss (NC); Second by Charley Adams (SC) – – Motion passed unanimously.*

#### **4.2 President-Elect, Sherry Curtiss (NC);**

##### **Activities To Date:**

- **Strategic Planning:** Participated in Executive Board conference call re strategic planning this year and we are tabling this information until Jan/February 2009 at which time Liz Stephens will be facilitating our progress
- **Board Meeting:** Attended teleconferences by phone to review financial information to move our organization forward and other EB business
- **Ongoing Communication with the Management Firm:** Collaboration with the Management Firm for planning teleseminars, planning for 2009 events, etc.
- **Facilitated Finding A Volunteer for the E-Newsletter:** Educated the new E-Newsletter Editor and provided her with editing support
- **Ongoing Communication with the Membership:** Continuous communication with the broadcast, E-newsletter to motivate leadership
- **Communicate with ASHA Leaders:** Have been in communication with Eileen Crowe and will be meeting with Eileen and Janet Deppe at convention about the Spring 2009 Conference
- **Communication with both the Spring and Fall Conference Local Arrangement Committee Members:** I actually met with Ann Bilodeau in Indianapolis this summer to review plans. We have already secured our featured speaker for the spring conference. Have been in communication with the LA President-elect for future planning in New Orleans. A rough draft of the program is complete.
- **Preparing Training for the Next President-Elect:** I have been keeping a file of information that needs to be shared during training
- **Planning and Executing Teleseminars:** Planned and executed 3 teleseminars: one on web management and enhancement, another on building foundation support, and another one on leading better boards. I attempted to plan four but there was not enough interest or time because of ASHA planning. I would suggest planning three instead of four.

**Future Interests:**

- Complete the Strategic Planning Project (Liz)
- Review more efficient communication methods (e.g., secretary handing off minutes, EP teleseminars)
- Train the new President-Elect adequately
- Investigate with Charley the benefit of the auctions to the organization
- Getting feedback from the EB and committee on my spring and fall training to make things like Bring, Brag and Moan work more functionally

Looking at manuals and time frames to work more effectively for the EB/Committees and the Management Firm

**4.3 Past President, Theresa Rodgers (LA);****Activities to date**

- Agreed to present a teleconference “Blast from the Past”. The teleconference was later cancelled.
- Prepared for the Joint Committee on State and National Association Relationships.
- Completed a comprehensive review of the CSAP Policies and Procedures Manual.

**4.4 Secretary, Melanie Peters (OR);****Activities to date**

- Documented Executive Board minutes.
- Documented Business minutes.
- Collaborated with President Stevens and Craven Management regarding edits to Executive Board and Business Meeting minutes.
- Completed 2008 Brag and Moan summary document for distribution to the membership.
- Reviewed Secretary duties in preparation for new officer.

**4.5 Treasurer, Charley Adams (SC);****Activities to date**

- Received and reviewed monthly bank statements for CSAP.
- Reviewed/signed travel reimbursement requests from Spring EB meeting.
- Signed checks as needed for CSAP.
- Sent out fundraising/auction reminder to CSAP members over CSAP listserv.
- Reviewed Craven’s budget draft in preparation for Fall meeting.
- Spoke to Bob Craven about budgetary issues.
- Participated in Executive Board conference calls re: contract renewal.

- As of October 31, 2008, CSAP has total assets of \$96,277. This is a decline of 6% from last year's balance of \$102,705. CSAP has \$71,857 in reserve, which is 112% of operating budget.
- 2008 will finish within budget. The Spring Meeting brought in \$2,500 more than was budgeted, and we spent \$3,400 less than budgeted, for a profit of \$5,900.
- 2009 budget is designed to break even, and is conservative in light of the faltering economy.
- In case CSAP needs to make some cutbacks, one option would be to revisit Executive Board reimbursement policies. Currently, 15% of CSAP expenses are for the board. Currently, we have no limit; we could consider imposing one to encourage economical spending (one problem with this is that seems to be biases against folks who live further out).
- Another money-saver would be to change the working lunch back to lunch on your own.

### **Discussion**

Lizbeth called &/or emailed the state associations which have not paid the membership dues this year: Florida is the only remaining state that has not renewed their membership dues. Theresa Z. shared that Florida's association has contacted the CSAP office to share that they are having financial difficulties and they hope to renew next year.

### **4.5 Management Firm Report**

#### **Activities of the Business Office / Issues for Discussion**

##### Membership Management / Financial Management

- Prepared first draft of a Proposed Budget
- Provided detailed financial reports to Board
- Prepared financial summary of Spring meeting
- Assisted with election; prepared, mailed and tabulated ballots
- Updated historical record of Motions
- Worked with EB to maintain and update Policy & Procedures Manual
- Communicated with sponsors; restructured sponsorship program; created sponsorship database
- Administered three tele-seminars

#### **2008 Fall Meeting**

- Created database for meeting
- Prepared and mailed Registration materials
- Coordinated with Marjorie on local arrangement matters
- Communicated with Palmer House Hilton to prepare for meeting
- Communicated with members, Board and committee members, and ASHA
- Emailed BBM materials to members
- Coordinated with Board and committee members to prepare reports, packets for meeting
- Mailed Newcomers packets; verified last timers via email

### **Future Meetings**

- Spring Board Meeting: **Thursday evening, May 14, 2009**
- Spring meeting 2009: Hyatt Regency (Indianapolis, Indiana) **May 15-16, 2009**
- Assisted with planning for social at the Indianapolis Artsgarden
- Executed contract for spring 2009 meeting hotel in Indianapolis, Indiana (May 14-16, 2009)
- Fall 2009 (New Orleans) will use ASHA meeting space (Nov. 17-18)
- Spring 2010 (San Antonio, Texas) – Executed contract with The Historic Menger Hotel: May 13-15, 2010

### **Technology Services**

- Updated Executive Board and 2009 Election pages
- Posted 3 Teleseminars
- Posted one new sponsorship banner
- Posted Summer/Fall 2008 e-newsletter
- Updated the resource section with three Leadership articles
- Updated the State Management and State Association pages as needed
- Posted 13 state association events on the meetings page

### **Issues for Discussion (Exhibit A)**

- 1. Total Assets (all accounts): \$96,277 compared to last year's \$102,705 (as of 10/31)**
- 2. Balance in Reserve accounts: \$71,857** (112% of operating expenses; stated fiscal policy goal is 150%)
3. Paid Membership stands at 51 members (all except Florida)
- 4. Paid Attendees for Meeting: 48 (Total attendees: 68)**
5. Total Attendees for Social: 72 dinner including 22 paid guests
6. Thirty eight (38) states represented; (16 newcomers; 10 last-timers)
7. Spring Meeting (Saratoga Springs) was favorable to budget by \$6 thousand
8. Forecast full year bottom line: Should approximate the break-even budget
- 9. Financial Summary Reports attached – Exhibits A and B**
10. Reminder: CSAP fiscal year closes on December 31 – **submit reimbursements before year-end**

### **Schedule of Future Activities (November - May)**

November

- Fall Meeting (Chicago)
- Prepare and mail 2009 Dues renewal forms
- Distribute Nancy McKinley Leadership Award documents

December

- Finalize/follow-up fall meeting

January

- Post fall meeting information to web site by early January

February

- Finalize forms, details of Spring meeting with Sherry / LA/ Charley
- Contact ASHA regarding Fall 2009 (New Orleans) meeting
- Update state officers, etc. on website

March

- Mail Pre-registration packets by March 15 for Spring meeting (May 15-16)
- Contact/send 2nd Dues Notices for unpaid members
- Post spring meeting registration information on Web site

April

- Administer pre-registration for Spring meeting
- Ongoing contact with LA / hotel
- Collect and record Dues Payments
- Complete and file Form 990

May

- Discuss details for Fall meeting with Sherry / LA
  - Spring Meeting / Board meeting in Indianapolis, IN

## **2009 Draft Budget Discussion**

### **Revenue**

1. Should we reduce the number of teleseminars that we provide?
2. Conference registration for ASHA representatives
3. State dues. Last increased in 2008.
4. Budget included deletion of state regionalization income; and continuation of expectation of revenue from President's state association.
5. Offering CSAP personalized items.

### **Expense**

1. Opportunities for changing to paperless.
2. EB travel expenses, registration costs or social costs.
3. Funding the McKinley Award via a Foundation. This will be discussed during strategic planning later in the meeting.
4. Percent of administrative expense increase between 2007 -2008. Craven Management will complete research to provide details on this increase.

## **Decisions**

1. Reduce teleseminar revenue from \$650 to \$400.
2. Complimentary registrations for ASHA representatives will be discussed during review/updating of the Policy and Procedures Manual.
3. Budget \$250 to Spring Meeting/Donation-States as revenue from the President's state association.
4. Stay with paper brochure, rather than paperless.
5. Change Policy and Procedures Manual reflect the motion listed below. Charl and Sherry assigned this task.
6. Rogers and Stevens will follow-up with Curtiss about the working lunch option current proposed.

*Motion to change the Policy and Procedures Manual to state that EB members elected hence forth, be required to pay for social costs at both the spring and fall conferences In addition, ASHA staff who are invited to attend the CSAP conference are responsible to pay for the cost of social beginning Spring 2009. Theresa Rogers (LA); Second by Charley Adams (SC) – – Motion passed unanimously.*

*Motion to accept the 2009 budget as edited (Teleseminar revenue reduce to \$400; Spring meeting donation increased to \$250). Theresa Rogers (LA); Second by Charley Adams (SC) – – Motion passed unanimously.*

## **5.0 Commissioner and Committee Reports**

### **5.1 Local Arrangements Fall 2008/Marjorie Goodban; Suzanne Kimball; Mary Johnson; Linda Faber (IL);**

The conference will begin on 11-19-08 with a Newcomer's Breakfast a 7:00; , followed by the President's opening remarks at 8:00. A silent auction will be held throughout the day. Attendees will enjoy dinner and theatre on Wednesday night.

### **5.2 Local Arrangements, Spring 2009/Ann Burford Bilodeau (IN);**

Sherry Curtiss reported to the Board. The site is in Indianapolis, Indiana. Ann has been working with Sherry Curtiss to finalize a speaker. The contract is going out this month.

### **5.3 Communications and Technology/Molly Thompson (AK);**

The recent goal of this committee has been to research various methods of communication and conferencing available for state associations.

- The committee met at the May 2008 CSAP conference to determine our goals and assign tasks.
- Molly Thompson researched no-cost sites for conferencing and communication.

- Leigh Ann Spell researched mid-level cost sites and explored how to web conference and communicate with a board.
- Mary Peterson researched and met with those offering more high-end availability for conferencing and communication.
- Our results will be presented briefly at the Fall 2008 CSAP conference and at a round table.

Other activity:

The committee also is the oversight for the web. To that end, it has polled CSAP members regarding items for the web page, how it functions for the members and any comments. The results were presented at the May 2008 CSAP conference.

The listserv is up and running quickly and smoothly. Some members have expressed concern that it is not efficient to have the CSAP office read and then send out to members. This was instituted several years ago to reduce the spam factor that was occurring with the listserv.

**5.4 Issues and Planning/Judi Keller (TX);**

Evaluations of the 2008 spring meeting in Saratoga Springs, New York were completed in the summer. There were 33 respondents to the evaluation form. A detailed evaluation is available. This report will summarize the evaluations.

Respondents rated the presentations as follows:

“ <i>Best Practices of Best Boards</i> ” with Jean Block	#1 – 78%
“ <i>Fast Fundraising Facts for Fame and Fortune</i> ” with Jean Block	#1 – 81%
“ <i>ASHA and You</i> ” with Catherine Gottfred	#1 – 18%, #2 – 40%
Luncheon Roundtables	#1 – 33%; #2 – 40%
Bring, Brag and Moan	#1 – 16%; #2 – 46%
Overall my state association is receiving valuable information	#1 – 58%

There were many favorable comments about Jean Block’s presentation. Comments about suggestions to improve the spring CSAP Conference included longer breaks, moving the dates earlier in May, adding ice breakers, agendas being mailed before meeting, needing more space, moving the meetings to the west coast, having the business meeting during the first evening of the meeting first so that there would be free time on Saturday, leaving auction items unwrapped, arranging transportation from airport, organizing the round tables in a better way, and considering a larger room. Suggestions for future topics included topics on leadership with Stephen Covey or Jim Collins, having Bob Craven discuss his role as association management and bringing Jean Block back. Topics that respondents requested included fundraising, marketing, board building, and legal and fiduciary issues. A complete summary of the evaluation is available from the CSAP office.

**Discussion:**

Auction comments received. Several different options were discussed including “unwrap” the oral auction items. It was agreed that it is a priority to find ways for more attendees to participate and purchase. Ideas considered:

- Guidelines ahead of time
- Possible auction item list provided ahead of time
- Control the order the items
- Throw in smaller items, and additionally sprinkle throughout the evening.

**5.5 Joint Committee Report/ Theresa Rodgers (LA);**

The 2008 committee is comprised of Lizbeth Stevens, Sherry Curtiss, Theresa Rodgers (Chair), Dennis Fuller, Jeanane Ferre, Eileen Crowe. Deanne Owre, ASHA’s VP for Governmental and Social Policies, is the monitoring VP for the committee. The committee will meet from 5:00-7:00 today. The results of the Audiology Questionnaire will be reviewed and utilization of Joint Committee as a Liaison with the Board of Directors will also be discussed.

**5.6 CAPCSD Liaison/Charley Adams (SC);**

The CAPCSD/CSAP Joint committee met last November. They have spoken by telephone conference in the Spring. There are no updates since last report.

**Discussion**

How or should CSAP develop this relationship? Is there a benefit for state associations?

**Decision**

Charley will meet with CAPCSD to discuss collaboration ideas.

**5.7 E-Newsletter/Lucinda Gibson (Mississippi);**

Reported by Curtiss. E-newsletter was published last week.

**7.8 ASHA Advisory Council;**

Rodgers reported. Advisory council has met since March of 2008. There are no meetings scheduled for November. To date, only online discussions have occurred.

**7.9 Nomination Committee/Ruth Stonestreet (GA); and Karen Kerns (MO);**

The following positions were recently announced: CSAP President-Elect, Judi Keller, and Secretary, Ashley Northam.

**7.10 Time and Place/ Judi Keller (TX)** – Submissions have been received from Oklahoma and South Carolina for Spring, 2011.

**Discussion –**

Adams shared information about South Carolina. Hotel costs were discussed.

*Motion to select Charleston as the site of the 2011 Spring CSAP by Theresa Rodgers (LA); Second by Melanie Peters (OR) – – Motion passed, with one member ( Adams) abstaining.*

## **8.0 Old Business**

### **8.1 Nancy McKinley Award/Ellayne Ganzfried (NY);**

Review of Guidelines and Procedures document submitted by Ellayne Ganzfried. Edits were made to the document. This will result in the need to update the submitted document and CSAP's Policy and Procedures manual.

#### Discussion

Barbara Moore will be stepping down from the committee in order to facilitate transitions proposed by the document.

#### Edits:

The committee will consist of 4 members, appointed by the CSAP President; who will serve two-year staggered terms and will be chaired by the immediate CSAP Past President.

#### Decision

Management will send the document to Peters for updating. Peters will distribute to the EB. Stevens will advance an electronic vote by December 15th

## **9.0 New Business**

**No new business.**

**Motion to adjourn by Lizbeth Stevens (MI); Second by Judi Keller (TX) - Motion carried unanimously. Meeting was concluded at 4:17 pm.**