

COUNCIL OF STATE ASSOCIATION PRESIDENTS
Thursday, Executive Board Meeting
Cavalier Room – Menger Hotel
May 12, 2010

Call to Order & Remarks

President Judi Keller called the meeting to order at 12:25 p.m.

President Keller told members of the Executive Board that they should have brought their 3-hole binders to the meeting. If they did not submit reports prior to the meeting, they should have brought 9 copies to disseminate. It was noted that many of the board members have not received a binder for their office or committee. Craven should ensure all have a binder, along with a copy of the By-laws and Procedures manual.

In the absence of Secretary Ashley Northam, President Keller assigned correspondence of minutes to Carol B. Fleming, President-elect.

President Keller called for additional agenda items. All members present reviewed the agenda. The following items were added to the agenda:

Teleseminar (Pres elect)

Membership Benefits Brochure (Pres elect)

Updates from Management Firm (to be moved to under Treasurer's Report)

Time and Place Committee to be included with Commissioner of Issues/Planning Report

Old Business:

Listserv Discussion

Method of sending information/responding to emails

CSAP Incorporation – Liz Stevens husband is resident agent

Approval of November 2009 Minutes (see New Business)

Review of minutes: Following correction to be made - P 6 **Meeting preparations**, 5th paragraph – Sherry had a Question/ asked re: bylaws, should be P&P

Treasurer's Report

Lonnie reported that as of Tuesday, May 4th, there were 60 people attending CSAP with 42 paid registrations.

He stated that a concern is the reserve – which has a target of 150% of total operating expenses. The issue is the economic downturn which is impacting registration, auction, and 50/50. CSAP needs to work towards 150% of the reserve because we have used part of it recently. The current CSAP Reserve is \$62,611.00 (94%). The estimate is \$66,000.00 for operating expenses and 150% reserve should be \$99,000.00.

- **Note - 50/50 Raffles are considered “gambling” in some states. If this is against state law, it can be stated as “a charitable contribution as a ‘chance’ to win ...”.**

<p>Total Assets</p> <p>\$97,363.34</p>	<ul style="list-style-type: none"> ◆ This reflects an increase of 7.6% from this time last year.
<p>Long-Term Reserve</p> <p>\$62,611.00</p>	<ul style="list-style-type: none"> ◆ CSAP policy is to target a reserve of 150% of total operating expenses. After peaking in May 2007 at \$89 thousand, the value of the reserve has fallen over the past three years. It is during these periods of economic downturns that the benefits of having a reserve become clearer.
<p>Exhibit A</p> <p><i>Summary of Financial Position</i></p> <p>[as of 12/31/09]</p>	<ul style="list-style-type: none"> ◆ There is a continuation of the decline in paid attendees, which resulted in a deficit of \$7,000 in 2009. The year ended with 51 paid members, all except Florida. ◆ Better than budgeted sponsorship revenue, investment income and auction proceeds allowed total revenue to meet the budgeted target, even though registration fees fell short for both meetings. ◆ Total expenses, however, exceeded budget by about \$7,400. The spring meeting in Indianapolis was the primary factor, which included a \$4,200 <u>attrition</u> charge. <ul style="list-style-type: none"> ◆ [<u>Attrition</u> is a term commonly used in hotel contracts dealing with a commitment to use a certain number of sleeping rooms. In return, CSAP gets meeting space for a discount or at no charge. In Indy, for the first time since 1999, CSAP fell short of its commitment by about 30 sleeping room nights. This was due to fewer attendees, possibly people sharing rooms, or perhaps people staying in other hotels. Because of this shortfall, CSAP got hit with an "attrition charge". The contract for this spring meeting in San Antonio does not have an attrition clause and we're in good shape on the number of sleeping rooms. Additionally, CSAP does not make a sleeping room commitment for fall meetings since most attendees are there for ASHA and have many more options in terms of places to stay. ◆ A concern is the general decline in attendees at CSAP. This has ripple effects on registration fees, auction proceeds, etc. ◆ The meeting in New Orleans came in about \$783 favorable to budget as expenses were sharply reduced.

Exhibit B of his report shows that 48 state associations have paid membership. Maine, ND, overseas, and D.C. have not paid. Judi will talk to D.C. who plans to attend the conference. Lonnie suggested two methods to increase state association participation: give-aways or a drawing for reduced registration fees at the conference.

<p>Exhibit B</p> <p><i>Current</i></p> <p><i>Year-To-Date</i></p> <p><i>Performance</i></p> <p>[as of 5/3/10]</p>	<ul style="list-style-type: none"> ◆ Membership dues currently reflect 48 paid members (unpaid members: Maine, North Dakota, Overseas and DC). ◆ Spring meeting revenues are expected to meet the budgeted amount. Forty-two paid attendees have registered at this time, compared with 45 at this time last year. ◆ A successful auction will be important to position CSAP for the rest of the year. ◆ Total spring meeting expenses are projected to be within budget. ◆ EBS is again sponsoring the auction/reception along with a Year-Round Leadership Circle sponsorship totaling \$4,500. ◆ INVO is sponsoring at the Friends Circle level (\$1,000) along with providing the bags (\$250). ◆ To date, a total of \$6,050 in corporate sponsorships has been committed. Another \$1,000 from TSHA is expected.
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Lonnie suggested the following for increasing revenue ideas:

- CSAP needs to get more **SPONSORSHIPS**. Pearson is coming back in the Fall – sponsoring the luncheon. EBS is sponsoring the reception and auction for the spring conference.
 - Many sponsors are reducing their booth sizes at various conventions. Board members should consider exhibitors who may be interested in sponsoring.
 - May want to consider tables outside the meeting for sponsors. With a two day conference in the spring, sponsors may be interested in having a booth. Might consider a round table to promote their products. If presenter can come up with learner outcomes – CEs can be provided.
- May want to consider “raising” CSAP dues but this is soon after the last raise (2007). At that time, we did away with the Regionalization Plan
- Continue to market/invite AAA Leadership to attend our meetings. They could receive leadership training by attending our meetings.
- Consider an Alumnae Rate for past presidents to attend the meetings.
- Revisit our investments – consider putting 1/3 of funds in a more aggressive account.

Lonnie wanted board members to review the CSAP Travel Policy. Members need to submit reimbursements as soon as possible. Once he receives the request he will forward the reimbursements to CSAP. This will alleviate members having to wait more than a month or so for reimbursement. See policy – (Appendix 1)

Activities Of The Business Office / Issues For Discussion

Liz Thomas was introduced to the Board. She has been with Craven Management since January. This is her first CSAP meeting.

Craven reported that they closed the fiscal year records; filed an extension for filing of Form 990-EZ (due by August 15, 2010). Additionally, they have provided detailed financial reports to Board; prepared financial summary of fall meeting; and mailed membership renewals and subsequent reminders.

In preparation of the 2010 Spring Meeting, they created a database for meeting; prepared and mailed registration materials; posted meeting information on web site; coordinated with April on local arrangement matters - parties for the social event; communicated with The Menger Hotel to prepare for the meeting; coordinated with Board and committee members to prepare reports and packets for meeting; mailed Newcomers packets (14); and solicited corporate sponsors (\$6,050 to date)

Spring Meeting Data was reviewed. It is noted that there are 42 paid attendees at the meeting (compared to 45 paid last year). There are fourteen newcomers and three last-timers at the spring meeting. Thirty states are represented, compared to 31 last year. One management office staff and one convention chair are registered compared to two office staff last year

Future Meetings include:

- Fall meeting 2010: Hotel TBD (Philadelphia, PA) **November 17, 2010**
- Fall Executive Board Meeting: **Tuesday, November 16, 2010**
- Spring 2011: May 20-21 – Charleston, SC

Craven reported on updates related to Technology Services. They have updated State Association contact information and presidential information on a weekly basis as required from receipt of change forms. Other changes include the new President's Message, 2010 Executive Board and Committees, and short bios for the Executive Board and Committees.

Meeting notes from the 2009 fall meeting, along with the photo gallery, have been added to the website. E-newsletters have been uploaded to the website. An extension for the Nancy McKinley Leadership Award was posted to the website. Links have been added on the home page for Facebook, LinkedIn, the Post A Meeting form and ASHA. The CSAP past president's listed has been updated.

Future Activities (June - Nov) include:

July

- Post spring meeting information to web site by mid-July
- Coordinate with Nominations committee for ballot

August

- Finalize forms, details of Fall meeting with Judith / Lonnie / LA
- Finalize ballots

September

- Mail Pre-registration packets by September 1 for Fall meeting (November 17)
- Coordinate with Nominations committee to mail ballots
- Email committee pool form to members

October

- Administer pre-registration for Fall meeting
- Begin Budget process; provide preliminary budget to Treasurer and 3Ps
- Ongoing contact with LA / hotel

November

- Discuss details for Spring meeting with Carol / LA
- Fall Meeting / Board meeting
- Prepare and mail dues renewals to states

Craven posed the following Issues for Discussion

1. Sponsorship Program update
2. Review of CSAP financial reports
 - a. Investments have gone up 7% since last year
 - b. Vanguard has majority of funds (mixed funds) - safe investments
 - a. \$55,000 in Vanguard
 - b. Money markets 22%
 - c. Index 78%

President's Report

Judi reported that to encourage participation by AAA leadership, CSAP sent 10 e-mails and 12 hard mail invitations to AAA presidents. It was noted that 27 states did not have a AAA group and 2 states had no contact information on their website.

Judi has worked with the management firm and ASHA on programming for the spring conference. She worked with the management firm and ASHA on brochure.

In preparation for the fall meeting, she is trying to determine a theme for Philadelphia. She reported that Nancy Swigert wants to come to talk about "Taking care of Convention Speakers". Other topic ideas are to focus on conventions. She is planning a panel discussion on financial issues.

President Keller announced her goals for summer –

1. Re-write the Policy and Procedures Manual.
2. Manual needs to be on-line. (Currently only the by-laws are online)
3. Strategic Plan needs to be reviewed.
4. Work with Management Firm to finalize the Philadelphia conference.

President-Elect's Report

Carol reported the following communication with members since the fall meeting:

- A. Broadcasts sent to CSAP members regarding membership brochures
- B. Broadcasts sent to CSAP members requesting input on tele-seminar topics
- C. Newsletter reviewed for editing, as requested
- D. Facebook page messages sent out to members
 - i. Announcing new state pages
 - ii. ASHA Schools Survey
 - iii. Auction pictures

In addition, Carol has collaborated with the CSAP management firm regarding the planned tele-seminar, which is scheduled for June 24, 2010 at 7:00 CST. Technology options for tele-seminar were discussed with the firm detailing information regarding Adobe Connect Pro. Craven will allow CSAP to conduct the first Tele-seminar, Marketing 101, as a "Trial Run" using the Adobe Connect Pro

Adobe Connect Pro – provides the option to have looping for Tele-seminar presenters. It has a chat screen feature, and other pods; a white board for Board meeting members; a feature to record seminars; power point visibility while seeing the presenter; and it is LIVE. The record feature would allow members to watch the seminar at a later time for a fee.

For CSAP to use this license it would cost \$500 for an annual fee (per Diane Yenerall). There is a toll-free number. If members wanted to watch the recorded seminars at a later date, CSAP would need to set up a URL link for viewing; make payment arrangements for participants; talk to presenters re: copyright issues; and determine if there is the ability to "re-watch" the presentation without having to start at the beginning if interrupted during a viewing.

The following are actions Carol plans to take:

1. Finalize tele-seminar plans and discuss financial/time implications with Craven Management.
2. Determine topic for fall tele-seminar
3. Finalize membership brochure "shell" for CSAP to have as a resource for state associations to be given at Fall meeting.
 - a. Create a committee to work on this
 - b. Things to consider: Mentoring, lobbying, communicating benefits to membership
4. Consider: How would CSAP apply for CEs? CSAP does not have a CE Administrator.

Past-President's Report

Sherry reported that she has:

- Collaborated with President and assisted as needed
- Collaborated with the President-Elect about the spring conference presentation
- Coordinated the Joint Committee meeting on 5-16-10

Her future interests include:

- Revitalize the CSAP Advisory Board- confirm how it is stated in the minutes
- Work with the Executive Board to finalize the Strategic Long Range Plan by 10/10.
- Collaborate with the President to complete assignments for updates to the Constitutions and Bylaws and Policies and Procedures. Portions of the manual will be divided among EB members to complete and revise.
- Providing the H.E.L.P. form at the beginning of the CSAP meeting.

Joint Committee Report

Sherry Curtiss reported that Joint Committee members are scheduled to meet at the conclusion of the spring meeting. Sherry has sent an email with agenda items for discussion. H.E.L.P. forms to be given to meeting participants at the beginning of the meeting.

Local Arrangements Fall 09

Ralph Belsterling has been in contact with President Keller regarding plans for the fall social in Philadelphia. Plans include a China Town dinner at the Imperial Garden. An artist come in to do Chinese character drawings and writings. Ralph reports that he is looking at some other venue - fortunes.

Commissioner on Issues/Planning

Time and Place Committee

Robbie Jackson reported that no other applications have been submitted for the 2012 meeting. Only Alaska has submitted a proposal. The committee on Issues and Planning is recommending CSAP accept Alaska's proposal.

Commissioner On Communication And Technology

Commissioner, Erica Chatelain, reported that Molly Thompson is a committee member and the newsletter editor. Erica's focus has been the website. She and her committee have created a policy for updating the website. (Appendix 2)

Erica reported that to update the website, Craven Management has proposed a cost of **\$2500**. Her ongoing goal is to provide detailed budgetary information at the Fall Executive Board meeting and Budget meeting.

E-Newsletter Report

Erica Chatelain, Commissioner of Communications and Technology, reported for Molly Thompson. Diane Collins is a member of the newsletter committee. The newsletter has been printed monthly with both Molly and Diane sharing editorial responsibilities.

The calendar is set for the year. Later months (July – December) need topics. Board members are asked to consider topic ideas and send them to Erica and Molly.

Discussion ensued regarding the frequency of the newsletters. The Board discussed that “monthly newsletters” may be too frequent; however “quarterly” is considered too long. It has been recommended that the newsletter be created bi-monthly, starting in June. Erica will convey this recommendation to Molly and Diane.

Nominations

Tara Gregori and her committee will be requesting nominations at this meeting and throughout the summer. Ballots will be mailed in September. One ballot is mailed per state association.

Nancy McKinley Leadership Award

Ellayne Ganzfried will be in attendance to present the Leadership award to one of the recipients. This year, the committee had two very deserving individuals and asked the board to allow them to recognize both individuals – one a speech language pathologist (Cherry Wright) and the other an audiologist (Donna Fisher Smiley). The \$1000 award will be split between both state associations, Arkansas and Texas.

OLD BUSINESS

1. Listserv discussion – recent emails from CSAPers have prompted discussion regarding how the listserv responses are compiled.
Action: The results of the vote from the Fall Meeting will be conveyed to the membership during the Business meeting. It is the belief of the board that this will answer the questions members had regarding the current method of responding to the listserv questions. Members will be directed to the website where past discussions are posted with summaries of the responses.
2. CSAP was incorporated in December, in the state of Michigan.
3. Strategic Plan – needs to be updated with input from all parties or recommendation of continuation of current. What is posted on the website is one that is seven years old. A new plan has been completed by Liz Stevens. It still needs to be updated.

NEW BUSINESS

1. CSAP Executive Board meeting scheduled for Tuesday, November 16, 2010 at 8:00 a.m.
2. Vote taken on 2012 Spring Conference location
 - a. Alaska
 - b. Announcement of location to be made during Business meeting

3. Fall Minutes (with noted corrections) were approved by a vote of the Executive Board members:
Sherry Curtiss, Lonnie Harris, Carol Fleming

Announcement - Thursday night is the ASHA Welcome Reception from 6-7 pm

Meeting was adjourned at 3:45 p.m.

Appendix 1

CSAP TRAVEL POLICY

1. **Transportation expenses** for elected Executive Board members (President, President-Elect, Past President, Treasurer and Secretary) will be reimbursed. As voted on at the November 2009 Executive Board meeting, transportation expenses which would include air, car, bus, train will be reimbursed at the fixed amount of **\$350.00**. Executive Board members whose expenses go over the fixed amount will be responsible for the additional travel expenses. Expenses that come under the fixed amount will be reimbursed at the exact amount of the travel expense. Transportation expenses do not include parking, cabs or shuttle expenses.
2. **Hotel expenses** will be reimbursed for Executive Board members for attendance at the board meeting and fall and spring conferences. Elected officers (President, President-Elect, Past President, Treasurer and Secretary) will be reimbursed for three approved hotel nights at the spring meeting and three hotel nights for the fall meeting. Commissioners will be reimbursed for one hotel night for the fall and one hotel night for the spring meeting. Committee chairpersons may be reimbursed one hotel night for any meeting if approved by the President. Hotel expenses will be reimbursed up to \$200.00 per night. Any expense over the **\$200.00** per night approved reimbursement rate will be the responsibility of the Executive Board member. Any hotel expense under the \$200.00 per night rate will be reimbursed for the exact amount of the hotel bill.
3. **Meeting registration fees to the CSAP Conferences in the fall and spring will be paid for elected officers** and includes lunches that are covered by registration fees. Registration may be paid for commissioners who are no longer state officers. *Social events will be paid for by the elected Executive Board members.* In addition, ASHA staff who are invited to attend the CSAP conferences are responsible to pay the cost of the social beginning in the Spring 2009.
4. **There is no food allowance.** Meals that are not covered by registration or at Executive Board meetings will be at the expense of the board member.
5. Expense vouchers are to be submitted to the Treasurer within one month following the meeting. Receipts are required for all reimbursements.

6. Expenses not covered by the travel policy must be pre-approved by the Treasurer and the President.
7. It is expected that CSAP Staff expenses will be consistent with those of the volunteer members of CSAP.

Adopted November, 2002

Revised November, 2008

Revised November 2009

Appendix 2

Policy for updating Website

- I. Major Re-vamping to website
 - a. Should occur every 3 years, beginning January 2011
 - i. May include redesign of any of the following on the website
 1. Moving Logo
 2. Changing colors
 3. Changing fonts
 4. Adding pictures (archiving photos with meeting notes)
 5. Rearranging pictures and logos
 6. Highlighting of sponsors
 - b. Costs
 - i. Should be budgeted for every 3 years—approximately \$2500 (give or take a little based on number of changes)
 - ii. CSAP may want to consider funding alternatives
 1. Would states want to donate to have their state highlighted on the website?
 2. Would sponsors want to donate to have extra coverage on the site?
 - c. Timeline
 - i. Possible changes to website should be “brainstormed” the year prior to the change and presented at the fall board meeting prior to the initiation of change that would begin in January (i.e. plans should be made in 2010, presented at the Fall 2010 board meeting, and initiated in January 2011)
- II. Yearly re-vamping to website
 - a. Occurs yearly and is overseen by CSAP Executive Director and Commission of Technology
 - b. Includes updating website with new officers, ensuring access to newsletters and policy manual, updating meeting minutes, posting conference information, and updating officers from each state
 - c. Cost for updates is included in contract with Executive Director (\$2500)
 - d. Archive photos from meetings. Could be kept with meeting notes as a photo album. This allows a history to be kept of the association. Would suggest labels and titles for individuals in the pictures.