Okay, CSAP friends, before I began writing this article, I was seriously sitting back in my office chair with my fingers locked above my head staring into space. Something then nudged me and said, “Hey, you! You need to be writing your article.” And, I thought, “What was I just thinking about?” Guess what it was? I was thinking about how happy and proud I am to be a speech-language pathologist. I had just been reading a compliment someone sent me, and I sat back to think about what makes me happy, and my thoughts immediately turned to what we have recently achieved in North Carolina.

While in Indianapolis, I was impressed to hear from the many states about how you were moving forward with advocacy. South Dakota demonstrated their Public Service Announcements, Arkansas and other states talked about how they were connecting with members on Facebook generating improved grassroots advocacy, Ohio shared information on their event of sponsored silence at a university basketball game that was televised, and on and on. Then, we also learned that Massachusetts continues to spend money for lobbying because of one legislator who annually brings up professionally fruitless legislation to pacify a minority of folks. You hear the success stories, and you are so proud and engaged. You hear the horror stories and are angered and cannot even imagine. Until…….

Until it happens to you! I was in radiology one day at the end of May when I began to receive pages, texts, Facebook messages that indicated that I had to be in on an emergency conference call as Chair of the Professional Affairs Committee for NCSHLA. The next three weeks from that time were a nightmare. The Health and Human Services sub-committee in the NC House was suggesting over $265 million dollars in budget cuts that would include elimination of ST, PT, and OT from the adult Medicaid program and which would eliminate 80% of the services provided to children, birth to 20 years old. Speech-Language Pathologists in our state began the most amazing campaign of grassroots advocacy. It was phenomenal. We teamed up with ASHA with our state representative, Janice Brannon, to make sure that our action alerts were sent to all ASHA-certified therapists even

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We engaged media collaborations. We connected and re-connected with therapists all over this state who would have lost their jobs by such a large cut. We engaged parents and had them accompany us to town hall meetings to share their stories. Finally, when the suggested budget cuts passed the HHS subcommittee to go to the chairs of the full finance committee, we called, emailed, and wrote those eight chairs to the extent that we shut down inboxes and other messaging systems. In a few days, legislation was proposed by one of our representatives who is a PT to put the $16 million dollars they were proposing to cut back into the budget avoiding the elimination. The vote passed the house. Four days later, concerned citizens rallied at our state capitol in Raleigh, NC. Of the over 300 people there, greater than 160 were speech-language pathologists dressed in black with ST badges.

The fight is not over; as you know, it never is. The House and Senate subcommittee are now reviewing the suggested cuts and revenue packages, but we certainly made a difference. You know what made the most difference? We were able to demonstrate with sound, credible evidence that cutting $16 million dollars from the budget would equal catastrophic financial crisis in our state in loss of state income tax, sales tax, etc. from therapists losing their jobs, not to mention the wear and tear on the medical system with people getting sicker and costing more to the state economy. Additionally, we had three business owners for speech-language pathology services that hired a publicist and a lawyer to help best direct our communications. Moreover, our legislative advocate, Peyton Maynard, was the biggest star as he kept us informed and on point at the right times.

Here was what was most phenomenal and maybe the moral of my story. Many of you received our NCSHLA President’s message over the CSAP Broadcast that introduced our crisis. Well, our state heard from our CSAP leaders, too. Thank you to those who wrote our Governor and who advocated on our behalf. The resources that I had learned about at CSAP were able to help our state as we moved into organization to save our profession and to save the independence and lives of those we treat. Isn’t it amazing how you touch someone’s life in a way that uplifts them, that motivates them to be better than they ever thought? See, that’s what I think CSAP is all about.

*DOES YOUR STATE HAVE A POLITICAL ACTION COMMITTEE?*

By Judith P. Keller, President –Elect, CSAP

(Judith Keller, is the Past President of the Texas Speech-Language-Hearing Association and a member of the TSHA Political Action Committee. She has also served on the ASHA Political Action Committee and presented on “Secrets to PAC Success. "If You Build It, They will Come" at the ASHA State Association Workshop in May 2009.)

Is your state association dependent on a state agency to grant or oversee licensure? Does your state even have licensure? What about reimbursement! Are there state agencies which regulate reimbursement policy in your state? What about educational agencies which determine policy in public schools with funding from the state legislature – do you have this in your state? Most of us can answer yes to all of these questions.

Most states have regulatory or oversight agencies that were created by a state legislature. The policy makers in our states determine whether we will have licenses to practice our professions or be reimbursed for our services with state or federal money.
Most of us are dependent on our state legislatures to determine policy in our public schools and in higher education. How do we talk to these policy makers and influence their decisions regarding issues that affect our professions? Political Action Committees (PAC) are an important aspect of American politics and exist legally as a means for corporations, trade unions and state associations to make donations to candidates for federal and state office. If your state association does not have a PAC, you may be missing an opportunity to represent your profession and those individuals whom you serve!

PACs have been around in one form or another since the middle of the 19th century but did not become truly effective and influential until 1974 with the comprehensive campaign financing act when public financing of presidential campaigns was established. Today, there are nearly 5,000 PACs in existence. Each PAC lobbies for a cause or a product or an ideal. PACs are governed and regulated. Your state association will be required to follow these regulations.

The benefits of a PAC can be enormous. Your state association’s PAC may provide support for your legislative champions, provide your membership with the opportunity to participate in the political process, add substance and power to your cause and raise the profile of your state association. If you feel that this is something that your state association needs, here are some steps to follow:

- Develop a general knowledge about PACS;
- Visit your state’s legislative website for information on the formulation of a PAC (Each state as different guidelines!);
- Establish a timeline for the implementation;
- Select key members of the association to be a part of the PAC and work to involve as many members as possible;
- Develop a Mission Statement and Goals. Write Bylaws and create a board or committee to oversee the PAC, consider having a Treasurer, Assistant Treasurer, Chair and a Secretary
- Develop operating policies and guidelines for contributions;
- Open a separate bank account for PAC contributions
- Consider how you will communicate with your membership (brochures? Website? E-mail? Newsletters? Special meetings and events?).

How do you raise funds for the PAC? Here are some fundraising ideas that work!

- Peer-to-peer solicitations
- Dues check off
- E-mail solicitations
- Direct mail solicitations
- Annual meetings
- Fundraising events
- Sweepstakes or raffles
- Recognition gifts

To whom should you consider giving PAC dollars? Look for key jurisdictional committee members, legislative members who are in leadership positions, legislative champions or legislative members in competitive races and policy makers who know about and believe in your cause.

For help organizing a PAC in your state, consider calling a neighboring state with a well-established PAC or contact the American Speech-Language-Hearing Association Political Action Committee, Marion Hammett, Chair at mhammett@memphis.edu or Judith Keller at judith.keller@ttuhsc.edu.
A MESSAGE FROM CSAP’S PAST PRESIDENT—Liz Stevens

Welcome to CSAP, new Presidents and Presidents-Elects! Salutations to those who are continuing in their state association leadership roles. Farewell and kudos to those Presidents or Past Presidents who are leaving us. You, as state leaders, join a unique organization which is exclusive in its membership—there is no other group like it; well, almost, because I happen to know, as a past president of the Michigan Speech-Language-Hearing Association (MSHA), that every May the governors of all 50 states meet for a conference on Mackinac Island between Michigan’s upper and lower peninsulas. I do not know who started meeting first, the governors or CSAP (in 1975), but we are in excellent company!

We are well trained as professionals: audiologists and speech-language pathologists, clinicians in school settings and in health care, speech and hearing scientists, clinical supervisors, administrators, researchers and academics. However, our leadership roles and responsibilities are for the most part ones, which presented themselves to us, and we took them on often without sufficient preparation or thought about what the job entailed. (Or for some, we took the role on, despite misgivings, knowing full well what we were getting into, at the urging of colleagues!) However, you came into your leadership role, CSAP is the place where we come together to support one another and our state associations by sharing what we know. Not long ago, I had the occasion to assist someone referred to me by MSHA with a knotty professional problem. After we had come to resolution the person was both extremely grateful and at the same time apologetic. She felt indebted to me and uncomfortable without any way to repay me for my counsel. My reply was simply to “pass it on.” Her obligation was only to help out another person in need who came to her with a problem. So it is with CSAP, we share what we have to better our associations for all; there is no inherent competition but truly collaboration within this organization.

As I complete my year as Past President of CSAP, I depart hoping that I have assisted this great organization in some small way to move forward. Since unsolicited advice is rarely heeded, I refrain from burdening you with my views on leadership, in particular as it applies to that of state associations. What I can recommend to you, however, is that you explore and utilize all the resources CSAP has to offer you: teleseminars, meetings, newsletters, broadcast list, resources on the CSAP website, Executive Board, office management, connection with fellow state association leaders. Ask questions. The worst that can happen is that your email inbox is flooded with more responses than you can handle! I will guarantee that your query will not go unanswered. If no response is forthcoming, then contact the President or any Board member. It is our duty and pleasure to assist you.

Do check out some of the leadership articles I have written which are on the CSAP website (See accompanying list of “Liz’s Top Picks for State Association Leaders”). I am currently working on two final items for the website: a guide on scoring and interpreting the ‘leadership questionnaire’ adapted from John Maxwell and a “Let’s talk about leadership” article centered on the work of Stephen Covey.

In sum, the leadership we show within our state associations grows and blossoms and may transfer to other venues. In all that we do, our responsibility is to lead our organizations forward and to equip those who follow. On a personal level we are constantly learning, growing and changing.

I look forward to seeing many of you in New Orleans this fall! Our President, Sherry Curtiss, is preparing another outstanding conference for you. Don’t miss out. Please join us. We are CSAP: Where Leaders Meet!
“Liz’s Top Picks for State Association Leaders”

Websites:

www.asha.org/advocacy/stateleaders/BuildingBlocks

Building Blocks for state associations; ASHA has collected links to various helpful resources including web sites and/or PDF files which show you how to enhance the operation of your association with information on working w/management companies, writing by laws, etc.

www.jblockinc.com/

Jean Block, our conference speaker (May 2008), provided us with a wealth of information. An expert on nonprofits, Jean provides both training and planning services. Her website provides a link to a free newsletter which she authors.

www.mnaonline.org/effect.asp

Site of Michigan Nonprofit association which has resources for organizations including the helpful “Basic Infrastructure Checklist” and a checklist for assessing the health of the organization’s many activities, “Principles and Practices: Assessment Tool.” Includes many helpful links. (note- other states may have similar organizations; check out your state nonprofit association).

Resources on CSAP’s website:

Handouts from past conferences (under Resources). Check out those on topics of interest to you. For example, choose from “Best Practices of Best Boards” & “Fast Fundraising Facts For Fame & Fortune” presentations by Jean Block (Spring 2008); Tip Sheets on Branding, Brochures, Media, PR, Website (Spring 2005).

B Brags—read about all the great things states are doing/have done to get ideas. Found in the Resources section.

Contact other states’ officers and check out states’ websites under ”Who’s Who” section

(While you are looking up others, make sure your own state information is current! Contact the CSAP Office to update).

Books about Leadership/Management/Personal Growth:

NOTE: I include here not only books on leadership, but also those, which inform us about our own character development. In the words of John Maxwell (2007):

“Most people approach success from the outside in. But to achieve real success, you have to do it from the inside out. Focus on your character, and your whole life improves.”

My journey began in the late 70’s when I began reading books on “time management.” Over time I learned that it was not about managing my time better, but about managing myself and my personal choices. After taking a Dale Carnegie course in the early 80’s and finding Stephen Covey’s work in the early 90’s, I continue to read, learn and grow.
Recommended:


Also good are books published through the Harvard Business School Press (//harvardbusiness.org)

**Tips for state leaders-possibly untapped/underutilized resources:**

- Approach university faculty, specifically those within business schools, about availability of students to do service-learning projects for your state association. Possible projects could include: developing a marketing plan, analyzing the organization’s financial status with suggestions for investments, etc.

- Need speakers on various topics for board development? Consider contacting a local Toastmaster’s Club—for ‘free’ speakers who could address various topics for your organization.

- Looking for help with various functions within your state organizations, e.g., accounting, legal services? Recruit spouses or relatives of members of your state association who may donate some services pro bono. Put a “Wanted” notice in your state newsletter and see if anyone steps forward.

Need additional volunteer help with your annual conference? Invite retired members who would enjoy the recognition and opportunity to network with colleagues in exchange for a complimentary lunch. Establish a special place for retirees within your association through the RSVP group (Retired Speech-Pathologist/Audiologist Volunteer Pool)

**Notes from Paulette Gentry, Commissioner on Issues and Planning**

Our spring conference was another CSAP success! Great things just happen when you bring together great leaders from all over the states. We had 16 newcomers join us. They were welcomed to CSAP at the Newcomers Luncheon. Throughout the conference, they were welcomed and actively invited to join and participate in the entire goings on of CSAP. They quickly acclimated and became the high bidders at the auction, selling 50-50 chances and eventually winning the 50-50 raffle.

The evaluation results were very favorable. All the presentations received high scores, 1 or 2s. Members reported the most beneficial information was from the legislative advocacy and by-laws presentations and the breakout roundtable discussions with the states. Eighty-one percent (81%) of the members responded that they would be willing to participate in an evening teleconference. There were several positive comments plus a strong rating on the Live Auction. We will include the recommendations provided in our planning for the upcoming conferences.
HOSTING CSAP CONFERENCE, SPRING 2012

Please remember to submit proposals to the Commissioner on Issues and Planning if you wish to be considered for the **hosting of CSAP Spring Conference 2012**. I know many states were interested in submitting proposals in Indianapolis, so get these in by **September 10, 2009**. Your local area Chambers of Commerce or your Department of Tourism would be excellent resources in providing you with all the necessary information that must be included in the proposals.

*Your proposal must include the following:*

* a letter from the association president indicating a commitment to host the May CSAP meeting;
* a designated city and state in a geographical area unrelated to the prior and/or subsequent fall ASHA convention locations;
* hotel recommendations (3 or 4 choices)
* a brief summary of air/public transportation accessibility;
* a list of unique group activities and projected cost for each; and
* a brief list of things to do during free times

If you have any questions, please feel free to contact me. We look forward to hearing from you!

Erica Chatelain, Time and Place Committee Chair, echatelain@thespeechpath.com

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**ELECTIONS IN SEPTEMBER FOR CSAP OFFICERS!!**

In September, all CSAP state presidents will receive ballots for the following nominees:

**President**

Carol Fleming, Arkansas

Sindy Sands, Washington

**Treasurer**

Lucinda Gibson, Mississippi

Lonnie Harris, Kentucky

Please Vote!!!

**Nominations committee:**

Molly Thompson, Alaska, Chair; Lizbeth Stevens, Michigan;

Jean Zimmer, Missouri
Forging Friendships and Increasing State Association Memberships Through the World of Facebook

Facebook is a great way to stay connected with friends, family and colleagues. Founded in 2004, it is a rapidly growing social network serving more than 130 million active users. With Facebook, you choose how private or public you want your information to be. You are able to control who sees your information. No one can access your page unless you allow them to be a “friend”, someone you want to stay in touch with, keep up with and connect with.

In January, CSAP created a page on Facebook. Since then, many state association leaders have joined and become a member of the CSAP page. As a matter of fact, many joined while attending the CSAP Spring Meeting in Indianapolis. We currently have 40 members on our CSAP page. We’d like to have more.

Like ASHA, the Georgia Speech-Language-Hearing Association, the Speech-Language-Hearing Association of Virginia, and the Louisiana Speech-Language-Hearing Association have a “Fan Page.” This allows anyone on Facebook to join their page and hear about the latest happenings in their state associations. Many other state associations have group pages under “Organizations – Non-Profit Organizations”. Some of those states are Alaska, Arkansas, Massachusetts, Michigan and North Carolina. Both the fan pages and membership groups offer another opportunity to network and reach the membership (as well as potential members) within the state.

As the world becomes more linked to the internet, associations are finding the need to utilize social networking venues to meet the needs of their membership. Facebook is offering the opportunity to get the word out to individuals who have not renewed their membership with the state association. It enables associations the ability to post information regarding upcoming webinars, conferences and legislative issues. Associations are finding that by sending the information via Facebook, it is reaching more individuals. Many bulk emails may be considered “spam” and not reach their intended target. Facebook alleviates that possibility.

For more information regarding how you can get involved on Facebook and start a page for your state association, contact me. I can be reached via: cbflem@swbell.net

Carol B. Fleming, M.S., CCC-SLP (AR)
Commissioner on Communication and Technology
New ASHA Benefit for State Associations - Web-Based Advocacy Services

As part of its state outreach initiative, ASHA is pleased to announce a new benefit for all recognized State Speech-Language-Hearing Associations (SSLHA). ASHA’s web-based advocacy service will enable SSLHAs to quickly and efficiently notify targeted individuals about state legislative, regulatory and public policy issues and encourage them to be directly involved in state advocacy efforts.

The process is simple: ASHA and the SSLHA will work together to develop legislative or regulatory advocacy alerts for ASHA members (and non-ASHA members who have opted-in to the system) in their state. In less than five minutes, the recipients will be able to send a sample editable email or letter through ASHA’s Take Action site directly to their legislators or state agencies. ASHA will also work with the SSLHA to develop a logo to represent the SSLHA, which will be included in the headers of all alerts and correspondence sent through the web-based advocacy service.

SSLHAs will soon receive an agreement that outlines the benefits and terms of use for these services. The agreement (as an addendum to SSLHA’s affiliation agreement with ASHA) details the procedures for developing the alert and letter and indicates that once forwarded to ASHA for content approval, the alert will be ready to send within two business days.

Should you have any questions or need further information, please contact your state advocacy team liaison: Janet Deppe at jdeppe@asha.org (ND, SD, NE, KS, OK, TX, MO, IA, MN, WI, IL, IN, MI); Rend Al-Mondhiry ral-mondhiry@asha.org (MA, NH, VT, NY, RI, CT, NJ, PA, DE, MD, OH, ME, DC); Janice Brannon jbrannon@asha.org (VA, WV, KY, NC, TN, SC, GA, FL, AL, MS, LA, AR); Eileen Crowe ecrowe@asha.org (HI, AK, CA, OR, WA, NV, ID, UT, AZ, NM, CO, WY, MT).

Submitted by: Rend Al-Mondhiry, State Advocacy Team Liaison

Do you use your CSAP website?

There is a wealth of information hidden within this site.

Do you have your next conference listed or your officers for this year?

Sometimes it is easy to forget to change information on a website.
Volunteer Leadership – An Evidence-Based Perspective  
(This article is based on a presentation at the 2009 ASHA State Association Workshop in Indianapolis, IL)  

By Arlene A. Pietranton, PhD, CAE, ASHA Executive Director  
apietranton@asha.org  

An engaged cadre of volunteers is essential to the success of any professional organization. Depending on the nature, size and age of the association, volunteers are not only the stewards and leaders, but often a substantial percent of – and sometimes the only – “workforce” of the organization. State speech-language-hearing associations, as well as ASHA, rely heavily on and benefit immeasurably from volunteer leaders. For example, in the aggregate, ASHA is the beneficiary of approximately 50 “full-time equivalents” annually of volunteer leadership, time and talent that works on behalf of the professions of audiology and speech-language pathology in collaboration with ASHA’s paid workforce of approximately 250 staff.

Clearly, all of our speech-language-hearing associations are seriously motivated to excel in the recruitment and retention of volunteers – and we can all share a wealth of anecdotal information regarding “what works” and “what hasn’t worked” … but, is there any “evidence”? Thankfully, the answer is YES! Thanks in particular to a recent publication from the American Association of Society Executives (ASAE) and the Center for Association Leadership http://www.asaecenter.org/ - The Decision to Volunteer (DTV).

The Decision to Volunteer is a study of the volunteering behavior of association members – both within the context of other civic activities (such as community volunteering) and one’s personal and professional situation. A random sample of members from 23 cosponsoring state and national associations (of which ASHA was one) participated in an internet survey fielded in November–December 2007. Participants were asked more than 30 questions, covering the following topics:

- Where do they perform their community volunteering?
- Where do they perform their association (professional) volunteering?
- How were they recruited, and what do they do?
- What motivates them to volunteer?
- If they do not volunteer, why not?
- What would encourage them to volunteer in the future?

Some of the key findings of the study include:

**Key Takeaways:**
Those who do not currently volunteer simply may not have been asked. Volunteers respond to a wide variety of motivations, incentives and recruitment strategies. Association volunteers are receptive to the career benefits of volunteering … but the opportunity to do something for a cause that is important to them still matters more. Volunteers follow different patterns of engagement, which may in turn affect satisfaction and turnover. Volunteers who serve an organization through largely informal activities may require additional organizational effort to track, support and recognize for their efforts.

**Ten Essential Points for Volunteer Programs:**
Know your membership  
No cookie-cutter approaches  
Link your volunteer program to your mission  
Match opportunities and skills  
Treat volunteer involvement as a member benefit  
Recognize all volunteer contributions  
Effective volunteer programs must be adequately resourced  
But money isn’t everything  
Train staff to work with volunteers  
Don’t write off the non-volunteer

Each of the above “takeaways” and “essential points for volunteer programs” are explored in depth in the DTV publication http://www.asaecenter.org/PublicationsResources/content.cfm?ItemNumber=35122. You might also want to check out a companion publication – The Decision to Join http://www.asaecenter.org/PublicationsResources/decisiontojoin.cfm?
Cont.—Volunteer Leadership

Resources
www.asaecenter.org

The Decision to Volunteer
The Decision to Join
www.Smithbucklin.com/smithinstitute

Future Generations and Association Participation
Where the Winners Meet
www.pointsoflight.org/resources/research/calculator/cfm

Corporation for National and Community Service www.cns.gov
By the People by Ellis and Campbell (2005)

CSAP Fall Meeting
November 18, 2009
Omni Royal Orleans Hotel
New Orleans, LA
Don’t forget to register!!!!
Come spend time eating Beignets, drinking Café au Lait, listening to jazz, drinking Hurricanes, eating shrimp, crawfish, jambalaya and...
OH yes, CSAP and ASHA
Dear CSAP Members,

Bienvenue! Welcome to Louisiana. As you make plans to attend CSAP, bear in mind the many opportunities to combine work and play in New Orleans. Whether you’re a first time visitor or coming back for more, you’ll find something to capture your interests, as well as your taste buds.

In order to get a feel for the city, try walking through the streets in and around the French Quarter. On most days, you can hear music played by street performers and see works in progress by artists around Jackson Square. Take a step back in time as you look around at the French and Spanish architecture dating back to the 1700’s. As you walk past the doors of bars and restaurants, you are also likely to hear music playing, which may entice you to go in and hear more, while the scents of different foods make your mouth water. Walk down Bourbon Street and peek in the doors to see what piques your interest. If you’ve never been to Pat O’Brien’s, don’t miss this favorite of locals and visitors, serving up hurricanes (the tasty kind), food and music.

One of the easiest things to find in New Orleans is good food. The difficult part is deciding what to eat and when. Many visitors have heard of the more famous restaurants, such as Brennan’s and Antoine’s. The ASHA Leader has featured an article by Cheryl Russell about places to eat in New Orleans, which you can view on the ASHA website. Another favorite is Danie’s Seafood in Bucktown, a short drive from the Omni Hotel. Café Giovanni offers an unpredictable but tasty culinary adventure, serving whatever the Chef’s fancy happens to be on the day you visit. Central Grocery on Decatur Street is open for lunch Tuesday through Saturday. There you can get a muffaletta (moo-fuh-lah-tuh) at the place where it was invented. New Orleanians and frequent visitors to the city also cite Delmonico Restaurant and Christian’s as two of their favorite places to eat, as well as Café DuMonde, of course. One tip for Café Du Monde: if it looks like all the tables are full, just hang around for a while. It’ll clear out and you’ll get your beignets so that you can have that signature powdery white trail on your bags and clothing. Bon appetit!

Have a great summer and hope to see you in Louisiana in November.

Heather Anderson, LSHA
CSAP Mission

The mission of CSAP is to:

provide leadership training for state speech-language-hearing association presidents
be a forum for collaboration and networking among these leaders
promote communication of professional matters between state speech-language-hearing associations, ASHA and other related national professional organizations

CSAP Executive Board

January 1, 2009 - December 31, 2009

President: Sherry Curtiss
President-Elect: Judith Keller
Past President: Lizbeth Stevens
Secretary: Ashley Northam
Treasurer: Charley Adams

Committee Chairs

January 1, 2009-December 31, 2009

Commissioner on Issues and Planning: C. Paulette Gentry
Commissioner on Communication and Technology: Carol Fleming
Nominations Committee: Molly Thompson, Chair
Time and Place Committee: Erica Chatelain, Chair
E-Newsletter Editor: Lucinda Gibson
Local Arrangements Fall 2009: Heather Anderson

Management Office

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