

**CSAP EXECUTIVE BOARD MEETING**  
**2005 Fall Meeting**  
**Wednesday, November 16th, 2005**  
**San Diego, California**  
**Manchester Grand Hyatt**

**1.0 Welcome and Call to Order**

President Ellayne Ganzfried called the meeting to order at 8:25am and provided a warm welcome to all the participants.

**2.0 Roll Call**

***Voting Members Present (Full Board):*** Ellayne Ganzfried, President (NY); Lisa O'Connor, Past President (CA); Ken Ruder, President-elect (OH); Ann Bilodeau, Secretary (IN); Amy Goldman, Treasurer (PA).

***Non-Voting Present:*** Carol Fleming, Commissioner on Communication and Technology (AR); Robert Craven and Theresa Zamagias, Craven Management Associates.

***Absent:*** Pat Van Slyke, Commissioner on Issues and Planning (IL); Angela Mandas, Local Arrangements (CA).

**3.0 Announcements**

President Ganzfried reminded the board about the Newcomer's Breakfast scheduled for Thursday, November 17th at 7:20am in Cunningham C. Welcome Reception 6-9 pm this evening in Betsey A and B. The CSAP Meeting will be held in Manchester E and F. Ms. Zamagias noted 16 newcomers registered for the luncheon.

**4.0 Approval of Minutes**

A **MOTION** by Amy Goldman (PA) and seconded by Ken Ruder (OH) was passed to *approve the minutes from the May 12, 2005 CSAP Executive Board Meeting held in Minneapolis, Minnesota.*

**5.0 Board Reports**

**5.1 President Ellayne Ganzfried (NY)**

1. Coordinated Activities of commissions and committees
2. Coordinated and oversaw implementation of the strategic plan
3. Preparation for fall meeting:

This year's theme is "Challenges, Changes, and Choices for State Associations". Prepared entire program and worked with CSAP office on all relevant details and brochure. Worked closely with Angela Mandas, local arrangements chair, to plan meeting and social events. Agendas prepared for both the Executive Board and general business meetings. Input was sought from Board and committee members.

Region I States were sent information regarding the regionalization plan and requested

to contribute a minimum of \$100 for the spring meeting. A reminder was sent on October 13<sup>th</sup>. Hawaii, Washington, Oregon contributed at least the minimum with California contributing \$500. Calls were made to the Presidents of the other associations to follow-up. In addition we received \$500 from New York. Was in contact with Lisa O'Connor, Immediate Past president, regarding sponsorships and other donations for the fall meeting.

4. Worked with CSAP Management firm to prepare and distribute information for meeting as well as day-to day activities of CSAP. Reviewed contract and discussed contract renewal with Bob Craven and CSAP leadership. Theresa and Bob have been invaluable resources and have worked closely with the Board throughout the year.
5. Served as a representative on the ASHA/CSAP Joint Committee
6. Scheduled three-way calls for leadership from CSAP. We have had two leadership calls with all three members of leadership and have spoken with Lisa O'Connor and Ken Ruder several other times throughout the year.
7. Maintain President portion of the Policy and Procedure Manual
8. Served as Ad Hoc member of the Nancy McKinley Leadership Award Committee and coordinated a conference call to discuss details.
9. Worked with Lynn Flahive, Nominations, and Lisa O'Connor on the election. Contacted all those that ran for office to advise of outcome.
10. Reviewed Policy and Procedures Manual and worked with Lisa O'Connor and CSAP office to approve revisions and changes to bylaws to be presented at this meeting.
11. Sought input from the Board for Craven Management's Annual Performance Evaluation which will be conducted during this meeting by CSAP leadership.

## **5.2 President-elect Ken Ruder (OH)**

Reported on teleconferences over the past year. Three were completed and the last one was canceled due to limited registration. Of those completed, all had over six participants. Recommended investigation of new technology for conferencing. Discussed further under new business.

## **5.3 Past President Lisa O'Connor (CA)**

1. Advisory Role - As requested by the President, Reviewed a draft of the fall conference program and provided input. Participated in at least two three P calls, and during the most recent call, November 7, 2005, provided detailed information regarding the proposed budget for 2006.
2. Joint Committee - As the Chair of the CSAP contingent, I have been in touch with Joe Montano, 2005 Chair of the Joint Committee, concerning documents generated as a result of the spring meeting. I have been in touch with Joe Montano regarding agenda items for the fall meeting.
3. Nominating Committee – Worked closely with Lynn Flahive, the Nominating Committee Chair, assisting her in the development of a slate of nominees for the board positions available for 2006. Announced that the President Elect is Theresa Rodgers of Louisiana, and Carol Fleming will be the Treasurer.

4. LC Liaison – Ken Bouchard did not attend the spring CSAP meeting and so I provided the LC report; will do the same at the fall meeting if Ken is not in attendance.
5. Corporate donations – Sent thank you notes to those who sponsored events at our spring meeting. Fall donations – VitalStim a division of Chattanooga Group is the sponsor of our fall welcome reception, Whisper Phones will sponsor our luncheon on Thursday, and will provide product for each state association president. AGS will sponsor the “breaks” at this meeting. Our sponsorship program generated \$5,500 for this fall meeting. Thank you notes will be sent to all the sponsors following the meeting.
6. Policy and Procedures Manual – Provided input to the president regarding a needed “clean-up” bylaw change concerning eligibility criteria for those running for office, and updated the Past Presidents section of the P and P manual to account for the change in responsibility for the corporate sponsorship program. Also suggested a change to the Operational Procedures manual regarding “Elections,” i.e. a statement that no one on the executive board should campaign for those running for office in a subsequent year.
7. E-newsletter – Accepted responsibility for publishing this new CSAP publication for this year. The first issue was on health care reimbursement, published in October of this year, and a second issue will be published sometime in January 2006. Suggested to the president that an actual editor be appointed at least every two years to work collaboratively with the Commissioner on Communication and Technology and that the publication, distributed through the web site, should come out at least 3 times per year. Desired topics were solicited from the membership and those are listed in the attached “Editor’s report” which appeared in the inaugural issue of this newsletter.
8. Suggested that an additional duty be included in Section 10, for the Commissioner on Communication and Technology that would read as follows:  
"4. Oversee the publication of the e-newsletter working collaboratively with the appointed editor for this publication."  
Of course this would be subject to board approval of such appointment.
9. Organizing CSAP Listserv items by category – at the spring meeting agreed to review past CSAP discussion list topics and see if they could be categorized for easier access and archiving. Theresa sent this listing to me and it exceeded 40 pages. Given the time it was going to take to reorganize all of this material, it was decided that it was best to simply proceed with our new policy of having the discussion lists categorized at the time topics came into the office for posting. Theresa agreed at the meeting that she would do so from that date forward.

#### **5.4 Treasurer Amy Goldman (PA)**

Per policy, signed checks, authorized expenditures in accordance with CSAP policy and reviewed monthly statements as well as annual report from Craven Management. Reported that CSAP is in a healthy financial situation despite deficit budget this year. Donations for Nancy McKinley Fund and for Katrina Relief put association in deficit budget; however, no concern given overall

strength of association finances. Also reported that all expense reports were completed in a timely manner for the Spring 2005 meeting.

### **5.5 Secretary Ann Bilodeau (IN)**

Minutes for the Executive Board meeting and Member Business Meeting were completed for the Minneapolis Spring 2005 CSAP conference.

Bring Brag and Moan (BBM) reports from member states were collected and collated into a new format. This led to development of a new form for members to complete prior to BBM sessions to aid in report collection. The new form has been distributed for use at this fall 2005 conference.

Operating Procedures have been reviewed. It is noted that Section 2 under "Website" (page 4) should be deleted given the board decision in spring 2005 to no longer utilize the website bulletin board.

The Strategic Plan was reviewed. It appears that many goals have been achieved and it is recommended that revision and update be conducted at this board meeting. Regarding goals I and III which encourage increased communication opportunities between member states, two proposals are provided below for board consideration:

1. As suggested by Michigan, a formal policy for members who request information on the listserv should be developed in which the requesting member collates all responses. This could be forwarded to management for posting on our website as appropriate and given approval of the Commissioner on Communication and Technology.
2. From feedback received at the Spring 2005 Conference, a database form was created along with input from Carol Fleming, Commissioner of Communication and Technology, that would serve as an *Association Profile*. A working draft was provided to this report for board consideration and discussion.

### **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 Goldman, CSAP is in a strong financial position. Over the last five years, net assets have increased at an annual rate of more than 15.5%. As of May 2, 2005, CSAP has total assets of \$107, 876. Of this amount, the long term reserve accounts are \$77,756. CSAP's reserve now stands at 119% of the 2005 budgeted expenses. Total Assets for all accounts as of 5/13/05: \$112,484 compared to last year's \$102, 625. Only one state, West Virginia, has not paid dues to date.

The following **MOTIONS** related to CSAP finances were made:

Lisa O'Connor (CA) moved and Ken Ruder (OH) seconded that the *2006 Budget be accepted*. Motion carried.

At the suggestion of our management firm, Ann Bilodeau (IN), seconded by Amy Goldman (PA), moved that *if year end balance exceeds \$5000, we will add the*

*excess to the reserve account (Vanguard Fund).* Motion passed. Note: This motion was later rescinded.

## **6.2 Meeting Statistics**

Paid Attendees for this meeting: 70 (total attendees 83); Total Attendees for the Social 100 (+ 20 paid guests); Forty two states are represented.

## **6.3 Issues for Discussion**

Discussed consideration of online registration and professional image of CSAP. Management company to study costs and report back to executive board at Spring 2006 meeting. Also discussed ideas which need funding that we might consider once fiscal goal is met. These included: Early bird registration giveaway, increased speaker honoraria for enhanced program, perks for members that are value added such as drink tickets at social, and enhanced website.

## **7.0 Commissioner and Committee Reports**

### **7.1 Local Arrangements Fall 2005 (San Diego, California)**

Theresa Zamaigas reported for Angela Mandas, Local Arrangements Chair. Four Leadership Level Sponsors have been secured with many generous contributions for gifts and door prizes secured as well. The social for Thursday evening is planned for the Sevilla; all arrangements are complete. There was discussion about the regionalization plan and contributions from individual states. It was agreed that members need continued education about the need to budget donations in a timely manner. Also personal phone calls have increased the commitment from region states for this fall meeting.

### **7.2 Local Arrangements Spring 2006 (Portland, Oregon)**

Melanie Peters will be the local arrangements chair for the spring 2006 meeting to be held at the Marriott Portland Downtown. The social will be a dinner cruise.

### **7.3 Commissioner on Issues and Planning Pat Van Slyke (IL)**

President Ganzfried presented for Pat and reported on the Summary of Evaluation Forms for the spring 2005 CSAP meeting. There were also many suggestions for speakers provided as well as a recommendation to have lunch roundtables with box lunches. Recommended to Ken to develop and send out the spring 2006 program as early as possible due to the distance for many to travel.

### **7.4 Commissioner on Comm and Technology Carol Fleming (AR)**

#### **Action Taken Since May:**

- Website reviewed according to timeline/recommendations
- Compiled survey results from Spring meeting
- Sent survey results to CSAP/Executive Board for review
- Corresponded with CSAP Past President regarding e-newsletter
- Corresponded with CSAP Secretary regarding Data compilation for State Associations
- Contacted CSAP regarding website (information to be included on pictures in the photo gallery)

**Action Needed** (primarily based on results of website survey):

• ***Review Website changes/recommendations***

1. Delete Newsletter Slush Pile
  - a. Not being utilized by members
  - b. No new submissions have been made, even after request made to membership
2. Create On-line newsletter files on the website
  - a. Possibly take old position of “Slush pile”
  - b. Need to determine time-line for keeping them available to members (1-2 years, for example)
  - c. Who is responsible for “editing” and “compilation” of the newsletter?
3. Utilize “drop-down menu” on the website
  - a. Allows members to more easily navigate the website
  - b. Response to survey results from Spring meeting
4. Change time/schedule for website maintenance
  - a. Can updates on State Associations be done monthly vs. quarterly? (many members cited a request to see information updated more frequently)
  - b. Maintenance schedule timeline indicates “purging” of meeting information every three months – can be placed under “Quarterly” heading, instead.
  - c. Include posting of On-line newsletter under Quarterly heading, too
  - d. Under Meetings tab – include information on upcoming meetings with hotel/dates for members. Members cited a request to know hotel information on meetings 2-3 years in advance.
5. Changes to the website format
  - a. Pictures from state associations – is this possible?
  - b. Pictures of Executive Board members – helps with familiarity at meetings
  - c. Use of grids/charts, rather than memo format for “Calendars” – member requests from the survey
6. Re-evaluate use of the Bulletin Board (which has moved to a “hidden” position)
  - a. Most members have been sending questions to CSAP
  - b. CSAP has sent the questions out to membership for responses.
  - Forward Policy/Procedure Manual to new Commissioner

## **7.5 Time and Place Committee**

President Ganzfried provided report for Bopanna Ballachanda who was unable to attend. One application for the spring 2008 meeting location was received. A **MOTION** was made by Ellayne Ganzfried (NY) and seconded by Amy Goldman (PA) for the *Spring 2008 to be held in Saratoga, New York*. Motion was passed.

## **7.6 ASHA Legislative Council (LC) Update**

Lisa O'Connor (CA) reported two major areas of discussion for Legislative Council this year: Budget and Effectiveness of the LC. Regarding the latter, a task force has been developed to investigate. She also expressed concerns that support personnel issues were not on the agenda this year and that 34 states currently regulate paraprofessionals.

## **7.7 Joint Committee (JC)**

Lisa O'Connor (CA) reported that the JC is discussing standards equivalency with other countries for obtaining the CCC. Currently there is a quadrilateral agreement with New Zealand, Australia, England and the US to accept standards for the CCC. The Philippines and Ireland are other countries under consideration.

Concern was expressed regarding appointments to the JC. A **MOTION** was offered by Amy Goldman (PA) and seconded by Lisa O'Connor: *CSAP recommends adherence to existing JC eligibility policy for ASHA appointees to that committee (i.e. recent experience on a state association executive board and setting diversity). In addition, we encourage consideration of geographic diversity in the selection of appointees*. Motion was passed.

## **8.0 Old Business**

### **8.1 Update on CSAP Strategic Plan**

The Executive Board agreed that dedicated time must be arranged to update our association documents. The President and President-elect will make plans to include strategic planning time into the spring 2006 meeting. Both Sunday and time during the ASHA policy workshop are under consideration. Also, a facilitator was recommended and Fred Spahr, former ASHA Executive Director, was suggested.

### **8.2 Update on CEUs for CSAP Conference**

The Executive Board heard reports from President Ganzfried and Account Manager Theresa Zamaigas regarding the significant difficulties involved in the ASHA CEU approval process. As a result of this information and following discussion, it was decided that the benefits of CEU approval did not outweigh the costs of efforts to secure those CEUs. The following resolution was offered: **A MOTION** *that CSAP will no longer apply for ASHA CE approval effective Spring 2006. Members will continue to receive a certificate of completion for the entire meeting. This certificate of completion may be recognized by individual states for continuing education credit. This was moved by Ellayne Ganzfried (NY) and seconded by Lisa O'Connor (CA).* Motion carried. Procedures for implementation were discussed and Craven Management will follow up as appropriate.

## **9.0 New Business**

### **9.1 Nancy McKinley Leadership Award**

President Ganzfried summarized the recommendations from a conference call held in October with an ad hoc committee including Lisa O'Connor, Tina Eichstadt, Barbara Moore Brown. They recommend that the award be titled: The Nancy McKinley Leadership Award. A **MOTION** was made by Ellayne Ganzfried (NY) and seconded by Lisa O'Connor (CA) and was passed unanimously. The motion reads: *Change name to the Nancy McKinley Leadership Award. An individual from a CSAP member state will be recognized who meets criteria that reflects Nancy McKinley's leadership quantities. In addition, a \$1000 monetary award will be given to their state association. This is an annual award presented each spring at the CSAP meeting.* Motion passed. Barbara Moore Brown is drafting philosophy and eligibility language which is hoped to be presented to the council at the spring 2006 meeting.

### **9.2 Web Advertising/WEBSITE**

Lisa O'Connor (CA) presented a survey of various state rates for web advertising. It was reported that our website has approximately 1100 hits which typically increased to 1300 closer to our fall and spring meetings. After a discussion, the following **MOTIONS** were made and passed:

Ellayne Ganzfried (NY) moved and Amy Goldman (PA) seconded that *CSAP will pursue web advertising as a revenue generating activity commencing in 2006.*

Lisa O'Connor (CA) moved and Ken Ruder (OH) seconded that *the President and Commissioner of Communication and Technology will develop an implementation plan for the new website advertising policies to be presented to the Executive Board in the Spring 2006.*

Ellayne Ganzfried (NY) also moved and Amy Goldman (PA) seconded that *CSAP will immediately place a disclaimer on our website that advertising does not constitute a CSAP endorsement.*

Also following discussion about costs, the following motion was made and passed: A **MOTION** to RESCIND by Lisa O'Connor (CA) and seconded by Ann Bilodeau (IN) *"to rescind the motion to put extra year end funds in excess of \$5000 into the Vanguard Fund. Be it further resolved to earmark these funds for the website enhancements. The president will appoint member to a task force to develop an implementation plan for web enhancements to be presented to the executive board in the Spring of 2006."*

### 9.3 Teleconference Future

Ken Ruder (OH) provided information on using webinar type format for meeting in the future. Discussion centered around costs and logistics. A **MOTION** was made by Lisa O'Connor (CA) and seconded by Ann Bilodeau (IN) that the *president and Commissioner on Communication and Technology will investigate web based technology for association business and teleseminars with a report provided to the executive board at the spring 2006 meeting.* Motion passed.

### 9.4 E Newsletter

Lisa O'Connor presented positive feedback from the first enewsletter and reported that she is seeking an editor for future additions. A **MOTION** was made by Lisa O'Connor (CA) and seconded by Amy Goldman (PA). The motion passed and read as follows: *"Insert after point 3 under the Commissioner on Communication and Technology responsibilities: 4) Oversee the publication of the enewsletter working collaboratively with the appointed editor for this publication."* An additional **MOTION** for clarification was offered by Ann Bilodeau (IN) and seconded by Lisa O'Connor (CA). The following motion passed: *Under office of the president duties, add "enewsletter editor" after appointments.* The committee pool form will be revised to reflect this change as well.

### 9.5 State Association Profile

Ann Bilodeau (IN) and Carol Fleming (AR) presented a draft of a state association profile they developed as a tool for data keeping. The board felt the format was too cumbersome but determined that many of the areas included could be utilized for individual surveys to help states to share information more effectively. The board also agreed that the tool might be useful for individual member states to collate pertinent information. Therefore, the following **MOTION** was made by Lisa O'Connor (CA) and seconded by Ann Bilodeau (IN): *Create a new web page on our site termed "Tools and Templates". The first posting will be the State Association Profile to be used by state leaders as needed.* Motion passed.

### 9.6 By-Law Changes/ Policy and Procedure Updates.

By-law changes were suggested by Lisa O'Connor and the following motion for change was made and passed:

A **MOTION** by Lisa O'Connor (CA) and seconded by Ann Bilodeau (IN) to *accept by-law change to Article VI- Elections, Sections 2 and 3: strike section 2,c and insert new section c, " Members of the Nominating Committee are not eligible for nomination." Section 3, insert after the second sentence, "Every effort shall be made to present a slate of nominees with consideration given to demographic variables."*

### 10.0 Adjournment

Having no further business to discuss, the meeting was adjourned at 2:22pm.

Respectfully submitted,

Ann Bilodeau (IN)

CSAP Recording Secretary

