Stronger by Association!

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Disclosure Statement

Arlene Pietranton
– Financial: Paid employee of ASHA; ASHA paid my travel expenses to be here

– Nonfinancial: past Chairperson of the American Society of Association Executives

The World of Associations
The World of US Associations

- Per the IRS, in 2013 there were **66,985 trade and professional associations** and **1,052,495 charitable and philanthropic groups** in the U.S.
- Trade and professional associations **employ more than 1.3 million people**, with total annual wages of nearly **$51 billion**.
- Associations held **1.8 million meetings** in 2012 with an **estimated 225 million participants**.
- **9.7 million individuals** receive work-related **professional development** from an association.
US Associations

- First American Trade Association = Philadelphian House Carpenters in 1724
- First American Scientific Society = American Philosophical Society in 1743
Americans of all ages, all conditions, all minds constantly unite. Not only do they have commercial and industrial associations in which all take part, but they also have a thousand other kinds: religious, moral, grave, futile, very general and very particular, immense and very small.

Americans use associations to give fêtes, to found seminaries, to build inns, to raise churches, to distribute books, to send missionaries to the antipodes; in this manner they create hospitals, prisons, schools.

Everywhere that, at the head of a new undertaking, you see the government in France and a great lord in England, count on it that you will perceive an association in the United States.
Facts About US Associations

Associations are the primary source of post-college education and skills training for America’s workforce.

Facts About US Associations

Associations create product service standards for everything from animal husbandry to building construction & management to children’s toys.

Facts About US Associations

Associations define and advance standards for professional certification, performance and ethical practices for a plethora of fields.
Facts About US Associations

Associations drive the meetings and conventions industry – which supports 1.7 million jobs and accounts for $263 billion in annual spending.

Why Do People Join An Association?

ASAE Decision to Join = Top Five Functions:

• Providing training/professional development
• Providing technical information
• Providing timely information about the field
• Connecting practitioners with a field (networking)
• Creating and disseminating standards of practice

Why Members Do - or Don’t - Volunteer

Uncontrollable reasons:
• Time constraints
• Family or professional responsibilities

Controllable reasons (in rank order):
• Lack of information about volunteer opportunities
• Volunteer elsewhere
• Never asked to volunteer
• Lack of information about virtual volunteer opportunities
• Lack of information about short-term assignments
The Power of A - Public Good

Video Clip of ASHA Summit Award

Number of ASHA Constituents, 1995-2015
American Speech-Language-Hearing Association

• A Few of ASHA’s Top Member Benefits and Services
  – Certification
  – NOMS
  – Four Scholarly Journals
  – Practice Portal
  – Professional Development Offerings

• Strategic Pathway & Envisioned Future 2025
• Top Advocacy Priorities
Does That Advocacy Stuff Really Matter??

A Few Key ASHA Advocacy Milestones

- SLP Private Practice status
  - Recognized SLPs in private practice to be reimbursed for Medicare Part B Services.

- Congressional Designation for ASHA Foundation
  - 2008 as part of Labor HHS Appropriations.
  - Secured $263,000 in Congressional funds designated for the ASHA Foundation to assist in grant funding for CSD doctoral students research.

- Exclusion of Hearing Aids from Medical Device Tax
  - Passed as Part of the Patients Protection and Affordable Care Act 2009.
  - Coalition efforts led to the line-item exclusion of hearing aids from the Affordable Care Act's Medical Device tax.

- EHDI Reauthorization
  - Passed as part of the Patients Protection and Affordable Care Act of 2010.

- Moratorium/Exceptions Process/Repeal Therapy Caps
  - Since the inception of the legislation, ASHA has worked for moratorium/exceptions process and introduction of repeal legislation related to the Medicare therapy caps, which places an arbitrary cap on therapy services.

Blueprint for Action

2016 Public Policy Agenda

- Comprehensive Audiology Benefit Legislation
- Repeal and/or replacement of Medicare Therapy Caps
- GAO Paperwork Reduction Study and Subsequent Legislative/Regulatory Strategies
- EHDI Reauthorization
- Oppose the exclusive Use of ABA for children with ASD
- Limiting efforts to expand hearing aid specialists SOP
- Including an audiologic review in any OTC hearing aid FDA proposals

Take Action!!
Stronger by Association!!

Exercise your Constitutional Rights:
• Join
• Learn
• Participate
• Volunteer
• Speak Up
• Advocate
• Affect Change

Help to make effective communication, a human right, accessible and achievable for all!