

**SDSLHA Executive Council Meeting Minutes**  
**May 27th, 2009**

**CALL TO ORDER:** President Shelly Grinde called the meeting to order at 8:02 pm CT.

Members in attendance included: **Shelly Grinde**, President; **Kris Kelley**, Past-President; **Becky Cermak**, President-Elect and SMAC & STARS Rep.; **Carrie Quamen**, Secretary; **Kathleen Mays**, Treasurer; **Amanda Heibult**, VP of SLP; and **Marni Johnson**, VP of Audiology.

**APPROVAL OF AGENDA:** The agenda was emailed by Shelly prior to the meeting and approved as written.

**APPROVAL OF BOARD MEETING MINUTES FROM LAST MONTH:** Minutes from the April 16th, 2009 meeting were emailed to the committee by Carrie. Shelly motioned to approve the minutes/Becky 2<sup>nd</sup>.

**COMMITTEE REPORTS/OLD BUSINESS:**

- 1. Treasurer's Report: (Kathy)** Kathy emailed the current expense report to the board prior to the meeting. If any SDSLHA member would like to inquire about this report, please email one of the board members. Shelly motioned to approve the treasurer's report as sent/Becky 2<sup>nd</sup>.

There was discussion regarding what to do about returned membership check(s). It was decided that the SDSLHA would respond by sending a letter(s) to the member(s) indicating that membership would not be honored until dues are paid in full.

- 2. Continuing Education Report: (Shelly)** The CE update is as follows:

No new courses have been registered.

The ASHA CE provider 5 year review is underway for SDSLHA. We have completed the first portion by updating the records for ASHA. By October 1, 2009 we will receive a letter that identifies us in compliance with the review process with one of the 3 outcomes below:

1. Sufficient activities: Requires renewal fee of \$300 for 5 year review fee.
2. Inconsistent Compliance: Requires \$400 renewal fee and response to questions about assuring compliance in the future.
3. Insufficient activities or ongoing problems: Requires \$500 renewal fee and completion of a new provider application.

I assume we will be Sufficient with our activities but will keep everyone posted.

- 3. Membership Report: (Cristy)** There are 102 renewed members as of May 22nd. That's not too far off the final total from last year, actually. I also have a list from last year, and I will be comparing the names to see who has yet to renew.

The Dept. of Ed sent out the convention registration information to the Special Education Directors in the state. Hopefully, that information will be passed on to the SLPs in the school, and hopefully, we will recruit some new members from that.

- 4. STARS/SMAC Report: (Becky)**

SMAC: Medicare is re-evaluating the billing of concurrent therapy in SNF's. Concurrent therapy is where a single therapist sees multiple patient's at a time, but for different therapy tasks (i.e. dysphagia, aphasia, etc.). It is considered different than group therapy, as in group therapy the patient's are working on the same tasks all together. Currently CMS allows to bill each patient for concurrent therapy, but the new proposed billing will change that to the total time spent divided by the number of patient's in the concurrent group (60 minutes spent with 4 patients, each could only be billed for 15 minutes). CMS/ASHA is now accepting comments on this.

STARS: No new report.

- 5. SEALS Report: (Jamie)** No report.
- 6. Advisory Council Report: (Jennifer)** Matthew Rumsey has verbally agreed to serve as the Audiology AC representative from SD. Jennifer has submitted his name to George Purvis, Audiology AC chair. The ASHA committee on nominations and elections has decided that filling vacant positions will take place after the "official" elections in June. The committee will forward names to the Board of Directors for approval.
- 7. Editor's Report: (Brittany)** No updates.
- 8. Strategic Plan: (Shelly)** The Board initiated discussion and review of the Focus Area: Advocacy.

#### **NEW/CONTINUING BUSINESS:**

- 1. Convention Update: (Shelly)** (A.) SDSLHA needs a new sign for convention. A 2x5 would cost \$56 and a 3x5, \$113. The board decided not to order a sign until a new logo was determined. (B.) The board is considering "Honored Guests" and looking for award nominees. Kris will send out an e-blast to members to see who they might nominate. (C.) The board is also looking for nominees for open board positions. Julie Carl has expressed interest in running for president-elect. The

positions of VP of Audiology and Treasurer are also elected in odd numbered years. (D.) The board established a cut-off date for 2009 membership renewal as July 1<sup>st</sup>. (E.) The board will start to consider what to do with accumulated paperwork in regards to storage. (F.) The board decided to continue with two \$500 scholarships to be awarded at the convention. (G.) Marni continues to be in contact with a potential Audiology speaker (ear mold design) for convention. She is working on finding a time-slot.

2. **Licensure Update: (Shelly)** Becky will contact ASHA regarding example membership surveys regarding licensure. The board will attempt to put together a survey this summer and call members to announce the date when the survey will be sent and to personally invite comments. A representative from ASHA will present the benefits of licensure at the convention, and a Legislative Committee will be formally formed at that time.
3. **Review of Bylaws: (Carrie)** Articles III and IV were reviewed this date and changes were suggested. Becky motioned to accept the proposed changes to Article III, Section 2/Kathy, 2<sup>nd</sup>. Article III, Section 3 was tabled until Jennifer is available to provide some historical perspective. Becky motioned to accept suggested changes for Article IV/Carrie 2<sup>nd</sup>. These suggestions will be put to a vote by the association at the convention. Article III, Section 3 as well as Articles V and VI will be discussed at the next meeting.
4. **CSAP Update: (Becky)** I attended the ASHA State Association Workshop and the Council for State Association Presidents (CSAP) meetings in Indianapolis, IN on April 14-16th. We celebrated the 25<sup>th</sup> anniversary of the ASHA State Association Workshop, and I also got to meet the president-elect for ASHA, Dr. Tommie Robinson. Arlene Pietranton advised that state associations can obtain a list of current ASHA members within each state, and then each state association can use that information to determine how many ASHA members are also members of the state association. Will Fisher, Director of web content management at ASHA, presented ideas on how to engage your membership online. He gave us valuable information on how we, as a state association, can send out alerts from ASHA. Arlene also discussed how to get people to join committees and help within the state association (ex: personally ask members to join a given committee and to have limits on the time commitments needed so as not to overwhelm volunteers). Dr. Robinson (president-elect for ASHA), mentioned another idea about how to increase state association membership: "marketing" to the College/Universities. Arlene also talked about retaining members, such as making phone calls or sending reminders to those who do not re-new their membership. She also suggested performing a survey, by asking those people who have not renewed, why they chose not to renew. Arlene briefly discussed the new Advisory Council positions, stating that they are a representative OF their state association members, but are not representatives FOR a particular constituency.

Judith Keller and Marion Hammett presented on Political Action Committees (PACs). PACs exist legally as a means for corporations, trade unions, etc. to make

donations to candidates for Federal and state offices. If we would like to develop a PAC, we would need to change our non-profit from a 501(c)3 to a 501(c)6 for IRS purposes. If this is something we would consider, I have more notes on this topic.

Steve White, Director of the ASHA Health Care Economics and Advocacy spoke about the future of reimbursement. One of the biggest items he specifically mentioned was that schools that are billing Medicaid should be using CPT codes and that a lot of schools do not currently use them.

During a round-table discussion, we were broken down by region, and a lot of good ideas were presented regarding legislative advocacy, such as organizing a lobby day. Many states already have a lobby day, where students, clients, and fellow colleagues meet at the state capital. Some states provide food, such as brownies and ice cream, or a breakfast, while other states provide free hearing screenings at the capital. The most important part that was stressed was getting state association members to contact their local representatives in the OFF season, so that when we do have a lobby day, the legislators are somewhat familiar with our organization, and what we are trying to do. Personally, I really think this would be a great idea for our association to organize, with the help of our members. I personally know quite a few people who would be willing to attend a lobby day, if we can just get it organized for our next congressional session.

At the CSAP portion of the meetings (Friday afternoon and Saturday) again we discussed Legislative Advocacy, and how to make a difference. More of the above lobbying activities were discussed, as well as how to contact your legislators. Mark Scherer, J.D. lobbyist, and Brian Hasler, Former Representative and current lobbyist, and Terri Austin, who is a current representative in Indiana answered questions such as when to contact legislators, and how sometimes a hand written letter, phone call, or personal visit means more to them than the “cookie-cutter” e-mails. Also they stressed how important it is to contact your representatives not only when congress is in session, but also more so in the off-season so that a relationship is built. If we can get our members to contact their local representatives, a lobby day is all the more effective.

Patricia Crampton, who is a specialist in association management and who recently helped ISHA (Indiana Speech-Language Hearing Association) change their bylaws discussed surviving bylaw changes. Questions she asked were “Who become president if the president elect resigns or quits?” and “If the association dissolves, how are the assets distributed?” I will send the board a copy of the handout from her presentation as we review our own by-laws.

5. **Awards:** Kris will send an e-blast to the members.
6. **Cutoff Date for Members:** July 1<sup>st</sup> was established as the renewal deadline.

**7. NEXT MTG:** June 22<sup>nd</sup>, 2009 at 8pm CT/ 7pm MST.

**ANNOUNCEMENTS:** Scott Munsterman was not able to meet and Shelly is in contact with him to reschedule. Amanda received a response letter from SD Medicaid regarding rates.

**ADJOURNMENT:** Becky motioned to adjourn at 9:21 pm CT/Shelly 2<sup>nd</sup>.