

NHSLHA
BOARD MEETING 4/9/11

Present: Laura Darling, Kelly Setzer, Roxanne Galcia, Victoria Chesterley, June Adinah, Christopher Boothby, Stephen Colanero (on SKYPE)

I Treasurer's Report : Vicki has looked into Quickbooks for non-profits – it didn't work on her laptop but does on her old computer. Doesn't look like it'll be good for us. So.....she'll do paper and pencil ledgers for now and keep looking for a computer program. Vicki has banking work experience. Check signing hasn't been transferred to Victoria as of yet. Erin can sign checks.

II Membership Levels: we looked at what Vicki had previously sent out via email.

- A. Individual - we will go with what was written.
- B. Corporate - Roxanne liked what Christopher wrote and thinks it'll be good to think about matching it with what ASHA has on their website. Look at their "corporate partnership" program to see what they've done. They've got corporate "sponsorship" and an "al la carte" sponsorship (financials to be determined)as well. Vicki mentioned we should talk with potential sponsors about choices for supporting us. Corporate partners, Christopher said, are giving lots of money to support ASHA. Businesses that sponsor AHSA events are giving less money. A LA CARTE lets businesses do just one event. Christopher said we need to make sure that whoever helps us should get benefits from their dealings with us. We talked about monetary amounts of \$1000 for Gold members and \$500 for Silver. Christopher thinks these amounts are good. Kelly asked, if our membership is low right now, how do we do a good pitch for supporting our organization to them? Christopher gave a great example of things we can say. Roxanne asked about how we'll be wanting this to be added to our website. Vicki will talk with Robyn about this. Laura reminded us that we'd spoken, at our last meeting, about having Erin be the contact person for website things – we don't want too many people from the Board doing things to the site and/or contacting our web fellow. We said that for less complicated things that would be great. Vicki will sort through how to best use Erin's skills, her skills, and our web guru's skills. It is highly important to us that it be user friendly.
- C. Increasing Membership – Erin sent things out to us. It was suggested by Christopher that the info. (Roxanne's letter) needs to be in the body of the email, not sent as an attachment. Roxanne will contact Erin about this and will send Christopher the changes so he can give us feedback and we can send it off. Four things were sent off together. Our website is not currently equipped to handle these documents. We need to have something catchy for the subject line. Kelly suggested we send the info. in a colorful format to catch people's attention. Roxanne would like the list of people Erin sends things to. Christopher suggests Constant Contact, which is very inexpensive, to assist us with this kind of email thing. You can get reports on who opened the email and other details. They are national. There was a suggestion that we

consider offering membership at ½ price for the month of May (better speech/hearing month).

Kelly says membership applications and paypal need to be online!! She thinks lots of folks won't do it by snailmail any more. Vicki will get on this asap.

III OTHER: we need to get a different website photo – one that better represents a broad representation of what we do.

IV Spring Conference for 2012: We aren't committed to Grappone any more. Apraxia of speech was put out as a topic. Nancy R. Kaufman, MA, CCC-SLP (Northern Speech Services) is a big name regarding Apraxia. Laura recently bought some of her materials and likes the therapy materials – she hasn't used her test yet. Vicki said she has workshops in Boston already planned for Oct. 12 & 13. ATECH did something similar 4/8. Stephen said he'd look into Apraxia presenters he has listed from Robyn and he'll also check out Shelly Belleman, David Hammer (he's great according to others), Amy Skinder-Meredith.

We got an info. email from Nonni's in Concord which told us about their conference facility prices.

WE WERE NOT ABLE TO GET OUR \$500 dollar deposit back for a fall '11 conference from Grappone. Corporate denied their request per Stephen's call with them. Stephen emailed this to Robyn but didn't hear back yet. Vicki asked that Stephen forward the emails he got regarding this to all board members. We have a year to use it. Laura will go to Grappone and discuss this further with them. The contact person is: Susan Popham (Laura will go on the website to figure out who to talk with). Christopher suggested we go right to the top and contact Stephen Duprey.

V Fall mini conference: one idea is to order a video from ASHA and to show it in different parts of the state. Do it for a few hours, maybe after work and they'd get ASHA credit. Kelly wonders if we can charge \$ above what ASHA's website says the fee is for the film/video. We need to check into this. Vicki offered to contact ASHA about this.

Laura has an idea for a speaker out of Boston Children's Hospital. She liked someone who knows all about iPads and iPhones. Christopher said that Boothby is doing iPad/iPhone in-services with Greg Wessell around the state for their clients. Kelly mentioned another idea: BSRS thru ASHA would offer advanced level workshop material in the medical arena.

ASHA is in San Diego this fall. We could market our mini conference along the lines of "If you can't make it to ASHA, you can get your CEUs with us". Christopher says offer the sponsorship to our potential partners first, then do it to those who want to support us via the a la carte mode. We could offer food and drink and a comfortable location.

VI Surveys – we'll put this off 'til next meeting. Roxanne and Vicki have done some work on this. If Board members have questions they want asked, email them to Roxanne and Vicki. Ex.s are: "what makes you keep your job? What makes you

leave your job?”. Christopher asked if we’d thought about doing a cocktail social on specific topics such as “Ways to control your caseload.” He says, “get it sponsored”! These events make the organization relevant and viable. We could have 5-6 topics and rotate locations. 2-10 people attending would be great according to him.

JOB POSSIBILITY:

Christopher announced their business is looking for a Clinical Manager for the office in Laconia (could possibly work from home/involves clinical mentorship, training and guidance, being a contact person for their contract partners).

Kelly will be finishing up with the Board as of July of this year.

NEXT MEETING: WED., JUNE 8th, 6:30 pm at Nashua Community College. At our next meeting, we will discuss whether to change our meetings to the 2nd Wed. of each month.

Vicki will talk with Erin about reminding us of the meetings.

Meeting adjourned at 8:26 pm

Minutes typed by June Adinah, Secretary