

**MSHA Executive Board Meeting  
Teleconference  
January 9, 2015**

**Members Present:** Julie Pratt; Beth Economou; Sherry Riedel; Terry Lange-Winkel; Emmylou Garza-Prisby; Kelli Pierce; Angelique Boerst; Julie Kiefer-Eaman; Gordon Krainen; Melissa Witsil; Lori Tavigian; Kathy Rigley-Rowell; Heather Balog

**Members Absent:** Carolyn Doty

**Staff Present:** Kim Wesoloski; Dawn Kutney

**Called to Order:** Julie called the meeting to order at 9:03 am.

**Minutes and Agenda:** Minutes were submitted electronically. Beth reported that in order to begin adding minutes to website in a timely fashion we would need to address an electronic vote to approve the minutes prior to the next meeting. Kim indicated that the bylaws allow for an electronic vote requiring a certain number of days. It was decided to trial the process for this month and determine best mode following trial. Process will include Beth calling for a vote from the board following completion of the minutes. A motion will be needed to vote, seconded and then the vote can be completed. Angelique requested the following amendments to the audiology report:

\*MAC meeting changed to MAC Conference scheduled for 10/15-10/16/2015

\*Add a statement that the Steering Committee has not discussed dual licensure issues with separation.

Changes were noted and the minutes were amended. Kathy motioned to approve amended minutes. Beth seconds. Minutes approved.

**Treasurer's Report:** Sherry reported that we are over budget by \$13,000. There is enough savings to cover this amount. Kim indicated that part of the budget concerns were in relation to expected income from conference to be \$100K, and came in at \$88K. Decreased attendance is believed to be due to ASHA conference being in Chicago, which follows past trends in attendance to the conference. On the expense side, the lobbyist was an increased expense. Membership is down for active members, up for students. Students don't pay as much. Sherry thanks everyone for working to cut spending and finding ways to save money. Kathy motioned to approve the Treasurer's Report. Kelly seconds. Motion approved.

**Office Report:** Dawn reported she is working on the January *et cetera* and Preliminary Program for the conference. Dawn reported that the list from ASHA has been received indicating 3344 SLP's in MI, with 2698 of that list not being members of MSHA (81% non-member rate). Also reported was that for us to receive ASHA recognition we will need to address minor language changes in our by-laws. The process for the change is to write up the changes needed, call for a vote, motion to the board to review and vote. Once the board is in agreement of the changes the information will be forwarded to the members for a vote. Timeline will be to have it ready for the board for the February meeting, then allow for a vote at the conference by the members. Dawn also requested that members indicate if they are interested in moderating at the conference.

**Committee Reports**

- A. **Conference:** Emmylou reported that everything is lined up for the conference in Lansing and going well. Melissa inquired about press releases for the Legislative Breakfast planned. Kim indicated 2 weeks is typical however will do earlier due to legislative piece. Logistics of ordering food was discussed so as to not be left with too much/too little food. RSVP's were discussed but felt would not necessarily indicate number that will truly attend. Discussions were held regarding whether we

should focus on invitations to the public for presence at the meeting. Julie indicated that would result in less control as to what is discussed/focus of breakfast. Kim indicated that we had discussed focusing on voice issues, as that is pertinent to the legislatures we would like to come. Also discussed was reaching out to Ethan Hunter/Eric Hunter from MSU regarding their presentation at ASHA as a good avenue for sharing voice related research which is consistent with our thoughts on focusing discussions.

- B. Advocacy:** Kelli reported that the advocacy committee along with Stephanie recently met with legislators regarding the ABA licensure bill that was attempted to be pushed through during the lame duck sessions. Julie reported that it was a very difficult meeting with some strong opinions regarding MSHA's reasoning for disagreeing with the bill. It became obvious that those in favor of the bill did not understand the concerns as well as the Tri-Alliance support of MSHA's concerns. It was also a noted concern that when the advocacy committee indicated their concerns there was not a response on the part of the legislatures to put together a work committee to investigate and gather facts before attempting to make decisions, as well as to act on the behalf of the consumers. Rebecca Warren of Ann Arbor was one noted legislator with whom discussions were held. Autism Alliance of Michigan (AAOM) was an active participant in the conversation, and MSHA was supported by the Tri-Alliance including email blasts to members and phone calls regarding the bill. Kathy pointed out the huge undertaking of Julie and Kelli to work on this important issue and the impact on speech services, as well as their willingness to meet and endure heated conversations regarding the controversial bill. The board thanks Kelli and Julie for their work. If anyone is interested in being active on the advocacy committee regarding the ABA bill please contact/email Kelli or Julie.

The following bills discussed in previous meeting have had no movement to date:

\*[Senate Bill 1147](#) allowing a business to open without a license to practice in the field. It is believed that this bill was written for an individual as a way to get around getting a state license.

\*[House Bill 56976](#) – A bill mandating coverage of hearing aids to children.

- C. Audiology:** No information to report at this time. Julie indicated that we are still waiting for a response from ASHA regarding the separation from MSHA. A response is expected after January's board meeting.
- D. Health Care:** Julie reported that the Outstanding Clinician's Award will go to Dr. Elwood Anderson of Alpena following a site visit and review of the information provided on the nomination. The committee continues to work on the collaboration with University clinical supervisors regarding supervision issues. Julie also indicated that the Private Practice subcommittee will be housed under HealthCare. Julie will send an email regarding starting this subcommittee. If interested in being active in this group contact Julie.
- E. Membership:** Gordon continues to work on membership and will be speaking at EMU to try to increase student membership there. He is contacting current members for feedback and is finding his helpful. Julie suggested using members at large to make phone calls as well. Also suggested was to call members who haven't renewed for feedback. Julie requested that we pull membership data to determine if there has been a change in membership rates since efforts have been in place. Julie also requested that membership activity be included in the membership report at each meeting to determine whether efforts are having a positive effect.
- F. Public Relations:** Melissa indicated there is nothing of note for this meeting to report. She referred to the Short's issue and the written response that was provided.
- G. Public Schools:** Lori indicated that membership from public schools has increased by 18 members believed to be from the survey/letter that was sent out. Feedback from the survey suggests that some reasons that were communicated for not renewing memberships were cost as well as timing (MSHA dues are submitted at the same time of ASHA and the holidays). Lori expressed some frustration regarding the results of her attempts to increase involvement on the Public School Committee. Out of 35-40 requests she received 4 responses. Lori will be talking with Erika Barker regarding the Public School MSHA Facebook page. Other concerns discussed were MSHA taking

action on issues within the public school work environment (e.g. caseload limits, MSHA guidelines) and that there is a concern that people feel MSHA does not support the reinforcement of following the guidelines/laws regarding these issues. Julie suggested that we start to work towards a positive change and how we can address these issues.

### **New Business**

- A. **BCBS Meeting:** Julie indicated that the meeting with BCBS went well. She also has a meeting set up with a BCN representative in early February. Some issues to be discussed include the categorization of our services (Category C) that results in advanced approval for a small number of 6 visits at a time. This is having a big issue on service delivery. Another area to be discussed includes therapy for nodules considered a “life style choice” and not medically necessary. Coverage for cognitive therapy will also be discussed. If anyone has any other concerns they would like discussed please contact Julie with your questions.
- B. **Short’s Brewery:** In lieu of the financial gift the Brewery has made discussions followed regarding how to best spend that money. Some ideas included sponsoring a speaker at the MSHA conference to speak on Aphasia as well as using the money to make a public service announcement. A 3 prong approach was suggested by Kathy – education to the public, the consumers and the profession. Erika was mentioned in using social media as an avenue of education. It was also discussed as to whether we needed a motion to accept the money. Angelique suggesting a thank you letter to the member (Erika Barker) that recognized the issue and initiated sending a letter to advocate on the part of the consumers affected by Aphasia.

### **Old Business**

- A. **EB Nominations:** Sherry has agreed to run for Treasurer; Gordon VP of Membership. Julie suggested tapping into Members at Large for Membership to provide help for the work going into membership growth. SLP Healthcare committed will be headed up by Carolyn Doty (V-P) and Julie will serve as Committee Chair. We still need to fill President Elect – there are some people being considered but if anyone has a suggestion/nomination please let Julie or Kathy know. The ballot will go out in February, 30 days prior to conference.
- B. **SLP-A Statement:** Heather reported that there is some concern that the board is pushing for the use of SLP-A’s which is not the purpose of the proposed statement. The purpose is to have a set of guidelines in place so we are prepared to be able to help form the conditions under which an SLP-A is used if/when the decisions are made. Beth indicated concerns regarding the lack of regulation from ASHA and State as well as the risk to the supervising SLP with unregulated use of SLP-A’s. Also discussed were the requirements suggested by ASHA on the supervising SLP and that there should be some language in our position statement protecting the supervising SLP from increased work load. Also discussed was the recent ASHA Leader report regarding the number of SLP applicants to grad school versus the number of available spots in grad programs. There is a concern that this will lead to a greater number of people seeking to use their undergrad degree as SLP-A’s. Heather will have an updated statement for the meeting in February.
- C. **Membership Survey Drive:** Discussions were held regarding ideas to increase membership including group incentives, join with a friend discount, 3 year membership price breaks, etc.. Also discussed were social “Happy Hour” events for a meet and greet with MSHA representatives in various communities throughout the counties. This was a positive technique used in other states that was presented at the CSAP conference. Julie will sponsor one in Jackson, Kathy in Kalamazoo and Gordon in Metro Detroit area/Ann Arbor. Also discussed were the following ideas:

1. Establishing a model for CEU's and webinars – will be addressed through Webinar Ad Hoc members
2. If you join as a group you receive a discount on the conference?
3. New member drawing to attend the conference for free
4. Gordon discussed as gift raffle of some kind – hotel room for conference, local spa or restaurant
5. Focus on private practices – providing a corporate membership for speech department
6. Focus on a summer membership drive

Action to be taken now: There will be a drawing for new members for free conference registration, drawing for a local restaurant and hair salon. Also to be initiated will be a summer membership drive and the Meet and Greet.

- D. **University Ad Hoc:** Julie indicated that some University members are interested in working with MSHA members on the supervision issue. She is in the process of establishing communication and will send the names of those interested to the Ad Hoc members.
- E. **Webinar/Online CEU Ad Hoc Committee:** Julie indicated that she does not have the knowledge regarding how to establish Webinar offerings and has asked for help in getting this started. Kathy suggested reaching out to the tech departments of Universities to help navigate. Julie's goal is to have the MSHA Thursday night speaker offered as a Webinar/CEU. Continued to discuss how to tie webinars to membership levels.
- F. **Strategic Plan:** Julie will meet with Dawn to get the plan written out in a format that is easy to read. Her goal is to have it ready for conference in March.

**Julie adjourned the meeting at 11:48 am.**

**Next Executive Board Meeting is February 13th, 2015 via phone conference.**

*Respectfully submitted by Beth Economou*