

American Hippotherapy Association
Board of Directors Meeting
June 26-27, 2010

Saturday June 26, 2010

Call to Order Debbie Silkwood-Sherer
Present: Deb Silkwood-Sherer, Jacqueline Tiley, Deb Hauser, Janet Weisberg, Raquel Ravinet, Renee Casady, Tim Shurtleff, Gina Taylor

Consent Items: Approval of Agenda.....Debbie Silkwood-Sherer

- Addition of Board Development Discussion
- Motion to approve agenda as modified, **Tim/Janet seconded**
- Minutes – February 21, 2010.....Deb Hauser
- Minutes were posted on AHA website, BOD approved via email

Action Items:

- Financial Report..... Raquel Ravinet
- Financial Report available upon request including:
- Profit & Loss by class, Profit & Loss, Profit & Loss Budget Overview Oct 2009-Sept 2010, Balance Sheet as of May 31, 2010
- Discussion – questions were asked and answered. AHA currently has financial info on Quick books with Administration access.
- Motion: Accept financial report. **Renee/Janet Motion passed**
- Election of Officers.....Debbie Silkwood-Sherer
- Per Bylaws officers are elected annually, therefore election of officers took place.
 - **Motion:** Current status of Secretary Deb H and Treasure Raquel to be maintained. **Tim/Renee Motion Passed**
 - **Motion:** to nominate Janet 1st VP **Deb H/ Renee Motion Passed**

Committee Reports:

- PresidentDebbie Silkwood-Sherer
 - Addition to report: Advisory Board –addition Bonnie Cunningham,
- Executive Director.....Jacqueline Tiley
 - Members will be able to make changes to their personal contact information via American Hippotherapy Association website beginning July 1, 2010. This information will be disseminated via our E- news.
 - Welcome Kay Green, NARHA CEO!!
 - FRDI working on name change
 - E-news new vendor Constant contact
 - Formal thank you for Bonnie, Lori, Meredith, _____
- Finance.....Raquel Ravinet

- Information covered in treasurer's report, no additional information.
- Standards and Practice.....Deb Hauser
 - Updating AHA Faculty Personal Data
 - Updating Faculty Development packet
- Research.....Debbie Silkwood-Sherer
 - See report. No specific information other than transition to Tim as research chair.
- PeriodicalJanet Weisberg
 - Renee agreed to be Research Editor for Hippotherapy. Thank you Renee!!
 - First full page ad in Hippotherapy magazine! Congratulations Janet!
- Outreach Committee.....MaryBeth Marzulli
 - No report
- Education.....Gina Taylor
 - Covered in action items

Discussion Items:

Purchase of URL.comDebbie Silkwood-Sherer .

Motion: Not pursue purchasing this americanhippotherpayassociation.com Raquel/Renee seconded. Motion passed.

International Scholarship/web pageGina Taylor

Gina facilitated discussion regarding international members and how to find international members that have attended courses. Information on what type of courses we can provide, contact of course attendees was discussed.

Motion: to discontinue the practice of putting \$2.00 from every Level 1 and Level 2 course attendee fee into the international scholarship fund. Raquel/Renee Following discussion motion was rescinded. ED and Pres will clarify the history and intent of the international scholarship fund and report to the board.

Motion: to postpone use of any remaining monies in this fund, until clarification is received and a BOD decision is made. Tim/ Deb H seconded. Motion Passed

- Education Committee Structure.....Gina Taylor
 - Edits: Page 1 . Max number of faculty will be 4
 Page 3. AHA BOD will make final approval on all curriculum changes based on committee recommendations
 Page 3. Heading faculty development changed to Faculty Quality Assurance
 - Accept AHA Education committee charter approval with edits **Gina/Raquel seconded. Motion passed.**
- CEU's (ASHA)Debbie Silkwood-Sherer
 - Discussion: regarding pros and cons of CEU's for SLP's. Paperwork is a lengthy process. Cost is prohibitive at this time.

- **Motion:** Not to pursue CEU's for SLP's secondary to prohibitive cost.
Recommendation: Perform a cost benefit and marketing analysis. Will reassess issue in one year. **Raquel/Tim seconded Motion passed**
- AHCB Checking account.....Raquel Ravinet
 - Recommendations from finance committee discussed.
 - Motion: A separate checking account to be set up, at no cost, for AHCB. If there is a cost, it will be absorbed by AHCB. **Raquel/Renee seconded. Motion passed.**
- AHA investment policy.....Raquel Ravinet
 - Discussed and reviewed policies. Amendment is to include Finance committee in review of annual investment policy.
 - Motion: to accept investment policy as amended. **Raquel/Renee Motion passed.**
- Faculty meeting – budget.....Gina Taylor, Debbie Silkwood-Sherer
Discussion occurred regarding AHA's obligation for expenses of faculty meeting
Motion: to set aside a reserve in case contract minimum is not met. **First Raquel/Renee, motion passed.**
- Strategic Plan UpdateJacqueline Tiley
 - Discussion, reviewed updates of Strategic Plan.
 - Excel spread sheet is being utilized to track progress on each item of the AHA strategic plan
 - Summaries will be available via E-news and in Hippotherapy Magazine.
- Logo Usage Policy.....Jacqueline Tiley
 - Benefits for members in Members Only section on AHA website.
 - Logo will be on AHA website.
 - Motion to accept logo usage policy as written. **Renee/Tim Motion passed.**
- Executive Director Evaluation.....Debbie Silkwood-Sherer
 - Debbie requested input from Board members on Jacqueline's performance so that she could meet with Jacqueline for a 6 month evaluation of her performance.

Saturday

AFTERNOON - Work Sessions

Marketing committee (Jacqueline Tiley will begin process)

Social Media Subcommittee (Kaitlyn Sherer, Jacqueline Tiley) – finalize committee structure, policies, procedures, committee members

Educational brochures for web page (Janet Weisberg) - make final selection, corrections to facts, finalize look of brochures

Education, Standards & Practice Committees

Develop/work on criteria for faculty retention, evaluation
Identify faculty needs/development/ recruitment plan
Determine criteria to teach connection courses and/or plan for faculty input.

Research Committee (Tim Shurtleff, Debbie Silkwood-Sherer)

Meet to finalize transition process, discuss ideas for conference

Sunday June 27th

Call to Order Debbie Silkwood-Sherer
Call to order 9:15am above members present

Discussion Items

- Strategic Plan Update.....Jacqueline Tiley
 - Completed Sat June 25, 2010
- Logo/Name change strategyDebbie Silkwood-Sherer
 - Discussion occurred regarding changing name/logo. Difficulty with current logo to get reasonable product application ie Embroidery versus screen printing. Will look at different options if necessary. Did look at some logo options but at this time the board decided to table this discussion. Board decided to poll membership for some feedback.
- Contacts with Office ProblemsJacqueline Tiley
 - Discussion regarding timeliness of requests to AHA office. Problems arose with email server and Shani not getting emails. Discussed with Joe, IT, person how to problem solve this issue. It is being resolved.
- Conference PlanningDebbie Silkwood-Sherer
Tim Shurtleff
 - *Anticipated March 10-13, or 24-27 2011 in St. Louis, MO
 - * ED and Pres are going to St. Louis MO after meeting to investigate hotels. Discussion in agenda items and preconference workshops, pros and cons.
- Marketing Committee Report – Social media Jacqueline Tiley
 - Reviewed AHA Marketing Committee, Proposed Purpose and Construct
 - Move to accept the AHA Marketing Committee Proposal with the following edits 1. Liaisons will be changed to advisors (second paragraph) 2. Second sentence in second paragraph will now read. "Committee will consist of 1 AHA BOD member, who may or may not be the chair, and no more than 5 individuals".....**Gina/Janet Motion passed.**
 - Social Media subcommittee Proposed Purpose and Construct
 - **Jacqueline will be monitoring the progress of the committee work**
 - Changes: 1. Construct- representative in the areas of OT, PT, SLP 2. The sub-committee will consist of

- Move to accept the Social Media committee proposal with the above changes Raquel/ **Renee. Motion passed.**
- Educational BrochuresJanet Weisberg
 - Review of brochures from OTR and DPT students
 - Working on a template for fact sheets that will be on the AHA website
 - Overview of fact sheet rollout on AHA website, 3-4 in the next month
- Education/Standards & Practice ReportGina Taylor
Deb Hauser

Recommendations /action items

1. Google map of courses and Google map of faculty to determine need for additional faculty.
2. Compile application checklist for faculty progress through status levels.
3. Revisions/clarification of Faculty Development Manual to reflect the faculty levels
4. Update How to Host Packet for each course AHA offers.
5. Monitor current faculty compliance with existing policies and procedures.
 - *discussion of faculty evaluation and course evaluations through electronic format and submission.
6. Central electronic warehousing of curriculum, including backup.
7. Improve flow of information between S & P chair, Ed chair and office.

BOD development.....Renee Casady

*Discussion of needs for committee members and BOD members. The following needs were identified- Marketing, legal, client/ parent, third party payer, physician, vet, horse industry. Next meeting via conference call in October 2010. Face to face meeting in March, 2011 at the AHA conference.

Motion to adjourn Tim/Raquel seconded. Motion passed.

Adjournment at 1:40 pm

Thank you all for your work and dedication to the AHA mission.

Respectfully submitted,

Deb Hauser, PT HPCS
AHA Secretary