

SSWLHC
January 2009 Talking Points

The 2008 Board of Directors met in Philadelphia on January 11, 2009 & January 12, 2009. We started the meeting reaffirming our commitment to the Society's mission: The SSWLHC shall, through the strength of our members, support emerging leaders in all roles, provide leadership knowledge and skills and be the force for advocacy through its collective leadership in all health care arenas. As we worked through the next day and a half, we referred to the mission posted in the room and asked, "Does this activity fit with our mission?" "Will this action help advance our mission?" The presence of our mission statement helped the group stay focused and was a reminder of the task at hand.

In addition to the 2009 Board, we were joined by Edward Woomer representing the SSWLHC Foundation and Lindsay Groff with Fernley & Fernley. Trudy Rowello, Chief Operation Officer with Fernley & Fernley and Trish Keppler, Sr. Meeting Planner joined the discussion for specific agenda items.

People

- The Board reaffirmed the commitment to move ahead with the national-chapter unification in 2010 to bring us in compliance with the IRS rules. The National-Chapter Structure Task Force (NCSTF) will continue to advise the Board what steps are necessary as we move closer to 2010.

Service

- Charles Robbins distributed and reviewed the items on the 2008 Action Plan. A status update of each item was offered. The Board will discuss the action plan at a meeting in the near future. It was stressed that we must be sure that each item is consistent with our mission and vision; and, has the potential to either increase revenue or decrease expenses.
- Planning for the 44th Annual Conference and Meeting is underway. Conference registration just recently opened up. The process of securing vendors is slow due to the economy but is moving steadily forward. Assistance is needed to secure at least two additional LCD projectors to use at the meeting.
- The Board presented its concerns with the level of services that were being provided by Fernley & Fernley. Trudy Rowello, Chief Operation Officer with Fernley & Fernley, indicated that Fernley and Fernley would be providing a high level of management reports consisting of membership, budget and hours. All will be provided to the Board by the 20th of every month.

Quality

- The board approved a change in practice and the Society treasurer will serve as the liaison to the Foundation Board but will not be the treasurer to the Foundation to avoid even the appearance of impropriety.
- The work of our committees, work groups and task forces was reviewed.
- Motion adopted directing that we create a work group of board members, past presidents and past board members to explore available options with other management companies as well as to explore which services, if any, might be carved out of the F&F contract and outsourced.

Finance

- Anthony Yamamoto, Treasurer, distributed a financial report highlighting our major issues regarding both Revenue and Expenses.
- A discussion ensued revolving around the reality that we must increase our revenue and decrease our expenses. All members of the Board committed to this goal for 2009.
- In response to a letter received from general counsel of the AHA, the motion was adopted to formally end our affiliation and accept a one time payment of \$30,000. This is a settlement from unpaid VA memberships.
- Trudy Rowello, Chief Operation Officer with Fernley and Fernley, presented three contract options. The options were made after the board rejected an initial proposal. Motion adopted to accept a Fernley and Fernley contract for a period of two years
- Motion passed to use Premier Meeting Solutions to secure meeting space for our 2010 annual conference.
- Motion passed to continue our relationship with Taylor and Frances for electronic version of Social Work and Health Journal.
- Motion passed to approve contract for web services with the amended dates to be aligned with our other annual contracts commencing in January of each year.
- An extensive line by line analysis of the 2009 budget was conducted. All members of the Board participated. The 2009 Budget was adopted which responsibly addresses our financial situation while maintaining critical services to our members

Growth

- Board established a Membership/Marketing Committee. The committee will be charged with reviewing our membership categories along with ways to grow and retain members. Committee chair will be Dawn Romano, Shawna Kates to co-chair.