

AzATA BOD Meeting
Google Hangout
August 14, 2016

Call to Order: 6:03pm

Attendees: Dave Mesman, Michelle Gonzalez, Rick Ball, Tasha Anderson, Glenn Edgerton, Josh Beaumont, Greg Keuter, Dave Hayward, Leah Oliver

Vote on Rick conveying info to Sue

- Sue Falsone contacted AzATA BOD and requested an opportunity to speak to someone on BOD about dry needling and the stance by AzATA/ABAT.
- Rick stated he would be interested in talking to Sue about the 2020 sunrise/sunset process and the reasons behind the stance of the AzATA/ABAT and that the AzATA BOD, GAC, and will discuss this in greater detail over the next three years leading up to sunrise/sunset
- **Glenn moves that the BOD approve Rick Ball speaking to Sue Falsone about the AzATA/ABAT stance on dry needling.**
 - Josh Beaumont Seconds
 - No further discussion
 - Motion Passes 5-0-2

Vote on Radisson or Black Canyon Conference Center

- BCCC will cost roughly \$14,000. Radisson will cost roughly \$16,850.
- Purchasing our AV equipment (\$1000-\$1500) would help reduce costs at Radisson in the long term, but we do not have anyone that is committed to being in charge of ALL AV needs at the Winter and Summer Symposium
- BOD liaisons to PEC and Meetings and Events will talk to chairs about how to proceed with possible purchase of AV Equipment and operation of this equipment at Winter and Summer Meeting.
- RMATA has specific people on Meetings Committee completely dedicated to AV
 - RMATA only uses sound and electric at hotel for RMATA Clinical Symposium
- BOD does not believe that having all-inclusive venue for Winter Meeting at a cost of almost \$3,000 more than BCCC will result in more attendance to make up for the difference in price.
- **Dave Mesman moves the BOD to approve the use of the Black Canyon Conference Center for the 2017 Winter Meeting and Symposium.**
 - Leah Seconds
 - No further discussion
 - Motion Passes 6-0-1
- Rick brought up that during the semi-annual meeting there was discussion about establishment of monthly GH protocol for committee chairs and liaisons who are primarily involved in the educational symposia to assure continual communication and collaboration among those committees during

the months leading up to each of the symposia. I mentioned that the problems which arose related to finalization of program, venue, publicity to members, etc. related to the summer meeting gave rise to this discussion. Dave Mesman indicated that this was unnecessary because such communication is already occurring informally. Accordingly, no action was taken.

Vote on feedback tool for chairs

- Josh Beaumont presented an idea via email to garner feedback from BOD members and Committees about the 2017 Summer Symposium.
- He provided a template of questions to ask BOD and committees
- **Glenn moves the BOD to reach out to the committees and BOD to gather feedback about the 2017 Summer Meeting. Glenn will put together a survey to send to BOD and Committees.**
 - Dave Hayward seconds
 - No further discussion
 - Motion Passes 6-0-1

GAC meeting with Susie update

- GAC has constructed a letter to membership pertaining to members becoming involved in legislative campaigns in order to develop/solidify relationships with legislators.
- Rick believes it is very important for AT's to reach out to legislators.
- **Glenn moves the BOD to accept the letter from GAC for eblast to the membership about the importance of voting and the information needed for the upcoming election.**
 - Leah Seconds
 - No further discussion
 - Motion Passes 6-0-1

Sponsorship/ROI – Rick Ball

- Concerns arose from one of the AzATA sponsors about her return on investment (ROI)
 - Sharon Bates Foundation upset because of lack of follow up
- Rick believes that AzATA Sponsorship is great at getting sponsors, and he believes that AzATA BOD, committees, and members need to be more cognizant of appreciating what the sponsors do for the organization.
- We need to keep the sponsors happy
- Rick suggested for the sponsorship committee to have a structure and methodology which assures that every sponsor would receive a follow-up contact by a committee member, early in the calendar year but a month or so after the winter symposium. The purpose of that follow-up contact should be to ascertain whether the sponsor was happy with what transpired during the symposium, and has been happy with what has transpired since then, and whether there is anything the committee, the BOD, or the association can do

to further enhance the sponsor's experience and to assure that they are receiving the anticipated value for their sponsorship fee. At the conclusion of that encounter, the committee representative should encourage the sponsor to contact him/her in the event of any problems arising so that the committee can do what it can to resolve the concern. That way, there is never a situation of the type that recently arose, when the sponsor reacts so negatively to being approached about renewal--if they have complaints or dissatisfaction, they've been given an opportunity to air those long before they are asked about renewal.

- Josh will talk to Chuck (Chair of Sponsorship Committee) about re-examining protocol.

Medco Sponsor

- Medco, a loyal sponsor of AzATA, would like to pay \$350 instead of \$500 for sponsorship package because of the large amount of in-kind services they offer AzATA throughout the year.
- **Josh Beaumont moves the BOD to approve that Medco pay \$350 instead of \$500 for sponsorship package for this year only.**
 - **Greg Second**
 - **No further discussion**
 - **Motion Passes 6-0-1**

October Meeting?

- Michelle will send out doodle poll to get information on availability in order to schedule October meeting.

Meeting Adjourned at 7:15pm