

PNWSGNA Board Meeting Minutes

April 21, 2007

Southlake Clinic

Members present: Bill Smiley, Allison McClane, Heather Blyth-Foss, Sheryl Tack, Jeanne Ronk, Marianne Houlne, Louise Kato, Hanna Mosher, Debbie Tombs

Meeting called to order at 0910

President (Heather Blyth-Foss):

- Minutes from March meeting were seconded and approved with no changes (to be e-mailed to Bill and posted on website).
- Resolution letters – Jeanne condensed 10 pages of resolutions down to 3. This will be mailed out to the membership along with a “Save the Date/Fall Conference” insert when labels come from SGNA.
- Pam Washington, 1st PNWSGNA president, is retiring in June. Sheryl and Allison will work on a project to honor her at this year’s Fall Conference.
- Fall Conference:
 - A suggestion was made by group to include an inspirational speaker.
 - Also, possibly set up a Saturday evening event, as many of the attendees will be staying until Sunday.
 - Will discuss with committee about not having a board meeting at the conference.
 - Because it will be our big 25th celebration, Allison will send out invitations to all past presidents and medical directors to attend the conference. We should also honor Liz Moehrke as she; along with Pam were both first charter members.
- “Train the Trainer” course:
 - Olympus only allows 25 people to attend. It is tentatively set up for Nov. 3 at Valley Medical Center’s conference room and MAC rooms A & B.
 - Olympus needs to specify needs for facility. For example, do they provide food/beverages or will we need to arrange?
 - It is an all day class = 7 CEU’s (3.7 are GI specific).
 - Who should attend: We need criteria for who should attend. Probably send information to the “top 10” Endo centers in area and see if they have a staff member who “fits the bill”. Will also put criteria on website – “upcoming class” etc. to drum up interest. Contact person will be Heather who will then forward the information on to Jeanne. (Bill may be able to set up direct link through the website)
- WELCOME to Louise Kato! She will be taking over Donna’s spot as Vendor Coordinator. Glad to have you on board!

Treasurer (Shanna Mosher):

- No new business to report. Account balances are as follows:

PNWSGNA CD	\$12,637.23
Checking	\$26,793.64
Education	\$8,071.15
Savings	\$12,459.28
- Heather has a template that might make the job of figuring out and sending financial reports to SGNA easier. Shanna uses Quicken which works fine for her, but she will look at the new template to see if it will work.

Past President (Debbie Tombs):

- She has someone that might be interested in taking over as secretary. Heather will discuss with Darlene.
- Need someone to run for Treasurer as this is Shanna's last year. The vote goes out to the members in July.
- Regarding membership voting: We should investigate incentive for voting, as member response has been very poor in the past. Ideas included giving away a free membership, educational gift certificates, scholarship to attend National conference, and twenty-five \$25 educational gift certificates (25th anniversary) to attend the upcoming Fall conference. We need to really get members interested in voting.
- Thoughts regarding the fall conference:
 - Also discussed not having a board meeting during the Fall conference. It might be better to have one before or after the conference. This would allow the board members to personally meet with the attendees and to allow more time for educational offerings. We must have an annual board meeting in which it is available to all members. It is a SGNA requirement.
 - It is harder to accumulate CEU's now since the required new way to calculate them means we lose .2 on every hour of CEU's – as compared to the old way of calculating CEU's. She also noted that SGNA requires a regional society to provide 6 GI specific CEU's per year.

Membership (Allison McClane):

- As noted above, Allison will make up and send out invites in early August to all past presidents and medical directors to attend the Fall conference. Will need to draft up "invite" and get approval from the board at our next meeting. Probably will look into getting these at Costco business center. The question was raised if they should be allowed to attend for free?

Vendor Sponsor (Sheryl Tack):

- Christie Green of Tapp Pharmaceutical will be providing the bags for the Fall Conference. She looked at two bags at Duggans. Both cost about \$10.00 each. One is a very nice black micro-fiber bag but putting our logo and additional embroidery work will cost extra. With the other bag, which she felt was nice is nice, includes the cost the logo and embroidery. She is also checking into backpacks.
- Planning committee also looking into water bottles, key chains, and chocolates with our logo on them. Enough will be ordered to supply both the National and Fall conference. Duggan's will ship to location of conferences.

Planning Committee (Jeanne Ronk):

- Both Embassy Suites (Eastgate/Bellevue) and Hilton (Bellevue) are available for the 2008 Fall conference. We need to have a committee to go and check out sites and decide which well work out the best. Donna, Sheryl, Jeanne, Heather and Louise will evaluate potential sites and work up proposal.
- Rick Bitler (from Eugene, OR) is VERY energetic about having conference down there in 2009. Board decided to give him the go ahead to start planning.
- At this time, the board nominated him for Director at Large in Oregon. Jeanne nominated Rick and it was seconded and approved by a vote. Heather will contact Rick with the news.
- The Visitor Center of Vancouver, Washington is extremely interested in PNWSGNA holding a conference at some point. The Board discussed the possible the 2012 conference being held in Vancouver rather than Portland.
- Regional Night at National:
 - Jeanne requested the board approved a financial amount she will be able to spend on a table/giveaways/etc. \$1000.00 was approved by the Board. If additional money is needed, an email will be sent to the board for approval.

- Darlene will be making up baskets – each representing a state in our region. Board allocated \$75.00 per state, per basket. These will be raffled off.
- Potential giveaway items include chocolate bars, chocolate “coins”, dental floss (travel/key chain size), water bottles (these probably only for fall conference due to cost of shipping H2O to Baltimore).
- Theme for Regional Night is “Charting the Course”. Nautical theme somehow incorporated into table. Use state maps marking areas our members are from. Need creativity to promote our region.

Website (Bill Smiley):

- Had samples of brochures from Vision Concepts to look at for fall conference. To make this brochure more professional, he suggested upgrading the paper and maybe having it 4 fold. Also suggested to have the syllabus covers professionally designed. Bill will check into prices.
- Please check website periodically – give suggestions/opinions.
- Also, the board should forward and items of interests, i.e.: walks, specific functions, etc. to put on website for members.

Education/Certification (Marianne Houlne):

- Clarification of Executive Committee vs. Committee positions. Executive Committee and Directors are elected and hold board position. Committee positions/chairs run committees, but are not elected. They answer to the President/Executive Board.
- Strategic Planning: Surveys from last meeting were compiled and submitted to board members. We are to read through responses and jot down a few things on the SWAT analysis. Marianne will then compile our responses. We can then revise our Mission Statement from strategic planning/plan. Strategic planning gives direction to our group. Definitely need everyone’s input. Also a committee to meet and consolidate plan. This committee should include past presidents. Vote on a committee to do it – “point people”. But, everything comes back to the board for a vote.
- Regarding Fall Conference: Discussed having a “Meet the Board Members” social at the Fall Conference. We need to work on being more visible and accessible to our members. They need to know who we are. Maybe a Friday evening function? All the board should be dressed formally, with corsages/pins to know who’s who. Maybe have a power point running with photos of us. Introduce us then AND at conference itself. Planning committee will work on this project.
- Is there a way board members could be issued “cards” – for phone calls, copies, etc.? But STILL would need receipts and reimbursement forms submitted anyway. How about looking into setting up an account that we all could use – Costco business center for example. They would bill PNWSGNA directly. Or a corporate account? Marianne to look into this.

The meeting was adjourned at 1150.