

EC CONFERENCE CALL MINUTES
American College of Pediatricians

Date: November 21, 2017

Time: 7:15 a.m. ET

In attendance: Michelle Cretella, Den Trumbull, Randy Matthews, Patty June, Quentin Van Meter, Ronni Ann Lutovsky, and Lisa Hawkins.

1. Meeting opened with prayer at 7:18 a.m. ET

2. Review the goals established at the last Board meeting:
 - Contact Christian medical schools to recruit members
 - Reach out to businesses for funding
 - Complete updates and new statements
 - Recruit members for media and writing

3. **Approval of Minutes.** The last EC conference call was in November. Minutes from that conference call were approved by the Executive Committee.

4. **Financial Report**
 - End of November budget update (attached) which is the first month in our fiscal year. \$7664 in revenue as of end of November, and \$8191 in expenses.
 - Comparison budget from same time last year (attached). Income down by more than \$19,000 over last year (fear not! Income for December is good), and expenses down by more than \$5,000 compared to last year.
 - More than \$55K in our savings account, and we've increased our 3 month reserve to more than \$38,000 (increased by more than \$12K).
 - Donations received in November: \$977.
 - Nicolosi video project: \$4700.00. Will send check once his 501C3 is finalized in Spring. (Donations for these received from some members and balance will be contributed by the College.)
 - The Conversations project budget has more than \$4700 in the till. We still owe the developer \$3000 once he completes a couple of items by end of year.
 - Renewal notices went out 1 week later compared to last year which likely accounts for why dues collections are lower as compared with this time last year.
 - Last November we also had the conversation project campaign which drew donations
 - Wikipedia Editors
 - Jay
 1. Initial edits would be \$100 - \$150 per hour and would need verifiable sources
 2. Approximately \$1,000 per year for monitoring and up to 2 hours of edits per quarter

- **Action Item:** Dr. Trumbull to converse with Jay re: will this be worth the expenditure; how easily will Wiki reverse changes he makes? When Randy & Lisa attempted this their changes were reversed within 30 mins.

5. Committee Reports:

- Planning and Development Committee:
 - ADF Wants to help ACPeds
 - **Action item:** Dr. C to contact Jeff Shafer re: ADF presenting "1 hour legal update" on variety of issues once a year to our BOD
 - PSA development?
 - ADF has a program to test language and presentation
 - This can help us to be more appealing to the population we are trying to reach
 - **Action Item:** Ronni to contact Dr. Field to do a PSA for the flu season (Ask him if he can rework these few sentences into something: "Last year, _# of children died from the flu. The flu vaccine is safe and effective at preventing severe disease. Protect those you love. Get vaccinated today.")
 - 5 min ACPeds promotion video design combining Dr. Lacayo's ppt & Dr. C as "face of College"?
 - Ronni provided info re: conservative videographer in Gainesville. John Heath (triptych-productions.com/work) pricing ranges but typically a five-minute video ranges between \$2500 - \$5000
 - EC – John Heath's work looks great and seems like he will fit with what we are trying to accomplish. Still in the early planning phases.
 - The goal of this video is to market but also to educate those on what the college does
 - CMDA Media Training
 - i. Becca cannot attend this June
 - ii. We need to train warm, young person in her place: Dr. Lacayo; anyone else?
 - 1. **Action Item:** Ronni to invite Dr. Lacayo to CMDA training and Dr. Trumbull as well
 - 2. Date: 05/18 – 05/19
 - Focus on the Family featuring ACPeds ad once per month for 10 months (began December)
 - Action Item:** Lisa to resend to the EC
- National Meeting Committee
 - Cost/Profit Margin of 2017 Meeting: Profit is less than \$5,000. It was the first national meeting that they made a profit.
 - Dr. Harrison has applied for CME approval of the videos from the 2017 sessions. Once approved, videos will be posted to AAPLOG & ACPeds websites so members may view and obtain CME credit for a small fee.
 - Next meeting in Spring 2019: three potential venues Univ. San Diego, Marian Univ. Medical School, Trinity International
 - University of San Diego seems like the perfect place to pull from both the west and east coast. It's a great place to travel too, so families won't be bored. The weather will be nice that time of year.

- **Action Item:** AAPLOG & ACPeds national meeting committee will work on inviting more vendors to increase profit margin
- **Action Item:** Dr. C discuss inviting leader of Conscience Rights Coalition to speak
- Conversations App: Update from Dr. Trumbull
 - Trademark and Copyright in the works but a final approval will come out in March or April of 2018.
 - Nick Yates to write new conversation " How to Talk to Your Children About Tragedies in the News" **Action Item:** Lisa to follow up with Dr. Yates about this conversation.
 - Conversation on SSA/GID draft by Becca - review/edits by Dr. Andre Van Mol & Dr. C
 - **Action item:** Dr. C to send conversation on gender dysphoria to Drs. Trumbull, Huizen & Anderson for review after Jan 1st. Dr. Van Mol nearly completed.
- Marketing/Membership
 - Dr. Trumbull drafted end of year donation drive w/ Daily Signal video; **Action item:** Ronni Ann to resend CC from College to members, past donors and past members.
 - Survey of non-renewing members - seven responses received. None reported that they were displeased with the College. Most were financial.
 - A new market mailing went out on Feb 17 to 3290 physicians. We have gained at least 9 new members from the Feb market mailing as of 10/13/17. Another market mailing went out to about the same number of physicians in mid-September. From this recent effort, we already have NINE new members.
 - Membership renewal notices for 2018 along with election ballots and the member gift went out by mail the first week of November. Deadline for ballots is that they be postmarked by Dec 15.
 - **Action Item:** Dr. Trumbull to meet with Lisa and Ronni about the next mailing cycle
- Elections for the 2018 board
 - Elections taking place now and will be final in mid-December. The two new members on the ballot for elections will be Mark Grubb (WA), and Russell Gombosi (PA).
- Scientific Policy Committee
 - Sex Trafficking Position Statement is out for member vote.
 - Part 1 Mother-Infant bonding out for BOD review.
 - Update of Freedom of Conscience (FOC) statement Dr. C to integrate final BOD edits by first week of Jan 2018.
 - Updated Sex Ed position statement: Sexual Risk Avoidance Education. Dr. Stan Weed nearly finished combining his research with Dr. Gombosi's. Then will go to SPC. David Perry to work on a statement about the early sexualization of children.
 - Corporal Punishment *is still up* for review/edit. Dr. Trumbull will work on this when he completes his book.
 - Dr. Cretella working on SSA in Youth.
 - Multiple Dangers of Contraceptives – trifold handout - Dr. Pierucci may be working on this

- Web Committee
 - Some recent changes made to the ACPeds website by developer Ron, and Dr. Trumbull to make it more user friendly. The Facts website will be updated with the Nicolosi videos once they become available.

7. **Next EC Conference Call - Scheduled for Tuesday, January 16th.**

8. **CLOSING PRAYER/Adjourn at 8:17 am**