

American College of Pediatricians

Board Agenda

Meeting of the Board of Directors

March 23rd and 24th, 2018 – Atlanta, GA

Friday, March 23rd, 2018

- 1. Call to Order, welcome and opening prayer (6:30pm)**
- 2. Approval of Minutes *Motion and Vote***
- 3. Approval of Interim Executive Committee Decisions *Motion and Vote***
- 4. Additions to the Agenda: *Motion and Vote***
- 5. Approval of the Agenda: *Motion and Vote***
- 6. Objectives for this Meeting:**
 - i) Review of last 6 months
 - ii) Regroup: Clarify roles and responsibilities of administrators & committees
 - iii) Refocus: Review mission & what works
 - iv) Recruit: Develop action for each BOD member to grow membership
 - a) Outreach to young docs
 - v) Outreach to business community for funding goals & projects
- 7. Executive Session of the Board beginning with President's Report: (*Only board members meet during this time; guests & administrators exit but may return at end of Executive Session*).**
- 8. Treasurer's Report:**
 - a. (See attached reports through month of February)**
 - b. Nonprofit Compliance Report**
 - i. Attorney Joe Infranco at ADF: attorney is not required
 - ii. Harbor Compliance - to apply with 14 states (from which our largest donations have come), Harbor has quoted \$2100 plus \$449 in fees - annually.
 - iii. Charity Compliance Solutions - to comply in all 41 states that have compliance laws would charge \$150/state (same as Harbor) with a maximum of \$4995 – annually
 - iv. AAPS does not comply
 - v. AAPLOG has not complied but is planning to do so moving forward. Donna recommended Atty Andrew Bath of Thomas More Society (abath@thomasmoresociety.org) He said they may be able to take care of this but Lisa is awaiting further details as of 3/20/17.
 - vi. **Discuss what to do if Thomas More Society falls through:**

- a) take our chances
- b) comply in our top 14 donor states at \$2500/year
- c) comply in all 41 states that require it for \$5000/year?
- vii. (Attached document about compliance from Harbor.)
- c. Donated \$4,700.00 to Dr. Nicolosi, Jr. 501C3 SSA video education project

9. Membership Committee & Marketing Committee Reports

a. MEMBERSHIP (Dr. Artigues)

Membership	2018	2017
Associates	36	42
Candidate Fellows	6	10
Emeritus Fellows	27	24
Retired Physician Fellows	8	6
Specialty Fellows	12	12
Fellows	308	307
Training Fellows	28	26
Training Associates	8	8
Medical Students	60	58
Friends	23	23
Total	516	516

- i. Lisa sent reminders to past due folks the first week of February and March (mostly via email). As of March 12: 120 member's dues outstanding
- ii. The next reminder will go out in early April.
- iii. Late April Lisa will arrange for membership committee members and Board members to make phone calls or send personal notes to members who remain outstanding.
- iv. Final notices will be mailed by US Post in June.
- v. Update re: recruiting from Liberty University Medical School & Campbell University Medical School; discuss how Drs. Shaw & Olson to promote/what to bring.
- vi. Dr. C needs membership committee to reach out to academic members and urge them to recruit Residents one on one (get residents/students to agree to be on our email list; all we need are Resident and Med Student permission to share names and emails with us!)

Saturday, March 24th, 2018 (8am)

b. MARKETING COMMITTEE (Dr. Trumbull report)

- i. A market mailing went out mid-September 2017 to 3000+ physicians. We have gained at least 9 new members as of December.

ii. DISCUSS & VOTE ON APRIL MARKET MAILINGS:

- Conservative Peds & add Fam Practice docs to list?
- Personalized (eg: Dr. Olson) mailing to Military Peds & add FPs?
- How to reach Residents w/ mailings ? personalized by Dr. Lacayo?

i. Promotional ACPeds video

1. Conservative videographer in Gainesville – John Heath (trptych-productions.com/work) pricing ranges but typically between \$2,500 - \$5,000
2. FWI has contracted w/ DC group for advocacy work - NO COST
3. Focus on the Family featuring ACPeds ad once per month for 10 months (began December 2017)

ii. AACC – National Christian Counseling Conference (Sept 27-29th; Dallas)

<http://www.nationalaacc.com/> Booth reserved for the 2018 AACC meeting to be held in Dallas this year (end of Sept). However, booths for the 2019 meeting in Nashville are almost already sold out. If you want to reserve one (\$1,500), we need to do so ASAP. Dr. Yates & Dr. Raney staffed 2017 booth and both felt it was very worthwhile. 7000 attendees.

iii. ACPeds Brochures at this Spring CMA meeting

iv. Signal Health digitalizing our handouts

10. Website Committee (Dr. Trumbull)

- a. Google Analytics report
- b. Security for the Members Hub
- c. Wikipedia Editor - no reply from contact (Dr. Trumbull report)

11. Scientific Policy Committee Report (Dr. June)

- a. Child Sex Trafficking Position statement is posted
- b. Part 1 Mother-Infant bonding - Ready for Member Review
- c. Part 2 Mother-Infant bonding - Ready for Member Review
- d. Part 3 Responsive Parenting - through SPC w/ Brittney
- e. Sexual Risk Avoidance Position Statement with Brittney to clarify references
- f. Preventing Depression in adolescence by Dr. Anderson
- g. Dr. Bill Shaw has reviewed decades of literature on ACEs & sexual orientation
- h. Corporal Punishment is still up for review/edit Dr. Trumbull will work on this once he completes his book. Promised to be done in next 2-3 months
- i. Dr. Cretella working on SSA in Youth/FOC/NL

12. Strategic Planning: Christian Employers Alliance & ADF (11am - 1pm; working lunch) Dr. Cretella will introduce guest speakers.

- a) Eric Welch: introductory presentation (20 mins)
- b) ADF attorneys Gary McCaleb & Jeff Shafer: update on threats to children & FOC (30-40 mins)

13. Blogging Committee: Dr. Randy Matthews, Chair; written report by Brittney

- a. Comments on blogs increase their internet visibility. Board members please comment.

14. Nominations Committee: Dr. Tom Benton

- a) Directors' whose terms end in 2018 are: M. Cretella's Prez term ends and Q. Van Meter will move into the Prez spot. Dr. Trumbull will roll out of the Past Prez slot and Dr. C will roll into that (with that spot she will also become the Nominations chairman). Dr. Trumbull is eligible to run for another position on the EC or the Board. P. June and R. Matthews will roll off. They cannot run for the same position but they can run for each other's positions or for another slot on the Board. Drs Anderson, Benton and Field all roll off but of course can run for another term if they so choose.
- b) Nominating list includes: See spreadsheet of possibilities

15. Old Business:

- a. Continue to add to vaccine page on flu, HPV, ? others
- b. Lisa to continue investigating new billing system
- c. Are there any IT Security issues?
- d. Marcia Segelstein (NCR) wants member to interview about March Marriage Blog
- e. Conversations App
 - i. Copyright was finalized as of March 2018. The Trademark has a glitch and Lisa is working with an attorney from Legal Zoom to find out how to fix it.
 - ii. Develop video promotion (2-3 minutes) to be sent to CMDA pediatricians, medical students, and maybe our own members. Also to be sent to donors of this project. Convert into a "real App" with www.subsplash.com
 - iii. New Conversations:
 - 1. How to Talk to Your Children About Tragedies in the News (Dr. Yates)
 - 2. Youth Violence Prevention/Resources for Parents (? Dr. Tom Lickona, Marie Leiner?)
 - 3. Conversations on SSA/GID draft by Becca – review/edits by Dr. C
- f. Executive Director job description (Dr. Trumbull)
 - i. Review current Bylaws description and proposed Policy & Procedures description (see attached)

16. Planning and Development: (Skype)

- a. 1pm Youth recruitment - discussion w/ Ex Officio Member Sophia Urban (Skype)
- b. Youth Violence Statement pointing to underlying cultural factors (eg fam structure, discipline, respect for life, etc)
- c. PSAs increase visibility and depth: PSA for next FLU season
 - i. FWI consultant may be able to help w/ others

17. New Business:

- a. FYI: Gregg Scott w/ Heritage Foundation media messaging is helping us with talking points
- b. Physicians for Health Reform (Dr. Cretella to report on Reboot of Graham-Cassidy Bill, and Repeal of Safe Harbor Act)

18. Specific Goals for the next 6 months:

- a) Complete 1 promotional video for College (to Feature Conversations)
- b) Specific BOD members fulfill actions steps to which they have committed.
 - i. relative to membership committee/recruitment/marketing
 - a) Bill Shaw: Liberty U; Dave Olson Campbell U
 - ii. media training: VP & Dr. Field; Becca will train when able
 - iii. VP to offset load of current president w/ "orientation" re: emails
- c) Membership Committee Rep joins monthly EC meetings
- d) Personalized Mass Mailing targeting Military Pedi & FPs
- e) Mass Mailings expanded to target Conservative Pedi & FPs & Med/Peds
- f) Successfully release and post position statements outlined here
- g) Dr. C to complete Homosexuality in Youth Paper & Conversation
- h) Response to Youth Violence: BRIEF Statement BIG PUSH FOR CHAR. ED in HOME & SCHOOLS (Drs. Tom Lickona & Marie Leiner).
- i) Add to Newsletter: "Clinical Pearl of the Month" & "Making a Difference to feature Member and/or Success of College esp. legal briefs"

19. Board Wrap-Up

Set in place plan to assist BOD members to stay on track re: above Goals

Next BOD meeting October 2018 - Ronni to circulate possible dates via Doodle

20. Closing Prayer and Adjourn