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 7:17 a.m. ET

2. Review the goals established at the last Board meeting:
   - Contact Christian medical schools to recruit members:
     - Liberty University Med School –Dr. Cretella has reached out to this school and has successfully recruited the head of pediatrics but has not had success in recruiting any other professors there. However, the pediatric chair, Olubukola I. Ojuola, MD, MPH, has agreed to sign up students in their pediatric interest club. At the suggestion of Dr. Ojuola, Dr. Cretella has asked Dr. Bill Shaw to consider presenting a CME lecture there to medical students and faculty as an avenue to showcase and recruit for ACPeds. Action step: Dr. C to follow up with Dr. Shaw before Christmas.
     - Campbell University Medical School – located in Buies Creek NC. Like Liberty, this school is an hour from a major airport so not conducive to a meeting. Action step: Dr. C contact Pediatric chair to promote College and ask if member can present there in future. If Chair is open to idea, Dr. Cretella will then write email seeking board member to present a CME lecture there to faculty and students.
     - Morehouse Medical School – Dr. Quentin Van Meter reached out to the Director of Pediatric Residency there about ACPeds. The Director is very interested in promoting ACPeds to Morehouse.
   - Dr. Marcelo Lacayo, ex officio member of the board of directors, has been actively recruiting at Texas Tech. He will complete residency end of June 2018 and should be short-listed for our list of nominees for the next election cycle. Action item: Ronni Ann add to nominee list. Action item: send past spreadsheet of nominees to Ronni Ann. Action item: Lisa to ask Marcelo for the link to Dr. Marie Leiner's animations and send to Dr. Anderson.
   - Expand views of College beyond one issue with the help of Dr. Thomas Lickona new Associate member who is a developmental psychologist and is in the process of writing a book, Raising Kind Kids. Reach out to businesses for funding. Associate member John Raney has a friend at Del Webb. He may be able to help us seek funding with Del Webb. We need to continue to seek support from the business community. Action step: Follow up with Dr. Raney before Christmas.
   - Complete new statements.
   - National Catholic Register series of interviews of Board members going well.
   - Invite members for media and writing. This is a major need.

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

4. **Financial Report**

   - End of October budget update shows more than $108,000 in revenue for the 2017 fiscal year, and more than $95,000 in expenses.
   - Comparison budget from same time last year demonstrates that income is up by almost $24,000 over last year and expenses are up by more than $20,000 compared to last year.
   - The College has more than $40K in the savings account.

- YTD donations received: $35,115 – which is $7,000 more than last year if you include last year's special contributions towards Conversations.
- Overage from last year's budget vs expenses totals $12,674. Action item for Lisa: The EC voted to roll this into reserve now and discuss investing at a later date.
- For the Nicolosi video project, the College has set aside $2500 and board members contributed an additional $2200. Action item: A check in the amount of $4700 will be sent to Dr. Nicolosi once his 501(c)(3) comes through.
- Budget for the 2018 fiscal year was approved by the Board on 10/30/17 and is now in use.

5. **Committee Reports**

- **2017** and 2019 National Meetings
  - Member attendance this year was 45 vs last year when it was 41. As word gets out about the overall success, attendance will rise. Dr. Harrison has applied for CME approval of the videos from the 2017 sessions. Once approved, they will be posted to the AAPLOG website (and perhaps the ACPeds website?) with the option for folks to view for CME credit for a small fee.
    The next joint meeting is projected – though not confirmed – for **spring** 2019. Because Dr. Harrison felt a fall date was a real challenge to medical student attendance, she wants to skip 2018 and hold the next joint meeting in spring 2019. Action item: Lisa to send CME certificate to Dr. June
    Action item: Dr. Cretella to obtain financial statement from Dr. Harrison re: costs of and income from National Meeting for next EC CC.

- Blogs and Social Media and Newsletter
  - Brittney has increased the number of blogs posted per week to two.

- Conversations
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- Marketing/Membership
  - Action item: Lisa will send a survey to all 2017 non-renewing members.
  - A new market mailing went out on Feb 17 to 3290 physicians. We have gained at least 8 new members from the Feb market mailing as of 0/13/17. **Another market mailing went out to about the same number of physicians in mid-September.** From this recent effort, we already have 8 new members.

- Membership renewal notices for 2018 along with election ballots and the member gift went out by mail the first week of November. **EC members have received, except Dr. Van Meter.** Action item: Lisa to look into why Dr. Van Meter has not received the renewal pack.

- 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). Action item: Ronni to send EC minutes to these two new incoming board members.

- Scientific Policy Committee
  - Create a NEW Conversation about "How to Talk to Your Children About Tragedies in the News" – Nick Yates will work on this.
  - Freedom of Conscience (FOC) statement is currently with Dr. Cretella. Action item: Dr. Cretella has sent a copy to Dr. Trumbull to review carefully and then possibly we will proceed with sending this statement to members for review despite the fact that one or two board members were not in agreement with the statement as written. Action item: Lisa/Ronni update Brittney.
  - A new statement on sex trafficking has been created by Dr. Zanga and it is with Board review until November 30th.
  - Mother-Infant bonding – by Dr. Anderson and Dr. Chang finalizing phase one of three, and it will soon go to SPC for review soon. The three phases consist of the following: The harmful effects of prenatal stress on the infant, what the mother can do help the infant, and the effect of the infant on the mother. Action item: Lisa/Ronni let Brittney know about this.
  - Dr. Gombosi, College member – soon to be Board member in PA, *working* on a revised paper/educational guideline: Sexual Risk Avoidance Education. It was sent to Dr. Stan Weed for edits. (If he cannot complete, his colleague Dr. Irene Erickson may take it on.)
  - 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. Trumbull wants to create a position statement about self-control based on information from the Leonard Sax book The Collapse of Parenting which discusses self-control as being the trait most associated with lifetime happiness.
  - Dr. Cretella working on SSA in Youth.

- Planning and Development Committee:
  - Trademark and Copyright in the works but a final approval will not come for about 6 months.
  - Focus on the Family will feature an ACPeds advert prior to a podcast once per month for 10 months beginning in December.
  - Dr. Nicolosi, in appreciation for our partnership, has a solution to our Wikipedia problem (we talked strategy first and then he gave me contact info for 2 conservative Wikipedia editors for hire) AND gave me contact info for a conservative professional videographer (affiliated w/ Dennis Prager) who would be willing to produce one or more 5 min videos for the College (for a price, of course). Action item: Dr. Cretella to give Wiki contact to Dr. Trumbull to communicate with.
    Action item: Dr. C to reach out to these contacts and ask about pricing and product details.
    Ronni Ann V. Lutovsky reached out to John Heath regarding the production of videos. Mr. Heath's portfolio can be viewed at triptych-productions.com/work. Pricing ranges, but typically a five-minute video ranges between $2500 - $5000.

- Highlights from Dr. Cretella from the ADF Strategy Meeting as relayed to her from Dr. Van Mol and Dr. Zanga: Essentially, attorneys are using our position statement, interviews, etc to craft legal challenges. I've been invited onto conference call that will occur in December for further details.

- Funding committee
  - No updates.

- Vaccine Committee
  - Something the College often receives phone calls and emails about. Dr. Field is trying to put more information into Parent Talk on a regular basis.

- 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, December 19th.

8. **Closing prayer and adjournment -** approx. 8:15 am ET.