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March 2018 Monthly LAPA BOD Meeting

Invited: Shelly Esnard <shelly@cosmeticbr.com>; Emilie Thornhill <emilie.thornhill@gmail.com>; Michael Hebert <mjhebertpa@gmail.com>; Hannah Schneider <hs_schneider@yahoo.com>; Clawson, Rebecca E. <reskew@lsuhsc.edu>; Bigler, Teresa J. <tbigle@lsuhsc.edu>; Josselin Carter <Josselin.Carter@franu.edu>; John Teal <johnteal@franu.edu>; Michael Falba <mfalba@gmail.com>; Kenneth W. Betzing <kbetzi@bellsouth.net>; Johnhendrick <johnhendrick@cox.net>; rbayepa@gmail.com; Chappell, Rachel N. rchap2@lsuhsc.edu

Present: Sarah Deyo, Emilie Davis, shelly Esnard, Rachel chappell, Rebecca clawson, Josselin carter, teri bigler, John Teal, Mike Falba, Hannah Schneider

Lobbying/Organization Management Discussion: Stephen Wright (Guest Speaker)
Reviewed Mr Wrights bio and proposal. Sarah will resend to all BOD for final review. The BOD will interview 1-2 more candidates before making decision. Timeline for interviews is prior to March 30th. Will call special meeting for those interviews and vote on candidate. Current management, Gail Lowe, has announced her retirement in 12 months. She will stay on to help us hire and transition to new organization/lobbyist manager.

Membership Update: Deyo

We have changed to a rolling 12 month membership Jan 1, 2018. We have over 400 expired members. Currently we have over 230 active members. With 70% active PAs and 30% students.

A membership drive was discussed by Emilie Davis utilizing our regional ambassadors. Emilie introduced the new regional micro sites on our website to help ambassadors identify those in their region who need to join or renew.

Regional Ambassador/Groups Discussion: Davis/Deyo

The new microsites for the regions will allow the ambassadors to be moderators just of their page. They can post announcements, host meetings and communicate with members/non members in their region.

Regional dinners will become an area of focus to target renewals as well.

AAPA Conference Update: Deyo

Discussed hosting LAPA member event during AAPA meeting. Request sent into national for Monday evening. Will create budget for it and board approval.

Sarah will keep everyone informed of host CO's duties during meeting as it comes closer.

LAPA Conference Update: Clawson/Davis

Contract signed with Margaritaville Shreveport, La. Dates Oct 3-5. Speakers slots are filled. Next step is to market the conference. Wim will continue to work on sponsors and exhibitors.