



## Board of Directors Meeting, April 19, 2007 – 1:00 p.m. Meeting Minutes

**Board Members in Attendance:** Jan Beach-Sickels, Jeff Dumermuth, Bill Fish, Linda Frederiksen, Dan Glandon, Cindy Hewitt, John Hill, David Johnson, Ric Jones, Brad Madsen, Rick Morgan, Jon Petersen, Lori Reeves, Rod Robinson, Terry Stecker

**Staff:** Karen Kreider

**Guests:** Kirk Schmitt, Angie Moore

**Proxies:** Cheryl Blazek, Julie Scadden, Tom Summitt

**Absent:** Tom Bryant, Thomas Craighton, Matt Madson, Lee Ridge

1. Call To Order – John Hill, President – President Hill called the April 19th meeting of the IEMSA Board of Directors to order at 1:05 p.m.
2. Welcome/ /Determination of Quorum/Proxies/Call for Conflicts of Interest - A quorum was determined. Proxies were noted. No conflicts of interest were disclosed.
3. Minutes of March 15, 2007 - The minutes of the March 15, 2007 meeting were approved as written.  
Fish/Frederiksen/Unanimous
4. Guest Presentations – None
5. Treasurer's Report – Linda Frederiksen – Linda reviewed the balance sheet noting that IEMSA's assets have grown considerably since 2002 - \$88,768.42 in 2002 to \$218,056.34 year to date. IEMSA's \$175,000 certificate of deposit, which is yielding 5.47% will mature on 6/6/07 and the US Bancorp funds are yielding 4.4% on a balance of \$21,093.18. Linda also reviewed Profit & Loss report; noting that numerous changes will be made on the report to provide additional information. She advised the board that the net profit reported on the P & L is inflated as EMS Memorial donations are currently part of the regular cash flow. The actual bottom line is a deficit of \$11,234.22 which is expected due to the timing of membership dues and conference income; noting that the US Bancorp money market will likely be liquidated to cover the remaining cost of the EMS Memorial construction bill. Linda also reported that the Executive Committee is looking at options for reinvesting the certificate of deposit. A Motion was made to approve the Treasurer's report as presented. Fish/Reeves/Unanimous
6. Medical Director – Dr. Chris Russi – no report
7. Administrator– Karen Kreider – Karen reported on the following:
  - Arrangements have been made to send our two Individual Award winners, Darren Brooke and Melinda Brittain to the AAA Stars of Life program in May. She asked them to write an article about their experience at the event for the next newsletter.
  - Work has begun on the Conference Registration brochure. Mike Schneider who designs our newsletter and handles our web site will be doing the design this year.
  - Membership correspondence is up to date. Many thanks go to Colleen for her diligence.
  - Details have been finalized regarding the Management and Billing Conference as well as the EMS Leadership Academy. 65 individuals are registered for the Management and Billing Conference and 9 individuals are registered thus far for the Leadership Academy; she noted that she is expecting a few more registrations for the Academy. Karen reported that LifeQuest, a long-time corporate member, is co-sponsoring the Management & Billing Conference.
  - EMS Memorial invitation – The invitations to attend the EMS Memorial Dedication Ceremony will be mailed out next week. To date, 3 services are requesting to have a name of a deceased staff member engraved on the memorial.
  - Schedule – Karen announced that she will be out of the office as follows:

- April 23-25 (in 26)
- May 4 & 7
- May 14-21 (in 22)

8. Communications Specialist – Abby Russi – Abby provided the following report via e-mail. John reported that Abby’s last day as Communication Specialist will be May 31<sup>st</sup>. It is the goal of the Executive Committee to have the e-news and newsletter done through the IEMSA office.

- **IEMSA eNews:**
  1. Legislators successfully added to mailing list.
  2. Look for online archive soon in members only section
  3. Increasing regularity of items: Legislative update and recognition of new student members
- **The Voice:**
  1. 2nd qtr. edition is on track and on time for a May 23rd publication. She noted a number of outstanding items and will be following up on them.
  2. Board members were asked to nominate member services from your region for the Affiliate Profile and noted that she is still working on soliciting regular contributors to continuing education piece. Hope to have a mutually beneficial collaboration from education programs. Occasional contributions from board and other members are still wanted: **ie 3rd qtr. 07.**

Abby also reported on other ongoing projects: **1) Display Board** - For use at booth events. Content focusing on why IEMSA exists and what IEMSA exists to do per the IEMSA Bylaws, **2) Literature Updates** - Attn: membership committees: please keep Abby posted of any changes to, new incentives, or member benefits in order to update brochures, include in mailings or announce in eNews and/or The Voice, and **3) DVD:** voice over script in process.

9. Bureau of EMS Report – Kirk Schmitt – Kirk reported on the following:

- EMS Advisory – met last Wednesday and included the following actions and announcements:
  - a. Approved moving from bylaws to rules (new chapter 130); possible approval expected in July
  - b. Approved Internet-delivered courses that have been approved by CECBEMS will meet the criteria for FE continuing education credit
  - c. Approved allowing instructors of EMS courses to be given same credit as students
  - d. Approved language related to violating a statute committed during the provision of EMS care.
  - e. Eliminated the order in which exams must be taken (i.e., practical vs. written)
  - f. Bylaws related to terms of office for the Advisory Committee were changed to allow the length of a term to be 3 years with no limit to number of terms. Kirk added that Jeff Messerole’s term is expiring June 30<sup>th</sup>, noting that a letter for new appointment is forthcoming. Jeff Messerole is still eligible.
  - g. The CEO of the National Registry, William Brown, will be available to speak to the Advisory Committee at the July meeting. He will present information about the National Registry changes and their perspective on EMS.
- QASP & SCOPE
  - a. These entities are in the process of reorganizing their structure of subcommittees by focusing on positions of volunteers
  - b. King LT discussion – This discussion was tabled until further information from a pilot project in Keokuk becomes available. The King LT will remain a bridge airway for the time being.
- Statistics – Kirk provided numerous interesting statistics related to EMS providers in Iowa. He indicated that this information could be useful to the training programs, for writing grants, recruiting volunteers/staff, etc. Board members who wish a copy of these statistics can contact Kirk via e-mail to request a copy of his presentation.
- The Bureau has done considerable introspection on their operations and on the EMS industry as a whole. They are currently trying to change the perception of “regional” to “statewide.”
- Legislative Issues – The Healthy Iowans Tobacco Trust Fund, which provides for AED funding has been cut down to \$40,000. The Bureau has decided not to fight this issue as it is truly not as much a function of the Bureau as it is of the Dept. of Public Health. In addition, a study bill that is intended to develop pilot projects for regional districts for fire protection/EMS – passed; while this is not in the best interest of EMS, the Bureau is not going to fight this bill, but is suggesting that dept of public health be included in review process. IEMSA is supposed to be registered as opposed to this bill and currently is not. Ric Jones, Public Policy chair will follow up with Lobbyists Hultman and Triplett.

10. Committee Reports –

- Executive – John Hill –

- Office Coverage - the Executive Committee met this morning to discuss office coverage. The Committee reviewed numbers related to numerous options for office coverage and reiterated their goal for the IEMSA office to be the information hub for its membership, the decision was made to recruit a person to work a minimum of 20 hours per week keeping the day-to-day office functions up to date and supporting Karen on special projects.
- Strategic Plan for IEMSA – John announced that it is important that the board AND membership be up to date on IEMSA projects. He circulated a format (expressing kudos to Lori Reeves for presenting the work of the Individual Membership Committee in this effective manner) asking all committee chairs to present goals, objectives and a timeframe utilizing this format. Karen will provide the format via e-mail. Please complete this form and get it to the office to be included in the overall plan. The deadline for submission of these plans is May 15.
- Conference – Jeff Dumermuth – Jeff reported that 8 regional/national speakers are confirmed – Bill Justice, Mike Grill, Scotty Bolliter, Kelly Grayson, Jill Torres, Dr. Jeff Meyer, Robert Borman & Chris Ebright. 50% of the breakout sessions are taken care of. Jeff asked each board member to recommend a speaker from their area. He announced that the Committee recommends shaking things up a little – moving the awards ceremony to board meeting on Thursday night then playing a PowerPoint® presentation of the award winners on a continuous loop during lunch. This will allow for staggered lunches. He added that there may be one registration fee that includes meals and one that does not. Savings on registration fees will be available in a number of ways, i.e., multiple registrations from one service, utilizing the on-line registration option, etc. Jeff also announced that there will not be a Medical Director track this year due to consistent low attendance in previous years. Exhibit Hall committee – Dave Johnson reported that registration for space in the exhibit hall is in good shape – 7 slots remain. He announced that the starting time of the exhibit hall will be after the first keynote during the first break daily.
- Legislative – Ric Jones – Ric reviewed the report that will be published in the upcoming newsletter. Anyone wanting an advance copy can contact Karen.
- Membership – Individual – Lori Reeves – Lori distributed and reviewed a synopsis of the committee's ideas and plans. The board supported their initiatives to implement multi-year memberships at discounted rates, JEMS magazine discounts, individual membership discounts for Affiliate members who pay for their staff members' memberships, the development of a new decal, and replacing the IEMSA pin with a carabineer. The possibility of providing discounts for legal representation was recommended. Additional information about such a program is needed before a decision to go forward with this item can be made.
- Membership – Affiliate – Jon Petersen – Jon reported that the group purchasing RFP is in process. The Committee is researching the possibility of receiving a premium from the group purchasing vendors on purchases made as a result of affiliate purchases. He noted that Hy-Vee may have a corporate pharmaceutical program that may be worth looking into.
- Membership – Corporate – Brad Madsen – Brad reported that there are 19 corporate members to date.
- EMS Memorial – Jeff Dumermuth – Jeff circulated photos of the EMS Memorial. He reminded the Board that the dedication ceremony is May 19<sup>th</sup> at 10:00 a.m. He described the location of memorial and the surroundings. He announced that a form was created to facilitate the engraving of names into the memorial and that the cost associated with engraving a name is \$100. These forms are located on the home page of IEMSA's web site. Reviewing the agenda for the dedication ceremony, Jeff announced that John Hill would open the ceremony, an honor guard would present the colors, Kirk will speak from the State perspective and Jerry Johnston will speak from the National perspective, there will be a reading of the names engraved on the memorial, there will be a blessing of the memorial and a flyover.
- EMS Week – Dave Johnson – Dave reported that an EMS Week kickoff picnic will follow the dedication at 11:00 a.m. Food and Beverage plans will be coordinated with the EMS Memorial Committee. In addition, the PSA was filmed yesterday; a group out of Mt. Pleasant was hired to do the video/audio production. The product should be ready for mailing next week. It will be distributed to 144 radio stations and 23 television stations.
- Booth – Cheryl Blazek – no report
- Web Page – Lee Ridge – no report
- Scholarship –Karen, reporting for Cheryl, announced that two scholarship awardees have completed their EMS training and have received their complete scholarship payments. The deadline for the next round of funding is October 19, 2007. The application can be found on the Training page of IEMSA's web site.

## 11. Old Business

- EMS Leadership Academy – Jeff Dumermuth – (see administrator report). Jeff reported that there are still slots available for the Academy which starts on April 27<sup>th</sup>. Contact Karen to register.
- Spring Billing & Management – Jeff Dumermuth – (see administrator report)

12. New Business

- 4-Year Strategic Plan – John Hill – (see executive Committee report for most of issues). Brad Madsen has proposed that IEMSA establish a task force of techno minded people to propose and implement technological enhancements. Brad announced that he would be willing to chair this task force. He also suggested that a work group of state/local medical directors be established based on the national model. He would also be interested in chairing that group.
- Air Medical Transport Sub Committee of EMS Advisory Council – John Hill/Brad Madsen – The Advisory Council is looking for representatives to serve on this subcommittee. The deadline to submit names is April 30.
- Survey Proposal – Jeff Dumermuth – no report

13. Adjournment – A motion was made to adjourn the April IEMSA Board of Directors meeting at 3:15 p.m.  
Frederiksen/Johnson/Unanimous