

Foundation for Osteopathic Emergency Medicine
BOARD OF TRUSTEES
October 15, 2012
9:00 – 11:00 a.m.
Sheraton Denver Downtown Hotel
Denver, Colorado

Minutes

Members Present:

Juan Acosta, D.O., MS, FACOEP, President
Peter Kaplan, Vice President
Sherry Turner, D.O., Treasurer
William F. Lynch, Jr.
Victor Scali, D.O., FACOEP-D
Robert E. Suter, D.O., FACOEP-D, FIFEM
Douglas Webster, D.O., FACOEP-D
Janice Wachtler, BAE, CBA, Executive Director
Stephanie Whitmer, Director of Development

Others Present:

David Levy, D.O., FACOEP – ACOEP Board Liaison
Andrew Little, MS – Student Chapter Liaison
Aimee Washington, D.O. – Resident Chapter Liaison
Rudolph Bescherer, D.O., FACOEP – Board Nominee
Steve Hollosi, D.O. – Board Nominee

The meeting was called to order at 9:09 a.m. by Foundation President, Juan F. Acosta, D.O., MS, FACOEP who welcomed the Board and thanked them for the participation. At this time he also welcomed Dr. Steven Hollosi and Dr. Rudolph Bescherer who were attending the meeting as potential Board Candidates.

Dr. Acosta entertained a motion to approve the Minutes of the September 25, 2012 meeting. A motion was made and duly seconded to approve the Minutes of September 25th as written. A vote was taken these were approved.

Corporate Sponsorship -The Board discussed the status of corporate sponsorship for the various activities of the Foundation and the need for FOEM to recognize these corporate sponsors and to develop a mechanism to increase their overall exposure. Dr. Webster, who works for EmCare, stated that it is getting more difficult corporate hierarchy on sponsorship, especially if they feel that they are getting insufficient exposure and recognition. He suggested that FOEM develop a detailed sponsorship prospectus that will inform corporate sponsors with specific information that will inform them of exactly what they will receive from each level of sponsorship. Tangible benefits should be listed, such as size and location of signage; company logo on PowerPoint slides; and an estimation of event attendance. This “toolbox” could be distributed to Board members to pass out to corporations when they approach

these corporations in 2013 and will be a selling point for current sponsors and those new sponsors identified by the Practice Management Committee or from other databases.

Stewardship - Similar to the above issues, the Board discussed how best to recognize donors on a timely basis. Dr. Levy, the ACOEP Board Liaison to the Foundation, stated that even residents tend not to give funds if the recognition isn't made on a timely basis. The purpose of timely recognition of gifts is to imprint the Foundation's brand into any donors. Residents need to be acknowledged multiple times in order for it to stick, so it is the duty of the Foundation to announce the winners not only at the FOEM Legacy Gala, but at the ACOEP Membership Meeting as well because there is a much higher attendance rate. The board recommended putting the winners and corporate sponsors on a slide at the ACOEP educational lectures to increase exposure. The spring winners should be announced on the fall PowerPoint slides and the fall winners should kick off the spring PowerPoint slides.

Treasurer's Report - Sherry Turner, D.O., Treasurer, reported that FOEM currently has over \$200,000.00 in investments and the checking account. However, this number does not include the expenses from the 2012 FOEM Legacy Gala. She reported that the Membership Check-off account was lower than usual at just over \$6,000.00, but that this number should increase towards the end of the year. A motion was made to increase the negative check-off from \$50.00 to \$100.00. The motion was seconded but not approved. The board discussed marketing FOEM as more of a charity. This marketing piece should go out in the dues packets so that the Foundation's constituents can observe our "case for support." FOEM needs to make their purpose more transparent to the ACOEP membership base.

Legacy Gala - Bill Lynch reported that the 2012 Legacy Gala is on track, although the attendance is lower than expected. A plan was discussed to move the function to earlier in the convention schedule, perhaps to occur immediately after the Fellowship Ceremony to boost attendance in 2013. A motion was made and duly seconded to do so in 2013 and to discuss this with the CME Committee and Meetings and Convention Director upon return to the office after the meeting.

At this time, Stephanie Whitmer was excused from the meeting and the meeting went into Executive Session.

Ms. Wachtler discussed the position that Ms. Whitmer currently has within the Foundation and stated that given the fact that she will be retiring in about seven years, Ms. Whitmer will probably be the most likely to follow her in the administration and direction of College as she has been the only staff member currently employed by the College who has shown any interest in higher management. Ms. Whitmer is also pursuing a Master's Degree in Nonprofit Management and has brought back many of the things she has learned to benefit the College and the Foundation. However, she cannot continue to do this by herself. Work within the Foundation is continuing to escalate and she, Ms. Wachtler, has more responsibilities in the College arena with the changes being brought about by the ACGME merger talks and the potential incorporation of other groups under the management of the College. Given that she moved that the Foundation hire a permanent part-time position to work as an administrative assistant to Ms. Whitmer, and that this position be solely funded by the Foundation. The motion was seconded and a vote was taken and approved unanimously.

Ms. Wachtler further recommended that given Ms. Whitmer's diligent support of the Foundation, the strides it has made under her tutelage that her position should be changed to Assistant Executive Director, thus giving her the title that is appropriate with her responsibilities in the Foundation. Her position in the College will continue to be Development Director until such time as the College Board

makes the decision to promote her. The motion was seconded and a vote taken. The motion was unanimously approved.

At this time Executive Session was ended and Ms. Whitmer was brought back into the meeting.

Dr. Acosta stated that there are two physicians who have expressed interest in becoming a Board Member, Dr. Rudolph Bescherer and Dr. Steve Hollosi. Both physicians introduced themselves and stated their interest in the Foundation and the activities of the Board.

Dr. Bescherer stated his intention to help the Foundation develop a better judging mechanism that is online and generates immediate results and statistics. Dr. Hollosi stated that he is a physician at Charleston Area Medical Center that has been recruited by Sherry Turner, D.O. to potentially help secure corporate sponsorships.

The Board discussed the need to recruit 2 more lay people and 3 more physicians. All candidates were asked to submit their CVs and letters of intent to the FOEM board to be voted on during the October 31, 2012 conference call. Elections will be held once FOEM has a full board.

Research Network - Dr. Scali stated that the FOEM Research Network has 20 respondents out of 45 programs. The deadline will be extended to give the remaining programs time to fill out the survey.

As there was no other business, the meeting was adjourned at 11:12 a.m.

Respectfully submitted,

Stephanie Whitmer
Director of Development