

The Foundation for Osteopathic Emergency Medicine
BOARD OF TRUSTEES
Strategic Planning Session
Board Meeting
February 14, 2012
Ft. Lauderdale, FL

Minutes

Members Present:

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

Not Present:

Douglas Webster, D.O., FACOEP-D

The meeting was called to order at 9:19 a.m. by Juan Acosta, D.O., MS, FACOEP, President. A motion was made to approve the Minutes from October 12, 2011, November 30, 2011, and January 25, 2012. The motion was seconded and the Minutes were approved as written.

VICE PRESIDENT'S REPORT

Peter Kaplan, Vice President, reported that there are 3 main projects the Board should be focusing on during the Strategic Planning Session – building the Board, the Capital Campaign, and the 2012 Legacy Gala. He stressed the importance of keeping costs down for the 2012 Legacy Gala.

DIRECTOR OF DEVELOPMENT REPORT

Stephanie Whitmer, Director of Development, reported on the status of the upcoming spring events. The 2012 “Shoot for the Stars” Clay Pigeon Shooting outing will be cancelled if a sponsor cannot be secured by March 31, 2012. The reason for this is that the actual cost is \$50/person + transportation, but FOEM is only charging \$35/person. Therefore, even with a sponsor, the more people that sign up, the less money FOEM makes. However, FOEM can still make a profit with a sponsor so registration will remain open until March 31. The FOEM 5K “Run for Research” has seen a very promising registration period so far with over 10% of the ACOEP Spring Seminar participants already signed up. However, unless 60 runners sign up, FOEM will lose money on the event without a sponsor because the cost to coordinate is \$1500.00 and the fee to participate is \$35/person. However, this event will take place regardless so Ms. Whitmer is working very diligently in securing a sponsor and more participants. The 2012 Case Study Poster Competition has 53 applicants, all of which can be accommodated if they meet the Foundation’s quality requirements. The Research Review Committee is in the process of reviewing the blinded applications and will report back by March 1, 2012. The Board will monitor the 2012 Spring

Seminar attendance to see if family friendly events might make good fundraisers, such as FOEM ice cream socials or movie nights.

TREASURER'S REPORT

Sherry Turner, D.O., Treasurer, reported that the Foundation currently has \$170,000.00 in checking, savings, and Money Market. She stated that in 2011, FOEM received fewer negative check-off donations than usual, and speculated this could be a result of people thinking their participation in other FOEM events accounts for their annual donation. Ms. Wachtler reported that ACOEP is working on redoing their dues invoices to make the donation box more prominent.

CAPITAL CAMPAIGN

Jan Wachtler, Executive Director, reported on her draft version of a Capital Campaign for FOEM – “A Million Steps to Research” (attachment 1). She stated that FOEM currently does not have 100 people that would be willing to give \$1,000.00 so it is necessary for FOEM to begin recruiting more lower-level donors in order to strengthen the bottom of the donor pyramid. The FOEM Capital Campaign needs to be developed systematically over time and backed by research before introducing to the public. It is the belief of the Board that “we only get one chance” so it crucial that the final version be released only after adequate preparation is complete.

COMMITTEES

Ms. Whitmer discussed the importance of building FOEM/ACOEP committees to introduce ACOEP members to the Foundation without taking them on as full-fledged Board members. These committees could serve as a grooming phase for potential Board candidates, but would also provide “more hands on deck” in coordinating FOEM events. It is the feeling of the Board that short-term goals are a priority at this time and that human capital is a must. A FOEM representative should go to both the Student and Resident Chapter meetings to recruit event planners and volunteers. Some students and residents require community service to graduate, so this could fall under that category. Outside of the formal committees, FOEM will form a “Friends of FOEM” volunteer base to help man the booth, hand out programs, and solicit contributions. This auxiliary group could be made up of spouses, children, and friends that are looking for something to do during ACOEP conventions.

The Board came up with the following committees and chairs for 2012: Research Consortium Committee (Dr. Scali with Jan Wachtler and Dr. Acosta), Finance and Audit (Dr. Turner with Dr. Suter), Event Planning (Co-Chairs Bill Lynch and Peter Kaplan with Stephanie Whitmer), Resident Grants and Awards (Dr. Webster with Stephanie Whitmer), Capitol Development (Dr. Acosta with Dr. Turner), Faculty Education (Dr. Suter), Executive and Board Development (Dr. Acosta) and Public Awareness (Peter Kaplan and Dr. Scali).

GROWING THE BOARD

The Board decided that FOEM elections and terms will be put on hold until a full Board is recruited because they are already operating outside the Bylaws by having only 7 Board members. In order to recruit a full Board, each current Board member will come up with 3 names of potential Board members by the next meeting. Jan Wachtler will reach out to each person named to assess their level of interest and collect their application and CV.

RESEARCH CONSORTIUM

Dr. Scali discussed revisiting the Research Consortium idea that would tie all residencies together to gather valuable data that could be useful to sponsoring companies. For example, information such as what medications are used in certain demographics or how many migraine patients/program could be collected. Because ACOEP is much larger now than it was when this idea was first introduced, it is likely that more companies would be interested in purchasing this data. Dr. Scali volunteered to rewrite the proposal and bring it to the spring meeting for review.

FACULTY DEVELOPMENT

The Board discussed creating a Faculty Development Training program that could benefit the members of ACOEP and still fall under the Foundation's mission of "education and research." Topics could include grant writing, passing inspection, or duties of a CFO. The Board decided that instead of the ACOEP Program Director's meeting next year, FOEM could put on a Faculty Development Seminar (grant writing) at which all Program Directors could attend for free, and other faculty would be charged \$200.00. ACOEP would pay for the AV, room, food, etc., and FOEM would pay for and coordinate the speakers and topics.

2012 LEGACY GALA

The Board discussed the various options for the 2012 Legacy Gala. It will preferably be a dinner/dance, but this will depend on the size and location of the event. Currently FOEM is in talks with the Sheraton Downtown Denver Hotel, but the Board would like to look into the Brown Palace as well. It was also suggested that the event include a separate "dessert reception" at a different location. The Board tabled this discussion until the next conference call.

As there was no other business, the meeting was adjourned at 12:18 p.m. by Juan Acosta, D.O., MS, FACOEP, President.

Respectfully submitted,

Stephanie Whitmer
Director of Development