

**PA History Society  
Communications Committee  
ZOOM Meeting Minutes  
March 14, 2023**

*Trustees Participating:* Bruna Varalli-Claypool, BBA, MHS, PA-C, DFAAPA, *Chair*  
Deb Munsell, DHSc, PA-C, DFAAPA  
Greg P. Thomas, PA-C Emeritus, MPH, DFAAPA  
Steve Wilson, PA-C, *President*

*Staff Participating:* Lori Konopka-Sauer, *Managing Director*

Committee Chair Bruna Varalli-Claypool called the meeting to order on March 14, 2023, at 6:00p.m., and welcomed everyone to the Zoom meeting.

Chair Varalli-Claypool provided an overview of the Society’s quarterly newsletter article deadline and distribution schedules. Ms. Varalli-Claypool noted that the article deadline for the spring newsletter was April 28. She explained that in addition to the Communication Committee members and Trustees writing articles for [Historical Happenings](#), articles may be contributed from others in the PA community. Managing Director Konopka-Sauer noted that Nancy Hurwitz, from the Massachusetts College of Pharmacy and Health Sciences had contacted her requesting the opportunity to write an article about her recent visit to Switzerland and met with the founding group of PAs in that country. Chair Varalli-Claypool added that one of her students had contributed a book review about the life of one of the PAs from the first class at the University of Oklahoma program in a previous newsletter. During the discussion about the types of article topics, Ms. Konopka-Sauer showed how committee members may access past newsletters from the PAHx website and provided a brief of the Article Index which the Trustees were emailed prior to the meeting. Trustee Thomas inquired about the process for submitting ideas for acceptance and Chair Varalli-Claypool asked that article ideas should be emailed to either she or Ms. Konopka-Sauer. Chair Varalli-Claypool added that she would be contacting the Board’s new Trustees [Munsell, Thomas, Hunter-Buskey and Scarnewman] throughout the year to include them in the feature column “In Her/His Own Words” that appears regularly in *Historical Happenings*. Trustee Thomas mentioned that he may be interested in writing an article about PAs in nonclinical roles and Ms. Konopka-Sauer suggested that he review chapter 12 in *PAs as Social Innovators in Healthcare* which covers this topic for ideas.

Managing Director Konopka-Sauer reviewed the list of advertising and promotional efforts that had been completed since the 2022 publication of the Society’s recent book, [Physician Assistants as Social Innovators in Healthcare](#). She added that former Trustee and Book Editor Leslie Kole continued to be active in the marketing efforts of the book. Ms. Konopka-Sauer noted that Ms. Kole had recently recorded a promo for the book on the NCCPA podcast which will be posted at the end of March. She explained that ARC-PA Executive Director Sharon Luke has approved the PA History Society’s request to mention the Standards in emails and promotional materials, noting that some of the book content may help to address ARC-PA curricular components. The Managing Director added that a postcard had been created with a QR code and given to the NCCPA PR Director Alicia Quella, NCCPA Presentation & Exhibitor Manager Jeff Boswell, and CEO Dawn Morton-Rias to be distributed during their various speaking engagements throughout the year. She said the postcards will also be handed out at the PAHx booths during AAPA and PAEA. President Wilson inquired about distributing

the postcards to State Chapter conferences and Ms. Konopka-Sauer said that colorful flyers instead of the postcards would be sent to several of the state summer conferences who have been supportive of the PAHx in the past. Trustee Thomas noted from his experience that many state conferences have an abundance of material at their registration tables and that most of it doesn't get picked up by the participants. The Managing Director mentioned that President Wilson and former Trustee Marilyn Fitzgerald had written terrific book reviews on [Amazon](#) and asked committee members to also write a short review and to encourage their PA colleagues to do the same. Ms. Konopka-Sauer said that the staff was planning to compile a list of university bookstores to email promotional material to. Trustee Munsell shared that many of the PA program universities were already using Barnes & Noble. Ms. Konopka-Sauer shared that Ms. Mara had been working with one university that used Barnes & Noble and said that she would research other opportunities with Barnes & Noble. The Managing Director concluded by noting that she and Ms. Kole were researching podcast opportunities with Kevin Loheny and Stephane VanderMeulen. Trustee Thomas said that he knew Ms. VanderMeulen well and would be happy to contact her about promoting the Society's book on her podcast.

Chair Varalli-Claypool provided a brief overview of the draft proposal that Trustees Vause and Smith had spearheaded to develop a PAHx Ambassador Program for Trustees who have successfully completed their service on the Board. She added that the draft proposal would be shared with the entire Board of Trustees during the April workshop, and if it is approved, the Communications Committee would have oversight of this new program.

### **Closing Comments**

With no further discussions, Chair Varalli-Claypool adjourned the meeting at 6:50 p.m.

### **Attachment:**

Instructions for writing a book review on Amazon.

/lks