

**PA History Society
Board of Trustees Meeting Minutes
April 23, 2023**

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Trustees Present:

Robin Hunter-Buskey, DHSc, CPHP, CCHP, CDCES, PA-C,
Captain USPHS
William Kohlhepp, DHSc, PA-C, DFAAPA, *Secretary/Treasurer*
Dawn Morton-Rias, EdD, PA-C, ICE-CCP, FACHE, *CEO/Executive
Director*
Deb Munsell, DHSc, PA-C, DFAAPA
Sophi Scarnewman, PA-S
Robert Smith, DHSc, PA-C, DFAAPA, *President Elect*
Greg Thomas, PA-C Emeritus, MPH, DFAAPA
Steve Wilson, PA-C, *President*
Bruna Varalli-Claypool, BBA, MHS, PA-C, DFAAPA
Richard Vause, Jr., DHSc, MPAS, PA-C, FCPP, DFAAPA,
Capt. USPHS (retired)

Staff & Historian Attending:

Lori Konopka-Sauer, BS, *Managing Director*
Connie Mara, *Administrative Coordinator*
Tricia Marriott, PA-C, MPAS, MJ, CHC, *Historian*
Michelle Schabowski, MSIS, CA, *Senior Archivist*

Welcome

President Steve Wilson called the meeting to order on Sunday, April 23, at 1:00p.m. and welcomed everyone to the Society's annual spring meeting. President Wilson presented Dr. Hunter-Buskey, Dr. Munsell, Mr. Thomas and Ms. Scarnewman with their PA History Society Trustee lapel pins.

Report from the CEO & Executive Director

Dawn Morton-Rias, NCCPA CEO and PAHx Executive Director, shared her welcome with the Trustees and referred the board members to her written report in the board portfolio [Tab A]. Trustee Kohlhepp inquired about the outcomes from the NCCPA's REPRESENT Summit. Dr. Morton-Rias noted that positive responses and experiences were shared by the other national PA organizations and various participants that were in attendance. She added that the national organizations developed work plans to promote diversity, equity and inclusion. Their DEI efforts will be reported annually. CEO Morton-Rias continued to discuss that the diversity of the PA profession was not keeping up with the diversity of patients and that NCCPA would continue to convene the REPRESENT Summit bi-annually in different locations throughout the US so it would be convenient for PAs in other areas of the country to participate in future discussions regarding

DEI initiatives and issues. Trustee Hunter-Buskey suggested that the PAHx capture the history of the various DEI activities throughout the history of the profession, including the REPRESENT Summit. CEO Morton-Rias added that the profession had been progressive during its early years in recruiting a diverse population and mentioned the creation of Project Access and the Minority Affairs Committee during the early years. Dr. Morton-Rias mentioned that NCCPA has registered and trademarked the REPRESENT Summit.

Prior to the board meeting, there had been a question about the difference between the AAPA/PAEA Project Access program and the NCCPA's "Back 2 School" program. Dr. Morton-Rias explained that Project Access was a large-scale endeavor for groups of PAs to speak to public high schools and community colleges of diverse communities to increase awareness about the PA profession. She said the NCCPA "Back 2 School" initiative is a program for individual PAs to go back to their own school, or the school of a family member, to speak to a classroom of students, which could be elementary through high school students and pre-PA students, about their role as a PA. She added that the NCCPA created materials for PAs to download: a coloring book and wordsearch puzzles for elementary aged students and a PowerPoint presentation for high school students. CEO Morton-Rias said the materials are available from the *PAs Do That* website (<https://www.pasdothat.net/>). Trustee Vause inquired if the "Back 2 School" resources for PAs were available for programs who receive the Health Careers Opportunities Program (HCOP) grants and then visit elementary schools to promote careers in healthcare. She confirmed that the resources are available for public use and can be accessed from the *PAs Do That* website.

Trustee Kohlhepp inquired about recent PA Licensure Compact issues and current conversations including current certification. He asked how those conversations have played out for states that don't require current certification. Trustee Thomas, who is the NCCPA liaison to FSMB, said that when this discussion started several years ago, those involved [medical board representatives, physicians, PAs, etc.] agreed to set a higher standard for PAs and not a lower one. Mr. Thomas added that although current certification and re-licensure is not required for all states, most employers and health systems require current certification for PAs to practice. Trustee Hunter-Buskey added that some states have written legislation to read currently certified or the equivalent.

Report from the President

President Wilson referred the Trustees to his written report in the board meeting portfolio [Tab B] and noted that during the morning workshop the topics in his report were discussed.

Report from the Secretary

Secretary Bill Kohlhepp presented the draft minutes from the November 6, 2022, Board Meeting for review and approval. Trustee Varalli-Claypool moved to approve the November 6, 2022, Board Meeting Minutes and Trustee Vause seconded the motion. The new Trustees [Hunter-Buskey, Munsell, Scarnewman and Thomas] abstained. The motion passed.

ACTION:

- ✓ **Approved the November 6, 2022, Board of Trustees Meeting Minutes**

Dr. Kohlhepp also presented four committee meeting minutes to be accepted for filing: the January 24, 2023, Finance Committee Meeting Minutes, February 16, 2023, Archival & Website Committee Meeting Minutes, the March 14, 2023, Communications Committee Meeting Minutes and the April 12, 2023, Finance Committee Meeting Minutes. Trustee Varalli-Claypool moved to accept the committee meeting minutes for filing and Trustee Smith seconded. The motion passed.

ACTIONS:

✓ **Accepted the following minutes for filing:**

- **January 24, 2023, Finance Committee Meeting Minutes**
- **February 16, 2023, Archival & Website Committee Meeting Minutes**
- **March 14, 2023, Communications Committee Meeting Minutes**
- **April 12, 2023, Finance Committee Meeting Minutes**

Report on Finances

Treasurer Kohlhepp provided an overview of the three sets of financial documents included in the meeting portfolio [Tab D]. He added that all Trustees have a fiduciary responsibility to the Society, and not only those who serve on the Finance Committee. Dr. Kohlhepp reviewed the 2022 Year-end *Statement of Financial Position* which outlines the Society's status of cash and assets. Treasurer Kohlhepp pointed out that the Society ended 2022 with \$273,909 in cash, which is approximately six months of expenses if it was needed.

Dr. Kohlhepp referred Trustees to the 2022 Year-end *Statement of Activities*. He thanked the NCCPA for their tremendous annual support. He pointed out the additional \$10,000 in revenue from the general donations, which include funds from PAs via the NCCPA portal. He also noted the generous donation from the Society of Dermatology PAs; both revenue streams contributed an additional \$11,265 in revenue last year. Treasurer Kohlhepp then explained the excess in expenses of \$46,457. He shared that the increase in expenses were due to many factors including: the increase in page numbers during the 4 years the book was in development, the rising costs in paper and printing during COVID to publish the new book, and the inflated PAHx 20th Anniversary travel, hotel & reception expenses in San Diego during PAEA. He explained that the PAHx Board of Trustees had approved a budget adjustment of \$75,000 during the August 2022 board meeting to cover the anticipated increase in expenses, but didn't realize that money would not be considered revenue [as per the NCCPA finance dept.] and therefore the bottom line depicts the \$46,457 overage. The amount of \$46,457 is the difference between the 2022 year-end revenue of \$474,765 and the final year-end expenses of \$521,222.

Treasurer Kohlhepp concluded his report by saying that the Society received its 2023 annual grant from the NCCPA, which keeps our organization in good financial standing. Trustee Varalli-Claypool inquired if there are documents to support the monetary transfers. Dr. Kohlhepp reported that the NCCPA Finance Department and the Society have documents on file to support all transactions. He asked if there were any objections from the Trustees for filing the 2022 year-end financials, and hearing none, the 2022 financials were accepted for filing.

Report of the Managing Director and Staff

Managing Director Konopka-Sauer referred to the staff activities listed in her written report [Tab E]. She mentioned that the spring newsletter would be distributed in early May and would include articles from Historian Emeritus Carter, an article about PAs in Zurich, Switzerland from Nancy Hurwitz, Program Director at the Massachusetts College of Pharmacy & Health Sciences program; and Tricia Marriott's first newsletter article in her role as PAHx Historian. Ms. Konopka-Sauer said that the website refresh continues and hopefully will be completed by late spring/early summer. She shared that President Wilson, President-Elect Smith and Historian Marriott would be joining Ms. Schabowski and herself at various times at the PAHx booth during the AAPA conference. In addition, she explained that Historian Marriott would be interviewing Michael Powe, the Vice President of Professional Advocacy for AAPA and Peggy Valentine, long-time PA, co-founder of Project Access and PA advocate during the AAPA conference.

The Managing Director explained that PAHx Book Developmental Editor and former Trustee Leslie Kole continues to be involved in the marketing efforts of the book. She said that Ms. Kole had recently completed a feature on "*PA Insights*", the NCCPA's podcast, and that once it was posted she would share the link with the Trustees. The Managing Director added that plans were in development for a book feature on the PA PATH Podcast. Ms. Konopka-Sauer commented that the book postcards, given to the Trustees during the board meeting, were being distributed at the PAHx booths during AAPA and PAEA, and at the American Association of School Counselors Conference being held in Atlanta this July. She also explained that NCCPA personnel who travel around the US speaking to PA programs, state chapters, and other organizations were also given book postcards, flyers and talking points to promote the Society's new book. Ms. Konopka-Sauer shared that she had drafted a short article promoting the book that was emailed to state chapters for inclusion in their newsletters. She explained that Historian Marriott had identified book chapters that addressed several ARC-PA Standards and that they had drafted an email to program directors and faculty who teach the professional issues course and history of the PA profession. In addition, CEO Morton-Rias had shared the draft email with ARC-PA CEO, Sharon Luke, who approved the language that was used in the email. The Managing Director added that Ms. Schabowski had compiled a list of university bookstore suppliers for the 300 PA programs and found that the majority used Barnes & Noble College and Follett. She said they will be contacting them in the future to garner their interest in offering the Society's book. Ms. Konopka-Sauer mentioned that another advertisement was purchased in AAPA's online newsletter, "*PA Central*" for AAPA members. She also shared that the Kirkus review had been posted, and will be used in future book promotional materials. She concluded this portion of her report regarding book marketing stating that 432 books had been sold between May 2022 and April 20, 2023, which equaled \$13,579.87 in revenue.

Ms. Konopka-Sauer shared her enthusiasm for submitting the Society's first poster presentation. She and Historian Marriott worked on the submission for the October PAEA Forum. She explained that the poster title was *PAHx Curricular Resource: Teaching the Evolution of the PA Profession* and featured resources from the PAHx book, learning modules and website in addition to the recent NCCPA statistical report. They anticipate a response from PAEA in early May as to the approval status.

Ms. Schabowski provided updates on the Society's website and social media activity. She explained that since January 2023, the website had 14,491 'users' that visited the website 18,287 times which equaled 30,948 pageviews. Senior Archivist Schabowski shared that the most popular webpages continue to be the biographies, timeline, and special monthly observances, such as Black History Month and the recent Public Health Service Week. Ms. Schabowski encouraged the Trustees to ask their colleagues to follow the PAHx on Facebook, Twitter, and Instagram to stay in touch with our latest projects. The Senior Archivist explained that 15 new biographies had been added to the Society's collection, half of which had been drafted last year but approved and posted in 2023. She noted that the Society now has 339 biographies in its BIO collection. In addition, Ms. Schabowski shared that two new oral history interviews had been added this year for a total of 246. She said that the entire collection of biographies and oral history interviews are available on the PAHx website. Ms. Schabowski said the Society had received 3 donations which included a collection of AAPA tote bags from 1983 to 2010, an AAPA Veterans Caucus wristwatch and a White House Medical Unit coffee mug. Senior Archivist Schabowski said that she had 17 researcher requests so far this year, which were mostly requests to use PAHx photographs. In addition, she commented that she often receives questions from PA students about their role as historian for their program and so Ms. Schabowski created a Student Historian 'checklist' and posted it on the Associates Only page. President Wilson inquired if there were any trends in the website visits. Ms. Schabowski noted that the numbers were consistent from recent years. Trustee Vause commented on how special the watch that was donated by David Gwinn's family was, as it is a one-of-a-kind and that no others existed.

Ms. Mara shared that she received additional Associates since the board materials were distributed, for a current total of 21 programs and \$10,250 in revenue. Regarding product donations for 2023, Ms. Mara said that she had processed orders for 137 PAs as Social Innovators in Healthcare, 295 Just Say for Me booklets and two Dr. Stead's Learning to Learn books. She explained the recent bump this month in Just Say for Me booklets was in response to an email she created and sent to PA program directors promoting the booklet for White Coat and Graduation ceremonies. Ms. Mara noted that the PAHx Friends and general donations were less than this time in years past.

Trustee Thomas inquired about the estimated amount for developing, publishing, and printing the book. Ms. Konopka-Sauer responded that it was nearly \$70,000. [*Editor's Note: The total for developing, publishing, printing and providing an honorarium to Ms. Kole was \$65,717.*] Trustee Hunter-Buskey asked about future marketing efforts for the book with use of "Physician Assistants" in the title given the current discussions taking place throughout the PA profession regarding the title. Ms. Konopka-Sauer shared that the New Book Task Force and Leslie Kole discussed that issue during the process, and she said that it was agreed to stay with physician assistants, since that is the official title of the profession until all 50 states legally change the name. The Managing Director added that when speaking about the book, they referred to the book as "**PAs as Social Innovators in Healthcare**". Trustee Hunter-Buskey said that she would appreciate receiving a few bullet points about the book. Ms. Schabowski mentioned that book talking points were available for the board members via the "Trustee Only" webpage.

Trustee Smith inquired about the process for PA constituent organizations to be listed on the Society's website [<https://pahx.org/historical-highlights-of-pa-organizations/>] with a link to their group's history page. Ms. Schabowski responded that constituent organizations, with a history page, should email the PAHx office at contactus@pahx.org and she will add them to the webpage. President Wilson thanked the staff for their outstanding work.

Report of the Historian

Historian Marriott provided highlights from her written report [Tab F]. She explained that she tags her student lectures to ARC-PA Standards, and suggested that this would be an effective way to promote the book to PA faculty by identifying chapter content that addresses the curricular components required by the ARC-PA. Ms. Marriott shared that she and the staff wanted to create an opportunity to speak directly with PA faculty to promote the book, and that was how the idea of having a poster presentation at PAEA was created. She said they will find out if the proposal is approved by PAEA sometime in May. Historian Marriott added that if the poster is approved, that during the poster presentation at PAEA, they will also ask more targeted questions about the PA Historian Boot Camp, such as: would faculty attend a one-hour CME session at AAPA or PAEA, or would they prefer a 4-hour or 1-day workshop. President Elect Smith inquired if the poster presentation would be available digitally to share with state chapters and other groups as well. Ms. Marriott said if the proposal is approved, the poster will be created digitally and be used for a variety of PAHx marketing opportunities.

Ms. Marriott said that she researched *Medical Watch* and *PA Central* for book advertising and assisted management with selecting *PA Central* due to its greater viewership. She explained that as a *JAAPA* editor, she was able to garner complimentary access for Ms. Konopka-Sauer and Ms. Schabowski to receive the digital version of the journal which has more articles than the print version. Likewise, Historian Marriott also spoke with the team at *JPAE* to give the staff complimentary access to their journal, which is now completely digital. President-Elect Smith asked Historian Marriott and the staff to create a digital advertisement for the constituent organizations that have advertising on their websites. The Managing Director said she would work with the Communications Committee to investigate those opportunities and the cost associated with purchasing online advertising through those outlets.

Historian Marriott added that she had completed the "In Her Own Words" feature in the winter issue of *Historical Happenings* and had written an article for the spring issue about the monumental and historic changes to medical coding. Ms. Marriott shared her experience at the recent Connecticut Academy of PAs conference, where she received complimentary space outside the main exhibit hall entrance. She spoke to many colleagues which resulted in five books sold. She added that seeing familiar faces at the conference provided the opportunity to promote the book and talk about the activities of the Society. Historian Marriott said that she had updated one biography and was currently working on drafting four new BIOS.

Committee Reports

Archival & Website Committee Chair Trustee Rich Vause thanked the members of the committee [Trustees Hunter-Buskey, Munsell, Scarnewman, Historian Marriott and Senior

Archivist Schabowski] for their work on biographies during the past six weeks. Chair Vause said that six new biographies had been written and posted in 2023. He reminded the Trustees that a part of their Board responsibilities included writing 3-5 biographies annually and encouraged everyone to work toward writing the minimum of three BIOs this year. Chair Vause referenced the attachments available to Trustees in the board portfolio [Tab G] and on the Trustee Only webpage. He said that he found the questionnaire from President Wilson helpful to send to individuals when reaching out to them to draft a biography. Chair Vause explained the process for sending the drafted BIOs to Ms. Schabowski for staff review and asked the Trustees to review the 'not completed' BIO list included in the meeting materials and available on the Trustee Only webpage. In addition, he asked the Board to let the staff know which biographies they are, or will, be working on this year.

Chair Vause also asked for the Trustees' assistance in growing the Society's photographic collection. He noted that most PAs have taken pictures during conferences and PA-related events over the years and suggested that everyone look through their photo albums and encourage their PA friends to do the same. He added that the photographs need to include descriptions [name of individuals, event, year, etc.] before they email a digital copy or snail-mailed a hardcopy to Senior Archivist Schabowski for inclusion in the archives. Senior Archivist Schabowski informed the Board that she can scan all photos that are received and mail them back, if needed.

Trustee Vause also mentioned growing the *Historical Perspectives* website features and oral histories collections. He noted that Student Trustee Scarnewman had recently conducted a terrific oral history with Nicole Burwell, in addition to writing Dr. Burwell's biography. President Wilson explained that the oral history interviews are generally topic-specific and once edited are approximately 15-20 minutes long; versus a biography that provides a complete overview of the individual's career. Chair Vause shared his experience when he recorded the oral history with Ken Moritsugu and the targeted focus of that interview.

Chair Vause asked Trustees to help spread the word to the PA community about donating items to the museum, such as the David Gwinn's watch, which was recently donated. Trustee Vause shared that he is in the process of collecting the military coins and plans to put them in a shadow box to be donated to the PAHX.

Dr. Vause asked about the status of the website refresh and Ms. Konopka-Sauer explained that it is a laborious process for the website team on the backend of the site transferring the content over from the 750 pages before they can work on design elements that are featured on the public facing side of the website. She anticipates that the website will be completed by mid-June.

Communications Committee Chair Bruna Varalli-Claypool explained that this committee was newly formed and included Trustees Munsell and Thomas. She said the committee had oversight of the quarterly newsletter and marketing of the new book. Ms. Varalli-Claypool encouraged all Trustees to contribute articles to the quarterly newsletter and mentioned that PAs from the community are also invited to submit articles. Chair Varalli-Claypool asked the Trustees, who were not involved with the development of the book, to please write a short review on Amazon. She said that the instructions for posting a review on Amazon are available on the

Trustee Only webpage, that it is a simple process, and the book review doesn't need to be lengthy, just a sentence or two.

Unfinished Business

President Wilson announced that the Board is charged with approving the Society's Next Big Project, which is to update the PAHx Educational Learning Modules - this was discussed during the morning workshop - and asked for a motion. Trustee Varalli-Claypool moved to approve updating the learning modules and Trustee Vause seconded the motion. The motion was approved.

ACTION:

- ✓ **Approved Updating the PAHx Educational Learning Modules as the Society's Next Big Project.**

President Wilson referred to the second workshop discussion regarding the Ambassador proposal, which was the next item for the Trustees to approve. President-Elect Smith said that two additional amendments had been made following the workshop discussions: (1) that all past Trustees would be invited to participate and that a formal written application would not be required. He added that the board participation of the past Trustee would still be reviewed, and (2) the Ambassadors participation would be reviewed after a two-year period, and if they were active participants in their role, they could continue to serve. If after two years the Ambassador was not active, they would not continue to serve.

A conversation ensued about the evaluation process of the Ambassadors participation and whether two years or less than two years was appropriate to evaluate Ambassador participation. President Wilson explained that the Communications Committee was asked to create the application and evaluation process but that the Executive Committee would have oversight of the Ambassador program. Trustee Thomas shared that the Ambassador program appears like a workaround for past Trustees to extend their term limits on the board. Trustee Hunter-Buskey suggested that the Board table this discussion since many questions are still being asked about the structure and purpose of the Ambassador program. She also recommended that Trustees consider restructuring this proposal as an appreciation for former Trustees *after* they write biographies or perform other functions to promote the PA History Society. Dr. Hunter-Buskey added that it may be more appropriate as a reward given after someone does something instead of as an incentive 'to do' something. President Wilson called for a motion to table the Ambassador program discussions at this time. Trustee Hunter-Buskey moved to table the Ambassador discussions and Trustee Kohlhepp seconded the motion. The motion passed. President Wilson asked that Trustees Hunter-Buskey and Thomas join with Trustees Smith and Vause in the work group to review and revise the Ambassador proposal.

ACTION:

- Approved the motion to table the Ambassador proposal discussions.**

President Wilson asked Trustees to review the revised 2024-2026 Strategic Plan 'Goals' that were distributed to them following the workshop discussions. He asked Trustees to select a

Trustee partner and a specific Goal to review and revise the objectives and tasks for that specific Goal. The following Trustee partners were identified:

Goal #1: Trustees Vause & Kohlhepp

Goal #2: Trustees Varalli-Claypool & Munsell

Goal #3: Trustees Hunter-Buskey and Scarnewman

Goal #4: Trustees Smith & Thomas

Managing Director Konopka-Sauer asked the Trustee teams to contact her when they would like to convene via Zoom. President Wilson asked that the revisions be completed by June 15, 2023.

New Business

Trustee Hunter-Buskey inquired about the process for sharing new ideas during the Board meetings with Trustees. She shared the suggestion she had made during the January Finance Committee to have the 300 PA program Mission & Vision statements compiled to identify reoccurring themes to be used in the Society's future branding and discussions points. Dr. Hunter-Buskey asked if the Society Board had an area where ideas could be written down and shared; like the NCCPA Board of Directors' use of the terms 'parking lot' or 'bike rack' items. President Wilson suggested that new ideas should be sent to Ms. Konopka-Sauer for her to share them with the Executive Committee. He said after the Executive Committee reviews the idea they will determine if a workshop should be developed, or a follow-up phone call or Zoom meeting convened to discuss the idea. Trustee Hunter-Buskey also shared her concern about the number of emails and possible sensitive information, like financial information, that is emailed to the Trustees. She asked if there was a more secure mechanism for sending documents back and forth from management to the Trustees. CEO Morton-Rias explained how the NCCPA Board of Director uses the 'parking lot' flip-chart process during their meetings and for security reasons, will not use cloud-based storages, such as Google Drive. Managing Director Konopka-Sauer suggested that the next steps would be for management to begin posting committee, work group and board materials on a more regular basis for the Trustees to access via the "Trustee Only" webpage. In addition, she added that future in-person meetings will include a 'parking lot' flipchart for Trustees to write down their ideas and at the end of each meeting the Trustees will review the list and determine how to proceed with the suggestions.

Closing Comments

President Wilson provided an overview of the upcoming Board meetings and national PA conferences and the Society's expense report process. Trustee Hunter-Buskey noted that the summer 2023 virtual BOT meeting is on August 17 and not the 18th as noted in the board meeting portfolio. With no further business, President Wilson adjourned the meeting at 3:25p.m.

/cm & lks