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Board of Directors Meeting, June 15, 2006 – 1:00 p.m.

Board Members: Cheryl Blazek, Jeff Dumermuth, Bill Fish, John Hill, David Johnson, Matt Madson, Lori Reeves, Rod Robinson, Julie Scadden, Tom Summitt

Guests: John Fiedler

Staff: Karen Kreider

Proxies: Rosemary Adam, Linda Frederiksen, Cindy Hewitt, Jeff Messerole, Doug Reed, Bruce Thomas

Absent: Abby Russi, Tom Bryant, Kirk Dighton, Roger Heglund, Ric Jones, Brad Madsen, Lee Ridge, Chris Russi

1. Call To Order – Jeff Dumermuth, President – Jeff Dumermuth called the June 15, 2006 meeting of the IEMSA Board of Directors to order at 1:00 p.m.
2. Welcome /Determination of Quorum/Proxies/Call for Conflicts of Interest – David Johnson, the new NC Regional Representative was introduced. A quorum was determined. Proxies were noted. No Conflicts of Interest were disclosed.
3. Minutes of May 18, 2006 – The minutes of the May 18, 2006 Board of Directors Meeting were approved as written. Fish/Summitt/Unanimous
4. Guest Presentations – None Scheduled
5. Treasurer's Report – Linda Frederiksen – Jeff, reporting for Linda, noted that the P & L and the Balance Sheet for May, 2006 were enclosed in the Board packet. Karen Kreider added that a certificate of deposit in the amount of \$150,000 for 6 months was opened and will mature in November. Jeff opened the floor for questions about the reports. Hearing none, Jeff called for a motion to accept the Financial Reports as presented. Blazek/Hill/Unanimous.
6. Medical Director – Chris Russi – No report
7. Office Administrator's Report – Karen Kreider – Karen reported that a good portion of her time has been spent getting the Web Site upgraded; noting that the switch to iPower (as our hosting agent) has been completed, special software to enable IEMSA to have a "members only" site has been purchased and installed, and a "shopping cart" is soon to be established on the site. In addition, IEMSA now utilizes a new credit card gateway, Authorize.net, to process credit card purchases. This gateway works with the membership software and will further IEMSA's credit card process efficiency as it will settle batches automatically and deposit to our account daily. It will also automatically send receipts to the purchaser when an e-mail address is provided. IEMSA is now able to accept MC, Visa, AMEX and Discover. This is not yet up and running, but will be soon. Karen will notify the board when it is ready to use. Accordingly, Commercial Federal Credit Card services will be terminated as soon as she is certain that the new services are up and running appropriately. In addition, Karen reported on the following:
 - Lost Member Tracking – In response to a request made at the last board meeting, a report of all membership lost and gained was included in the Membership Statistics report that was e-mailed with the board packet.
 - Breakdown of regions regarding Service Directors Conference attendees (requested at last board meeting): The attendees of the Service Directors workshop came from the following regions: NC – 3; NE – 8; NW – 8; SC – 24; SE – 21; SW – 6.
 - Outstanding Invoices – Karen reported that she has been actively tracking down outstanding invoices, noting that the balance of IEMSA's Accounts Receivable is \$1226. She expects that these 3 outstanding invoices will be paid by the end of June. These outstanding invoices are from Altoona and the Bureau of EMS.
 - Change of Newsletter Design Contractor – Our web designer, Mike Schneider, will be taking over the design of IEMSA's newsletter effective with the August newsletter. Mike does the newsletter design for Wisconsin EMS Association as well.

- Exhibitor Recruitment – The exhibit recruitment packet was sent out on May 19th. As of today, we only have 15 spaces available.
8. Communications Specialist – Abby Russi – In Abby's absence, Jeff reported that a meeting was held with Abby, Karen, Brad Madson and himself to discuss communications projects as they relate to the conference and the organization as a whole. He noted that Abby will be a great asset to IEMSA. Abby is in the process of enhancing the e-news and has developed a policy to clarify its use (this policy will be discussed later on the agenda). Karen reported that a Virtual Private Network has been purchased and will be installed by Rob Dehnert. This will allow all consultants to modem into the IEMSA office from home and have access to all IEMSA's programs and computer files. This will be particularly helpful for Abby as she works from home in Iowa City and Karen when she works from home in inclement weather.
 9. Bureau of EMS Report – John Fiedler – John reported on the following:
 - The Bureau continues discussion and review of the Medical Director position.
 - The EMS Advisory Committee meets on July 12.
 - The Bureau continues to look for alternative funding for the State AED project.
 10. Committee Reports - Working Committees
 - A. Newsletter – Abby Russ – Karen, reporting for Abby, reminded the Board that the deadline for the next newsletter is August 2nd. This will be the pre-conference edition and thus will have the call for awards, board seat nominations and conference information. Jon Petersen will write the continuing education piece. Abby will be establishing regular features, enhancing the Affiliate profiles and adding other information that will transition IEMSA's newsletter to be more of a magazine.
 - B. Membership – John Hill – John reviewed the membership statistics that were included in the membership packet. He noted that, since January, there has been a net loss 64 individual members. John highlighted the following as items that will be included in the "Members Only" section of the web: group purchasing, the resource cd, our newsletter, links to the vendors who supply the member benefits, i.e., the AAA insurance, the discount on the IEMSA ring, the AFLAC insurance, etc. We will also have a shopping cart that is specific to members – listing only membership pricing. John suggested that an EMS Forum may be beneficial to IEMSA's membership. Karen will research this.
 - C. Annual Conference – Brad Madsen – Karen, reporting for Brad announced that handouts for the conference presentations will be made into .pdf documents and put on the website for conference participants to download; conference registrants will receive a confirmation notice with a code that will allow them access to the handouts. There will also be an option for obtaining handouts on site. A pad folio with the usual conference announcements will be handed out to all participants. Air-Evac will be providing conference bags this year. A discussion was held regarding propriety of authorship of the handouts. It was determined that a disclaimer will be attached to the handouts stating that the handouts are solely for the reference of the participant and cannot be duplicated or presented for commercial use without the expressed permission of the author. In addition to the handout issue, the speaker schedule still needs to be completed; a speaker committee meeting will be held following the board meeting to facilitate this. Entertainment on Friday evening will include Piano Palooza – a dueling piano extravaganza. Meetings with the facility and caterer will be held soon. Julie Scadden reviewed plans to have a reception in honor of Jerry Johnston (incoming NAEMT president) at the Annual Conference. This reception will take place during the regular Welcome reception on Saturday following the end of the pre-cons. Julie will work with Karen to finalize the details of this event.
 - D. Booth – Cheryl Blazek – Cheryl reported that the Fire Service Training Bureau has agreed to provide IEMSA with booth space at no charge. She noted that we should reciprocate with space at our trade show. Volunteers will be needed to "person" the booth and must be able to be at the booth at all times. Details about the Fire Service Training Bureau conference will be announced. Two new items have been added to IEMSA's list of logo'd merchandise – a polo shirt and a crew neck T-shirt. These items will be put on the web and will be announced in the E-News.
 - E. 911 Telecommunications – Karen Kreider (reporting for Doug Reed) – Doug's membership on the 911 Telecommunications Board has been confirmed. He will be attending the next meeting which is scheduled in July.
 - F. John Fiedler from the Bureau of EMS reported that Rosie's seat on TSAC expires at the end of July; Rosie can be reappointed or a new person selected. Jeff D. will talk with Rosie about her intentions to serve or retire from this group.
 - G. A question was raised regarding the intent to provide an incentive gift to attend the annual meeting as was done last year (the lighted cups). It was agreed that it could help to boost attendance. This item will be purchased from the P.I. & E. funds and will be advertised in the conference materials. In addition, a gift for completing the on-line conference survey will be provided again this year and purchased from the P.I. & E. funds (a new pen will be selected).

11. Old Business

- EMS Memorial – Jeff Dumermuth – Tom Summitt and Jeff Dumermuth met earlier today to discuss criteria for the Memorial. Abby will pull together a promotional piece to solicit funds. Jeff shared a conceptual drawing of the Memorial and described the details: Side A will list the names of those who lost their life in line of duty; side B will list the names of EMS providers who have passed away, but not from line-of-duty death. These memorials can be purchased by the provider's family or service. IEMSA will support the engraving of names of EMS providers who have passed away (not line of duty) who have made significant, statewide contributions to EMS. \$55,000 is needed – IEMSA has committed \$5000, the West Des Moines EMS Association has also committed \$5000. Tom plans to target a potential contributor and Abby will get materials ready so that all board members can help recruit contributions.
- Leadership Academy – Jeff Dumermuth – Jeff reviewed the plans for the EMS Leadership Academy. He noted that the program will be limited to 25 participants and will be held at the new Marriott in Iowa City/Coralville. The main portion of the event will be during the weekend of October 20-22. On Friday afternoon, the Bureau of EMS will focus on what a manager or service director in Iowa should know, John Politis will be in on Saturday and Sunday to do the EMS Leadership Boot camp. A homework assignment will be given at the end of that weekend that will have to be completed and presented in November during the pre-con day of conference. Graduation will follow the presentations. The cost is \$250 for members and \$350 for non-members. A mailing will go out to Affiliate members soon. Please contact Karen with names of potential participants; she will send an invitation directly to them. A general mailing will be done in mid-August.
- AED Grant – Jeff Dumermuth/Karen Kreider – Jeff reported that timing will be an issue this year as all funds must be spent by Sept. 30 and IEMSA only received the contract last month. Distributions will have to happen in August/early September. Locations have been secured for every region except the SW Region. Cheryl announced that she will be responsible for securing space at SWCC in Red Oak. Responses from the RFP must be in the office by 2:00 p.m. tomorrow.
- Scanner project – Julie Scadden reported on her scanner research and circulated information about what she discovered. Karen and Jeff reported that they have also been researching the issue and are scheduled to meet with the designer of IEMSA's membership software to see if a compatible program can be developed for the software system that is already employed at IEMSA. Research will continue with the plan to have it up and running in time for conference. The main goal is to have it ready to be tested at the EMS Leadership Academy in October.
- LCD Projectors – Jeff reminded the board about IEMSA's original plan to purchase two heavy duty, 5000 lumens lcd projectors. Since that time, the Plex vendor has agreed to maintain our discounted price. Instead of investing in the heavy duty projectors, IEMSA will invest in two, 2000 lumens projectors that will cost considerably less that can be used during the AED distributions and at other smaller conferences that IEMSA holds. These projectors will cost approximately \$1300 each and cost much less to maintain.
- Jeff D. and John Hill announced that IEMSA's laptop needs to be replaced. A Motion was made to designate \$2000 for Karen to purchase a new laptop. Hill/Summitt/Unanimous
- Scholarship – Cheryl reported that the second round of scholarship awards needs to be publicized in the August newsletter; her goal is to announce award winners at conference. Cheryl to meet with Awards committee after the board meeting regarding the details.

12. New Business

- E-News Policy – Jeff Dumermuth – Jeff distributed and reviewed, the e-news policy written by Abby. The board acknowledged that this will be a huge benefit to Corporate and Affiliate members. Two areas need to be adjusted – 1) the Training Program and EMS County Association memberships need to be listed as Affiliate Member categories and the corporate levels are backward – the Platinum should have the largest number of e-news submissions and the Silver should have the smallest. A motion was made to accept this e-news policy as revised. Scadden/Madson/Unanimous.
- Training Program Scholarship – Cheryl suggested that the ability have scholarships to the NAEMSE Instructor Course available to the Training Programs as an Affiliate benefit would be very beneficial to the Training Programs and may spark additional interest in Training Program Affiliate membership. Cheryl will research where the 2007 Instructor course will be held and report back to the Board on her findings.

13. Adjournment