

November 15, 2013

Volume 1, Issue 9

It hardly seems possible that only one month ago, ASHA members were convening on the sandy shores of Myrtle Beach! While others may have been enjoying a stroll on the beach, the ASHA Board of Directors held a full day meeting where it approved an ambitious plan to reinvent ASHA. I want to bring you up-to-date on what has transpired since that Board meeting. The ASHA Annual Report, as presented at the conference, can be accessed [here](#).

I like to think of this process as climbing a very long staircase with a number of landings along the way. Right now, we have reached the first landing. Perhaps we are a bit out of breath since we have been moving at record pace! As we made our way up the first flight of stairs, we discussed why we belong to ASHA and what we want ASHA to become. Once we had that information, we started our climb to the next landing. That's where we are right now—taking what we know about ASHA and the nonprofit world and planning the next phase of our ascent. While it may feel to some that we are resting on that landing, I assure you we are moving ahead—one step at a time. That means new structures and new ways to do business and it means we truly are charting a new course for ASHA.

Phase One: In February 2013, ASHA contracted with Transition Management, Inc. for the services of an experienced association executive. As ASHA's interim executive director, JoAnne assessed the organization's capacity and assets and recommended actions to the Board. JoAnne's time with ASHA ended on November 15, 2013. We certainly appreciate her efforts to chart a new course for ASHA!

Phase Two: Effective August 15, 2013, ASHA entered into a partnership with Coulter Nonprofit Management. On November 15, **Lee Lowery**, MPA, CAE, became ASHA's "Transition Director." Lee is an experienced association executive with expertise in external relationship building, national conference management, financial analysis, budget management, and board consensus building. Lee will serve as ASHA's team leader at Coulter and manage all day-to-day operations. **Abigail (Abby) Brdlik** serves as ASHA's member services coordinator. Abby will serve as the initial point of contact for questions about membership and related issues and will work closely with Lee. **Erin Fuller**, FASAE, MPA, CAE will provide strategic oversight to ASHA's rebranding and marketing efforts. Erin will coordinate the development of a communication plan, including a new web presence of the association. **Ashley Dowling** continues to support ASHA's work as part of the Coulter team.

Lee and the ASHA team work for ASHA and its members. They are working diligently to help ASHA become stronger, more efficient and more effective. They are helping us navigate that staircase--there are many more steps to climb before ASHA reaches the top!

You can contact ASHA at info@ashaweb.org. In the next few weeks, we will improve the website, approve a 2014 budget, and hold an election for Board members. In early 2014, we will post the call for papers for the Portland conference. If you have comments or questions about the transition, please feel free to email me at lapd8082@gmail.com. Stay tuned!

Respectfully,

Linda Morse, RN, MA, CHES, FASHA
2012-2014 ASHA President