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## **ASHA Leadership Update**

For more than two years, the ASHA Board of Directors considered members' comments about restructuring the organization. The organization took a leap of faith when it moved from Ohio to Bethesda in 2011. Now it is time for ASHA to make additional hard choices and bold moves to ensure its place as the national school health leader.

The American School Health Association was founded as the American Association of School Physicians on October 27, 1927 by 325 physicians at the annual meeting of the American Public Health Association in Cincinnati. The Board values that history and the unique role that ASHA plays in promoting school health. However, many non-profits and professional membership organizations are facing seismic shifts in relevance and sustainability. During tough economic times, employers are less likely to pay membership dues, forcing school health professionals to make hard choices about the associations they join and support. ASHA's position as a multi-disciplinary organization is its strength; however, serving all school health professionals presents unique challenges to meet the needs of such a diverse membership. Looking at ASHA through this lens, the Board made some difficult decisions that will ultimately contribute to ASHA's sustainability and presence in the field of school health.

The Board took the first step by hiring Transition Management Consulting, Inc. and JoAnne Lyons Wooten as its interim executive director. Based on JoAnne's 60 day evaluation of ASHA's policies and practices, the Board decided to contract with an association management company. An association management company (AMC) provides a continuum of services to organizations ranging from full-service management of day-to-day operations to event planning. AMCs employ specialists who focus on member services, professional development, and financial management. Because AMCs serve several organizations, they are able to stretch an association's dollars while still providing high-quality services. Under the guidance of the AMC's experienced organizational professionals, work on ASHA's reorganization will continue and ASHA will emerge with a strategic business plan that lays the foundation for new governance and membership structures.

This decision was not entered into lightly; rather, the move to an AMC will allow ASHA to improve member services, save money, and enhance the organization's strategic position in the DC area. Over the next month, ASHA will begin the transition to an AMC. More information on these important changes will be described in the August 2013 newsletter.

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JoAnne Lyons Wooten, Interim Executive Director

Linda Morse, President

## ASHA CONFERENCE UPDATE

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*The best six doctors anywhere  
And no one can deny it  
Are sunshine, water, rest, and air  
Exercise and diet.  
These six will gladly you attend  
If only you are willing  
Your mind they'll ease  
Your will they'll mend  
And charge you not a shilling.*

*~Nursery rhyme quoted by Wayne  
Fields, What the River Knows,  
1990*



*We can make a commitment to promote vegetables and fruits and whole grains on every part of every menu. We can make portion sizes smaller and emphasize quality over quantity. And we can help create a culture - imagine this - where our kids ask for healthy options instead of resisting them.*

*Michelle Obama*

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Registration for the ASHA Conference is now open! The conference planning committee has scheduled a variety of workshops for every member of the school health team.

**Early bird conference rates are available until July 14<sup>th</sup>. Go to [www.ashaweb.org](http://www.ashaweb.org) or <http://bit.ly/14Swi4M> to register.**

This year's conference schedule will be a bit different. The Board of Directors will hold a full day meeting on Tuesday, October 8<sup>th</sup>. The Finance, Awards, Professional Development/Conference Program Planning and Advocacy Committees and the Editorial Board will meet on Wednesday, October 9<sup>th</sup>. The House of Delegates will meet Wednesday afternoon followed by the First Timers Orientation.

Breaking with tradition, the Exhibition Hall will be open for business at 5:30 pm on Wednesday, October 9<sup>th</sup>. At 6:30 pm, all ASHA members are invited to attend the annual President's Reception and Awards Ceremony. The evening will conclude with fun and dessert in the Exhibition Hall.

Councils will meet first thing Thursday morning followed by the keynote.

On Friday morning, ASHA will hold an important business meeting where ASHA Board members will provide an update on current activities and plans. ASHA Sections will meet at lunchtime—a cash-and-carry box lunch will be available for those that wish to purchase lunch. Friday afternoon will feature the ASHA Town Hall meeting where ASHA members are encouraged to speak up about issues and help *Chart a New Course for ASHA*.

Saturday morning will feature roundtables and additional workshops. The House of Delegates is also scheduled to meet early Saturday morning.

The 2013 ASHA Conference stands to be one of the best ever! Don't miss out. Go to [www.ashaweb.org](http://www.ashaweb.org) and click on "conferences" to find out more.

### TEN REASONS WHY YOU SHOULD COME TO THE ASHA CONFERENCE IN MYRTLE BEACH

#### 1. GREAT PRE CONFERENCE SESSIONS

ASHA offers 5 Pre Conference sessions on Wednesday October 9. Each session is only \$50.00 and CEUs are included. Register NOW to reserve your spot!

- Systems Thinking, Systems Changing: Implementing School Health Programs Effectively Within the System!
- Engaging Parents in School Health Activities and Programs
- Training Tools for Healthy Schools: School Health Guidelines to Promote Healthy Eating and Physical Activity
- Advancing School Behavioral Health in North and South Carolina
- Working Upstream: Teacher Preparation Standards for Sexuality Education

## **2. SOUTHERN HOSPITALITY, ASHA STYLE! ASHA'S FIRST TIMER EVENT**

Is this your first ASHA Conference? We want you to get the most out of your conference experience. Join ASHA leadership at the First Timer Event on Wednesday at 4:30 pm -5:30 pm in the Dunes Ballroom to learn more about ASHA. Make new friends and learn some ASHA conference secrets.

## **3. FOOD, FUN, AND FRIENDSHIP: PRESIDENT'S RECEPTION AND AWARDS**

The fun begins on Wednesday evening, October 9 at 5:30 pm with a ribbon cutting and opening of the exhibition hall. ASHA members will be serenaded by local musical talent. There will be plenty of food, a cash bar, and lots of time to catch up with long-lost friends or make a few new contacts. ASHA will recognize leaders in the field of school health with a special presentation by the 2013 Howe Award winner. The evening will conclude with dessert in the exhibition hall.

## **4. GREAT SPEAKERS THAT WILL MOTIVATE YOU TO ACTION!**

ASHA will have two dynamic keynote presentations! On Thursday, October 10<sup>th</sup> we are honored to present Dr. Gene Carter, CEO of ASCD:

### ***Children Cannot Learn If They Are Not Healthy and Safe***

On Friday, October 11<sup>th</sup> we are excited to have as our morning speaker Dr. Maurice J. Elias of Rutgers University:

### ***Promoting Social-Emotional and Character Development in Safe and Civil Schools for All Children: Charting the Course with No Alibis, Excuses, or Exceptions***

## **5. CONTINUING EDUCATION UNITS INCLUDED IN YOUR REGISTRATION FEE!**

ASHA is pleased to announce that it provides free CEUs for nurses (CNEs) through NAPNAP and free CHEC for Certified Health Education Specialists (CHES) and/or Master Certified Health Education Specialists (MCHES).

## **6. GOOD TIMES FOR ALL AGES!**

Do you like to shop? Coach, J. Crew, Talbot's ... Myrtle Beach has outlets! Is a round of golf more your forte? There are hundreds of golf courses along the Grand Strand and mini-golf too. Do you like country music? Myrtle Beach is home to several well-known musical venues featuring stars of yesterday and today. And the food: southern cooking and fresh seafood. Good times, good food, good people!

## **7. GREAT HOTEL: RELAX AND REJUVENATE! BRING THE FAMILY!**

The Hilton Myrtle Beach Oceanfront Resort offers two oceanfront restaurants - enjoy casual fine dining at Café Amalfi or outdoor dining at Beachcombers. Enjoy a tropical drink poolside overlooking the Atlantic Ocean at the Verandah bar. There is an outdoor pool and fitness facility onsite and you can pamper yourself at the Royale Day Spa. Bring the kids along—the Splash! Waterpark is nearby.

## **8. SILENT AUCTION SUPPORTS ASHA LEADERSHIP DEVELOPMENT**

This year's Silent Auction will be held Thursday October 10<sup>th</sup> at 5:30-7:30 pm at the Hilton Myrtle Beach Oceanfront Resort in Palisades A-B-C. Proceeds from the auction will be used to support student scholarships, a student mentoring program and the Future Leaders Academy (FLA). If you have never participated in ASHA's Silent Auction, you have missed some great items. Last year's auction featured tickets to a Spurs game, a week in a condo at Bethany Beach, DE, and an assortment of jewelry and collectibles. There are items to fit every pocketbook. ASHA is also soliciting donations for the auction. If interested in contributing, please contact Larry Olsen at [lkoump53@msn.com](mailto:lkoump53@msn.com).

## 9. IT DOESN'T SEEM LIKE WORK WHEN YOU ARE WITH FRIENDS

Going to an educational seminar can be boring. Going to the ASHA conference allows you to mingle with people who think like you and who value professional learning. While you may still be juggling emails and phone calls from back home or the office, at the ASHA Conference you will meet some of the most dedicated school health professionals in the country and you will learn by sharing. You will be valued for what you do and that's worth the price of admission!

## 10. THERE'S NO BETTER PLACE THAN MYRTLE BEACH IN OCTOBER!

Put it all together: sun, sand, surf, good food, great music, friends and colleagues, top notch speakers, workshops on topics you care about and an opportunity to **Chart a New Course for School Health** AND **Chart a New Course for ASHA**. Enough said.....

**REGISTER TODAY AT [WWW.ASHAWEB.ORG](http://WWW.ASHAWEB.ORG).**

## WHAT'S COOKING AT ASHA?

ASHA proudly supported the Healthy Schools Campaign's "Cooking Up Change," a national competition that challenges high school students to create a great-tasting lunch that meets nutrition standards on a tight budget, using only ingredients commonly available for school food service. JoAnne Lyons Wooten, ASHA's Interim Executive Director, served on a diverse panel of judges that included representatives from the National Association of School Nurses, Academy of Nutrition and Dietetics, American Federation of Teachers, W.K. Kellogg Foundation, U.S. Department of Agriculture, and U.S. Department of Education, among others. The Orange County, California student team emerged victorious with its "Pita-Packs-a-Punch" meal - a pita filled with ground turkey and colorful veggies served with a side of hot and sweet slaw, and a delicious apple crêpe. Additional information about this innovative approach to bringing attention to the challenges of serving fresh, healthy school meals and the need for reform in our school food system is available at <http://healthyschoolscampaign.org/>.

## ASHA COMMITTEES: ARE YOU WILLING TO SERVE?

The current ASHA By-Laws require the President to make committee appointments. Volunteering to serve on a committee is a great way to learn more about the organization and to help shape its future. ASHA is looking for volunteers with interest and/or expertise in professional development and event planning, advocacy, awards and recognition programs, finance and fund raising, communications and marketing, technology, and member services. If you are interested in any of those areas, please send a brief email and CV (no more than two pages please) outlining your skills, experiences, and interests to Linda Morse, President at [lapd8082@gmail.com](mailto:lapd8082@gmail.com). Please submit all materials no later than **September 15, 2013**.

### Conference Hotel Info: Make Reservations Today!

Hilton Myrtle Beach Resort, 10000 Beach Club Drive  
Myrtle Beach, South Carolina, 29572-5304, USA  
\$118 single/double

1-800-876-0010 (request ASHA group rate)

Please reserve by September 13, 2013 to take advantage of ASHA's discount rates.