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ASHA Leadership Update

By the time you read this newsletter, ASHA will be transitioning to Coulter management. Tom Coulter Gibson, Coulter's CEO and members of Coulter's staff visited the ASHA office in Bethesda to begin the transition. Effective August 15, 2013 ASHA operations will be handled at Coulter's offices in McLean, VA. New contact information will be posted on the ASHA website and you can always contact ASHA at info@ashaweb.org or by contacting JoAnne Lyons Wooten, ASHA's interim executive director, at jlwooten@ashaweb.org.

As part of the transition plan, the Board of Directors will meet in late September to discuss the new business model. Discussion of this and a possible reorganization will continue at the annual conference. I urge you to attend the ASHA business meeting during the annual conference on Friday morning, October 11th and the town hall meeting Friday afternoon to hear more about the future of ASHA.

ASHA Silent Auction

This year's Silent Auction will take place **on Thursday evening, October 10th**. The event will raise funds to support ASHA's new Leadership Development Program, a three-tiered approach to ensuring that ASHA has strong leadership now and in the future. These funds will support the ASHA student scholarship program and a new student mentoring program that will begin in 2014. In addition, the Silent Auction will support the Future Leaders Academy (FLA), a special program designed to educate entry level leaders about the organization's governance structures and procedures. It will also support non-profit association training for ASHA's Board of Directors.

One again, Larry Olsen has graciously agreed to serve as the silent auction guru. Last year's auction featured tickets to a professional basketball game and a week in a beach condo. High-interest items include sports memorabilia (especially autographed items), wine and food baskets, collectibles, and jewelry. To donate one or more items, please contact Larry at lkoump53@msn.com. Your donations are important to the success of this event! In addition, bring your cash, credit card, or checkbook and bid on this year's items. If every ASHA member donated and purchased just one item, we could significantly improve our leadership development initiatives.

American School Health Association
[Info@ashaweb.org](mailto:info@ashaweb.org)
JoAnne Lyons Wooten, Interim Executive Director
Linda Morse, President

ASHA Conference: Important INFO

Hotel Shuttle Service

Shuttle service is available to and from the airport for \$20.00 each way with advance reservations. Contact the Hilton Hotel's Operations Manager, Randy DeVaux, by email at randy.devaux@hilton.com. Reservations must be made no later than **October 1, 2013**. Shuttle service is also available within the immediate area of the hotel seven days a week from 7:00 am to 10:30 pm. For more information, contact the hotel.

Hotel/Conference Internet Access:

Hotel guests will be able to purchase ASHA discounted wireless internet access for \$7.46 per day when they check into the hotel. Local attendees not staying at the hotel may also purchase ASHA's discounted wireless internet access for \$7.46 per day by obtaining the discount code at the ASHA on-site registration desk in the Palisades meeting facility. Local attendees not staying at the hotel can pay for wireless internet access by credit card upon login to your computer and using the ASHA discount code.

ASHA President's Reception and Awards: Wednesday October 9

The ASHA Conference will kick-off with a ribbon-cutting ceremony at the exhibit hall at 5:30 pm. The exhibits will open and light refreshments will be available at the reception. The ASHA Awards Ceremony will begin at 7:00 pm. This year's agenda will include a special tribute to ASHA past-president Robert Synovitz as well as the recognition of new ASHA Fellows, the Distinguished Service Awards, School Nurse of the Year, Health Coordinator of the Year, and Health Educators of the Year. We will also honor two South Carolina legislators as well as a school district administrator from Tennessee! Of course, the evening will conclude with a presentation by the 2013 Howe Award winner. Following the Awards function, the exhibit hall will once again be open for networking and dessert. ALL ASHA Conference attendees are invited and encouraged to attend the awards gala. Attire is business casual. Please join us for one of ASHA's most special events.

Thursday Evening Events: October 10 from 5:30 pm to 7:30 pm

Thursday evening will be packed with opportunities to network with colleagues, view posters, visit the exhibitors one last time and participate in the silent auction! We are pleased to announce that Indiana University will sponsor the festivities. Light refreshments will be available so make your dinner reservations for later that evening and join us!

Don't Forget....

To register for the conference—reduced rates in effect until September 8th!

To reserve your hotel room—be sure to ask for the ASHA room block!

To register for one of five great pre-conference sessions!

To pack your flip-flops and swimsuit—after all, it is the BEACH!

A FEW WORDS FROM THE PRESIDENT

Have you ever gone to your favorite place of business only to see a sign “Under New Management?” If you’re like me, those words make you a bit nervous. Well, effective August 15, 2013, ASHA is “under new management” and I tell everyone I am cautiously optimistic about our new partnership with Coulter. Here’s why.

- Running a non-profit association is hard work. ASHA members are teachers, nurses, professors, and counselors. WE know school health but do we know business? Most of us have little to no experience running a non-profit association.
- ASHA needs strong leadership. That means ASHA members must step up to the plate and volunteer to serve as officers, board members, and committee chairs. The organization is only as strong as its members. However, Board members should not be directly involved in the day-to-day operations of the association.
- ASHA must honor its past but take charge of its future. The Board of Directors made some bold decisions in 2013. ASHA cannot live on its past laurels but must strive to improve its presence and sustainability—and that will require new thinking, bold moves, and commitment. It will require creative partnerships, persistent advocacy efforts, and a new vision for both the organization and school health.
- ASHA must change if it is to survive. These are tough times for most non-profits and certainly for membership organizations. Over the next month, ASHA’s transition team will be working with representatives from Coulter to develop a new business model that will set the stage for ASHA’s future.

When I agreed to run for president of ASHA in 2010, I never dreamed that my two years in office would be focused on organizational development. As a former executive director for two state-level professional organizations, I had some experience dealing with the idiosyncrasies of non-profit management; however, I now know more about non-profit management than I ever want to know!

When Holly Hunt assumes the ASHA presidency in 2014 in Portland, she will inherit a stronger and more focused organization. Our new partnership with Coulter will enable the Board to focus on what really needs to be done and we will have a cadre of experts to help us realize those goals. I applaud the Board of Directors for making the tough choices and for showing true dedication to ASHA.

I also want to take a moment to thank ASHA’s dedicated employees. While you may have not had much contact with them, I assure you that they have been nothing short of amazing during this very difficult time!

- Julie Greenfield, ASHA’s conference and marketing director;
- Lori Lawrence, ASHA’s office manager and membership coordinator; and
- Ashley Dowling, ASHA’s tech specialist and assistant who dealt with CEUs and conference proposals

All three are hard-working individuals who truly believe in ASHA’s mission. Their last day as ASHA employees is August 15th. We wish them well in the future.

JoAnne Lyons Wooten will continue to serve as ASHA’s interim executive director during the transition to Coulter Management.