

July 31, 2013

ASHA Friends and Colleagues:

As a nonprofit organization, ASHA must do “well” in order to do more “good.” In other words, ASHA must put into place a business framework that drives the type of economic success that enables greater investment in the programs, services and activities that create value for its members.

Over the past six months, ASHA has enjoyed a productive collaboration with its Interim Executive Director, JoAnne Lyons Wooten. JoAnne has helped the ASHA Board of Directors to think critically about how best to advance ASHA’s considerable ambitions in the field of school health. After careful deliberation, the Board of Directors adopted her recommendation to engage the services of an Association Management Company (AMC) to provide the type of high-quality headquarters and infrastructure capabilities that would enable ASHA to operate with greater strategic, managerial and administrative efficiency and professional capability.

AMCs support the headquarters operations of more than 10,000 nonprofit organizations around the world. They are recognized for delivering “best practices” in nonprofit organizational and operational management, while improving the relevance and sustainability of the nonprofits they serve.

The Board engaged in an aggressive search to find an AMC that would best meet ASHA’s needs. I am pleased to announce that Coulter Nonprofit Management (Coulter), a nationally award-winning AMC, has been engaged to provide ASHA’s comprehensive staffing and headquarters infrastructure. Moreover, Coulter will collaborate with ASHA’s leadership to build a business and economic framework that will fuel future growth and success and strengthen ASHA’s market position. ASHA’s relationship with Coulter will begin on August 15, 2013.

Coulter is based in McLean, VA, just outside Washington, DC. Coulter has a professional staff of 80 and has been serving socially-principled, high-potential nonprofit clients since 1989. As a Charter Accredited AMC, a designation earned by only a small number of its peers, Coulter is recognized by the American Business Ethics Awards as one of the top companies in the United States. The ASHA Board was impressed by Coulter’s reputation for excellence as echoed by its nonprofit clients, all of which are highly-regarded, successful trade and professional associations as well as cause-based and educational foundations. Additional information is available at <http://www.coultercos.com/>.

As ASHA transitions its operations to Coulter, you can expect a high level of responsiveness to member needs and the evolution of a new technology backbone. What may not be immediately evident but of equal importance is the strategic work that will be performed on a collaborative basis between Coulter and ASHA’s leadership. Too often, we do not see the incredible work of

an organization's elected leaders. Please join me in congratulating the Board of Directors for making a decision that will help ASHA achieve its true potential.

I'm excited about ASHA's future. The Board of Directors is excited about the important steps being taken to ensure ASHA remains the "go to" organization for school health. Additional information about ASHA's new management structure and relationship with Coulter will be provided at the annual conference in Myrtle Beach during the business meeting and at the Town Hall on Friday, October 11th. I encourage you to attend both sessions to hear about the future of ASHA and to meet ASHA's new partners. I look forward to meeting you at the conference as we *Chart a New Course for ASHA*.

Respectfully,

Linda L. Morse

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2012-2014 President
Board of Directors
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