

2003 ANNUAL REPORT

**President
Jane Honaker**

What a landmark year 2002 turned out to be for SCSHA! Our accomplishments exceeded even my highest hopes, and the advances we made are directly the result of the hard work and commitment of the Executive Board, Committee Chairs, and many member volunteers.

In April we adopted our new Five-Year Strategic Plan, which provides the framework for all of SCSHA's focused objectives. You will see many goals to increase membership and to provide member services. We especially want to reach out to students and new graduates. Fiscal growth and budget control are responsibilities that the Executive Board takes very seriously. We established several objectives to guide us in our efforts to maintain a balanced budget, increase our reserve fund, and continue to build a firm financial foundation for this association. Our third goal is to increase CEU activities for our members. ASHA will begin requiring CEU's for renewing certification each year in 2005, and all licensed members already have continuing education requirements for our state license through LLR. I hope most of you are now aware of the wonderful new continuing education plan being piloted in several school districts this year by the SC State Department of Education. If this plan is implemented, public school SLPs will be able to apply ASHA and SCSHA CEU's toward the renewal of their teaching certification. We finally will have access to quality continuing education that helps the working professional acquire up-to-date education about the advances in the field of speech pathology and audiology. Goal IV addresses our need to increase the visibility of SCSHA and the professions of speech pathology and audiology throughout the state. We need to remember that the Mission of SCSHA is to advocate for persons with communication disorders and the professionals in our field. Also, we are to serve as a resource for information about communication disorders. Goal V addresses our need to increase effective use of grassroots advocacy. Through our association with the Council of State Association Presidents we are able to learn about the critical issues challenging our profession across the United States, such as Scope of Practice. In today's world, state associations must now stay aware of both state and national legislation that impacts our service delivery, and we must be prepared to advocate for issues important to our members in South Carolina. Finally, Goal VI directs us to constantly monitor the effectiveness of our governing structure, be prepared to make adjustments in our focus as needed, and maintain our historical documents. This Strategic Plan is very comprehensive and ambitious, and it will serve as the foundation for our activities for several years to come.

We kicked off our work for this year with our second Team Building Conference in April. During this meeting we established our committees and developed the focus of our projects for this year. Two new Ad Hoc Committees were formed to expand the scope of our work. Elaine Norris-Mulligan accepted the Chairmanship of the Organizational Oversight Committee. Their charge was to form a group of professionals from different practice types, locations in the state, and cultural diversity to help SCSHA identify and meet the needs of all members. Ed & Trish Szypulski formed a new Community Liaison Committee to begin helping us form relationships with other associations in the state who share our interests. In addition, Julius Fridriksson has established a new Research Committee to promote cooperative research interests throughout the state. Sarah Scarborough is leading our efforts to gather all available information about Medicare and Medicaid reimbursement rates. We already know that South Carolina providers receive the lowest rates in the Southeastern United States for their speech and audiology services. During this time of depressed budgets in our state, Sarah is preparing to educate us in preparation for the future when we are able to advocate for better rates in South Carolina. Our most recent project has been to appoint Eula Boylston as our new Insurance Advocate for South Carolina. Eula is

Chair of our Private Practice Committee, and she has considerable experience with billing and insurance requirements. She will travel to Omaha, Nebraska, this coming May for special training by ASHA. Then she will use the knowledge and skills she learns to help educate the major insurance providers in South Carolina about speech and audiology services. Of course, Wendy Wingard-Gay continues to be our link with ASHA and the implementation of the IDEA. We were delighted to be the recipients of two grants this year. Thanks to an ASHA grant to promote our grassroots advocacy efforts, we were able to have a wonderful breakfast for our legislators at the State House on Legislative Day in May. Leah Gore and Rosemary Bowie decorated our tables, and the legislators' eyes really sparkled when they saw the shrimp and grits on the buffet table! It was a grand affair. Also, the Columbia Sertoma Club awarded us monies to purchase a beautiful, professional display board. It made its debut at our Legislator's Breakfast, and we used it again at the Back to School Bash for children and parents at the State Fairgrounds. We had a prime location, and our display was very eye-catching. Many parents came by to ask questions and receive pamphlets about speech & hearing topics. The children loved the "lip whistles" Leah Gore had provided, and we stayed busy all day. We considered our first public information event to be a great success for SCSHA. In March we also will be taking our display Board to a big IDEA Summit Conference in Charleston for parents and educators provided by the SC Department of Education.

By far the most ambitious job undertaken this year was our change in management companies. We started the process last February, and we signed a contract with Craven Management Associates in October. Bob Craven and Diane Yenerall bring excellent talents and experience to SCSHA. They also manage three other speech and hearing associations so they understand the interests and needs of speech pathologists and audiologists very well. In particular, Diane is a whiz at computer web design. If you haven't visited our website at www.scscha.com, you really need to see the wonderful improvements she has made. Also, Bob's expertise as a CPA will provide us with much needed guidance as we work to increase and maintain SCSHA's financial status. Both Bob and Diane have extensive experience in convention planning and they both went to Kingston Plantation in Myrtle Beach to prepare for our conference. As SCSHA's business manager, Diane has proven herself to be extremely responsive and efficient in dealing with the demands of all of the phone calls and emails from our Board and members, especially during the weeks of preparation for the conference.

Obviously, SCSHA has had a very productive year. None of our accomplishments could have occurred without the full support of our very strong Executive Board. We hope that our members feel that they have been well served and represented. I have appreciated so much the opportunity to serve as your President.