

Minute For:

WPTA Southwest District BUSINESS MEETING and CONTINUING ED

DATE: January 12, 2008

TIME: 11:00-11:30 am

11:00 – 11:30 Business Meeting

1. Call to Order (Blase Strobl)
 - a. Introductions- Vice Chair (Jim Cummings) and Secretary (Jennifer Jeschke)
2. Officer Reports
 - a. SWD Chair (Blase Strobl)
 - b. SWD Treasurer Report (Teresa Cattaneo)
 - \$8,811.75 in Checking
 - \$2,700 raised by today's conference
 - Special Thank you to Kristi Hallisy, Jill Boissonnault, Judy Dewayne for volunteering
 - c. SWD Vice Chair (Jim Cummings)
 - Jim would like to chair a service project
 - Ideas he offered and request committee volunteers to assist with:
 - A racing team with a fundraising goal (similar to "Team in Training", "Race for a Cure")
 - So many PT's run races, compete in Triathlons, etc...Why not do it for a cause?
 - Charities suggested are PT PAC or Prosthetic Limbs for those that cannot afford them
 - Please contact Jim jcumming@uwalumni.com with ideas and if interested in the committee or if you just like to do races and want to do them with a cause in mind
 - d. SWD Secretary (Jennifer Jeschke)
3. Committee Reports
 - a. Nominating Committee Chair (Carrie Schwoerer)
 - b. PR Committee Chair (Marcella Andrews)
 - Goal to raise public awareness with the extra money in our account
 - Plan to run a commercial video in the Madison area
 - Our target is 35+ year old females (they tend to be prior push in the healthcare market)
 - Will run on Channel 3 because they market this population
 - News 3 morning
 - Price is Right

- Oprah
 - We were quoted \$4300 to run the commercial
 - Our budget is \$3800
 - WPTA has a matching program that will match up to 50% to include “Who’s Your PT” and WPTA info
 - The commercial demo “Stairs” can be viewed at www.apta.org
- c. Membership Committee Chair (Trisha Gehler)
 - The new Committee Chair to take over for 2008
- d. CE Committee Chair (Stacy Wepking)

4. New Business

- a. 2007 SWD Goals (Blase)
 - 2007 Goals were reviewed and all goals were met
 - 2008 Goals were available for all attendees to view and add input
The board agreed (via email following this meeting) on the following goals for 2008:
 - 1) The SWD will have at least 10 members nominated for the 2007 WPTA Physical Therapist of the Year Award.
 - 2) The SWD will provide PT education for its members to include topics on ethics/jurisprudence to help Therapists meet CEU requirements for licensure.
 - 3) The SWD will organize volunteers for participation in an event to promote public awareness of physical therapy.
 - 4) There will be a full slate of candidates running for open positions on the SWD Executive Committee in the fall of 2007(Chair and Treasurer).
 - 5) The SWD will increase attendance of Physical Therapists and Physical Therapist Assistants at district meetings by 10% in 2008.
 - 6) The SWD will implement a marketing campaign to increase public awareness in regards to physical therapy services within the 1st quarter of the year.
- b. PR campaign update (Marcella)
 - See “Committee Report” Above
- c. Recently started petition –asking APTA to increase marketing efforts
<http://www.PetitionOnline.com/apata2007/petition.html>
 - Goal is to increase national and local marketing efforts to increase public awareness

5. Student Membership Report

- Currently working on fundraising for CSM, including selling *Wisconsin Physical Therapy* T-shirts (\$15 each)
- Phi Theta mans the concession stand 201 at UW home basketball games, please go to their stand to buy your concessions.

- Bucky's Race for Rehab is April 12th, 2008 in Madison
<http://www.orthorehab.wisc.edu/pt/raceforrehab/>
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6. Upcoming Events

- a. Legislative Action Day January 30, 2008
- b. CSM February 6-10, 2008
- c. WPTA BOD meeting February 23, 2008 at chapter office in Madison
- d. WPTA Spring Conference April 17-19, 2008. Location: Stevens Point, WI
- e. April 29, 2008 SWD Business meeting
- f. Strategic Planning Meeting May 2-3, 2008 with BOD meeting May 3, 2008 at the Chapter office in Madison
- g. WPTA BOD meeting July 26, 2008
- h. WPTA Fall Conference October 2-4, 2008. Location: Wisconsin Dells, WI
- i. SWD Business Meeting October 27, 2008