



PATH
INTERNATIONAL

**CONFERENCE AND
ANNUAL MEETING**

**SAN ANTONIO
TEXAS**

NOVEMBER 8-11, 2017

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Welcome & Call to Order

**Julie Broadway
President**



Welcome and call the meeting to order 7:30 a.m.



Approval of Minutes

from Friday, November 4, 2016—Williamsburg, VA

Patti Coyle

Secretary



“The minutes of the November 4, 2016 Annual Meeting held in Williamsburg, VA have been distributed to you and there are copies on each table. Are there any corrections?”



Bylaws Amendments

Patti Coyle

Governance Co-chair



7:33 – 7:55

It is my pleasure to place the following bylaws amendment for your vote.

The proposed change was sent to all of the membership along with the annual meeting announcement on October 18th and copies are available on each table. Is there anyone who did not receive a ballot?

The current bylaws dictate: “These bylaws may be amended by two-thirds vote of the voting members present and voting at any annual or special meeting thereof provided that the full text of the proposed amendments shall have been delivered to each voting member in the notice of such meeting.” The current bylaws do not allow proxy voting or electronic voting on bylaws changes. They require meeting attendance.

As a result of ongoing requests by members and the desire to make voting accessible to the entire membership, the concept of online voting was researched, and technology and vote security explored by the board and staff.

The bylaws amendment supports the importance of participation by all PATH Intl. members and not just those members attending the annual business meeting.

The ability to use electronic means allows us to shorten the time frame for eligibility to vote from 60 days to 7 days (Meetings of Voting Members, Article X, Section 4 and

Amendments, Article XIV, Section 3).

The proposed bylaws amendment also provides all eligible members to vote on bylaws amendments by regular mail, electronic methods, or other methods allowed by law (Amendments, Article XIV).

Questions?

Discussion?



Bylaws Amendments

Proposed Amendment Vote

7:45 – 7:48

Please complete your ballot and staff will come around and collect them from each person. It is important that each person submit their ballot individually.

Ask for a member to volunteer to count with staff. Staff is Sara DePape (Depapa)

A PATH Intl. member and a staff person, Sara DePape (Depapa) will count the ballots. If they are able to complete this before the end of the meeting, we will announce the results during this meeting. If they are unable to complete the counting in time, we will post the results as well as announce them at the awards luncheon this afternoon.



President's Report

Julie Broadway

President



7:55 – 8:03

Final annual meeting as president

Welcome/recognize any past presidents attending:

Kitty Stalsburg

Teresa Morris

Jim Harlan

Kathy Alm



Jeff Beck

Jim Harlan



Dr. Joahn Hall

Thank yous to outgoing board members and present them with their plaques.



Society of Visionaries

**Kathy Alm & Bill Goe
Jeff & Andrea Beck
Susan Becklenberg
Mary Beddeson
Ross Braun
Julie Broadway, CAE
Moira Corcoran
Patti Coyle
Walter Davis &
Elizabeth Haartz**

**Dr. Holly Schmitt Fox
Gertrude B. Nielsen
Charitable Trust
Jim Harlan
Nancy Heller
Michael Kaufmann &
Rick Graham
Allyn Mann
Suzanne T. Marquard
Caroline Martino**

A big thank you to these leaders in our industry who support the PATH Intl. vision with a gift of \$1,000 or more.



Society of Visionaries

**Catherine McKinnon &
Tom Anderson**

Teresa Morris

Janie Plath &

Clifford A. Plath

Kate Sarott

In Honor of Federation

Internationale &

Danielle Bradbury

Shenandoah Foundation

Sandra & Henry Sibley

Margaret A. Stavropoulos

Molly Sweeney

Michael Minoru Tokuzawa



Legacy Donors

The Cynthia Ann Blake Trust

Ross Braun

Steve & Glenda Farrier

Brian P. Howey

Ainslie Kraeck

Catherine McKinnon & Tom Anderson

Pat Mullins

Signa Lynch Read

Dr. Carlene Taylor & Ron Smith

Sara Williamson

These donors have identified PATH Intl. as a beneficiary of their estate. PATH Intl. has been the grateful recipient of many estate gifts over the years. If you would like more information or would like to add PATH Intl. as a beneficiary and be listed as one of our Legacy Donors, please contact the CEO, Kathy Alm.



Strategic Plan Update

Good progress has been made on the current strategic plan.

There are copies of an abbreviated list of accomplishments on each table.

Just to highlight a few:

1. The credentialing council has been formed and will be having meetings with the professional testing company here in San Antonio to move forward on developing the revised registered level therapeutic riding instructor certification.
2. There are a number of exciting developments in the education department, all geared toward making education more accessible to members including a reduced annual conference fee, a virtual conference and more online offerings.
3. A grievance review committee was created from the work of the quality assurance taskforce. We have seen an increase in grievances submitted, indicating that the process is working.
4. The staff and finance committee are focused on ensuring the financial sustainability of PATH Intl. in light of the separation of certifications, education and membership.
5. Kathy will highlight brand awareness and center sustainability in her presentation in a bit.

We will be starting a new strategic planning process next year, which will once again include member feedback.



Governance Report & Election Results

Patti Coyle & Ross Braun, Co-chairs



8:03 – 8:06

I would now like to review the Voting process for Trustees and Region Representatives:

By way of process-

“All votes are received and recorded at the administrative offices of PATH Intl. located at 7475 Dakin Street, Denver, Colorado.

Ballots were distributed by August 30.

Ballots were returned no later than September 30.

CEO Kathy Alm and two of the PATH Intl. staff – Shari Devries and Sara De Pape – reviewed the ballot count on October 4.

Results were certified to the existing and elected trustees and representatives within 10 days of the count – October 5.”

Election Results:

Re-elected Trustee Results



Susan Becklenberg



Patti Coyle



Kim Berggren

We have three re-elected Trustees:

Name the trustees- Sue Becklenberg, Patti Coyle and Kim Berggren welcome them back.

New Trustee Results



Lili Kellogg



**Brandon
Montminy**



Ed Milford

And we have three new Trustees joining the Board –

Name the trustees – Lili Kellogg, Brandon Montminy and Ed Milford and welcome them.



Region Representatives Election Results

Region 1	Kristen McGraw
Region 3	Mary Jo Beckman
Region 5	Audrey Adamson
Region 7	Jean Maraist
Region 9	Maggee Harrison
Region 11	Alicia Roe

Region Representatives election results for Odd Numbered Regions are:



Treasurer's Report

Susan Becklenberg

Treasurer





Treasurer's Report

Financial Update

- Altruic Advisors had no significant findings during the FY16-17 audit, and no difficulties were encountered during the audit.
- Three minor recommendations on accounting procedures were made; all have been implemented.
- No deficiencies in internal control were noted; our financial statements are accurate as presented.
- The FY16-17 audited financial statements will be available on the website after the conference, and the FY16-17 IRS 990 will be posted mid-February.

Annual audit for Fiscal Year 2016-2017 was conducted by Altruic Advisors, PLLC.

Treasurer's Report

July 1, 2016 - June 30, 2017

	FY16/17 (audited)	FY 15/16 (audited)	FY 14/15 (audited)
OPERATING RESULTS			
Total Revenue	\$2,632,445	\$2,774,318	\$2,555,712
Total Expense	<u>(\$2,345,290)</u>	<u>(\$2,522,347)</u>	<u>(\$2,516,715)</u>
Net Gain / (Loss)	\$287,155	\$251,971	\$38,997
BALANCE SHEET			
Total Assets	\$1,531,568	\$1,240,785	\$953,106
Total Liabilities	<u>(\$794,301)</u>	<u>(\$790,673)</u>	<u>(\$754,965)</u>
Net Assets	\$737,267	\$450,112	\$198,141

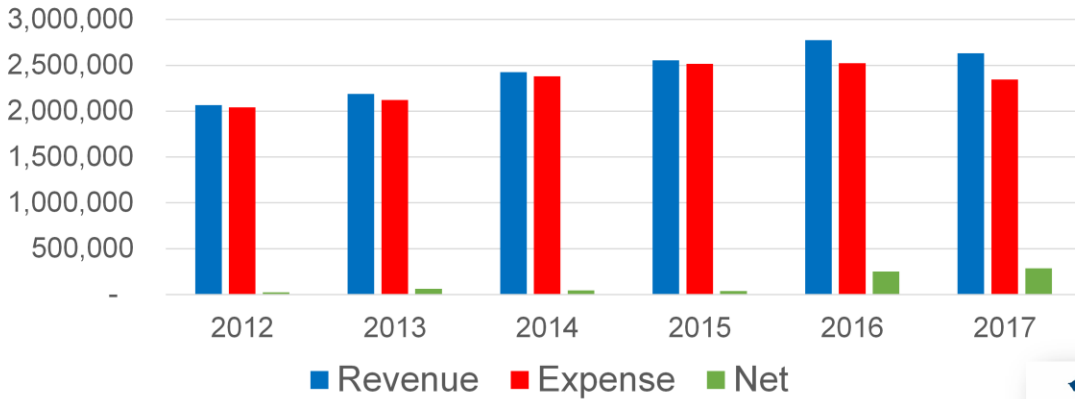


Operating Results – a statement that presents the total activity for the current year ending June 30, 2017 reflects revenues of \$2,632,445 and expenses of \$2,345,290, resulting in a net gain of \$287,155 for the year. Although revenue was slightly less than last year, expenses were well controlled resulting in a slightly larger gain. We will talk about plans to reinvest that gain in the association in a minute.

The Balance Sheet – a statement that presents our financial position as of the last day of the fiscal year. On June 30, 2017, total assets were \$1,531,568, less total liabilities of \$794,301 leaving net assets of \$737,267. Net assets is a rough measure of the net value of the association, which has increased considerably over the last two years.

Treasurer's Report

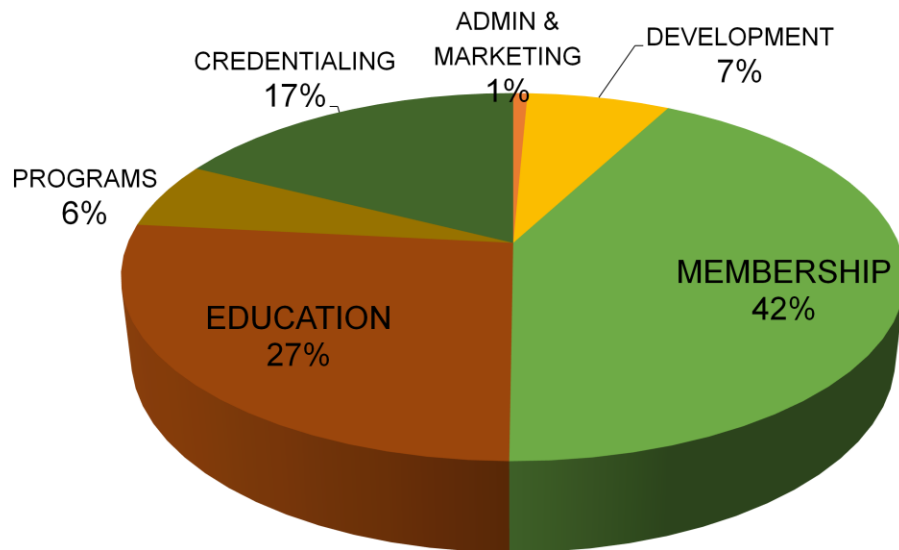
PATH International Financial Comparisons



This graph gives a picture of the Revenue (in blue) and Expenses (in Red) and the Net result of operations or Net Surplus (commonly known in the private sector as “profit”). Note that for the last couple of years we’ve had more revenues than expenses – the green bar. I’ll talk about why that’s happening, and what the plans are to ‘reinvest’ in the membership a couple of slides from now.

Lack of growth is the temporary lack of the Wounded Warrior Project grant. Revenue and expense both reduced about the same.

Treasurer's Report FY 2016-2017 REVENUE



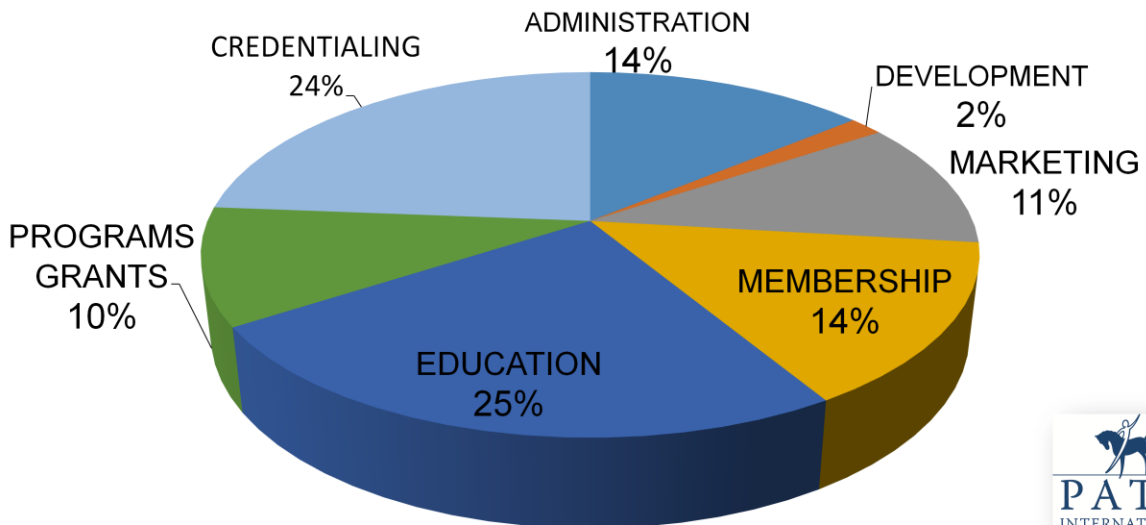
Membership is currently still our largest source of revenue, providing 42% of the total. These are individual members dues and center dues. Education is the second largest source, currently providing just 2% more than cost (next slide) but growing steadily.

Programs include standards and the US Department of Veterans Affairs grants, which are a direct pass-through.

Credentialing, Marketing, and Development together are 25% of the total sources of revenue.

Treasurer's Report

FY 2016-2017 EXPENSE



New Categories:

Here you can see that membership – the actual cost of processing memberships – is 14% of the total expenses. The remainder of the revenue generated by membership is still invested in membership benefits, including education, marketing (which benefits all centers, not just the association) and credentialing. Again, in a minute I will share with you plans to reduce this piece of the pie even more, so that more funds are available for direct membership benefits.

Education: A direct membership benefit, this includes all of the courses and webinars, as well as all conferences – national, regional and virtual.

Credentialing: This includes accreditation, current certifications, and certification development.

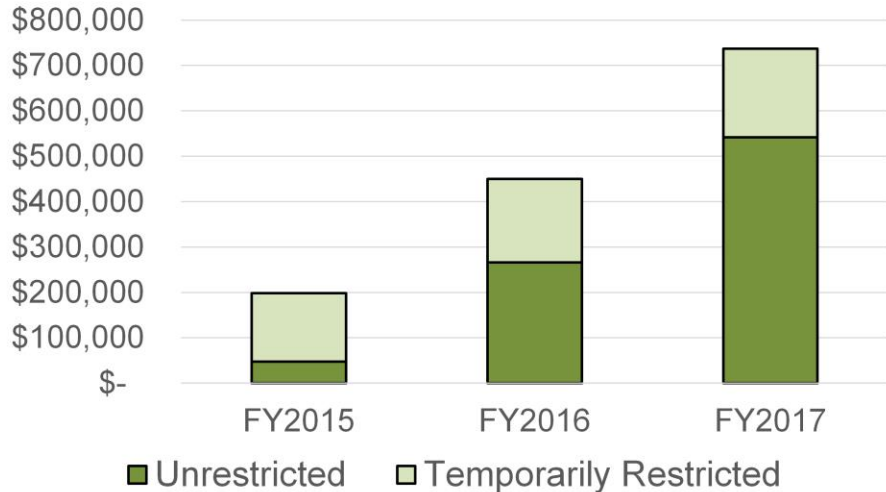
Marketing: Note that this is the promotion of the brand in general, not just PATH Intl., and benefits all centers.

Programs: Includes standards as well as the US Department of Veterans Affairs pass-through grant.

Membership, Education, Program and Credentialing constitute 92% of the revenue, and 98% of the benefits.



Treasurer's Report Net Assets



Associations generally do not, and should not, hold large balances for long periods of time. That is not the intent of PATH Intl. We will be reinvesting in membership benefits.

You may have noticed on the earlier slides, PATH Intl. has done very well financially the last three years. Our reserve balances have grown considerably, and this has been very intentional, with two very high priorities. First to purchase a new database system that will not only be easier for membership, but will support a new education system that will allow us to deliver online education effectively. This system will also eliminate many of the redundancies (i.e., doing the same work multiple times in different systems) currently necessary. We are in Stage 2 of that project, and most of the work will occur in the current fiscal year.

In addition, we have built a contingency fund in anticipation of separating the membership requirement from certification in order to protect the financial viability of the association and guard against any potential significant membership revenue loss.



Treasurer's Report UPDATE – IT Project

- The PATH Intl. Board of Trustees approved a project to replace the current information technology structure and implement a new association management system (AMS) for PATH Intl. about a year ago.
- We are currently in Phase 2 of that project. Actual design of the database applications, configuration of the AMS and technology integration is currently underway. The new accounting system we implemented this year will integrate seamlessly.
- Thanks to the responsible fiscal management of PATH Intl., and the receipt of three unrestricted gifts over the last two years, these improvements are being made without debt or loans.

We go “live” in Spring 2018. It’s going to get better!!!!!!!

Unlike our current system, credentialed professionals will be able to enter their continuing education hours and other compliance information online, and member centers and certification candidates will be able to enter prerequisites for certification and accreditation directly into the system (would not have to only submit a paper copy), and they will be able to track their progress within the certification and accreditation programs.

In addition, the lack of flexibility within the current database requires PATH Intl. staff to manage much of the data entry process manually and using multiple programs. For example, the certification application currently requires staff to do 52 steps and four programs to process an application. Within the new system, we should be able to cut the number of steps down dramatically (30 steps is our guess right now), and one system will automate the notification process to members making the process quicker and making better use of staff resources for membership benefit.



CEO's Report

Kathy Alm

Chief Executive Officer



8:16 – 8:26 Greetings – another great year as CEO of your association. As has been reported, we are pursuing our strategic planning goals while remaining healthy financially. I would like to share some highlights from the past year.



Data Collection & Trends

767 centers responded

66,179 participants

62,469 center volunteers, a value
of more than \$5 billion

7,800 equine partners

As many of you know, we collect data from our membership to understand many things, such as who you serve and how you serve them. We also track membership data.

The data captured from last year's 2016 renewal notices had responses from 767 out of 881 member centers. The data showed:

You are serving 66,179 participants, a 6% increase over the previous year.

318 centers have participant waiting lists with 7,082 hopeful participants on those lists, up 37% from last year.

You have 62,469 center volunteers contributing a value of more than \$5 billion dollars (based on time reported multiplied by \$24.14 independent sector).

There are 7,800 equines at your centers.

The number of centers offering specialty programs continues to increase year over year. The specialty program most listed is the same as last year, equine-facilitated learning, followed closely by veteran's programs and using Hippotherapy as a treatment strategy.



Data Collection & Trends

Autism spectrum disorder
Developmental delay or disability
ADD/Hyperactive disorder
Learning disability
Cerebral palsy

And finally, the top five special needs represented at centers also stayed the same.
They are as follows:

Autism spectrum disorder
Developmental delay or disability
ADD/Hyperactive disorder
Learning disability
Cerebral palsy

PATH Intl. individual membership did not see a significant increase or decrease.
PATH Intl. had 272 Premier Accredited Centers – a 4% increase over the previous year.
871 PATH Intl. members attended certification workshops, and 945 attended certifications and skills tests.
Over half of our centers have budgets less than \$100,000 and 41% of those centers have budgets between \$20,000 and \$50,000.



Center Sustainability Information

Data Collection Findings

As is referenced on your Strategic Plan Update, center sustainability was a new initiative this past year.

Data on center sustainability was collected from center closing reports, a discussion with 40 PATH Intl. volunteer leader members, a discussion with the board of trustees, a literature review of nonprofit sustainability and a survey to 899 centers with a 35.7% response rate.

All of that data was compiled as part of a capstone project for the School of Public Affairs at University of Colorado Denver, by Sara DePape (who also happens to be a staff member)

According to the data, the top four challenges to center sustainability were:

Lack of business perspective

Lack of staffing succession plans – particularly with founders

Lack of revenue/diversified revenue

Lack of board development



Sustainability Information

Next Steps

As indicated on the strategic plan highlights sheet, we have a workgroup that is beginning to work on the best way to assist the centers with these issues including determining educational programs, developing a resource list and developing an assessment and response program.



Veteran's Programs

Veteran's Administration

Wounded Warrior Project

Bob Woodruff Foundation

PATH Intl. has continued with veteran's programing thanks to the generosity of funders.

VA – last year we received \$275,000

68 PATH Intl. Premier Accredited Centers received funding to provide services to more than 400 veterans

17 PATH Intl. PACs received equipment funding

This grant also funded education, including 24 certified instructors attending Level 1 PATH International. Equine Services for Heroes® training at Bravehearts in Illinois, updating the online PATH International Equine Services for Heroes® course, adding Suicide Awareness and Consideration for Women webinars, recording all veteran sessions at the international conference and providing outreach at military trade shows.

There has been publicity about the possibility of \$5 million in appropriations for EAAT through the VA. We will update you as we receive more information.

The grant for this next year has been increased to \$375,000.

A total of \$926,275 in the last four years.

Bob Woodruff Foundation – the convening and its outcomes



Special Education Campaign

Exhibited at Council for Exceptional Children in Boston

FREE three-part series of webinars presented by PATH Intl. Certified Registered Instructor Andrea Zuk, MEd, of the University of Oklahoma Zarrow Center for Learning Enrichment

PATH Intl. website section includes “Tips for Connecting With Your Local Special Education Community”

In early 2017, PATH Intl. launched an outreach campaign for special education teachers to heighten awareness of EAAT and the crucial role PATH Intl. member centers and professionals play in the industry. Some highlights of the campaign: PATH Intl. exhibited at the Council for Exceptional Children Convention, a gathering of more than 6,000 special education teachers in Boston, May 19-22.

A free webinar, EAAT and IEP – Opening the Gate to Collaboration, was held October 16 for anyone in EAAT interested in learning how to connect their centers or services with schools. 71 people attended.

This is the first webinar of a FREE three-part series presented by PATH Intl. Certified Registered Instructor and University of Oklahoma Zarrow Center for Learning Enrichment doctoral scholar Andrea Zuk, M.S.Ed. Topics covered include trends, goals, policies and terminology to help facilitate the connection to local schools and special educators.

There is a section of the PATH Intl. website that includes the “Tips for Connecting With Your Local Special Education Community” fact sheet and a fact sheet aimed at special educators. You can download any of these resources.



Global News

IAHAIO

RDA - UK

Netherlands Symposium

I have been invited this year to speak at three different international events on behalf of PATH Intl. and EAAT.

IAHAIO – the International Association of Human Animal Interaction Organizations

Riding for the Disabled Association – UK – met with other associations to discuss how we can best work together for the betterment of the entire field. In addition, I am excited to announce, in partnership with the Riding for the Disabled Association UK, a pilot program in the US for the RDA Tracker, a simple to use holistic tool to track participant outcomes. The tracker measures changes in six different areas: communication, physical changes, relationships, horsemanship, confidence and enjoyment.

RDA UK developed, implemented and tested the outcome tracker products and refined them over a three year period. It is running successfully in 400 centers across the UK. Partnering with RDA Australia, and now PATH Intl. in the US, the model will be expanded to include international measurements and benchmarks - the first truly international collection of data on the outcomes of therapeutic riding.

PATH Intl. has six centers that are participating in the pilot, tracking 56 participants. The centers in the pilot represent different budget sizes, geographical locations and program operations. The pilot began in August 2017 and is scheduled to

conclude in December 2017. After that time PATH Intl. will send a formal survey to the participating centers to get their feedback and determine the next steps.

Netherlands Symposium next week

Representing the membership internationally and working toward the common good in the human/animal interaction field and EAAT.



Board Officers

Jim Harlan
Chair, Nominating Committee



8:26 – 8:29 Nominating committee consisted of Jeff Beck, myself and Kathy Alm as a non-voting member.



Board Officers

Ross Braun	President
Michael Kaufmann	Vice President
Susan Becklenberg	Treasurer
Patti Coyle	Secretary
Julie Broadway	Immediate Past President



Old Business



New Business



Adjournment



Announcements

Win a 2018 PATH Intl. Virtual Conference registration! Please look under your seat to see if you are the random winner of one complimentary Virtual Conference registration.



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