

Colorado Foot & Ankle Society

Board of Directors Meeting Minutes

Date: Wednesday, April 23, 2025

Time: 6:30 PM

Location: Virtual (Zoom)

Members Present: Kevin Blue, Anna Weber, Amber Kavanagh, Matt Gorski, Thomas Ehlers, Marc House, Ralph Wentz, Lauren Molchan, Dustin Kruse

Absence: Dustin Kruse

Executive Director Present: Ashley House

Quick recap

The Board reviewed the minutes from the previous month, discussed the nomination committee, and reported on the checking account balance and plans to discuss a budget tracker. The meeting focused on the positive branding initiative for Podiatry, the importance of promoting the profession and increasing membership in the American Podiatric Medical Association (APMA) & CFAS, and the upcoming annual conference.

Call to Order & Approval of Previous Minutes

Dr. Kevin Blue officially called the meeting to order: 6:32pm

The board unanimously approved the minutes from the January 29, 2024 board meeting. Motioned & second motion.

Reports

President's Report – Dr. Kevin Blue

Nomination Committee: Per by laws, three members are needed: one board member and two from the general membership.

Dr. Wentz and Dr. McGarry confirmed.

One remaining seat will be filled by an outreach email to members.

Voting will take place during the Annual Meeting.

Treasurer Report – Dr. Thomas Ehlers

The majority of funds are invested in a high-yield CD to maximize interest while remaining relatively liquid.

Dr. Ehlers to meet with Ashley to develop a budget tracker for better transparency and detailed financial reporting. The goal is to make financials more accessible and clearly trace where and how funds are utilized.

House of Delegates Report – Dr. Eric Jaakola

The House of Delegates report was presented, highlighting a positive meeting with the new APMA CEO and the withdrawal of propositions that challenged CPME's autonomy. The budgetary action was also discussed, with a new organization working on the rebranding of Podiatry. Introduction of new APMA CEO, Megan McClelland (not a podiatrist), praised for transparency and leadership.

Key highlights:

Propositions threatening CPME autonomy were withdrawn, preserving its independence.

A \$2.5 million rebranding initiative is underway to increase public awareness of Podiatry.

“Feet on the Street” campaign is helping recruit students through hands-on outreach and suture workshops.

AMA President Dr. Bruce Scott voiced strong support for Podiatry and promoted HR 879, which would halt Medicare fee reductions.

New Business

A. Membership Recruitment Drive – Dr. Anna Weber

Dr. Weber discussed the importance of promoting Podiatry and increasing membership in the American Podiatric Medical Association (APMA) to support the profession. She suggested a membership recruitment drive in Colorado, aiming to gather more members and improve the profession's visibility. Dr. Weber proposed creating subcommittees to handle direct outreach and other tasks, and considered offering

scholarships. She mentioned the potential benefits of legislative advocacy for all Podiatrists, regardless of their membership status.

Colorado currently has ~220 licensed podiatrists, but only under 100 are CFAS members.

Proposal for a recruitment strategy & subcommittees:

1. Speaking Engagements, Scholarships, Conference:

Outreach & Events: Personal contacts, scholarships for HOD or conference attendance, and possibly discounted registration.

2. Digital Outreach:

Email Campaign: Using APMA's toolkit to send "Why Join" emails detailing both local (networking, CME, advocacy) and national (legislative wins) benefits.

Website & Social Media: Overhaul CFAS's website and enhance social presence (Dr. Gorski to lead). Orlando Video Production: Not currently feasible due to cost (\$18k). Alternative cost-efficient options to be explored.

3. APMA Ambassador Role: Dr. Anna Weber volunteered to serve as the Colorado ambassador, supporting APMA's public campaign.

Annual Conference Planning – Dr. Anna Weber & Ashley House

Dates: October 16–18, 2025

Location: The Inverness

Stats: 25 attendees and 7 exhibitors currently registered; revenue exceeds \$10,000.

Programs: Partnering with ASPMA to host an Assistants Program

Conference Progress and Exhibitor Activity: Dr. Weber discussed the conference's progress, highlighting the new location, vendors, and the success of the newsletter and postcards. She encouraged everyone to remind attendees about the early registration deadline and the assistance program. Ashley also proposed the idea of hosting an activity Lab with multiple exhibitors, including cadavers. The Board favored centralized lab activities to ensure better vendor exposure and prevent scheduling conflicts.

Executive Director Topics – Ashley House

DORA & Sunset Review: Discussion of scope expansion (e.g., skin grafting from the thigh), which is currently uncommon across states.

ASPE Meeting Highlights: Networking, legislative strategies, and fundraising ideas. Suggestion: Offer sponsorship opportunities for newsletters and meetings (e.g., \$500 for logo placement).

Newsletter Launch: The digital newsletter received strong positive feedback for its design and content. Future articles proposed: Organizational financial health, residency match announcements and importance of volunteerism and leadership in CFAS

Additional Discussions

Combining Podiatry and Medical Boards – Dr. Kevin Blue

Oregon's successful model of combining boards was shared.

Cost-saving benefits and streamlined complaint processing are cited as significant advantages.

Plan to consult Dr. Kristine Hoffman, President of the Colorado Podiatry Board, for further input.

Upcoming Events

Essential Strides Golf Tournament: June 16th 2025. Board members are encouraged to attend.

Future Board Meetings:

August 12, 2025: In-person at Eddie V's

October 16, 2025: In-person at The Inverness

The meeting was motioned and adjourned at 7:20pm