



## ***2024 Annual Board Reports***

### ***NAAP Leadership Team***

#### ***Tammy Point – South Region***

- Sent out emails to the appointed regional states.
- Created and kept up to date a list of all Regional State contacts and associations for each state.
- Continued to reach out to states that are not as involved with NAAP.
- Oversaw and participated in the Education Council.
- Wrote Articles for E-blast.
- Reviewed all the submissions for the Activity Professional Scholarship and the Michele Nolta Memorial Scholarship for the annual conference and notified all those who submitted the outcome of their submission.
- Responded to emails.
- Attended board meetings,
- Represented and spoke on behalf of NAAP at Several State conferences in 2023: Nebraska, Iowa, Ohio, Indiana, and Washington State

#### ***Kim Mead – Central Region***

- Attended all board meetings as scheduled.
- Attended NAAP Mid-Year meeting as requested.
- Attended the Annual NAAP conference as requested.
- Attended special projects committee meetings as scheduled.
- Helped to create the Advocacy letter for the special projects committee.
- Responded to email requests from members.
- Speaker/NAAP vending for SCAAP and IAPA conference.
- Speaker at AALC conference.
- Wrote 3 E-blasts/blogs.
- Wrote the Central Region newsletter article.
- Reached out to Central region members to offer support and speaking engagements as needed.
- Sent emails/postings/flyers for NAAP to members as requested.
- Organized Central Region contacts list.
- Participated in NAAP panel discussion in August 2023.

#### ***Catherine Sabatini – Northeast Region***

- Emails were sent out as a reminder that NAAP is here for the Activity Professionals.
- Attended Board meetings.

- Responded on social media on behalf of NAAP.
- Started a new Peer Group with LeadingAge MA, a meeting will take place on May 3rd @ noon, hopefully, this can become nationwide with other LeadingAge.
- Attended the Education Council Meetings.
- Educated Alliance Health Management Company - Activity Directors on NAAP.
- Reminded MassCAP what NAAP has to offer.

### ***Lynne Jensen – West Region***

- I contacted representatives from Alaska, Arizona, Colorado, Oregon, Wyoming, and California.
- I helped provide resources and support to Alaska, where their state healthcare association is trying to provide more support and resources to their activity professionals. She will reach out to speakers when they are ready to provide training webinars or need other resources.
- Colorado is struggling to keep membership, so we brainstormed some ideas as to how she can approach the association leadership and membership to help make a change.
- I talked with a fellow Oregonian to help her understand what to expect at our conference and how to best represent our state.
- Many of the other states that I have contacted have not responded with any need for support or assistance and a few have not responded at all, even with a follow-up email/call.

## ***NAAP Executive Team***

### ***Operations Director – Vanessa Emm***

- Developed and formatted NAAP marketing materials.
- Contributing and monitoring NAAP's social media sites.
- Developing and scheduling weekly broadcasts/emails that go out via email to members who have signed up using our website's "sign up" feature.
- Working on a website redesign to be more inclusive to all our senior living settings.
- Process memberships and maintain the NAAP membership database.
- Website maintenance and management.
- Developed and disseminated as needed NAAP brochures, postcards, and other marketing materials.
- Oversee the online education; work with obtaining webinar speakers; disseminate certificates for education credits; pre-approvals; host, record, and upload all education sessions to our eLearning library.
- Attend weekly Executive Committee meetings.
- Developed NAP Week marketing tools, webpage content, and hands-on assist.
- Worked with NAAP blog contributors for web content.
- Support and assistance for our regional positions include marketing materials, templates, and graphics.
- Oversee the NAAP Task Force continuing to assist with strategic planning and direction of the NAAP Learning Management Site. Committee members include Julie Reginek MN, Cathy Braxton IN, and Tim Anderson RI. This committee meets as needed and have worked on course review, content development, and management of LMS. Committee members have been transferred to the NAAP Education Council.
- Lead the NAAP Special Projects Committee. This group meeting monthly, committee members include: Christabel Smith; Brenda Gurung, Deborah Smith; Lisa Curtis; Murvel Delpino; Stephanie Gianguilio; Nancy Williams; Jeff Harlow; Katherine Micha. Projects have thus far have included:
  - Distribution of Advocacy Surveys (completed)
  - NAP Week Self Advocacy Webinar Panel (completed)
  - Advocacy Letter (available in your conference packet)

- Conference initiatives
- Developed and directed surveys and elections via online through NAAP as well as an external survey company as needed.
- Participate in the monthly NAAP/NCCAP Executive team call.
- Develop Ad Proofs for companies that have purchased marketing packages through NAAP.
- Responded to NAAP helpline inquiries as directed.
- Represented NAAP as a speaker in 2023/2024 for the following conference(s):
  - ✓ Minnesota Statewide Activity Professional Association – in-person
  - ✓ Southern Nevada Activity Professional Association – virtual
  - ✓ Oregon Health Care Association – virtual
- Provide monthly office accountability reports to the board that include:
  - ✓ Office activity
  - ✓ eLearning updates and totals of certificates distributed per month
  - ✓ Membership update to include:
    - New memberships along with their state and referral source
    - Renewal memberships along with their state and referral source
    - Copy of current membership database
  - ✓ Conference Planning Updates
  - ✓ Committee/Council minutes and updates
  - ✓ Meetings regarding content providers, conference planning, potential partners
  - ✓ Broadcast Subscribers
- Total eLearning certificates processed in 2023/2024 (February 2023-February 2024): **6307** (on-demand **3969**/live **2338**)
- Current membership as of March 13, 2024: **910**
- Current broadcast/email subscribers: **2527**
- All other duties and tasks as assigned by the NAAP board.

Upcoming Conference Sites:  
2025 Dallas, Texas TBD

It is an honor and a privilege to serve our profession in my capacity as Operations Director. Thank you for your continued support of NAAP! A HUGE thank you to our councils and committees for their continued support and dedication to our profession through their service.



NAAP Operations Director

### ***Association Director – Alisa Tagg***

The National Association of Activity Professionals continues to grow. The last year has been filled with incredible opportunities for NAAP and I am grateful to be a part of this association. Here are a few of the things I accomplished since our last conference. You can always reach me at [alisa@naap.info](mailto:alisa@naap.info)

- Answered phone calls, emails, Facebook messages, and helpline submissions.
- Conducted Facebook Live posts “NAAP NEWS NOW” monthly. Met with a variety of individuals and organizations to schedule and develop the questions for these interviews.
- Made over 900 phone calls to new and returning members. That is 100 more than last year.
- Operated the NAAP social media sites including the website and provided updates as needed.
  - a. Partnered with SageStream for weekly entertainment streaming.

- Participated in twice-monthly Board Meetings via GoToMeeting through the end of December, then monthly beginning in January.
- Updated the Exam Preparation book for 2024.
- Worked with the Education Council on the following projects:
  - a. Finalized the Activity Professional in Action book.
  - b. Support the conversion of the foundations course.
  - c. Selected speakers for the national conference.
- Continued partnership with Linked Senior “#ActivitiesStrong” movement including the planning of the upcoming June 2024 Summit.
  - a. Participated and Spoke at the June Activity Strong Summit.
- Represented NAAP and presented webinars, presentations, Facebook Live broadcasts, and podcasts with other national and state organizations.
- Attended and supported all the webinars NAAP provided.
  - a. Assisted in finding new speakers.
- Provided multiple webinars and panel discussions for NAAP.
- Worked with WillGather to provide an Activity Planner book in the bookstore for 2024.
- Assisted in obtaining new community group memberships.
- Partnered with NCCAP on various special projects.
- Obtained all webinars and the annual conference to be NCTRC pre-approved.
- Wrote articles monthly on various topics for the website, newsletter, and weekly broadcasts.
- Created and developed the 2024 NAP week events. Met with various partners for raffle prizes and content. Hosted 3 Facebook Lives and participated in 3 webinars.
- Solicited and obtained vendors for our annual conference.
- Assisted and supported all board members as needed.
- Provided on-boarding training to our new leadership team members.
- Created an Advisory Council of senior living industry professionals to discuss future special projects and partnerships. Council members included Matt Reiners, Alyssa Edwards, Dr. Rob Winningham, Harris Ader, Chuck Borst, and Sherita Sparrow.
- Participated and contributed twice monthly to the Moving Forward Coalition project on developing a Care Plan Guidebook.
- Represented NAAP with other organizations including Senior Living Foresight, NCCDP, NCTRC, Linked Senior, Green House Project/Pioneer Network, LeadingAge, CMS, ICAA, and LEAD.
- Contributed forms and in-services to the new Activity Toolbox available on the NAAP website.
- Participated and presented at various state and national in-person and virtual conferences including the following: Oregon, Colorado, Nevada, Wyoming, North Carolina, Michigan, Florida, SMASH, and ICAA.



NAAP Association Director

### ***Financial Director – Cindy Tewalt***

#### Highlights Since Last Annual Report:

- Received and processed membership applications and payments. Followed up with the Operations Director to complete membership communication. Both positions of Operations Director and Financial Director see/review the membership as they are received and hold each other accountable for this process. The Association Director also receives this information to make personal phone calls to all new and renewing members.
- Processed and recorded deposits and expenses promptly.

- Provided monthly financial reports and accountability reports to the NAAP Leadership Team.
- Received orders and mailed all books from the NAAP Store, including Exam Study Books (177); Policy and Procedure Manuals (29); Activity Professional in Action (12); Resident Council Guidelines (45); Volunteer Guidelines (23) and 2024 Planners (124)
- Maintained and created website forms and updates.
- Assisted with 2024 Conference planning, including contracts, hotel details and material gathering.
- Registered all 2024 Conference attendees.
- Worked with an Accounting firm (Legacy Tax Group) to submit IRS documents.
- Assisted with those who had problems accessing websites or payments.
- Prepared the 2024 proposed budget with the NAAP Leadership Team's input and approval.
- Assisted and attended the Mid-Year NAAP Leadership Team meeting in Brevard, NC.
- Posted, registered, and confirmed payments on all Workshops.
- Invoiced and receipted transactions as requested.
- Forwarded all mail and information as appropriate as the NAAP Office address comes to the Financial Director in Wisconsin.
- Attended all NAAP Team Leader meetings/calls and served as Recording Secretary.
- Assist with technology subscriptions and equipment for the Board.
- Opened a 5-month and a 7-month CD with Wells Fargo for higher interest rates for our Operation Savings.

I am grateful for the integrity and transparency of this organization... not only in financial matters but in all matters. Thank you and I look forward to another year of growth.

Cindy Tewalt  
NAAP Financial Director

### ***Outreach Director – Colleen Knudson***

Hello everyone from April-December 2023 I served as Board Lead and International Director, beginning in January of 2024, I became the NAAP Outreach Director. My report is a compilation of both job duties.

#### Referenced Associations

ATRA - American Therapeutic Recreation Association  
 ARTA - Australia Recreational Therapy Association  
 CTRA - Canadian Therapeutic Recreation Association  
 DTAJ - Diversional Therapy Association of Japan  
 NAPA - National Activity Providers Association (United Kingdom)  
 NZSDRT - New Zealand Society of Diversional & Recreational Therapy

- Completed various board duties outlined in the Job Description: led bi-weekly conference calls, board emails, writing international articles for NAAP E-blasts, Facebook Live panels, etc.
- Regular correspondence and sharing of education, resources, and webinars with ARTA in Australia, NAPA in the United Kingdom, and NZSDRT in New Zealand. Confirmed extension of Memorandum of Understanding's with each of these organizations.
- Read NZSDRT newsletters and emails, sharing relevant info on the NAAP Facebook page and via NAAP E-Blasts.
- Read the weekly 'NAPA News' emails and shared pertinent information with the board and posted updates and free resources to the NAAP Facebook page.
- Stayed up to date with and engaged with social media pages for ARTA, NAPA, and NZSDRT. Shared their updates and resources on the NAAP Facebook page. Supported these organizations by engaging with their posts and other social media interactions.

- Continued email correspondence and Zoom meetings with international activity/recreational organizational contacts from Australia, Canada, Japan, New Zealand, the United Kingdom, and the United States. (Global Leaders)
  - Participated in the beginning planning of an in-person IKE.
  - Worked with ARTA to create a video recording about patriotism in Australia as part of NAAP's July 4<sup>th</sup> celebrations.
  - Shared information via e-blast and social media on NAPA's National Arts in Care Homes Day.
- Worked with Global Leaders to plan the third virtual "International Knowledge Exchange" for Activity Professionals, Diversional Therapists, and Recreation Therapists Planned the Annual Virtual International Knowledge Exchange (IKE)
  - Advertised the event on social media.
  - Recruited US speaker to present at IKE.
  - Moderated the NAAP session.
- Took over as leader of the Global Recreation Leader meetings from November 2023 through December 2024
- Participated as a panelist in the TR Retreat's Global Recreation Panel
- Secured International guests for the 2024 NAAP Conference. Hilary Woodhead & Natalie Ravenscroft (NAPA) and Takako Serizawa & Shingo Eguchi (DTAJ). Hilary & Natalie will provide the opening keynote and Takako & Shingo will provide an informational session about DTAJ.
- Planned Study Tour for international guests immediately following the NAAP Conference-
  - Secured lodging
  - Arranged for meals.
  - Planned facility tours for LTC homes in MN & WI
  - Planned interactive activities for guests to meet and engage with residents at Attic Angel Place in Middleton, WI
- Worked with an Australian colleague who was planning a study tour to the US and Canada. Provided US contacts, assisted with scheduling facility visits, and assisted with registering for the NAAP Conference
- Facilitated the NAAP Cultural Competency Council meetings serving as the board contact to the CCC.
  - Reviewed scholarship application submissions
  - Contacted scholarship applicants with application news.
  - Oriented new council member
  - Collected DAS testimonials.
  - Assisted in planning the conference session "Cultural Intelligence, What's Your CQ?"
- Attended monthly NAAP/NCCAP calls (Jan-April '24)
- Represented NAAP at the Annual WRAP Conference (Wisconsin Representatives of Activity Professionals).
- Continue to serve as an Advisory Member for Culture Connect.
- Worked with NAPA to collaborate during National Activity Professionals Week. This is the second time NAAP has partnered with NAPA in the UK to co-celebrate this week.
  - Virtual meetings to plan the collaboration.
  - Advertising on social media
  - Daily engagement opportunities for NAAP and NAPA members via discussions, educational offerings, and activities.
  - Prize drawings.
  - Daily social media engagement opportunities.
  - Facebook Live with NAAP Board.
  - Facebook Live with NAPA.
  - Facebook Live with CCC.
- Collaborated with NZSDRT to speak at the NZSDRT Conference in August 2024. I will have a 1.5-hour keynote presentation along with a 1-hour conference session. The keynote topic is meaningful activities and mental health.

Colleen  
NAAP Outreach Director

## ***Development Director – Julie Cooley***

Hello! From April-December 2023 I served as a regional director over the south and beginning in January of 2024, I became the NAAP Development Director. My report is a compilation of both job duties.

### General

- Attended the 2024 Conference in Reno, Nevada
- Attended Bi-Monthly Board Meetings
- Attended the Mid- Year Board Meeting in November
- Wrote two articles for the NAAP e-blast.

### Served as Southern Regional Director 2023

- Reached out to the 23 states that are part of my southern region to offer support and build relationships.
- Followed states via social media outlets and emails.
- Kept updated resource pages for the Southern states.
- Awards Chair for 2024
- Silent Auction Chair for 2024
- Attended and Vendor at the NC Activity Professional Association Conference.
- Attended and Vendor at the Pioneer Network/ Green House Project Conference
- Attended and Vendor at the Georgia Health Care Association Conference

### Development Director Jan. 1, 2024

- Welcomed new Regional Directors to the Leadership Team.
- Begin working with the Regional Directors to strengthen our relationship with NAAP Membership via the State contacts. Emails to set up regular meetups and reports to the Board.
- Begin observing and shadowing the Financial Director to learn Conference planning best practices.

Julie  
NAAP Regional Director