



ASSOCIATION
HEADQUARTERS

**reflections:
the 2021
client**

storybook

*A collection of stories
from AH Client Partners*



red chair philosophy

Association Headquarters was founded in 1978 and, since 2015, the red chair has been a beacon of AH's unwavering commitment to supporting, achieving, and celebrating the non-profit community. Associations, societies, and credentialing bodies are doing great things to better society and our job is to support them on their journey to greatness, remembering to pause and celebrate when they've achieved it, and be with them as they press on confidently to their next success.

The red chair symbolizes our client partners' seat at the table. It is where they sit while they write their story, make a difference, and advance their mission and cause. Our seat at the table is where we enable them to be their best.

Our clients' stories are our stories.

**We don't build rockets or cure disease, but we enable those who do.
That's the red chair philosophy.**



stories





The NBCSN story

Recognizing the breadth of their work as school nurses and having a desire to establish a professional standard, the National Association of School Nurses (NASN) formed a future projects committee to explore the feasibility of a certification exam. In 1985, NASN partnered with a testing firm to develop and administer that exam, and NBCSN was formed, issuing the NCSN credential.

“The NCSN is the gold standard of school nursing practice and was created exactly because there was no national standard,” said Cogan. “This is a way to say this group of school nurses has met this rigorous standard.”

To earn the NCSN credential, school nurses must demonstrate that they hold foundational healthcare expertise for the wide range of ages they treat. “They need to be an expert in a lot, and the NCSN credential provides validation that they do because we test on the full spectrum of care that they have to provide,” said Theresa Field-Bobroski, NBCSN Executive Director.

SOCIAL CHANGE HIGHLIGHTS SCHOOL NURSING

If school nursing was a hidden healthcare system, the COVID-19 pandemic brought the role of the school nurse to the forefront of community healthcare. “There’s a lot of work that’s been added to a school nurse’s job to ensure that children are coming to a place that they’re safe and will hopefully remain healthy,” said Field-Bobroski. For example, contact tracing—the task of finding out and then contacting anyone who has been in contact with a person who tested positive for COVID-19—has become a vital part of school nurses’ jobs, though that often takes place after hours and without additional compensation for the additional hours.

“Unfortunately some of us have gotten into difficult conversations with parents right now because we’re giving them information that is hard to hear,” said Cogan. “Has their child been exposed and has to quarantine? Is their child positive? It’s been a rocky road through COVID because of the public health mitigation strategies that we have to implement for safety.”

Despite the challenges and additional work, school nurses have worked through the long days and difficult conversations in an effort to support the health and wellbeing of their students, schools, and communities.





BEYOND THE SCHOOL

While much of school nurses' work takes place within the school, the positive effects of their work expand into the communities. "It's important for people to understand not just the tasks we complete but the impact we have on our students," said Cogan.

Field-Bobroski shares the story of an NCSN who recognized that access to dental care was a challenge in her community, so she worked with a local dentist to come to the school to provide basic dentistry services to the students.

Cogan, a preschool NCSN, shared a personal experience with a new student who had arrived to the school after a year-long journey from Guatemala. Lunchroom staff noticed that instead of eating the breakfast and lunch she was served, the preschooler would instead fill her pockets with the food. Concerned about her refusal to eat, school staff turned to Cogan for guidance. Cogan ultimately discovered that the preschooler, age 4, felt responsible to help feed her family, who had dealt with food scarcity on their journey, and was bringing the food home for them instead of eating it herself. The school held a food drive for the family to help them until they were established in their new home and community. The little girl blossomed in her class and went on to become preschool valedictorian—a true testament to the school community and the role NCSNs play in supporting students and their families through every situation.

"When students are healthy, when their bellies are full, they're going to be better students, they're going to be better able to pay attention in class," said Field-Bobroski.

"When school nurses meet that NCSN requirement to do their job, and the better job the school nurses do, the better and healthier their students will be."

"School nursing has been a hidden healthcare system in our country for way too long," said Robin Cogan, Med, RN, NCSN, Outreach Co-Chair for the National Board for Certification of School Nurses (NBCSN). Indeed, school nurses not only care for patients from age 5 through 21, they also serve as a conduit to other healthcare and welfare systems, ensuring the health and wellbeing not only of the entire school community—including students, teachers, and administrators—but also of the families and the communities in which the schools are based.



The ASHT story

As memberships become increasingly global, representing diverse experiences, resources, and backgrounds, associations bridge that gap by bringing members together across cultures and, sometimes, oceans. AH Client Partner the American Society of Hand Therapists (ASHT) accomplished just that with their Companion Clinic Program, a unique opportunity for members to connect and learn from shared experiences. Their program embodies the power of association membership and the great work associations do every day for communities around the world.

The ASHT Companion Clinic Program pairs a United States-based clinic or hand therapist with an individual in a developing country, providing a unique opportunity to create relationships between therapists practicing under a diverse set of circumstances.

Through regular communication, members pursue collaboration, clinical education, and professional growth while promoting best practice in the field of hand therapy around the world. The Companion Clinic Program also offers members networking opportunities, the development of new skills and the satisfaction of actively assisting in the standardization of hand therapy (HT) practice on a global scale.

The cohorts are paired based on need, expertise, and language following completion of a simple online survey. There are currently 20 active partnerships (40 participants), with international participants from all over the world, including Spain, India, Zimbabwe, Thailand, Qatar, Iran, South Africa, and more!

Amy Todd and Maria Belén Sancho make up one of the many successful partnerships in the Companion Clinic Program. Amy, who practices in Georgia, has been an occupational therapist for 11 years, 10 of those in a busy hand clinic. She is currently working in the Upper Limb Program at Hanger Clinic, providing education to therapists, doctors, patients, families and communities about upper limb loss, prosthetics and rehabilitation. Amy sums it up by saying, “It is great fun.”

As a member of ASHT, Amy saw the Companion Clinic Program was starting and expressed an interest in participating. Amy had been involved in international studies her whole life and in university, and often travels out of the country with her husband. Amy says, “We always stop at an occupational therapy or hand therapy clinic to make a connection and see other practices. It makes the world a little smaller and I learn so much with every interaction.”





Belén, as she prefers to be called, started out as a nurse in a university hospital in Bilbao, an industrial port city in northern Spain. She recounts that her passion for rehabilitation led her to move to Madrid to obtain her degree. After finishing her studies, she returned to Bilbao and started to work in the rehabilitation department in a small hospital. Many of the patients she encountered were manual workers with upper limb injuries such as tendon injuries or amputations. She found that HT was a little-known specialty in Spain, which motivated her to collaborate with the Spanish Hand Therapist Association to evaluate the academic HT courses being taught in Spain. Today, HT is becoming better known and more in demand, with hand surgeons working in tandem with hand therapists to achieve the best results for their patients.

Belén has recently started her own practice and came across information about the Companion Clinic Program while browsing of the ASHT website. She says,

“When I saw the opportunity to join the Companion Clinic Program, I thought that it was a good opportunity to share my doubts and learn about my passion.”

COMMUNICATION

In a world of ever-changing technological advancements, connecting with people around the globe is now easy, fast and often inexpensive. Amy and Belén communicate mostly using WhatsApp, a free smartphone app that uses the internet to send text messages, make voice and video calls and share files such as images, documents and other media. They note that WhatsApp is easily accessible and has a nice interface.

Belén has found that WhatsApp has been particularly convenient to address clinical questions and doubts. Text messages are swapped multiple times a week, and video chats or phone calls a couple times a month when they have more time. They also share interesting journal articles with each other by email.

COLLABORATION

Amy and Belén both wholeheartedly agree that participating in the Companion Clinic Program has been a positive experience for their professional growth. For Amy, her partnership with Belén keeps her connected to the clinic life. She says, “Belén has shown me some interesting treatment modalities that I wish I had known



a long time ago but can share with therapists I interact with for them to use.” Amy also notes that this partnership has increased her involvement with HT literature. They have had interesting conversations about sensory testing methods and about treating thumb basilar joint osteoarthritis from a stability perspective.

As the only hand therapist in her clinic, Belén especially appreciates having a colleague with whom she can talk about work-related issues and problems. Belén says, “Amy is my ‘rescuer;’ she always helps me when I have a doubt or when I need information about something. She dedicates her time to explain things that are completely new for me, and she always sends me a lot of information.”

FRIENDSHIP

The Companion Clinic Program can offer an experience beyond professional collaboration. Amy and Belén have gained a friend in each other, something they had not anticipated when they first signed up to participate. When Belén started her own practice, Amy sent presents to Spain for Belén’s clinic. Belén recounts, “I was really excited and grateful for all her kindness and helpfulness. I feel lucky to have Amy as my partner and I hope to meet her in person before too long.” In a similar sentiment, Amy says of Belén, “I have gained a wonderful friend.”

PARTICIPATE

When asked what they would say to other practitioners who are interested in the program but have not yet signed up, Belén said, “I would fully recommend the experience without any doubt. It is more than a partnership. It is worthy in many aspects, not just a partnership.” Amy agrees empathically, “Do it! Building an international community is so important, now more than ever, and it is so interesting to learn other ways to do therapy.”

Participants in the Companion Clinic Program also earn CEUs to be applied toward CHT recertification under the Hand Therapy Certification Commission. Prospective U.S. participants must be a current full or associate member of ASHT or have at least one member employed by the prospective clinic. Not all therapists in the clinic need to be ASHT members to participate in the sharing of information, and individual members working alone in a clinic are also eligible. ASHT members who are currently in an academic setting or retired from practice are eligible as well and encouraged to participate. Your experience and expertise are needed!

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By Emi Ito, OTR/L, BCPR CHT, CLT, CEAS**



The NAPO story

The story of the National Association of Productivity and Organizing Professionals (NAPO) starts small.

In 1983, a group of five women who were professional organizers started to informally meet in Los Angeles and gave the meetings a name: the Association of Professional Organizers (APO). Two years later, in 1985, the association changed its name to NAPO and formalized by electing officers who were later named the association's founding members: Beverly Clower, Stephanie Culp, Ann Gambrell, Maxine Ordesky, and Jeanie Shorr.

As NAPO's growth accelerated, the association brought its community of professional organizers together at its first annual conference in 1986.

"NAPO continued to grow and grow until they started having an annual conference and all the other elements that are the hallmarks of a professional organization today," said Jennifer Pastore Monroy, CAE, NAPO executive director. "They pulled it off all together on their own."

NAPO OFFERINGS FOR MEMBERS AND CLIENTS

Over the years, NAPO has created a tight-knit community that supports members through a suite of resources that they can access to improve their skills, find a local chapter, and more. NAPO currently has over 30 professional chapters that help members connect with other professionals through NAPO's online community for advice, resources, and industry insights.

Many NAPO chapters and members host events throughout the country to educate the public at large on different ways to be more organized and productive. Each January, NAPO sponsors its Get Organized & Be Productive (GO) Month. GO Months celebrates NAPO members and their tireless work to improve the lives of their clients.

IMPROVING CLIENT'S SPACES AND GENERAL WELLBEING

For many clients, NAPO members are there at critical life junctures in a variety of ways. "Many times, they'll be working with people when they're going through a major life transition," Monroy said. "Or sometimes they'll work with somebody when they're in their home and then they realize they need those services in their business."

When a NAPO member enters a client's space, they can tell that the client is overloaded with not only stuff, but with other situations in their life.



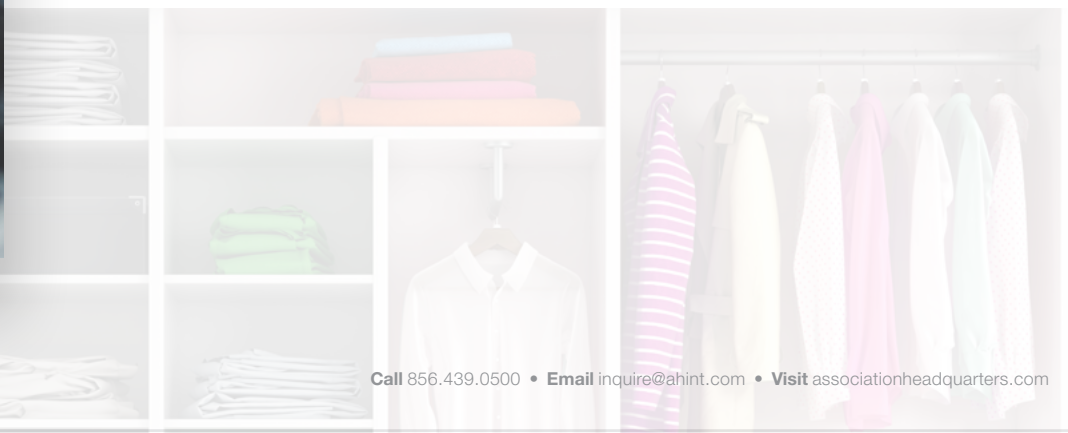
“A lot of times we start our initial consultation and our clients are telling us about their struggles and what they’re overwhelmed by and it could be in their home or in their office, whatever it is,” said Amy Tokos, NAPO president.

One client was so overwhelmed with all of the areas of responsibility he had with his job that he called in Tokos to help bring order to the chaos. Tokos worked with him on his calendar, time management, focus management, time blocking, and improving communication with his team. Doing this allowed his team to know what he was doing at a specific time and when he was focusing and working on certain tasks. “It’s just been a game changer for him,” Tokos said. “And he’s had great success because we implemented those effective strategies.”

Another client asked Tokos to help organize her home and closet. The client felt paralyzed because her closets and the rest of her home were full. Tokos laid out a plan and maintained the processes to empower the client. They worked hard for about six months, after which point Tokos started working with the client less frequently. Three years later, the two meet to have lunch just to catch up. “We had transferred the skills, so she understood what she was doing,” Tokos said. “She also felt empowered to say no to things, to say yes to things, and align her time with her priorities.”

Tokos says what really makes NAPO special is that the professional organizers and productivity consultants have a special skill where they’re able to connect with people, but also empower them to make changes in their lives.

“Many times, there’s tears, there’s frustration, sometimes there’s even relationship issues,” Tokos said. “By the time we’re done, we’re at least moving them forward. We’re not going to solve all their life problems, but we can help them with some things that can make life a little bit easier.”





The ANG story

It's an artform that happens amid calm, with creativity flowing through fingertips through needle and thread. Needlepoint—a form of embroidery typically stitched on an openwork canvas—is a storied artform, believed to have originated in the 17th century. Today, needlepoint artists span everyone from hobbyists to those who make their living in the needlearts creating and selling designs. Since its inception nearly 50 years ago, the American Needlepoint Guild (ANG) has served to teach, promote, and preserve the art of needlepoint. During the pandemic, ANG found new ways to engage both with their core community of stitchers, stuck at home and who couldn't get out to connect with other ANG members, and new stitchers exploring a new artform while the world hit pause for one long moment.

"ANG is really focused on teaching and engaging the bigger community with needlepoint, and over the last year, it's become increasingly important to many people, we've found younger people, and people who used to stitch are coming back to needlepoint as a form of relaxation," said Janice Geipel, ANG president-elect and VP operations.

EXPANDED CONTENT OFFERINGS

With a focus on teaching, ANG set out to reach a wide range of needlepointers via an expansion of its magazine, *Needle Pointers*.

"We've had a couple of recent initiatives, we're really looking to expand the reach of the organization," Linda Rand, ANG's President said. "One of the things that we've done is had a great expansion of our bi-monthly magazine, *Needle Pointers*. That magazine is full of needlepoint projects, articles, tips, and hints, basics, everything you can imagine needlepoint."

Another content offering that was conceived was Hold Up Minis (HUMs). HUMs are small, quick, and easy projects that stitchers can do with whatever amount of threads and canvas they have on hand.

"The project actually came about from the editor of *Needle Pointers* magazine, Maureen Giuffre, and Marilyn Owen, who also works with Maureen on the magazine," Rand said.

"Marilyn especially was instrumental in talking to all of the teachers and the designers out there and getting their permission," Geipel said. "And they're very simple but beautiful designs, that could not only be used as designs but also learning different techniques and different stitches."





BUILDING COMMUNITIES

Reaction to HUMS has been over the top, as more and more *needle pointers* use HUMs, the more ANG sees on social media.

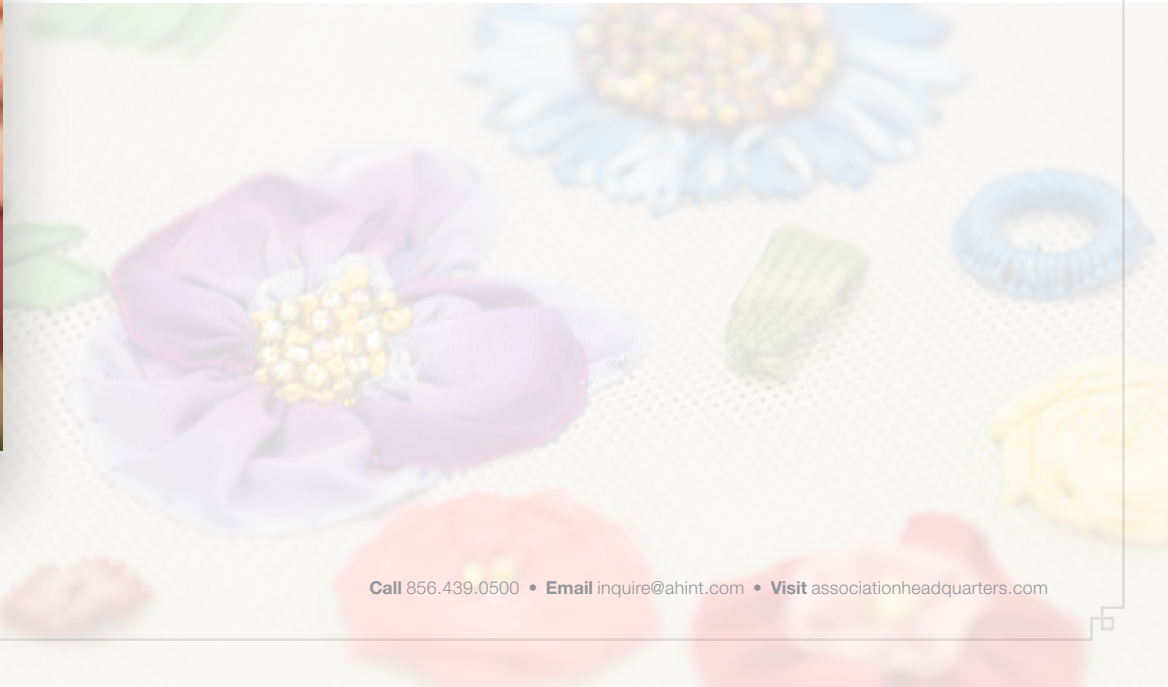
“But feedback on these was amazing. I mean, just go out on Facebook to one of the needlepoint Facebook groups,” Rand said. “And we saw lots of pictures posted.”

HUMS allow those to use their creative spirit and change the colors, the texture of the thread, and just about anything else, to make it their own. Or it can be stitched exactly as it was designed for those who are just a bit too stressed to be creative that day.

For both Rand and Geipel, needlepointing is more than just a hobby, it is about being passionate and the caring community needlepointing brings.

“People are really passionate about needlepoint. You know, like many hobbyists, we love what we do,” Rand said. “We are very excited about what we do.”

“I love it because not just of the materials and the designs and the teachers and what they bring to us. But that is just a part of it,” Geipel said. “The bigger part is being part of this community.”





The **GR** story

For the environmentally conscious, clean, renewable energy is vital to reducing climate change. While many consumers are familiar with solar and wind power, another type of clean energy has been around for decades: geothermal energy. Using the ultra-hot thermal energy in the Earth's core, geothermal steam powers turbines that generate energy, or, by mixing hot geothermal waters with cooler water, heats and cools residential and commercial buildings year-round.

AH Client Partner, Geothermal Rising, advocates for this powerful energy source beneath our feet, and recently rebranded the organization to help ensure that both consumers and industry see the value of geothermal energy now and for generations to come.

BEFORE GR

After the first geothermal resource, Geysers Geothermal Field, was established in the early 1960s outside of San Francisco, it was apparent to engineers and scientists working in the field that geothermal had more opportunities for growth in the Western United States.

“An organization needed to be created to assist in educating people interested in knowing more about geothermal, and was probably the driver of the formation of the Geothermal Resources Council,” Andrew E. Sabin, Ph.D., Past-President of Geothermal Rising said.

The Council became the association that generated an environment where anyone in the geothermal energy field could share their research, innovations, and connect to understand where they can push geothermal energy forward in the future.

The Geothermal Resources Council board realized that they needed to become more familiar to people outside the geothermal industry if they wanted to spread the message of clean energy through geothermal.

“We needed to perform a rebranding of our association so that we could get that more approachable branding around geothermal for the general public,” said William Pettitt, PhD, Geothermal Rising Executive Director. “In order to really promote geothermal energy to the public, we needed to get the information out about geothermal energy.”



THE DAWN OF GEOTHERMAL RISING

From Geothermal Resources Council emerged Geothermal Rising, a complete rebranding of the association. Geothermal Rising's mission is to connect the geothermal industry and champion geothermal energy in the United States and around the world.

Geothermal Rising will continue its efforts to educate the general public on clean energy versus fossil fuels, which helps consumers make more educated and environmentally friendly purchasing decisions.

THE FUTURE IS NOW

According to Sabin, an organization like Geothermal Rising, with its focus on education, is critical.

"It's one of many tools that are that are necessary for us to improve the world," Sabin said. "I remain optimistic that Geothermal Rising is heading in the right direction."

Pettitt is passionate about geothermal energy because he believes it's the solution to climate change.

"What we've got to realize in society in general, is we have to change," Pettitt said. "And to do that we need renewable and clean energy sources. We need solar, we need wind, and we need geothermal energy."



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