

## **MISTY LAY**

### **Treasurer Candidate**

#### *Statement 2*

**Please describe your professional or personal experiences that lead you to believe you make an excellent candidate for Treasurer.**

When I became a leader in my state association in 2006, we were in a state of semi-crisis. The association had failed to file taxes for a couple of years and there was an imbalance of revenue versus expenditures. A 25-year-old CD had to be cashed out in order to keep the association in the black. I worked closely with the treasurer to stop the bleeding and to get legit with the IRS. I learned early on that member services were tied directly to association budgets. While associations are run by volunteers, the activities to provide member services are not free. Supporting members by responding to crisis events in your state requires travel funds. Travel must be funded by some source. Recruiting quality speakers for the state conference requires paying travel and honoraria for their work. Again, these are critical member services which require a funding source. Prior to my leadership experiences, I never thought, "Where do my membership fees go?" I served on Kentucky's state association executive council for 12 years and was active with strategic planning, maximizing member services, and balancing the budget.

My leadership with NASP began in 2012, and at my first delegate assembly, an entire day was spent discussing the budget for the year, which left limited time for the delegate assembly to discuss important policies and activities. Following a change in the governance of the association, the budgeting process shifted to the responsibility of the Board of Directors (BOD). It then evolved into a detailed quarterly planning process for the BOD, which I was then serving as a Delegate Representative for the Southeast Region. At each board meeting, Laura Benson, NASP Chief Operating Officer, is very intentional with educating the BOD on all financial matters. A review of the budget is done at minimum four times a year, so an in-depth understanding of revenues, expenses, and strategic plan activities is required by all BOD members. While not formally trained in accounting, Mrs. Benson's presentations to the board were quite thorough, so I was always well informed and prepared to make important decisions for the association.

I have served as the NASP treasurer since 2018. One of the most important responsibilities I have is processing reimbursements for NASP leaders. Of course, COVID-19 arrived in the middle of my first term, which put a halt on travel. The pandemic forced a full circle moment for me and reminded me of the importance of member services. NASP rose to the occasion to support its members as the shift to remote learning forced us to reinvent our jobs and professional services. As a co-chair of the Assistance to States (ATS) committee, I was part of a team that developed resources for state associations and members related to mental health, legal implications of the pandemic, and association viability. Further, as treasurer, I have gained experience chairing the Fiscal Advisory Committee, processing travel reimbursements, communicating with the auditor, and working closely with Mrs. Benson and NASP staff. The role of treasurer comes with a huge responsibility to the NASP BOD, the association, and every single member of NASP. Fiscal responsibility for our association remains a priority for me and is critical to continuing to provide high quality resources for our members.