Pennsylvania Podiatric Medical Association

PPMA Update

NOVEMBER 2024



FEATURED ARTICLE

Tell 'em to take a hike!

By Pete Smith, DPM

I mean that in the literal sense. One of the best forms of exercise is walking or hiking. Getting out there whether at the mall, many of which open early to accommodate seniors, around the neighborhood, or out on the thousands of miles of trails here in Pennsylvania. There is something out there for everyone for all ages and all abilities. You just must take the first step!

Walking or hiking has been shown in study after study to

- Improve cardiovascular health
- Reduce stress
- Reduce blood pressure
- Brighten your mood
- Decrease depression and anxiety.

You can do it with family, friends or yourself, but just get out there and do it.

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It is easy enough to just put on a pair of shoes and go out for a stroll, but if you are going to walk or hike seriously, then you need to get yourself in shape and 'geared up.' The shoes you wear to walk around the block are certainly different than those used to hike the Appalachian Trail. The selection of walking/hiking shoes is enormous and often very personal, but it all comes down to what shoes fit you best and feel the best for the activity you are going to do. Walking around the block can be accomplished in most walking shoes or running shoes. Usually, a shoe that is a bit stiffer and more supportive. Many companies like New Balance, Reebok, Asics, Saucony, and Brooks make excellent walking shoes. I recommend trying these on at the end of the day when your feet are their longest and most comprehensive for the best fit. Try them on, do a few laps around the store, and ask for help if needed. Going to a local running shoe store is often a great place to start, as they are usually very knowledgeable about shoe specifics and can match a shoe to your feet and needs.

Trail hiking and backpacking require a different breed of shoe. These are usually much stiffer and supportive, with a more aggressive sole for traction. Hiking in trail runners' hiking shoes or boots can prevent many serious injuries. Trail runners are great shoes to hike in on those more rustic trails. Hiking shoes or boots offer maximum support and stability but are heavier and great for backpacking or long treks. Picking out the right one for you is personal; you should try multiple different ones to get the best fit. Places like REI offer an excellent variety and customer service.

Other considerations when starting would be inserts and socks. There are hundreds of inserts and manufacturers out there, and the same can be said for socks. Inserts need to be matched to the shoe they are being worn in. You need to take the inserts out of the box, put them in the shoes you will be wearing, and walk around to make sure they feel good and fit right. Try multiple pairs in different shoes. There will be a Goldilocks moment when everything feels just right! Your socks are essential, too. Most serious walkers/hikers wear lightweight or midweight wool or wool synthetic blend socks that give some cushioning. They will help reduce friction and prevent blisters.

Starting a walking program is all about that first step. Stretching before you start and getting clearance from your doctor is a good idea. Start by walking up and down or around the block as far as you feel comfortable doing. Start by going every other day and then gradually increase your distance over the course of weeks. Listen to your body; if it's sore, back off the mileage. Start on sidewalks rather than trails. When you feel confident move to a greater distance and faster pace. Know your limits, set goals, get out there and enjoy!

Dr. Pete Smith is an avid walker, hiker and backpacker. He practices and lives in Lancaster.



A PODIATRY-FOCUSED RELATIONSHIP YOU CAN TRUST

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The Podiatric Medical Assurance of Pennsylvania (PMAP) professional liability insurance program utilizes PICA as its underwriting insurer and services policies through The Yurconic Agency.

Benefits and features included within the PMAP program:

- Lowest responsible rates
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Members of PPMA receive a 15% discount through PMAP

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*Additional insurance products and workers' compensation are available throught The Yurconic Agency and are not underwritten by PICA

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Jose Loor, DPM
Michael Neary, DPM
Kaitlyn Bernhard, DPM
Andrew Bernhard, DPM
Stephen Kominsky, DPM



MEMBERSHIP DUES

Those paying quarterly should be aware of the upcoming dues payment for Third Quarter, which is December 1st.
Pre-Paid Invoices will be sent in December.

AUTOMATED DUES PAYMENTS ENSURES YOUR MEMBERSHIP BENEFITS DO NOT LAPSE

No more worrying about lapses in membership that could cause disruption to your membership benefits when you enroll in automated dues designed to make payments simplified.

Choose from Annual payment or Quarterly payments (billed in June, September, December, and March) when enrolling with this service that is compliant with PCI Data Security Standards to protect your data.

NOW ENROLLING MEMBERS IN AUTOMATED PAYMENTS

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PPMA is now offering members the option to enroll in auto-payments. You can choose to have your membership dues automatically processed quarterly or annually. Please indicate your choice below, along with the credit card number you would like to have stored securely*, and a signature to authorize payment. A receipt will be sent to your email address on file after each payment is processed.

Check one:

_____ Please enroll me in ANNUAL payments

_____ Please enroll me in QUARTERLY payments (June, September, December, March)

Credit Card Number: _____

Expiration Date: _____

Name (printed): _____Date: _____

Signature: _____

This form can be emailed to jenna@ppma.org, faxed to 717-761-4091, mailed to 757 Poplar Church Rd., Camp Hill, PA 17011, OR you may also call the office at 717-763-7665 with a credit card number and authorize automatic payments.

* AFFINIPAY

This certifies that Pennsylvania Podiatric Medical Association has completed the PCI SAQ-A and are in compliance with the PCI Data Security Standard

The Cardholder stated above authorized this payment. If this payment is part of a recurring series of payments, the Cardholder understands the terms and amounts of those recurring payments, and authorizes payment for each of them. Cardholder consent will expire once all scheduled recurring payments have been processed, or if all future recurrences are cancelled. The Cardholder acknowledges that specific payment dates may vary. Examples include, but are not limited to: payment dates falling during weekends, holidays, or during system outages. In order to facilitate the processing of those recurring payments, stored credentials will be used. Those stored credentials will only be used to process payments that are part of this series of recurrences. In order to use those stored credentials for any other payment, Cardholder re-authorization will be required. In the event that a consent agreement must be modified, the new agreement will be sent to the email address associated with the invoice.

MEMBERS IN THE NEWS

"24 Best Shoes for Plantar Fasciitis in 2024, According to Experts"



"Footwear is only one piece of the puzzle."
-Alicia Canzanese, DPM

Whether you are looking for one recommendation or dozens of recommendations, you may want to visit the digital version of "SELF," as our own Alicia Canzanese, DPM, is featured in this article written by Sara Coughlin and Kristin Canning, sharing expert advice with readers.

Beaver County Radio 99.3 Welcomes Kimberlee Hobizal

Dr. Hobizal recently opened her private practice, Premier Foot and Ankle, in Chippewa, PA. The state-of-the-art facility features separate spaces for PediSpa, Laser and Stemware Therapy, Radiology, and more. She has been featured on her hometown radio promoting her new space. Congrats, Dr. Hobizal!



CLASSIFIEDS

Brand New (Never Used) **Oakworks Motorized Chair (19" High with extra padding AND New and Used Instruments/Supplies**

Contact Stanley Lubeck at 610-543-1973 for details, including pricing.

Note: Items are located in the Suburbs of Philadelphia, PA

A MESSAGE FROM THE PRESIDENT



JAN GOLDEN, DPM

Pennsylvania, with its breathtaking landscapes and vibrant seasons, is a state we can all take pride in living and practicing in. As the leaves change color and the temperature becomes pleasantly cool, I reflect on this time last year when I was preparing to become President of PPMA. I was, and still am, appreciative of the opportunity to serve my peers in a leadership capacity.

Our members trust PPMA to be a unified voice and a resource that can be counted on. As President, I have had opportunities to advocate for members to receive fair reimbursements, increase awareness of recent FDA-approved treatments that could improve patient outcomes, and promote membership benefits that make membership in PPMA very valuable. to advocate for members to receive fair reimbursements, increase awareness of recent FDA-approved treatments that could improve patient outcomes, and promote membership benefits that make membership in PPMA very valuable.

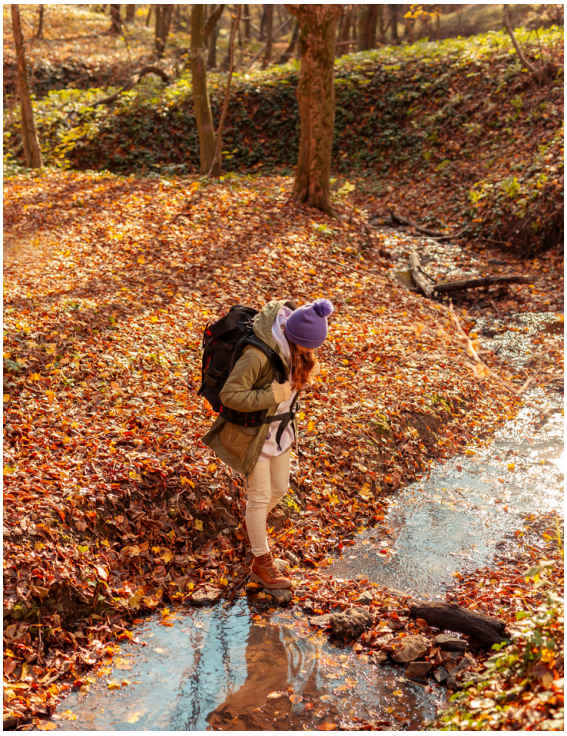
It has been a true honor serving hundreds of members committed to providing quality care for the thousands of patients PPMA members serve annually.

We've made significant progress over the past year, particularly in student recruitment, a crucial area for the future of podiatry. PPMA has joined forces with other organizations to create a joint effort, which has already fundraised nearly $500,000. This has allowed us to secure a data and marketing firm dedicated to identifying college students who would be good candidates for podiatry school. The marketing efforts have been successfully tested, and fundraising efforts continue. Investing in these efforts is critical as the student recruitment crisis impacts parties above and beyond podiatrists and patients.

PPMA is proud to announce that, through the legacy of the Mike Davis Scholarship, we will provide a bridge for a few students at TUSPM, offsetting the expense of pursuing a podiatric education.

A MESSAGE FROM THE PRESIDENT

The Goldfarb Foundation is gearing up for its Annual Clinical Conference. It is an excellent opportunity for PPMA members to fulfill educational requirements and put their membership to work, accessing educational credits at a discounted rate. We anticipate our membership saving $100,000 by leveraging their membership discounts to the 52nd Annual Conference!



An event schedule for 2025 will go out shortly; please include it in your personal and professional schedules, along with your well-deserved time off next year. The schedule provides for the return of the "LESS CHAOS" event. The Lower Extremity Surgical Symposium, chaired by Guido LaPorta, takes place this year in Historic Philadelphia. The dates of the event are April 23rd - 26th. The event will attract residents, surgeons, and fellows from Pennsylvania and the United States.

Participants are offered the opportunity to obtain up to 37 CECH in a setting that provides didactic lecture workshops and complementary sawbones workshops. An additional Flaps & Graphs cadaver workshop is available at TUSPM and is limited to 30 registrants. The Goldfarb Foundation opens registration on December 1st.

PPMA continues to advocate as one voice for its members and be that trusted resource that we know and trust. It has been an absolute honor to serve as President this last year and, by far, a significant career milestone that I am grateful for the opportunity to have had. As we transition to a new leader, know that I welcome the opportunity to connect with our members and encourage you to remain involved, as it is an extraordinary organization.



THE POSITIVE IMPACT OF GIVING BACK

By PaySmart Payroll Services

In today's increasingly connected and socially conscious world, the success of a small business is no longer measured solely by its profit margins. While financial stability remains essential, building a positive reputation within the community has never been more crucial. For small business owners, giving back to the community offers an invaluable opportunity to cultivate goodwill, enhance brand loyalty, and ultimately drive long-term success.

Here are eight ways giving back to the community can significantly boost not only a small business's reputation but also its bottom line:

1. Building Trust and Credibility

In a world where consumers have endless options, trust and credibility are vital for any business. When you actively contribute to your community, whether through charity events, sponsorships, or volunteering, you demonstrate a commitment to more than just making a profit. This commitment resonates with customers who are increasingly looking to support businesses that align with their values.

Why It Matters:

- Trust Equals Loyalty: Consumers are more likely to stay loyal to a brand they trust. When you invest in your community, you build a relationship of trust that can turn customers into long-term advocates.
- Word-of-Mouth Marketing: A strong reputation in the community often leads to positive word-of-mouth marketing, which is one of the most effective forms of advertising for small businesses.

How to Start:

- Support Local Causes: Identify causes that resonate with your business's mission and values. Whether it's supporting a local food bank, sponsoring a youth sports team, or organizing a charity drive, these actions help establish your business as a community partner.
- Be Consistent: Community involvement should not be a one-time event. Regular contributions and participation help to solidify your business's role as a reliable and dedicated member of the community.

2. Enhancing Brand Visibility

Community involvement is a powerful tool for increasing brand visibility. When your business participates in or sponsors community events, your brand is exposed to a wider audience. This exposure can lead to new customers who might not have discovered your business otherwise.

FUN FACT

In 2023, Pennsylvania had the most Turkey Trots on RunSignup, with 56 events.
That's a lot of feet for PPMA members to treat!

Why It Matters:

- Local Recognition: Sponsoring a local event or participating in community activities puts your brand in front of potential customers in your immediate area. People remember the businesses that support their community.
- Media Coverage: Local media outlets often cover community events, giving your business free publicity. Being featured in the local news, whether in print, online, or on television, can significantly boost your visibility.

How to Start:

- Participate in Community Events: Attend and sponsor events that align with your business values. This could include local fairs, parades, charity runs, or community clean-up days.
- Collaborate with Other Businesses: Partner with other local businesses for community initiatives. This not only increases your reach but also fosters a sense of camaraderie among local entrepreneurs.

3. Building Relationships and Networking

Giving back to the community is not only about goodwill but also about building relationships and expanding your network. By engaging with other local businesses, community leaders, and residents, you create opportunities for collaboration, partnerships, and growth.

Why It Matters:

- Strengthened Business Ties: Collaborating with other local businesses on community projects can lead to stronger business relationships. These relationships can result in partnerships that benefit your business in various ways, such as co-marketing opportunities or shared resources.
- Networking Opportunities: Community events provide a natural setting for networking. You can meet potential customers, suppliers, and other stakeholders who can contribute to your business's success.

How to Start:

- Engage with Local Business Groups: Join local chambers of commerce, business associations, or networking groups. These organizations often host events and initiatives that provide opportunities to give back while building relationships.
- Host Community Events: Organize events that bring together different parts of the

community, such as networking mixers, charity fundraisers, or local market days. These events allow you to interact directly with community members and other business owners.

4. Strengthening Community Ties

A strong business-community relationship is mutually beneficial. By giving back, your business helps to create a thriving community, which in turn supports your business. Strengthening these ties ensures that your business remains a trusted and valued part of the local community.

Why It Matters:

- Community Support: A business that actively supports its community often receives support in return. This can be particularly important during challenging times, as community members are more likely to support businesses they feel a connection with.
- Long-Term Relationships: Building strong ties with your community fosters long-term relationships that can sustain your business over time. These relationships can lead to repeat customers, referrals, and a more stable customer base.

To learn more information on giving back, visit PaySmart.



Lara Beer Caulfiled and Mike Barth of PPMA volunteering to make holidays bright last year at The Salvation Army in Harrisburg, PA



Solutions to Your Coding Issues

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NOVEMBER 7-10, 2024

52nd Annual Clinical Conference at **Valley Forge Casino Resort in King of Prussia**

Earn up to 26.75 CE Contact Hours

Use *opportunities to increase your knowledge and work towards licensing requirements* in Opioid Education Training, Child Abuse-Mandated Reporter Training, Cyber Security training, and Coding Seminars.

DECEMBER 6-7, 2024

Virtual Meeting

Earn up to 8 CE Contact Hours

FEBRUARY 28 - MARCH 1, 2025

Virtual Winter Meeting

Earn up to 8 CE Contact Hours

Take advantage of the convenience from your home or office

April 23-26, 2025

LESS CHAOS (Lower Extremity Surgical Symposium)

Wyndham Philadelphia Historic District

Up to 37 CECH are available with full participation in the symposium

Registration Opens December 1st



The Podiatry Pro Series

Do you know a podiatrist that needs to pass their boards?

Encourage the podiatric community to visit www.thegoldfarbfoundation.org to access a FREE trial to our exclusive virtual studying packaged designed to help podiatrists pass.

PPMA MEMBERS HAVE SAVED $100,000

PPMA Members applying their membership discount to the *Annual Clinical Conference* save approximately **$100,000** on this annual event!

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NAVIGATING THE PATH: EMBRACING CHALLENGES IN MEDICAL EDUCATION

CAMELLIA RUSSELL
PARLIAMENTARIAN EXECUTIVE
SGA NATIONAL FOOT & ANKLE REVIEW ASSOCIATE EDITOR



Embarking on the acknowledgment that shortcuts are a myth, some may question me for not recommending the path of least resistance. However, I contest this notion by emphasizing that challenges are intrinsic to growth and skill development. As one starts on the journey to medical school, it becomes evident that every new endeavor presents its unique set of challenges essential for personal development.

Upon entering medical school, expectations of a gentle introduction quickly fade as the intensity of the curriculum becomes apparent. The initial weeks are a whirlwind of information overload, pushing students to their limits. Despite initial struggles and burnout, perseverance leads to adaptation, transforming students into resilient individuals capable of navigating the demands of medical education.

Dr. Nina Ahuja, MD, FRCSC, CHE, aptly notes that “personal transformation occurs when individuals overcome obstacles.” The medical school embodies this principle, offering a transformative experience filled with challenges that shape future physicians. The responsibilities and rigors of medical training mold individuals, preparing them for the profound responsibilities of a medical career.

Medical school goes beyond just gaining knowledge; it's about personal growth and resilience. Students transform from passive learners to active contributors in healthcare. The intense training refines not only clinical abilities but also empathy and the ability to make tough decisions.

Furthermore, the lessons from medical school aren't limited to academics. They shape ethical values, a dedication to continuous learning, and a sense of duty to patients and society. These form the core of a successful medical career, setting the stage for meaningful contributions to healthcare and patient welfare.

While the path to medical school may be arduous, the rewards are immeasurable. It's not just about earning a degree; it's about evolving into a healer, a leader, and a lifelong advocate for health and humanity. View Fox 40 Story Resources Ahuja BScHons, MD, FRCSC, CHE, N. (n.d.). Personal Transformation Is a Continual Process. Psychology Today. https://www.psychologytoday.com/us/contributors/nina-ahuja-bschons-md-frcsc-che

SAVE THE DATE

LESS CHAOS PHL

APRIL 23-26, 2025

Wyndham Philadelphia Historic District
Philadelphia, PA

37 CECH Available



LESS (Lower Extremity Surgical Symposium) **CHAOS** is designed for attending surgeons, fellows and residents who perform reconstructive and revisional Surgery for complex foot, ankle and leg deformities.

The Goldfarb Foundation

Guido LaPorta, DPM, Scientific Chairman

goldfarbfoundation.org/LESSCHAOS

LESS CHAOS PHL

APRIL 23-26, 2025

Wyndham Philadelphia Historic District
Philadelphia, PA

Scan for more info



The **LESS CHAOS** Surgical Symposium is designed to present the registrant with the latest information on contemporary topics and controversies in reconstructive, revisional and deformity correction surgery.

FEATURING:

- Rotating sawbone workshops
- Optional flaps and grafts/peripheral nerve surgery

cadaver workshop (limited to 30 registrants)

Registration opens online December 1

goldfarbfoundation.org/LESSCHAOS

THE EVENT PPMA MEMBERS WILL WANT TO ATTEND



ADVOCACY

APMA PAC

The APMA Political Action Committee (APMAPAC) is a nonprofit, bipartisan fundraising committee through which member podiatrists and students support federal candidates who champion podiatric medicine's issues before the US Congress.

THANK YOU FOR YOUR SUPPORT OF THE APMA PAC

OVER $11,000 HAS BEEN RECEIVED TO DATE THIS YEAR

Delaware County Division $2,000
South Central Division $1,000
Philadelphia County Division $1,000
Lehigh Valley Division $1,000

DONATIONS STILL ACCEPTED FOR 2024

Donate online at: **https://bit.ly/3RqvnEl**



PA PAC

The Pennsylvania Political Action Committee (PAPAC) is a nonprofit, bipartisan fundraising committee through which podiatrists support candidates in the state of PA who champion podiatric medicine issues.



ACCEPTING ONLINE CONTRIBUTIONS!

DONATE ONLINE TODAY

https://bit.ly/3yqu3Lo

"Continuing to support the PAC is a great way to ensure that we have a voice in issues that impact our profession at the state level."
- Matt Sowa, DPM

HEALTH INSURANCE BENEFITS AVAILABLE TO MEMBERS

VIEW CURRENT HEALTH PLANS AVAILABLE ON OUR WEBSITE

PPMA IS PLEASED TO PROVIDE MEMBERS WITH THE OPPORTUNITY TO OBTAIN HEALTH INSURANCE WITH THE OPEIU GUILD

The response from PPMA Members enrolled in the OPEIU Health and Welfare Plan has been overwhelmingly positive.

The Plan has saved members substantially on their premiums while, at the same time, increasing their coverage and decreasing their deductibles.

For more information, contact CDS Administrators at 1-877-578-8710.

This Health Plan benefits from your Office and Professional Employees International Union (OPEIU) membership. Neither the OPEIU, OPEIU Local 45 (Guild), nor the Pennsylvania Podiatric Medical Association is acting as an insurance agent or broker, and all questions relative to the health plan and participation MUST be directed to CDS Administrators (1-877-578-8710) or the USW Health and Welfare Fund.

Get the OPEIU App Today

The OPEIU app is available for free download.

It's a great way to stay connected to your union, learn more about your membership benefits, find links to OPEIU's social media networks and much more. Available for free download for iOS devices in the App Store and for Android devices on Google Play by searching **OPEIU**.

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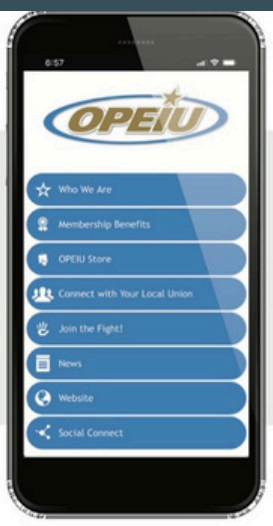

IF YOU HAVE QUESTIONS ABOUT ANY OF YOUR BENEFITS, EMAIL FRONTDESK@OPEIU.ORG

The Fair Contracting Act for Healthcare Practitioners

New PA Legislation Takes Effect on January 1st

At this time, podiatrists are not included in or impacted by this law.

We are interested in learning more from our members about their level of interest in having podiatry added to this act, which:

- **Limits the duration of noncompete covenants for healthcare practitioners to one year**
- **Does not allow a noncompete covenant to be enforced if the practitioner was dismissed by the employer**
- **Requires employers to notify patients within 90 days when a practitioner leaves and inform them of their options for continuing care and transferring records.**

Please consider taking two minutes to complete the attached survey and provide us with your feedback. **https://www.ppma.org/surveys/?id=2025_NonCompete_Act**

PA State Secretary of Health Receives Recommendation to Expand List of Providers to Issue Medical Marijuana Card

The recommendation includes the addition of podiatrists but would limit the type of qualifying conditions that they could certify for.

Managing Neuropathic Pain in Podiatry: Addressing chronic conditions, FDA-approved treatment options, and referrals

PPMA President, Jan Golden, DPM will be co-hosting a webinar designed to increase awareness of a recent FDA-approved treatment, spinal cord stimulation, to support patients with diabetic peripheral neuropathy.

Sign up to participate in this webinar with Boston Scientific on November 14th at 7 PM.



Better coverage is afoot.

Complete Voluntary Benefits for Qualified PPMA Members

PENNSYLVANIA PODIATRIC MEDICAL ASSOCIATION

During this **SPECIAL VOLUNTARY ENROLLMENT** period you can prepare for the unpredictable with guaranteed issue, employee-owned, **whole life, disability, critical illness, and accident insurance** policies for both doctors and employees.

- Get Group discounted benefits paid through payroll deduction
- Ensure financial protection
- Customize your policy based on age and need
- Prepare for the unpredictable



Contact Don Friedman at 877.261.7622 ext.109 or email: dfriedman@yurconic.com

THE YURCONIC AGENCY

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We also provide health insurance to qualified members of PPMA

CALL FOR A FREE QUOTE ON:

Fully insured plans • PPO plans • Qualified HSAs • Electronic enrollment & billing

*This program is currently offered to practices located in Pennsylvania.

SOCIAL MEDIA TIPS

THE FOLLOWING DATES MAY BE OF INTEREST FOR YOU WHEN COMMUNICATING WITH PATIENTS.



November is Diabetes Awareness Month
11/3 Daylight Savings Ends
11/11 Veterans Day
11/28 Thanksgiving
12/4 National Sock Day

SOCIAL MEDIA HIGHLIGHTS



WELCOME KELSEY RASMUSSEN TO PPMA

MEET THE NEWEST ADDITION TO THE PPMA TEAM!
KELSEY IS OUR MEETING AND EVENT COORDINATOR

JANE PONTIOUS, DPM BECOMES PRESIDENT



VISIT OUR SOCIAL MEDIA CHANNELS FOR PICTURES OF THE INAGURATION ON NOVEMBER 8TH IN KING OF PRUSSIA

DIRECTORY

Thank you for your contribution to PPMA!

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Laura Virtue-Delayo, DPM

Todd Zeno, DPM

PPMA STAFF

Mike Barth
Executive Director
Mike@PPMA.org
717-763-7665

Lara Beer-Caulfield
Director of Education and Meeting Planning
Lara@ppma.org
717-763-7665

Jenna Clay
Membership Director
Jenna@ppma.org
717-763-7665

PPMA STAFF (CONTINUED)

Jeannette Louise
Marketing Consultant
jlo@marketinggurus.biz
717-919-2857

Kelsey Rasmussen
Meeting and Event Coordinator
Kelsey@ppma.org
717-763-7665

Jennifer Swartz
Finance Administrator
Jennifer@PPMA.org
717-763-7665

TUSPM Student Reps

Mona Zhang '27
mona.zhang@temple.edu

Jensen Salunga '26
jensen.saluga@temple.edu

THE BOARD MEETS ON NOVEMBER 8TH IN KING OF PRUSSIA, PA