



**Physical Therapy Compact Commission Marketing Task Force Meeting Minutes**

**February 9, 2022**

1:00 – 2:00 p.m. (ET)

Via Teams

**MEMBERS PRESENT:**

Harvey Aikman, Texas  
Missy Anthony, Ohio  
Sarah Casey, Oregon  
Laurie Kendall-Ellis, Maryland  
Jeff Miller, Delaware

**MEMBERS ABSENT:**

David Harris, Tennessee, Task Force Chair

**COMMISSION STAFF PRESENT:**

T.J. Cantwell, Compact Administrator

**FSBPT STAFF PRESENT:**

William A. Hatherill, CEO  
Jeff Rosa, Managing Director, Post-Licensure Services  
Richard Woolf, Chief Professional Officer

Call to Order & Introductions

The meeting was called to order at 1:03 PM, ET by Mr. Aikman. New task force member, Jeff Miller, introduced himself.

Approval of the January 4, 2022 Minutes (Action Required)

**Minutes Approved**

Discussion and Feedback on Ohio Marketing Activities and Next Activities

Mr. Hatherill and Mr. Cantwell provided updates regarding the current financial status of the PT Compact and the January marketing efforts with Ohio licensees.

Discussion of Website Sponsorship Ideas

The task force discussed the potential of offering sponsorships on the [ptcompact.org](http://ptcompact.org) website. The task force determined the idea should be pursued with details developed further for consideration by the Executive Board.

Discussion of Opportunities to Disseminate Marketing Materials

Mr. Cantwell provided an update on recent and potential future marketing activities.

Next Steps

Task force ideas will be shared with the marketing company and future materials will be shared with the task force.

Next Meeting

The Committee will meet again in March.

Adjournment

Mr. Aikman adjourned the meeting at 2:10 PM, ET on February 9, 2022.