

## **Meet the Ohio AAP Staff**

### **Melissa Wervey Arnold – Chief Executive Officer**

Melissa Wervey Arnold has over 18 years' experience in the association management, event planning and development field. In her current role as the CEO of the Ohio Chapter, American Academy of Pediatrics, she provides leadership to the Chapter and its membership, as well as serves as the head of Ohio AAP Foundation.

During her tenure, the Ohio AAP has received numerous awards and recognitions, including the Chapter of the Year Award from the American Academy of Pediatrics every year eligible in 2006, 2010 and 2014, has increased its operating revenue from \$300,000 per year to over \$2.7 million, and has established a successful lobbying program that has secured better reimbursement for physicians, as well as advocated for the passage of various child health legislation. Ms. Arnold also serves as the Chair for the Executive Director Steering Committee for National AAP, which is the executive board for all executive directors. In addition, she holds a place on numerous state government councils.

Prior to her current position, she served in development/fundraising and communications roles in various membership organizations and non-profit organizations. Additionally, she worked in Washington DC doing press secretary work on Capitol Hill as well as developed events and fundraising.

Ms. Arnold lives outside of Columbus, Ohio with her husband and two children. She serves on the emeritus Board of two Columbus non-profit organizations, serves as a member of the Dean's Advisory Council of the Scripps College of Communication at Ohio University, just finished a tenure on the Board of Directors for the Ohio University Alumni Association and is a sustainer for the Junior League of Columbus.

In 2016 was named a finalist for healthcare CEO of the Year from Columbus CEO, and in 2015 she was recognized by the Association Forum as a National Forty Under 40 honoree. Previously in 2006, she was recognized as one of the Forty Under 40 honorees from Business First in Columbus for her outstanding professional accomplishments, awards in her professional field, and commitment to community service. She has also received numerous awards from the association management community.

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### **Elizabeth Dawson – Chief Operating Officer**

Elizabeth is the Chief Operations Officer for the Ohio AAP and has most recently served as the Director of Programs and Operations for the Chapter. Currently the Program Manager for the Transforming Adolescent Care (TALK) and Chapter Quality Network ADHD programs, she previously managed Preschool Vision Screening, Pound of Cure and Chapter Quality Network Asthma programs. These projects are equal in scope and many of them involve the same experts. Additionally, she leads all CME and MOC Part II efforts for the Ohio AAP, and therefore has a significant background in medical education as well as working with physicians in training and recruitment.

Elizabeth's experience in conference planning and association management provides her with an excellent background for her work at the Ohio AAP. She has held meeting planner positions with the Supreme Court of Ohio and The Ohio Society of CPAs. Previously she was the program coordinator for the Association of Community Cancer Centers (ACCC), where she planned conferences for 14 state societies nationally.

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### **Melanie Farkas – Director of Communications and Immunization Programs**

Melanie joined the Ohio Chapter, American Academy of Pediatrics staff in February 2014 as the Director of Communications and Immunization Programs. Melanie manages the Chapter's immunization programs, including Maximizing Office Based Immunization (MOBI), Teen Immunization Education Sessions (TIES), the HPV Quality Improvement Program and Ohio QI2U - MenB . She also manages the Chapter's communications including *Ohio Pediatrics*, the Chapter's premier publication, and *Ohio AAP Today*, the Chapter's email newsletter, and the Chapter's website and social media platforms.

Melanie is a graduate of Central Michigan University and a former journalist. Melanie is married with two adorable children and lives with her family in Powell, Ohio.

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### **Hayley Southworth, MS – Director of Program Management and Training**

Hayley is the Ohio AAP's Director of Program Management and Training, where she focuses her efforts on ensuring all programs and staff of the Ohio AAP are positioned for success by utilizing her love of logistics and organizational experience to spread and encourage efficient use of best practices. She oversees all Injury Prevention and Safety Initiatives, including infant mortality prevention, bike helmet safety, and other injury prevention QI and community outreach programs. Hayley completed her Master's of Public Relations in 2010, and earned her bachelor's degree from the University of Rio Grande with a double major in public relations and mass communications in 2009. Hayley joined the Ohio AAP in 2012 as Administrative Assistant after previous experiences teaching business and general education at a local community college, and working in communications at an environmental office. At home Hayley enjoys camping and traveling with family, particularly her husband, daughter, and Chihuahua.

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### **Heather (Hall) Maciejewski – Quality Improvement Coordinator**

After transitioning from project manager for several Ohio Chapter, American Academy of Pediatrics (Ohio AAP) quality improvement projects to State of Ohio Quality Improvement Coordinator, Heather Maciejewski has been assisting the Chapter and State in building a strong foundation for quality improvement (QI) activities. In this position, she continues to work with the Ohio AAP, but works with providers and stakeholders to implement practice-based QI collaboratives serving Medicaid consumers.

The State of Ohio has invested in multiple QI initiatives to improve the delivery of care and health outcomes for pregnant women, children, and infants, by training a workforce of Quality

Improvement Coordinator (QIC) experts in QI methodology to assist clinicians, practice sites, and health systems providing care to Medicaid clients. Heather has been involved in the Pound of Cure and the Building Mental Wellness learning collaboratives.

Heather Maciejewski has been with the Ohio Chapter, American Academy of Pediatrics since April 2007, as Assistant Executive Director of the Ohio AAP Foundation, Reach Out and Read Ohio Coalition Leader, and Ohio AAP Quality Improvement Manager. She is no stranger to pediatrics, as she started her career in Marketing at Nationwide Children's Hospital in Columbus, Ohio.

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### **Lisa Weston, MPA - Obesity Program Manager**

Lisa joined the Ohio AAP team in January 2014 to manage the *Parenting at Mealtime and Playtime* program, which combines the Ohio Chapter's two previous obesity initiatives for an updated curriculum. Lisa also manages the *Preschool Vision Screening* program. Her work and volunteer history include administrative organization, program and budget management, event planning and development efforts. With a Master in Public Administration, a certificate in nonprofit management and over twenty years of experience, Lisa brings to the Ohio AAP a diverse employment background in corporate and nonprofit settings. Her past jobs include Program Director with the Batten Disease Support and Research Association, a specialist with the American Diabetes Association, and Corporate Giving Manager with the Columbus Museum of Art. Her community involvement includes volunteering as a board member with the Godman Guild Association and as a grant reader with the Women's Fund of Central Ohio.

Originally from Cleveland, Lisa has lived in the Columbus area since 2004. Her passions in life include her husband, Greg, puppy Doolin, hosting friends and family at their home, travel, and organizing anything she can get her hands on.

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### **Beth Barker, RN, BSN – Nurse Educator**

Beth Barker is a registered nurse and nurse educator at the Ohio Chapter, American Academy of Pediatrics and she works on the Maximizing Office Immunization (MOBI), Teen Immunization Education Sessions (TIES) and Ohio QI2U – MenB programs. She travels around the state educating healthcare workers on childhood and adolescent immunization best practices, strategies to measure and raise rates, avoid missed opportunities and counsel parents. Beth completed her Bachelor's degree in Nursing in December 2016 at Capital University and plans to continue on to obtain her Master's Degree in Nurse Education. Beth and her husband, Mark, and they live in Reynoldsburg.

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### **Kristen Stidham Fluitt, MS - Program Manager**

Kristen joined the Ohio Chapter of the American Academy of Pediatrics in March of 2017 as a Program Manager. She spent the past five years working at Nationwide Children's Hospital's accountable care organization, Partners for Kids, as a Project Manager. She has focused her career on working to improve quality and outcomes for children with behavioral health conditions. Kristen will always be a southern girl at heart, but she has developed a love for central Ohio and makes her home in Powell with her 6 year old daughter, Presley. Outside of

work, she enjoys being a dance mom, traveling, and spending time with family, friends and her yorkie and shih tzu.

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### **Teresa Kerr– Executive Operations Assistant**

Teresa is a retired Air Traffic Controller and more importantly, the mother of 3 children! She sought out an “after-career” job of something that she felt passionate about – KIDS! – and has found it to be a perfect fit! Teresa always considered parenting her most important job even though vectoring and guiding aircraft was a close second! Teresa graduated from the University of Hawaii with a degree in Environmental Science, which at the time was a relatively new degree, and concept in general. While she never had the opportunity to utilize my degree in the environmental field, she is still interested in and likes to follow resource management initiatives and alternative energy ideas.

Teresa enjoys cycling, music, and sports and prefers to spend the majority of her time outdoors (weather permitting)!

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### **Joanne Gordon – Administrative Assistant**

Joanne works primarily with the Maximizing Office Based Immunization Program (MOBI) preparing materials to be shipped to MOBI trainers for presentations. Before retirement, Joanne spent many years working a realtor.