

Biofeedback Society of California Meeting Agenda  
Board of Directors Meeting  
Wednesday, December 10, 2014, 7pm

Meeting held on the phone and on the internet using Gotomeeting.com

**I. Call to Order**

**Present:** President, Ali Hashemian; Executive Director, Tiff Thompson, Rick Harvey, Nick Dogris, Steve Kassel, Education Committee Chair, Gary Schummer; Law & Ethics Chair, Joy Lunt; PR & Marketing Chair, Mark Stern;

**Absent:** Jay Gunkelman; Student Liaison, Robert Guiles; Katee Wynia; John LeMay; Robert Grove; Julie Madsen

**Meeting called to order at 7:06 pm**

**Minutes taken by: Tiff Thompson**

**II. Committee Report**

**a. Student Committee (report given by Tiff, Robert in absentia)**

A student received an unwanted sexual solicitation at the meeting and another student has written a letter to the BSC asking that the Board issue a note in the upcoming newsletter about ethics. Joy agrees to write an article for the newsletter about this. Significant discussions were held, but since the complainant and accused were not named, there were no actions available to the board. It was agreed that Joy will write an article in the winter newsletter reminding all of our responsibilities.

**b. Education (Gary)**

Within the last month, Mark has been working with Michelle Cunningham at AAPB. The board members of the AAPB are reviewing a draft of the mentorship program crafted by Gary and Mark—it looks like at the next AAPB meeting they will vote for a quote from the Kellen company to see what the cost would be to create such a program. The initial discussion with AAPB was for support for the creation of a website. Rick mentioned that one of the items on the AAPB board is the use of the word mentorship vs. supervision. The ongoing curation and cultivation of the website is the largest expense.

**c. Law & Ethics (Joy)**

Joy has agreed to write an article per II (a). Joy also will prepare a short one page job duties and responsibilities in co-ordination with Rick who may have from years back. Joy will also be responsible to welcome and educate new board members.

**d. Marketing & PR (Mark)**

Steve brought up advertising in Costco and other ideas around marketing were floated, though nothing firm was agreed upon. With the new name, branding and image, a more serious marketing effort will take place in the New Year.

**III. Renaming**

**A long conversation ensued about renaming the organization. Many different options were considered including** neuroscience, neuromodulation, self regulation, self modulation, association as opposed to society and “of” vs. “for. Mark’s sentiment was that we did not

currently fit a name reflecting basic/theoretical neuroscience vs applied neuroscience and that adding this to the name would reflect an additional change in identify, which should be mapped out at our strategic planning meeting. Joy makes a motion to change the name of the organization to the Western Association for Biofeedback & Neuroscience. Steve seconds the motion and it was carried unanimously with Rick abstaining. New name approved.

**The Biofeedback Society of California will become the “Western Association for Biofeedback and Neuroscience.”**

It was agreed that Ali and Rick will be collaborating on the changes to the by-laws, adopting the new name and scope of activities. Once these changes are completed, they will be presented to the board for review and approval. Mark has asked if by-law changes need to be approved by members. Joy discussed the correct, legal and appropriate way to process the name change. Ali thought the name change by itself could be handled by the board, but it would be a good idea to review the bylaws and articles of incorporations at the same time, too and present them to the membership all at the same time for ratification with the endorsement and approval of the board. We will then have an attorney review our proposed bylaw changes.

Tiff mentioned that we need a new logo and would like to change the logo using 99 designs. Ali made a motion to approve up to \$500.00 for the new logo design. It was tabled until later.

*At this stage, the time being 8:30 several members had to leave, so the remainder of the agenda could not be addressed. Prior to adjournment Mark made a motion to elect Siegfried Othmer to the board of Directors. The motion is seconded by Joy and passed unanimously (passed and approved (details below) with Rick abstaining. There are two other candidates for consideration but since they are not well known to all members, it was agreed that the nominating committee is to present CV of these and any other candidate at the future meetings.*

*After this, the meetings lost its quorum, the remainder of the agenda items were not discussed. Meeting adjourned at 8:30pm.*