

Biofeedback Society of California Meeting Minutes  
Wednesday, March 5, 2014, 7pm  
Board of Directors Meeting  
Call in: 559-546-1000  
Code: 1080072#

I. Call to Order: Gary Schummer, Nick Dogris, Julie Madsen, Ali Hashermian, Joy Lunt, Robert Guiles, Mark Stern, Tiff Thompson, Steve Kassel, John LeMay and Jay Gunkelman were present. Absent: Katee Wynia. Jay called the meeting to order at 7:09pm.

II. Approval of Minutes –Gary made motion to accept the minutes, Ali seconded. Minutes approved.

III. Renaming and Rebranding the BSC and Regional Expansion

A. Survey and Member Reach out (Mark & Ali)

This project is underway. Mark is piecing together the survey; the survey will be sent to the entire group before going out. The project is essentially completed.

IV. Newsletter (John & Tiff)

A. Status: the newsletter is moving along well, there is some editing still getting completed, there are lots of student articles. Our compiler Rosalie is on vacation until 3/10, but will finish the newsletter draft when she returns. We will ask the SoCal presenters to provide articles; Tiff will try to interview the presenters for articles for the next journal (Bill Scott and Jennifer Stephens). Steve will interview to David Bressler.

We will have a block in the newsletter that announces the survey to vote on the new name. Mark will send Tiff an email with the data and tiff will putt together.

B. New Organizer/Publisher?

Tiff will present a draft idea of an updated look and economics of moving to another newsletter organizer and publisher.

V. Member Follow Through & Duties

Tiff will pull together a task list at the end of the meeting.

VI. Liaising with Other Organizations and Increasing Membership

A. Reaching out to affiliate organizations

1. CAMFT (we are going to be on their transparency)
2. American Association of Pain Management

### 3. Others?

AAPB is discussing reaching out to other groups, as well, and also lining up the conference in the fall to overlap or possibly join ISNR. We can expect to hear back from AAPB via Rick in terms of the other organizations that AAPB is going to be working with as affiliates. We may be able to dovetail our efforts with AAPB.

Mark wants to standardize the material that is coming out of the BSC. Tiff to send to Mark a list of every group we are offering CEs for.

#### B. Offering CEs to more institutions

CEs are not a big income item and Jay is not sure it is worth the cost. For the time being this topic is being tabled.

#### C. Means of reaching more members

1. Member welcome kit? (not covered)
2. Member Listserv (not covered)

#### D. Calendar on website (this is in place)

### VII. Subcommittees/Reports

#### A.. Education Subcommittee (Gary)

Gary will be reaching out to Tiff about the calendar on the BSC website. If an upcoming event is promoting education or promoting the field, then it should be on the calendar. The calendar will have an appropriate disclaimer that it is not the BSC promoting events, but a service for our membership listing.

On the calendar should be event guidelines regarding details and descriptions about posting events.

#### B Legal & Ethics (Ali?) –nothing.

C. Licensure: ASET's board has decided that they didn't think EEG biofeedback was similar enough to the field they currently license. ASET determined it would be difficult for them to edit their draft bill to include neurofeedback and Biofeedback into their licensure. Jay feels that AAPB's licensure can step on neurotherapists' ability to practice. Jay feels we would need to stop their bill directly. Ali's committee will be part of the discussion moving forward in terms of licensure. John Lemay has asked if it would make sense to have Nevada join. Jay will circulate to us more information on this.

#### D. Student Committee (Mark & Robert Guiles)

1. Scholarship tier levels: the student committee came up with some ideas for the scholarship tier levels. Please see table below for breakdown.

Title	Donation Level	Incentives
Student	\$25-	Company name (typed out) listed on student website (12

Advocate	199	months) and conference insert
Student Sponsor	\$200-499	Company logo on student webpage (no link to company website); thumbnail in the newsletter (12 months)
Student Benefactor	\$500-999	Above + Company logo on student page with link to company website; newsletter thumbnail, permission to use “BSC Student Benefactor” logo on their marketing material/website; logo on scholarship application outreach (12 months)
Student Philanthropist	\$1000+	Above +Logo featured on BSC homepage; Web-Banner for top sponsor (12 months)

Jay made a motion to accept the proposal to accept the scholarship donation levels, Rick moved, Ali seconded. All were in favor. Robert will put the implementation of promoting and gathering scholarships on his task list.

E. Financial, Grants & Budgetary (Ali)

Ali may have an AAPB treasurer role, as well, so this may constitute an appearance of a conflict. Tiff mentioned that Margie could be a board member since she is already doing all of the financials. Tiff will contact Margie about the possibility. This issue will be carried onto next month’s agenda.

VIII. Marketing & PR (Mark)

A. Brochure: Mark developed a brochure for biofeedback/neurofeedback and pain management. The group is happy. 😊

IX. Annual Conference: (Jay) Jay will compile the list of the Fall presenters and send to Tiff and Mark.

A. Steve’s Question: How do we acknowledge past presidents?

George von Bozzay has agreed to chair the history of BSC Presidents and to encourage the historical figures attend the event. We have the agenda oriented towards this, though we do not have any sort of formal honoraria to honor the presidents with yet. Joy Lunt thought there should be sashes. This generated interest and humor. It might be nice to have some sort of past presidents picture and event of some sort. Steve can piece together the past presidents pictures.

X. Upcoming 2014 Regional Conference (Steve & Tiff)

A. Advertising (FB post, email blast, newsletter)

B. Luncheon (Steve has not had the opportunity to reach out to potential providers, but he thinks that Bill Scott would be good to help provide someone to cover the luncheon).

C. Other?

XI. Adjournment

Jay called for a motion to adjourn at 8:16pm, Bob Grove motioned, John Lemay seconded. All in favor.