

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

I. Call to Order: Present is Ali Hashermian, Joy Lunt, Robert Grove, Katee Wynia, Nick Dogris, Mark Stern, Robert Guiles, Tiff Thompson, Jay Gunkelman, Gary Schummer, Rick Harvey, Steve Kassel. Call to order at 7:10pm.

II. Approval of Minutes: Ali motions to accept, Gary seconds. All in favor.

III. 40th Annual Conference and Birthday Party

a. Venue

- i. Board Approval for Contract to Hilton (\$125/night, parking perks, etc.). Mark motions to approve signing contract, Ali seconds, all in favor, motion passes.
- ii. Site Inspection: From previous conferences, we are aware space is well-maintained, adequate in size, with free internet and parking passes for all attendees. BSC will be providing all equipment (projectors, screens). Nick will provide microphones and a PA system. BSI is also able to provide some equipment.
- iii. Attendees (approx. 75-100 anticipated).

b. Theme/Décor/etc. – *not discussed*

c. Marketing and PR – *not discussed*

- i. *Social Media*
- ii. *Print Advertising*
- iii. *Incentives*
 1. *Early Bird Pricing*
 2. *Other*

iv. Use of BSC's Liaisons for Outreach

1. ISNR (Tiff to reach out)
2. AAPB (Jay to reach out)
3. CAMFT (Steve & Tiff to reach out)
4. CPA ?
5. ACA (Robert Guiles to reach out)
6. Others: It was asked of the BOD that they provide a list of their groups to Tiff so we can begin to spread the word about the conference.

d. Agenda for Conference

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- i. Speakers: Patricia Norris is a keynote speaker, her address will be on Alpha Theta. We need to get agreements out to all speakers who are confirmed. Sue Wilson and Lindsay Shaw Thornton are interested in doing a talk on sports peak performance. George Fuller has agreed to chair a retrospective look at the beginning of the society and the field in California (this would be in the media flashback room (filmed by the VA and DOD)).

We will include at least four student speakers.

This year we will let students know that we will have posters if we have more submissions than time slots available. The conference lines up will be finalized in August. Our email blast will be calling for papers, calling for presentations, etc. Jay recommended a FB conversation be stirred up by the students. We will ask Eric Peper, Dr. Moss, Robert Levenson and James Gross to speak (latter two were suggested by Rick Harvey). Joy Lunt mentioned Paul Hamilton as a potential local speaker. Request for proposals to go out this week. Von Bozzay may also speak.

- ii. *Meals – not discussed*
- iii. *Birthday Party – not discussed*
- e. Exhibitors
 - i. We need to send out notices to exhibitors: Neurosky, Neurofield, biomedical, EEG Sales, Electrocap, etc. (Nick has a list he will send to Tiff)
- f. *Silent Auction – topic deferred until next meeting*
- g. *Option of recording the conference – topic deferred until next meeting*
- h. Budget – we will get budget from Margie.

IV. SoCal Conference

- a. Summary Report:
 - 23 attendees
 - 5 students
 - According to Bob Grove, many of the attendees were new and came for the speakers and nothing else.
 - Total revenue was approximately \$2500; three sponsorships of \$250/each from Neurosky, BSI, and BILA. Final numbers to come from Margie.

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V. Summer Newsletter

Tiff to send Joy a Spring newsletter and reconcile lists (constant contact, etc) to make sure all members are up to date.

Robert Grove is editor. Tiff to call Robert. Gary to write an article. Ali to write an article. Robert to write something on student funds.

VI. Renaming and Rebranding & Regional Expansion (Mark & Ali)

- 67 complete surveys
- Majority—as far as going regional: 81% in favor
- 31% for western association for AAPB, 90% of the respondents were in favor of identifying as a subchapter of AAPB
- This fall meeting will be a great way to present our new face and our surveys outcome. WE will need to organize a formal way of presenting the new identity to members. Regional societies have grown, state societies have shrunk. Mark and Ali will meet offline to finalize the results and present to the board.

VII. Subcommittees/Reports

- a. Education Subcommittee (Gary)

Gary recommends we liaise with ISNR and AAPB to sync calendars. Mark is interested in formalizing a mentorship program with Gray using a psychological model as opposed to a medical model. Many other societies are talking about this.

- b. Marketing and PR (Mark) – *discussed earlier (above)*
c. Legal and Ethics (Ali) – no news
d. Student Committee (Robert)

- i. Scholarships

Robert has outlined the BSC student membership benefits to be posted online. We can post this on the webpage. Gary makes a motion to approve, Gary seconds. All in favor. Motion passes.

- e. Financial, Grants & Budgetary (Ali) – no news

VIII. Licensure/ASET Update – letter was sent out, Jay is looking for another time to chat with the ASET board and committee. We will oppose the ASET licensure process, which would require licensure for EEG recording, which would ban all NFB practitioners from practicing.

IX. Adjournment

Meeting adjourned at 8:45pm.