

Biofeedback Society of California Meeting Agenda
Wednesday, August 6, 2014, 7pm
Board of Directors Meeting
Call in: 559-546-1000
Code: 1080072#

I. Call to Order: Meeting called to order at 7:03pm

Ali Hashemian, Gary Schummer, Jay Gunkelman, Tiff Thompson, Mark Stern, Robert Guiles, Katee Wynia, Nick Dogris, John Lemay, Julie Madsen, Bob Grove, Steve Kassel, and Joy Lunt were present. Absent was Rick Harvey.

II. Approval of Minutes

Minutes approved with spelling changes to Siegfried Othmer's name.

III. Updates on the Mentorship Program (Gary & Mark)

Gary does not have an update right now, but has been trying to get his committee together. Mark spoke with AAPB regarding the mentorship program and thought BSC should liaise with AAPB about joining forces. AAPB is interested and they have been in discussions about what they can do to rekindle the mentorship program in tandem with regional organizations. BCIA has begun a mentorship webinar series, too, using webinars with Demos, John Anderson, and others.

Right now, Joy Lunt, Gary and Mark are on the Education Committee. Gary is looking for extra manpower to help the committee along.

IV. Increasing Membership

In previous meetings, BSC membership in concert with education provider workshops was mentioned. Ali had proposed this in the last BOD meeting. This will become a way for us to build up our database. Usually people who are new to the field are more excited about this.

Jay mentioned that BSI could pay for memberships for people who attend the BSI's workshops. It would behoove the society to offer other CE providers a discount rate to provide their attendees BSC memberships.

Ali suggests that we simply reach out to the CE providers and suggest that they offer BSC memberships to all of their students for free. Katee agrees with this—the thought is that if money is involved (in terms of the providers paying) it would not happen.

Upon completion of the workshop the attendees will be given a free membership to BSC. Robert Grove is interested in giving people free memberships to the BSC at an upcoming conference he is hosting.

Joy is suggesting that we send out our newsletters electronically in the future.

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Mark has suggested that the attendees of the CEs are given certificates, as well as “Welcome to the BSC” brochures. They will mail in the BSC cert fill out (either the attendees or the workshop providers). Steve mentioned the ability of workshop attendees having codes. Mark suggested we get their information. Informational acquisition form passed by the board. Ali will draw up the certificate and Mark will pull together the brochure.

V. 40th Annual Conference and Birthday Party

- a. Pre Conference Speakers: Pre conference workshops include 3 days and 4 days of qEEG and Neurofeedback, we also have a one day on Friday of Frank DeGregorio. We also have Sue Wilson and Linday Shaw Thornton, as well as Dave Siever on audio visual (this is all pre-conference).
- b. Patricia Norris keynotes on Friday with Alpha Theta talk. Then the President’s Cocktail party will occur the first evening. Jay has informed us he is going to have heavy card stock, gold embossed letter press invitations to send to all of the past presidents who are coming to the meeting—it will cost us the cost of a stamp to send out due to a donation. These will also be put into the registration packs, but the invites will go out as of a way to promote the evening.
- c. Saturday, we have student presentations in the morning, Sharma and Goodman, and then Siegfried Othmer. Then a break. Next we have Bruno, then Juan, then a talk on PTSD by Kelson. We then have a lunch (a box lunch members meeting). Then we have Ramezani doing a talk, Steve Sideroff doing a talk, Linden and Swan on Autism panel, and then we have a sports talk and a potential talk by Santa Barbara biofeedback guy Alan Macy. Nick is doing an invited presentation that will lead into the birthday party on Saturday evening.
- d. Sunday, we have Peter Behel in the morning, Sigi Hale, Eric Peper, and then the founders panel which is George Von Bozzay, looking at the beginning of the 40 years with some of the early days and early history, past presidents, etc. This will be wrapped up in early afternoon Sunday with closing remarks finishing at 2pm. This is a full dual track conference, other than the invited speakers and keynoters. The agenda looks good.

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- e. Presidents
 - i. Panel: This will be hosted by Von Bozzay on Sunday.
 - ii. Slideshow: there will also be a media room as a spot, maybe not something that had a spot that can have multiple formats of media going. Rosalie may have photos of past presidents to lend to the slideshow. The media room will be on of the smallest rooms that will be self serve with stuff always being played.
- f. Inviting Past Board Members: we will be sending them the letter press invites to the cocktail party and to the meeting. Steve is going to circulate a list of those whose information is missing.
- g. Conference Structure
 - i. Party? Banquet? Improvements to be incorporated?
- h. Advertising / PR / Invites: We have had a piece that was recently in the biofeedback Journal that went around. Tiff will pull together a text version of the conference to send to listservs. We should have this on the homepage.
- i. Banquet
- j. Student Volunteers: We will need meeting volunteers and student volunteers, we are sending out blasts for scholarship applications this week and next week.
- k. Attendees / New Members

VI. Summer Newsletter is complete.

VII. Bookkeeping- A public reach out to Margie of thanks for stepping up to the plate to take care of bookkeeping and accounting.

VIII. Renaming and Rebranding & Regional Expansion (Mark)

Katee wants to keep the name as the Biofeedback Society of California. 87-88% of the survey respondents were in favor of expanding to a regional society. Mark felt we should figure out how we can get in front of other states to reach out to their members, taking the time to figure out how to go about this logistically.

Survey respondents expressed a split preference in changing the name. People voted very strongly about keeping the name if we expand state. However, with a

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regional change, people thought that we should be the Western Association of Applied Psychophysiology and Biofeedback (WAAPB).

76% of the survey respondents were in favor of regionalization.

Alliance with AAPB was discussed. BSC can have a strategic alliance, but opinions were expressed in the June meeting minutes that the BSC not form a formal subchapter of AAPB. If a relationship were formed, Jay proposed it not be a mutually exclusive relationship, we could also have a mutual benefit with other organizations (Hyponis Societies, ISNR, etc.).

Ali has asked, what has AAPB done / will do that would help us?

Mark mentioned to members a discounted joint membership fee when they sign up for AAPB through regional association.

Ali noted that a series of notions were needed to move forward in an organized and productive fashion regarding the renaming/rebranding/regionalization of the BSC> First motion proposed: Do we become regional? Ali makes the motion that the board moves to accept the preference of the members to go regional. Mark seconds that motion. Mark has made the recommendation that we form a subcommittee to cover the topic. John Lemay is opposed to rebranding something that we've already established. John thinks that if you lose state identity you lose power, especially given state licensing debates and changes as of late (i.e. Nevada). Gary thinks that becoming a regional membership is beneficial to all members and outweighs the potential issues with licensing, etc. Jay suggested we table this conversation and put it as the first topic of discussion on the next meeting and that, if it cannot be covered in a timely matter then, that we potentially set aside a separate meeting for this topic be decided later.

IX. Subcommittees/Reports

a. Marketing and PR (Tiff & Mark)

Katee looked at the website and wants changes made, she will be looped into the conversation on the changes that have been made thus far. Robert Guiles has been doing work on the website, Tiff has had an SEO report completed, Mark is in on changing the website, too. Biomed has been hosting the site so far and Jay Rhody has been doing a lot of website stuff thus far.

b. Legal and Ethics - None

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c. Student Committee

This committee has been working diligently on the student corner of the website, which now has a scholarship application form. Robert also sent out a letter in email form to all of the vendors asking for scholarship donations.

d. Financial, Grants & Budgetary - none

X. Licensure/ASET Update?

At the recent Nevada Psychological Examiners meeting, they were being aggressive about the licensing issue in the state of NV because the state has given a cease and desist order to anyone practicing psychophysiological practice outside of MDs and Psychologists. This includes chiropractors, nurse practitioners, etc. Mastos, the Attorney General and John are meeting Monday. John is going to propose that the state of NV has licensed psychophysiologicals. As long as they are showing some form of competence and giving their continuing education in the field.

XI. BSC Office Signage (Tabled)

XII. Adjournment – Meeting adjourned at 8:30pm