

Biofeedback Society of California  
July 2015 Meeting Minutes  
July 1, 2015, 7:30pm PST

*Conference Call in 559-546-1000*

*Participant Code: 1080072#*

- I. **Call to Order:** Bob Grove, Siegfried Othmer, President Ali Hashemian, Past President Jay Gunkelman, President Elect and Education Committee Chair Gary Schummer, Continuing Education Committee Chair Julie Madsen, Steve Kassel, and Nick Dogris are present. Absent is Rick Harvey, John LeMay and Student Committee Chair, Robert Guiles. Law And Ethics Committee Chair Joy Lunt joined, but left five minutes into the meeting. Meeting called to order at 7:35pm.
- II. **Approval of Minutes** – Jay motion to approve, Gary seconds, final June minutes approved.
- III. **2016 Conference Contract with Crowne Plaza** – Ali negotiated a contract for the 2016 conference with Crowne Plaza, San Francisco airport. Members were in agreement over the contract terms, which are favorable in terms of cost. Meeting to take date from November 4th – November 6<sup>th</sup>, 2016. Gary makes a motion to approve, Jay seconds, motion to approve the contract carries.
- IV. **2015 Annual Meeting**
  - a. **Theme & Logo** – Theme and logo for “Transformative Technology: Ahead of the Wave” used for all promotional materials and digital marketing moving forward.
  - b. **Submissions** – Thus far we have a handful of submissions with more coming in. All submissions are being made online. The deadline for submissions is 7/15/15.
  - c. **Advertising** – It was agreed that, similar to last year, a video will be created for the conference and posted on FB and other forms of digital media marketing.
  - d. **Sponsors & Exhibitors** – A letter and solicitation for student sponsorship will go to all companies advertising at ISNR and AAPB, as well as ASET, LA applied psychophysiological companies, and San Francisco applied psychophysiological companies.
- V. **Committees**
  - a. **Executive Committee** (proposed by Ali—tabled last meeting)

The idea to form an Executive committee consisting of the President, Past President, and President Elect is supported by Jay, Ali, and Gary (who would be in the standing committee). The ideas of the Executive Committee would be subject to the final board approval. Jay moves that we create an Executive Committee under the current By Laws and edit the upcoming By Laws to have an Executive Committee. This committee would constitute the President, President Elect, Past President, and Secretary Treasurer. Gary seconds. All in favor and motion to create the Executive Committee passes.

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- b. **Student Committee** (Robert in absentia) – Tiff reported on behalf of Robert, who is continuing to build a student database to solicit students. In addition, Robert has sent a letter to Tiff for student sponsorship, to be delivered to all potential vendors.
  - c. **Education Committee** (Gary) Last month in exploration of the software, the AAPB set up the ability for Gary to take a look at the Higher Logic software. Tom Collura has thought of having the software as a data gathering resource.
  - d. **Law & Ethics Committee (Joy)** – Joy left the meeting five minutes in and no Law and Ethics report was given
  - e. **Marketing & PR Committee** (Tiff)
    - i. New website – Gary makes the proposal that we accept the fees with the migration of the current site to the new one (www.biofeedbackneuroscience.com), Julie seconds, all in favor.
    - ii. Email List (Ask Nick, Steve Sten) – Nick will provide Neurofield email addresses, Steve Sten and Brian Milstead will be asked, as well, for email addresses for their client lists.
    - iii. Constant Contact & Survey Monkey
      - Tiff proposes that we switch to mailchimp from constant contact (Save \$43.00 monthly) – Gary makes a motion to explore other email providers, Julie seconds, all in favor.
- e. Financial Committee (no chair)**
- a. Review of Quarterly Finances - Siegfried asked about bankcard charges, which amount to approximately \$26.00 a month. Tiff had noticed this earlier, too, and agrees to contact Wells Fargo to find out what the charge is for. Otherwise, finances are in order, as expected.
- V. Bylaws** – Gary and Joy spent time looking at the lawyer’s comments and realized that it would take hours for us to incorporate her suggestions. Tiff and Gary are now in touch with the lawyer to see what she would charge for a total overview of the Articles of Incorporation and the By Laws.
- VI. Strategic Planning (tabled form last meeting to this meeting)** – it was discussed at last meeting to come to the meeting early and have a strategic planning meeting. The notion of meeting the Friday before the conference would be used by the board for the strategic planning. The idea on the table is to meet from 10am-4pm the Friday before. All members on the call agreed to this idea. It will be discussed in further meetings, as necessary.
- VII. Summer Newsletter** - George von Bozzay will be solicited for an article. Tiff to look back for old articles. The goal is to have the summer newsletter out within the month of July.
- Tiff proposed the journal moving forward is online, and no longer in print version. The decision for the newsletter to go online was tabled until next meeting.

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**VIII. New Board Members** – In the newsletter there will be an article asking potential new board members to nominate themselves.

**IX. Adjournment** Gary moves we adjourn, Steve seconds, all in favor. Meeting adjourns at 8:51pm.