

**WESTERN ASSOCIATION FOR BIOFEEDBACK AND NEUROSCIENCE**

**Wednesday, June 7<sup>th</sup>, 2017 8pm (PST)**

**Regular Monthly Meeting of the Board of Directors**

**Call in: 641-715-3276**

**Code: 1080072#**

**I. Call to Order:** Gary Schummer (Law & Ethics, Past President) called the meeting to order at 8:04pm. Amir was not able to make the call and asked Gary to conduct the meeting.

**II. Members Present:** Jane Kingston (Secretary/Treasurer), Kathryn Kimball (PR & Marketing), Leighton Grampp (Student Committee) Katee Wynia (Membership), John Mekrut (President-Elect)

Also in Attendance: Akiko Kaji (finance committee volunteer) and Serena Wadhwa (Executive Director),

**Members Absent:** Amir Ramezani (President), Rick Harvey (Ex-officio), Keerthy Sunder

**III. Approval of March Minutes:** Review of minutes. Kathryn motioned for approval, Katee seconded the motion. Minutes approved.

**IV. Officer's Reports**

a. **President:** Gary reminded the board about the call on June 21<sup>st</sup> at 8pm about getting sponsors. Stated that Amir had one sponsor. Gary mentioned the need for a President elect (who fills the position in November) and the board discussed sending a message out to the members for this. Katee indicated she had done this before and Serena will look for that email.

b. **Secretary/Treasurer:** Jane reported current status. As of 6/5/17 there is \$8379.32 in the Wells Fargo account, \$10,983.13 in Quickbooks and \$415.04 in Paypal. Gary mentioned this put us in good standing and the board discussed how funds will be needed for the down payment for the hotel in September. A discussion about the importance of location ensued and it was mentioned that it may be something to consider about having the regional conferences in northern CA, as turnout tends to be higher.

**V. Committee Reports**

a. **Marketing & PR (Kathryn)**

Kathryn mentioned spending time connecting with those in the field to promote the conference. She has about 15 resources at this time, various newspapers and organizations that she will be sending marketing materials to. Kathryn mentioned connections with media in wellness, body workers, and Stens to put information on their website. Kathryn needs a press release and content to create this. Serena mentioned putting out a call for presenters and having proposals due by the end of July. Kathryn brought up Daniel Amen (who is local to Orange County) and asked about the possibility of him presenting at the conference. It was mentioned that Siegfried could be instrumental with this. Kathryn will reach out to Siegfried to see how to connect with Daniel. Serena mentioned the ad placed in the LACPA convention brochure and day program guide. John mentioned Orange County also has a psychological association and we may want to look into that for advertisement.

**Upcoming Meeting Dates:**

**July 5<sup>th</sup>**

**October 4<sup>th</sup>**

**August 2<sup>nd</sup>**

**November 1<sup>st</sup>**

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- b. **Education** (Gary)  
No report at this time.
- c. **Ethics** (Gary)  
No report at this time.
- d. **Conference Committee** (Amir)  
Gary asked about the videos from last year's conference. John will work with Siegfried and Kurt to get these done (the videos are currently in segments and these need to be edited to flow).  
Gary reminded the board of the call on June 21<sup>st</sup> at 8pm to discuss approaching potential sponsors. Jane volunteered to take notes.
- e. **Student Committee** (Leighton)  
No report at this time.
- f. **Membership committee** (Katee)  
Indicated a reminder was sent out to members through Constant Contact and mentioned how we need new members. Serena will send the attendee list from the regional meeting to Katee.  
Gary mentioned how the membership drive helped with funding WABN through November, 2016. Jane and Katee will discuss new technology and how this may help with membership.
- g. **Financial (Jane)** no additional information to report

**VI. Annual Conference Committee**

Kathryn mentioned she has a meeting with Nicole and will talk with her about the annual conference and sponsorship opportunities.  
John mentioned Kurt Othmer as a possible track speaker(?) to consider for the conference. Confirmed we are having two tracks. He mentioned to ideas of having presenters discuss a topic of interest for 15-20 minutes. Maybe have a panel discussion on new technology. The board had several ideas relating to this. This will be a good addition to the conference. Kathryn will ask Nichol about facilitating a panel on technology at the conference. John will explore whom to approach, including USC's Virtual Reality Lab (Skip).

**VII. Board members to post on social media (schedule)**

Discussed how items can be added to Facebook, LinkedIn and Twitter. Serena will look into the name change for the Twitter account (The WABN). John discussed how posts can be items of interest to the field, etc. Jane asked about how to do this and John mentioned a Zoom training can be arranged. Gary asked if this needs to be voted on or if the Board can commit to it and John motioned the board to commit to finding content for social media. Kathryn second. All approved (0 oppose, 0 abstentions). John will add Kathryn to the administration page for Facebook.

**VIII. Articles for Summer newsletter (see Eric Peper's article)**

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Discussed newsletter. Gary mentioned that since the organization switched last year to only digital, the idea was to go with four editions, one for each season. Will be sending a summer newsletter with the following:

\*Eric Peper's article

\* Kathryn to write about marketing and PR

\*Katee and Gary will write about membership

\* Kathryn will ask Siegfried for an article

Quarterly Update section (see XII.f) Serena

John also suggested and agreed to pulling an article from an older year about a topic and do a "Then and Now" section. Will update the board on this.

July 1<sup>st</sup> is deadline for these articles

Jane brought up an issue of editorial guidelines being followed by those submitting articles. Gary asked that the editorial committee provide those guidelines at a future meeting.

**IX. Designation of a president-elect**

During the meeting, Gary received a text message from Amir indicating he had approached John regarding the president-elect position. John discussed this and stated he was willing to be president-elect. Gary motioned and Kathryn second. All approved. One abstention (John). John is the President-elect and will serve as President beginning at the Annual Meeting in November.

**X. Potential Collaboration with UCLA/WABN workshop presentation (Dr. Stephen Sideroff)**  
Tabled to the next meeting

**XI. 2016 Annual Conference evaluations**

Katee will follow up with this and report at the next meeting

**XII. Miscellaneous**

a. Discussion of BOD calls structure (open and closed sessions)

The board did not come to a decision on this as the conversation moved to members who may be on the call and are not board members. Steve Kassel's name was mentioned and Kathryn inquired about contacting him for help with the marketing committee. Gary will send contact information to Kathryn.

b. Newsletter fee w/o membership (cost? Renewals?)

It was agreed to take this out of the newsletter and that the editorial committee will review our policy on including a fee.

c. New items (items to be addressed not listed on agenda)

Nothing to discuss.

d. Confirm "best of 2017" article?

Editorial committee to review and make a recommendation to the Board.

e. Confirm peer-review items listed on website

The board voted and agreed to remove this from the website as we do not have a peer-reviewed journal.

f. Confirm posting minutes to website or is e-blast summary what we are doing?

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Gary mentioned that the bylaws only state that minutes are kept and archived. Gary discussed how he did send updates to members. It was quite a bit of work and there was never a response by the members so he stopped doing it. The board agreed the newsletter will have a “Quarterly Update” section that Amir will write.

**ANNOUNCEMENTS:**

None.

**ADJOURNMENT**

Gary asked if anyone that hadn’t spoken wanted to say something and there were no comments. Gary asked for a motion to end the meeting. Jane motioned and Kathryn second.

Meeting adjourned at 9:11pm.

**Board meeting Action Items**

Action Item	Name
Call for presenters e-blast	Serena
Daniel Amen	Kathryn (will connect with Siegfried)
Orange County Psychological Association	Serena /Kathryn
Videos	John
Regional attendees listing to Katee for membership	Serena
Panel on technology	Kathryn will ask Nichol
Social media	All board members (will need to come up with a schedule)
Panel development	John (Serena will email)
Facebook/ LinkedIn	John will add Kathryn
Twitter	Serena will check on handle name
Newsletter	Kathryn will ask Siegfried for an article Katee and Gary on membership Kathryn on marketing Serena on Quarterly update and regional meeting John on Then and Now section
For editorial committee: Review newsletter fees Guidelines for articles Confirm “Best of 2017” article	Amir, Jane and Serena

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