

Biofeedback Society of California
Saturday, November 2, 2013
Board of Directors Meeting

November 2, 2013

I. Call to Order

The meeting was called to order by President, Jay Gunkelman, at 7:27pm

Present: Jay Gunkelman (President), Tiff Thompson (Exec. Dir.), Ali Hashermian, Julie Madsen, Steve Kassel, Mark Stern, Rick Harvey (via phone), Katee Wynia (via phone), John Lemay

Absent: Nick Dogris, Bob Grove (partially)

II. Minutes

It was moved by Jay Gunkelman and seconded by Ali Hashermian to approve the minutes of the meeting of October 2, 2013 as distributed. The motion passed.

III. Election of President-Elect

Jay tabled this decision during the meeting in favor of looking for multiple external potential candidates. It is requisite that they have been members of the society for one year; there is no order that they have been on the board.

Nominations for President Elect will be due by the end of November. The only criterion is that they have been in the society for one year. Tiff will send an email blast of this on the listserv.

IV. Commencement of New President's Term

This occurred at the president's luncheon.

V. Renaming and Rebranding the BSC

Jay suggested we table until the next meeting. We will need to have a dialogue around this, perhaps including members' input. A name change will likely be executed via "doing business as."

Some of the items to take into consideration in dialogue between now and next meeting:

- A. Regional Expansion (If so, where is the boundary)
- B. New Name
- C. New By-Line

VI. Subcommittees and their respective duties

Right now the board is acting as a committee as a whole. Jay hopes to populate the board in the future with someone who has served on a committee.

- A. Legal & Ethics: We will need someone to step up to head this committee. This will likely be a quiet committee.**
- B. Financial & Budgetary and Grants: Jay appointed Ali to head this committee.**
- C. Marketing & PR: Mark has been appointed to the marketing committee chair.**
- D. Student Committee: We will need to find a new student committee head.**
- E. Conference: Jay is going to chair this committee.**
- F. Grants (this will fall under the financial and budgetary committee)**

At each meeting the Board will expect reports back from committees, detailing their respective progress and goings-on.

VII. Board Meetings

- A. Format – Robert’s Rules of order
- B. Frequency – continue to be monthly
- C. Location – on the phone
- D. Duration – one hour

VIII. Formalities to implement for next year’s conference:

- Formal introductions of the speakers before their talks
- Board meeting before the Saturday luncheon
- Presidential speech
- Dynamic keynote speaker to encourage purchasing the lunch
- Keynotes picked by 9 months prior to the conference: February 6, 2014,
- Conference Agenda and speakers complete: May 6 2014
- Call for submissions: Feb 6, 2014

IX. Board Members to invite

Jay motioned we invite Joy Lundt and Gary Schummer– Steve seconded. The motion passed. Jay will inform both of them. Other names mentioned, but not decided upon, include Joann Wakerlann and Ellen Sachsby.

X. 2014 Regional Conference

We will need to get this planned soon—it will be in southern California. We need to line up speakers around a central theme. Ideas include: PTSD, Autism, Addiction, ADHD, Peak Performance, Sports, TBIs

XI. 2014 Annual Conference

Mark suggested we base future conferences around a theme. Jay has arranged a contract with the Hilton Oakland Bay for November 6-9, 2014. Next year there will be a suite for the ED, wifi for all attendees, \$5000 worth of banquet guarantee. The meeting will be at the Hilton Oakland, Bay area. \$125 per room.

Speakers to solicit include Stephen Broadman., Lindsay Thornton, Sports Psychologist, Bill Scott, Brainpaint

- F. Future Conferences and Outreach possibilities
 - 1. Virtual Conference Possibility
 - 2. Webinars

IX. Marketing & PR

- A. New demographics to target
 - 1. Physical therapists
 - 2. Massage therapists
 - 3. Chiropractors
 - 4. Universities
 - 5. Hypnotherapists (Ali is the member of the Long shoreman)
 - 6. Students
 - 7. Sports medicine
 - 8. Coaches (applied psychophysiology)
 - 9. Addiction Counselors
 - 10. Other Trade organizations
 - 11. Len Ochs
 - 12. EEG Info
 - 13. Gamers
 - 14. Manufacturers of gaming platforms
 - 15. Brainstate tech
 - 16. Brain optimization people

We are happy to have any interest group to come into our group.
It's a possibility to ask these different contingencies to have their own groups.

- B. It was motioned that we bring a listserv that will allow for people to have a backchannel way to chat about biofeedback/neurofeedback Tiff will set this up on google, with permission only

X. Newsletters

We should not constrain the newsletter to twelve pages. Tiff is going to get advertising to pay for the newsletters. We are doing a 40th year issue. We will have articles on past presidents and interviews. Bob volunteered to write a review of the book "Clinical Aspects of Biofeedback."

Items to consider for upcoming newsletter:

- A. Editors
- B. Advertisers (we have a deadline for submissions for the end of this year, this is hard to do at the end of this year)
- C. Article Topics
- D. Other**

XII. CEUS

The BSC is a continuing education provider for the APA. We need to work with ASET and ABRET, these org should be advertising to our membership. They could have been here this year as a vendor. They are friendly to NFB and BFB. They are going to be interested in California for the licensure issue going forward. We could consider getting CEs through them. We should not let people give workshops unless it is totally vetted by us.

XIII. Lessons Learned

At this year's conference we have 15 students who have received scholarships, we have approximately 50 attendees. This number is down from year's past. Margie feels if we solidify the program earlier in the year we would get more attendees.

- A. The luncheon was a little expensive this year.
- B. Next year we can do this a little more on the cheap.
- C. Speeches should address real "how tos"

XIV. Other

XV. Adjournment

It was moved by Jay and seconded by Ali that the meeting be adjourned. The motion passed. Meeting was adjourned at 8:45 PM.

XVI. Next Meeting: Tuesday, December 03, 2013

Submitted by:

Tiff Thompson, Executive Director