

Biofeedback Society of California Meeting Minutes  
Wednesday, February 5, 2014, 7pm  
Board of Directors Meeting  
Call in: 559-546-1000  
Code: 1080072#

I. Call to Order

Meeting was called to order by Jay Gunkelman at 7:06pm. Present attendees: Jay Gunkelman, Nick Dogris, Julie Madsen, Tiff Thompson, Steve Kassel, Bob Grove, Gary Schummer, Mark Stern, Robert Guiles, Ali Hashermian, Joy Lunt. Absent included Rick Harvey, Katee Wynia, and John Lemay.

II. Intro of new student Liaison: Robert Guiles (Robert was introduced later in the meeting)

III. Approval of Minutes

Some small changes were made to the minutes by Mark Stern and Joy Lunt. The minutes were motioned to be approved by Jay and seconded by Julie. Motion passed.

IV. Change of Meeting Time

Katee Wynia cannot attend Wednesday evenings and is proposing Tuesday or Thursday evenings moving forward. The board determined that neither Tuesdays nor Thursdays would work for the other board members, the first Wednesdays at 7pm will remain the meeting time and date.

V. Renaming and Rebranding the BSC and Regional Expansion

A. Survey and Member Reach out (Mark & Ali)

Robert was introduced to the group.

Mark and Ali have been working on a survey for the members to poll the preferences for a new organization name and potentially expanded region. This survey will go out in the newsletter, as well as in print. The important items will be placed at the top of the survey in case individuals do not have the interest and focus to complete the entire survey. Mark will send out the survey via an online survey generator. Mark is requesting someone write a short blurb on the pros of regionalization, as well as the cons. Jay agreed to do this.

VI. Newsletter (John & Tiff)

A. Articles: The issue will be the annual conference recap—John and Tiff have all of the student reviews, one main article, and pictures. John is editing/has edited many of them

and is awaiting second drafts. Tiff has lined up all the advertisers and is finalizing the newsletter with John.

B. Advertisers: Advertisers lined up include: Thought Technology, Biomedical, Neurofield, AAPB (this is a trade), ISNR, and possibly CAMFT.

VII. Gary Schummer proposed the Board establish an education subcommittee, he will chair. The committee would maintain and distribute a calendar of educational events in the newsletter and webpage; as well as coordinate, inform, and invite members and others to learn about, or improve skills necessary to be successful in, our field. The education subcommittee will coordinate activities with other committees to not duplicate efforts. Future goals include facilitation of a mentoring program, production of promotional and educational videos about selected topics in the field for educational/marketing purposes, and to create and update educational information to educate others about the field and the benefits of membership in the Society.

Discussion: Gary mentioned putting a calendar into the BSC website, where practitioners and presenters could post their workshops coming up. Mark mentioned coordinating activities with other committees. Tiff to discuss with the web developer this week.

Vote: Jay motioned to accept, Ali seconded and there was a unanimous acceptance of the proposal.

#### VIII. Subcommittees/Reports

A. Legal & Ethics (Ali) There are no legal or ethical concerns at this time.

B. Student Committee (Mark & Robert Guiles) Mark and Robert met with the group of students and developed primary as well as secondary lists of tasks. The student group continues to look for scholarship sponsors for their attendance at regional and annual conferences. Lorrie Cowan of EEG Sales agreed to sponsor one student for the Regional Meeting.

C. Financial, Grants & Budgetary: Ali

No Report.

D. Marketing & PR (Mark)

Mark plans to develop a brochure for the BSC. He is asking that the board members who belong to various other organizations provide summary bullet points about biofeedback for their demographic so that we might be able to market ourselves to that group more effectively.

E. Annual Conference: Jay

(Because this issue has been thoroughly gone through and for the sake of time we

skipped past it)

IX. 2014 Regional Conference (Steve & Tiff)

The location is at the Biofeedback Center of California (Herschel Toomin's old home). Steve is going to ask Sierra Tucson and perhaps a few other organizations if they would be willing to donate some funding to the regional conference for a luncheon. Something like \$500 would be appropriate. The fallback sponsor is BSI. The conference is going to begin at 8:30 am. Tiff has set the schedule with all of the speakers. She is also developing the brochure, syllabus, etc. She is still waiting on some information from Jennifer Stephens and David Bressler (two of the speakers). The website should be updated very shortly to show the costs, registration, etc. Following this, she will send out a mass email that will mention both the regional conference, as well as the pending name change and member vote.

X. Licensing (Jay) This topic was skipped since no progress has been made since the last meeting.

XI. Liaising & Membership

Each individual board member is being asked to reach out to their respective affiliate organizations to usher in new interest. Tiff and Mark are happy to liaise with these different groups in case the contact does not have the time or energy

A. AAPM: Steve has done a good job of liaising with the American Association of Pain Management and is working on ways in which our membership bases can aid one another.

B. CAMFT: Tiff spoke with Eileen Schuster, Managing Director, Marketing and Communications of CAMFT to discuss a possible trade by way of a booth or advertising in each other's respective journals. Another option mentioned was offering members of each organization a two-fer or discount when applying for membership at either organization. Tiff and Eileen will fire out how to best work a trade deal.

C. Ideas for Increasing membership (this was skipped for the sake of ending the meeting on time)

1. Member welcome kit?
2. Brochures?
3. Member Listserv?
4. Other organizations

XII. CEs (this was skipped for the sake of ending the meeting on time)

XIII Financials (via Margie) (this was skipped for the sake of ending the meeting on time)

XIV. Adjournment—Meeting adjourned at 8:06pm