

Biofeedback Society of California Meeting Minutes
Wednesday, April 2, 2014, 7pm
Board of Directors Meeting
Call in: 559-546-1000
Code: 1080072#

I. Call to Order at 7:06pm

Present: Robert Guiles, Tiff Thompson, Jay Gunkelman, Ali Hashermian, Mark Stern, Gary Schummer, Nick Dogris, Steve Kassel, Julie Madsen, Rick Harvey, Joy Lunt, Absent: Katee Wynia, John Lemay, Bob Grove

II. Approval of Minutes: Rick Harvey moves that we accept the minutes, Gary seconded, all in favor.

III. Renaming and Rebranding the BSC and Regional Expansion

Survey Results: thus far, we have 55 completed applications (although not every question has been answered). Ali does not think that we should send another email; Mark does for the decision of regionalization. It is decided another email should be sent.

Of the surveys submitted thus far, Mark reported the following:

- 87% are in favor of becoming regional (even though 87% are in favor, 2% will not renew if we do that).
- Names: AAPB related names are the majority so far. 75% wanted to increase our identity as a subchapter of AAPB.

IV. Regional Meeting

- a. Presenters—Nick Dogris or Robert Guiles will be a backup speaker if David Bresler is not willing or able to speak. Thus far, Mr. Bresler has been very difficult to get a hold of. Tiff Thompson to check with Bresler one more time tomorrow to ensure he is not going to speak.
 - b. Lunch and Sponsorship (Lunch and sponsorship will be split 50/50 between the Biofeedback institute of Los Angeles and Brain Sciences International. In conferences past, typically there is coffee in the morning and a light breakfast.)
- A. **Outreach** (FB post, email blast, newsletter)—It was suggested we post on listservs, including Bob Thatcher's, Len Ochs', Nick Dogris's, NewMind's Biofeedback's, Siegfried's listserv, AAPB's and maybe the Hypnosis Institute. (Sidenote: Julie and Bob have recruited approximately 8 more student members for the BSC).

V. Advertising

- a. Videos made last year? (Steve)
- b. Brochures (Mark)
- c. Other means of advertising

VI. Newsletter – the newsletter is complete and will be going out in a few days. For the upcoming issues, we have a new advertiser, Neurosky.

VII. AAPB & other organizations: Dovetailing Efforts (Rick). It is likely that AAPB will move its annual meeting to the fall in 2016. Whatever AAPB does, it must support the regional groups. There is a push for AAPB to try to join back with ISNR in the future so that it can be more representative of the range

of practitioners. Similar to AAPB, the BSC is not reflecting the range of practitioners.

A sidebar conversation regarding the conference recording services: there are a whole bunch of video-capture technologies and once the information is recorded, the screen shot of the power point, the microphone, etc. is then stored in a cloud somewhere so that it can be later broadcasted. To be offered to members as a benefit or fee generating thing. The expense of the cloud fees, etc.

Mark mentioned AAPB's potential willingness to support a 1-hour conversation to go over strategies with our plan. AAPB's president was amenable to this. So hopefully it is something we can add to the resources BSC has.

AAPB is looking into using a cross calendar system, so that when something goes on to AAPB's calendar it will also go onto our calendar.

VIII. Subcommittees/Reports

A.. Education Subcommittee (Gary)—Gary and Tiff worked on getting the calendar up and running,

B Legal & Ethics (Ali?) –No report.

C. Student Committee (Robert Guiles)

1. Scholarships

Robert looking to coordinate with Tiff for the scholarship tier levels and having this posted online.

2. Other: Jason is going to be giving a short neurofeedback representation soon and will be distributing the flyer via the CSPP LA students. Taryn who is also on the student committee works at the sharp pan program and some of the students there have expressed interest in attending the meeting.

D. Financial, Grants & Budgetary (Ali)

1. Margie as Board Member and Treasurer: Margie is open to this and to sit on the board as a board member. She was not planning on being at the meetings on a month-to-month basis. All individuals are in favor, Mark makes a motion to in vote Margie on the board, Ali seconds, unanimous vote in favor. The letter to Margie will indicate that this is a unanimous board action.

E. Marketing & PR (Mark)

Ali thinks that we should give free one-year membership to people who take the NFB and BFB certification courses, including Stens, Thought Technology, and other organizations that offer BFB and NFB courses to their members. Mark to draft the certificate for the didactic programs. We will look forward next month to see a marketing forum that can be offered to the course vendors.

IX. Licensure: ASET updates (Jay): If ASET's licensure bill goes through as they approved it would have required EEG biofeedback people to have an ASET licenses to do a QEEG. ASET does not know that, in their language, they would have limited the

ability to do routine EEG recordings and feedback. While ASET's licensure group/committee was favorable to BFB and NFB, the board decided that the NFB, BFB thing was not exactly what they did and that they were not in favor of it. Our response in response to them is due (this draft letter was circulated by Jay) and our response is that we hope that they will reconsider and if they move forward without substantial operation we will have to oppose their licensure. We need to speak to them and make a second pitch for them to move forward conjointly and have our bill blended with theirs so that Applied psychophysiology and biofeedback are a piece of that, as well. This will also make licensure much more affordable.

Jay is going to send this out to everyone again. The letter said that we should have a discussion before they submit their bill.

VIII. Annual Conference (tables until next months meeting)

a. Oakland Airport Hilton will be sending contract soon.

XI. Adjournment (Ali made a motion to adjourn, rick seconded).

Meeting adjourned at 8:14pm.

Next meeting on May 14th.