

Biofeedback Society of California Meeting Agenda
Wednesday, September 3, 2014, 7pm
Board of Directors Meeting
Call in: 559-546-1000
Code: 1080072#

I. **Call to Order:** Present are Jay Gunkelman, Ali Hashemian, Julie Madsen, Robert Guiles, Nick Dogris, Gary Schummer, Joy Lunt, Katee Wynia, Mark Stern, and Tiff Thompson. Meeting called to order at 7:03pm. Absent: Steve Kassel and Rick Harvey.

II. **Approval of Minutes:** Joy makes motion, Ali seconds.

III. **Renaming and Rebranding & Regional Expansion (Mark)**

a. Do we become regional?

Previously we had a few individuals who were opposed to going regional. There used to be a Washington State society and there is one Nevada Biofeedback Society with seven people. Gary noted that there is missing a west coast society. Ali made a motion that we accept the vote of the members in expansion, Mark seconds. All in favor! The BSC will be a regional organization. Jay appoints an Ad Hoc committee with Ali, John, Mark, & Tiff to provide advice to the board on the mechanisms of becoming a regional society moving forward.

b. Do we change names?

The expansion group will come back with recommendations for naming. Because of legal reason, we cannot place ourselves under AAPB as a subchapter. Right now we have an informal agreement with the AAPB as a chapter of theirs. There are benefits to us right now, i.e. the AAPB pays for students and scholarships, they offer other perks, etc. The board is still largely on the fence about identifying so closely with the AAPB. The committee will come back with naming suggestions.

IV. **Website Revamping**

We have an active website revamping committee right now with Mark, Katee, Robert, and Tiff. Mark suggests that we make a second button for the donations, specific to students, Gary seconds, no opposition. Decision passed.

V. **Updates on the Mentorship Program (Gary & Mark)**

Cindy Yablonski from ISNR said that they do not have any standing committee that would be associated to ISNR. Yablonski referred Gary to the BCIA mentorship program. This is a really good initiative from Gary and Mark, Mark has been talking with AAPB about their mentorship program. AAPB has been trying to revitalize their mentorship program and is willing to dedicate their resources to advancing the mentorship program. The Kellen Company and Mark will be meeting next Friday to

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discuss the mentorship program through BSC and what resources can be supplemented through.

VI. Increasing Membership

- a. Education Providers (BSI and Stens were named)
- b. Other means?

Tiff will bring newsletters to ISNR. Ali believes we should say “affiliated with AAPB and affiliated with ISNR” at the bottom of our webpage.

VII. 40th Annual Conference and Birthday Party

- a. Overall Agenda filled
- b. Pre Conference Speakers & Workshops- very solid pre conference workshops (BSI and Frank DeGregorio’s Thought Technology)
- c. Conference Speakers: Full agenda
- d. President’s Room, Presidents Panel, and Presidents Banquet: we will have the ballroom for the banquet
- e. Saturday night B-Day Party & Dinner?
- f. Student Committee Report
 - i. Student Party: This will be at the end of the President’s reception, the student party will begin at 9 or 10pm on Saturday, it will be in one of the suites
 - ii. Student Volunteers: we need to get the students coordinated and organized. Robert will take on that role.
- g. Invitations: 300 formal invitations to the President’s reception for the BSC. Renita has pressed the invitations and everyone is getting one. There are about 300 printed right now.
 - i. Presidents
 - ii. Past BOD members
- h. Advertising and Marketing
- i. Decorations: Tiff to chat Renita Gordon on this. Renita’s email is lookupatthesun@aol.com
- j. Auction Items: see if Thought Technology would be willing to donate. John stepped up to help Tiff.
- k. Other?

VIII. Fall Newsletter: Rob will write a blurb for the student scholarship fund.

IX. Subcommittees/Reports

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- a. Marketing and PR (Tiff & Mark): We need editorial reviews of the certificate and the brochure. We will be giving the free membership donation-ability to Stens and BSI. EEG Research (Ed Hamlin) is another option, as is BrainMaster & Stress Therapy Solutions.
- b. Legal and Ethics - None
- c. Financial, Grants & Budgetary - none

X. Licensure/ASET Update?

XI. BSC Office Signage - Tabled

XII. Adjournment