

Biofeedback Society of California
August 2015 Meeting Agenda
August 5, 2015, 7:00pm PST

Conference Call in 559-546-1000

Participant Code: 1080072#

- I. **Call to Order:** Present are Siegfried Othmer, Law and Ethics Chair; Gary Schummer, Education Committee Chair; Rick Harvey; Robert Guiles, Student Committee Chair; Steve Kassel; Ali Hashemian, President; Tiff Thompson, Executive Director; Nick Dogris, Julie Madsen, Continuing Education Chair; and Robert Grove. Meeting called to order at 7:17pm.
- II. **Approval of Minutes:** Gary makes a motion to approve, Siegfried seconds. All in favor, motion passes.
- III. **2015 Annual Meeting**
 - a. **Speakers & Agenda**
 - i. Late submissions for the Board to consider: Stephen Sideroff and Erik Peper
A discussion ensued about options to include these two speakers. Rick made the argument that adding an 8am time slot would allow for additional CEs and Siegfried mentioned the ability for registrants to attend more speeches. Stephen Sideroff will speak at 8am on Saturday and Erik Peper will speak at 8am on Sunday.

Tiff mentioned the notion of only having keynotes paid, since they were invited. The compensation for speakers will be waiving the fee of the conference for the day of their presentation, with the option of redistributing money back to their membership; keynotes will be covered in terms of one night's room and board, travel costs, conference fee waived, and a stipend of \$75 or one year's membership (a value of \$125).
 - b. **Sponsors & Exhibitors**

Robert has typed up a letter asking for donations and sent out an email to about 45 different vendors, Brian Milstead of Bio-Medical is donating \$250 so far. Rick mentioned how, in past years, students have asked vendors about their new products and have chronicled them in newsletters articles moving forward.
 - c. **Other**
 - a. Marketing material ought to include two full breakfasts and one lunch. Tiff will have a button placed on the website for dinner for \$50. The conference fee will be reduced by \$5 for each registration. Dinner menu ought to be included, as well as mention of the cash bar. We will find some folks to speak about the BSC.
 - d. **Conference Fees**

Erik Peper mentioned the cost was too high, relative to last year. We are going to reduce each price by \$5.
- V. **Committees**
 - a. **Executive Committee** (Ali): Lawyer on board, by next meeting we will have the new bylaws

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- b. **Student Committee (Robert)**

Vendors have been reached out to. Robert is trying to think of the best way to gather emails. Tiff mentioned that we use a virtual assistant to collect college info.
- c. **Education Committee (Gary)**

Still on hold pending AAPB, waiting to hear if they are moving ahead with the software to facilitate the program. This month, Gary has added new descriptors to the program. There are several mentoring websites Gary is researching at this point to add onto the website.
- d. **Law & Ethics Committee (Siegfried)** Gary Schummer left the meeting so that the board members can discuss the topic of his psychology licensure resignation and his Presidency in deliberation. The Board has decided to ask the APA for copies of his licensure revocation. Steve will request these.
- e. **Marketing & PR Committee (Tiff)**
 - i. **Transfer to a new Website:** Tiff recommends transferring the biofeedbackcalifornia.org website to the new website. The board approves moving the biofeedbackcalifornia.org website to the new website.
 - ii. **Membership:** Tiff discussed the new membership function in the new website. Right now all BSC members, past and present are included in the database and are listed on the site. To have a member profile on the website, one must be a paying member. This feature will enable the marketing effort to solicit past members to a) renew their memberships, b) register for the conference, and c) update their online profile. It will also be a good way to advertise the transition from BSC to WABN.
 - iii. **Other digital marketing efforts**
 - a. **Google Calendar:** companies such as Thought Technology, Stens Biofeedback, Neurofield, BSI, and Ochs Labs have been invited to contribute to the calendar. The one hang-up is that one must have a gmail account in order to post events. Currently all board members are able to post their events (and others they know of) online.
- V. **Bylaws:** The bylaws are still in the hands of our lawyer, Lani Collins, in Santa Barbara, CA. She seems very busy, but should be handing us the new bylaws by or before next meeting, within our budget of \$1500 plus fees.
- VI. **Strategic Planning** (currently proposed to occur 10am-4pm the Friday before BOD meeting). So that Tiff can attend, the option of bringing in a student to help with registrations on Friday was discussed and agreed upon.
- VII. **Summer Newsletter and topic of print editions moving forward:** Tiff gave an update on the newsletter, which is taking longer than expected due to an article being pulled at last minute and the now recent addition of the conference materials for paper registrations and PR. The

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conversation of whether or not to stop the print edition of the newsletter will be tabled until next meeting.

- IX. Adjournment:** Steve makes the motion to adjourn, Bob Grove seconds, all are in favor. Meeting adjourned at 8:30pm.