

IASD Spring Board Meeting Minutes

March 15 and 16, 2008

IASD Spring Board Meeting—Day 1:

In attendance:

Kate Adams	Anne Frey	Don Kuiken
Sheila Asato	Olaf Gerlach-Hansen	Laurel McCabe
Umberto Barcaro	Ernest Hartmann	Wendy Pannier
Mark Blagrove	Robert Gongloff	Gunnar Sundstrom
Nicolas Brink	Jody Grundy	Robert Waggoner
Jean Campbell	Curtiss Hoffman	Craig Webb
Layne Dalfen	Bob Hoss	Bernard Welt
Rita Dwyer	David Kahn	Richard Wilkerson
Marilyn Fowler		

1. Acceptance of Minutes of Last Board Meeting

The minutes of the Fall Board meetings held on October 13 and 14, 2007, were accepted.

2. Executive Committee

David Kahn first introduced the members of the Executive Committee, consisting of the Officers and Advisors of IASD. The Officers are David Kahn (Chair of the Exec Committee), Jean Campbell, Bob Hoss, Robert Waggoner, Curt Hoffman, and Robert Gongloff. The Advisors are the President Elect, Olaf Hansen, and the Past Presidents, Wendy Pannier, and Rita Dwyer. Jean Campbell added that the Executive Committee is the day-to-day management team.

At the last meeting, they discussed the Montreal conference, changes to the Board, changes in the Bylaws, finances, regionals, and the nominating committee reports.

The Exec was pleased with the excellent attendance and revenues from the Sonoma conference, and the fact that we received lots of submissions for the upcoming Montreal conference. Bob Hoss feels we need to formalize the conference program procedures to make it easier to hand off to new conference teams. Bob said that we can no longer bring in a new group each year and train them to do conferences. He has been researching companies who could handle planning for us, but is finding it will be difficult to convert them to our needs.

One aspect of conferences needing permanent oversight is public relations and advertising. Bob said that we only get about 100-150 attendees other than presenters. We would like to increase that number. The concept of how conference attendance and

IASD in general could benefit by having a permanent PR/Advertising group – not just for conferences but for the whole year – will be discussed under new business.

3. Treasurer

Robert Waggoner began by thanking Richard Wilkerson for helping get the report together. He said it has been a good year, largely due to the Sonoma conference, which brought in \$68,000, about \$25,000 more than expected. At the end of 2007, our unrestricted assets totaled \$85, 883, better than at the end of 2006.

Highlights since the last meeting included an unexpected rebate from APA, an increase in membership income, Anne Frey's work, and several successful regionals.

One of our primary concerns is that the US dollar is not doing well. Looking ahead to Amsterdam, the Euro continues to improve against the dollar. Bob Hoss said he is finding it hard to predict financials on that conference. It is likely we will have to depend totally on European attendees to make the conference successful. It may just be too expensive for US attendees. When asked if it may be better to keep the funds in Euros, Bob said it is really better to move the money back into US dollars.

Rita Dwyer asked when our membership in the California Association of Non-Profit Organizations expires. Robert said this summer. Rita said she would be glad to fund it again.

4. Bylaws Committee

David Kahn presented an in depth report on the revised Bylaws. Changes were necessary to insure we are in compliance with California law.

Many aspects of the Bylaws did not change, including our status as a non-profit organization in California, our mission, our right to publish, and our right to conduct conferences.

Following are the major changes to the Bylaws:

(1) Meeting notification and voting. Under the new Bylaws we need to notify all members of meetings by mail, not email, unless the member has signed a consent form. This signed consent form is a legal document that we need to keep on file in the Central Office. We can publish our ballots to elect Directors in *DreamTime* since *DreamTime* is sent by regular mail. We realize, however, that we generally receive a higher percentage rate of response by email, so we hope to get a good return on consent forms.

(2) Quorums. Five percent (5%) of membership constitutes a quorum.

(3) The Board of Directors. What we do has not changed. However, the number of directors has changed. We decided to allow a range in the number of directors allowed rather than tie ourselves down to a specific number. However, we cannot change the number of directors arbitrarily once we decide on a specific number. The range is 12 to 20 member-elected Directors. Within this range, the Nominating Committee recommended we have 15 Board members who are elected by the membership.

In addition to the 15 elected Board members, the Bylaws call for Board-appointed Directors. The range is four to seven Board-appointed Directors. The Nominating Committee recommended we have seven Directors who are appointed by the Board. Of these seven, five are recommended to be elected as Officers. All so-called subordinate Officer positions had to be eliminated in the revised Bylaws.

All Board members will have three year terms, whether they are elected or appointed. This is not a change. Of course, a Board member can run for any number of terms. Officers will serve one year terms, but can be re-elected.

(4) Committees. Under the new Bylaws, there can only be two types of committees: Committees of the Board and Advisory Committees. The only Committee of the Board is the Executive Committee, with the same members, the President, Vice President, Secretary, Treasurer, and Board Chair.

One Advisory Committee is the Past Presidents' Advisory Committee, consisting of all past presidents who wish to be on the committee and share in providing advice to the Board. This committee can include any number of past presidents. To be compliant with California law, we had to take away the voting rights of our past presidents, but we wanted to be sure those past presidents who wished to continue being involved in on-going issues had a voice.

Another Advisory Committee is the Global Advisory Committee. Again, to stay compliant with California law we had to take away the voting rights of the regional area vice presidents for Europe/Africa/Middle East, Latin America, and Asia. However, we did want to retain the flavor and culture of IASD by giving members from all areas of the world a voice.

(5) Intellectual property. The old Bylaws stated that the directors would not use the intellectual property of IASD for personal benefit. The new Bylaws extends this requirement to all members.

Discussion:

It will be helpful to explain to all members that our intent is to maintain the culture of IASD while being compliant with the law.

Jody said one issue we need to deal with is our structure for intake of new members; we will need their initial consent, but we don't have written communication with them. We

may have to start sending something to them in the mail. Sheila suggested sending a welcome letter and following up with a phone call. Also, we may want this to be part of registration at the conference. Further, we could have our regional representatives follow up and help; this would give them something specific to do. Jody recommended against this, feeling it would be difficult to control and risky to put so much responsibility at that level. Sheila agreed we should not turn the responsibility totally over to them. Jody said that in the greeting the reps send to new members, they could include a reminder to send in the consent form.

Richard Wilkerson was concerned about what we will do if a member fails to respond to the request for consent. Also, this will make international memberships more expensive. He suggested the possibility of attaching something to an electronic message that the members could sign and mail or fax in. Rita Dwyer noted that an electronic signature was not acceptable.

Jean said that we have left ourselves a window. If we ratify today, we will send out letters to all members next week. At that point, until the membership ratifies, we have a window of time to answer these questions. She said questions should be dealt with by a committee made up of the Executive Committee members plus Jody, as membership chair. We need to keep talking to members and the Board about the importance of this. The subject of a subcommittee will be an item for new business.

Sheila asked if this was a one-time requirement. David said that we need to maintain the signed consent form in a secure place. It will stay on file permanently, and it will be up to the members to advise us if they change their minds.

Jody asked what the law provides if we make a good intent effort to request the forms, but do not receive them. David said we would have to check with the attorney, but his understanding is that good intent is not enough, we have to have it in hand.

Jean said we need to tell the members they can't vote by email unless we have their consent forms. They can be members and chose not to vote this way. But if we take an electronic vote and count their votes, the results may be questionable. David said the membership committee can help by encouraging members to submit the forms. Members need to understand that if they chose not to sign the consent forms, they will lose no rights, , they will still be able to vote, but it makes it easier for everyone if they sign. It will help us and them to vote by email, but we need the consent forms. We will handle all non-email voting through *DreamTime*.

This will require more paperwork in the Central Office. We need to consider whether we need to hire someone or find volunteers to help. Richard Wilkerson thinks we will be fine; this will involve more work, but he does not expect it to be a big time-consumer.

Nick asks what happens when members change their email addresses. Richard said we try to track them down, but don't always get them back. We do have a procedure for this.

Curt Hoffman noted that the membership does not have to approve all of the Bylaws changes, just those that affect membership. However, David felt that instead of breaking everything down, he recommended we look at the Bylaws as a total entity. David added that the Bylaws have to be dated and signed by the President and Secretary.

Wendy suggested that we bring David's review to the conference to help explain the changes to the members. David said he does encourage questions from the membership.

Motion. That we accept the revised Bylaws as presented by the Bylaws Committee. This motion was passed unanimously.

Motion. That we accept the restated Articles of Incorporation. This motion was passed unanimously.

5. Nominating Committee

Olaf Gerlach-Hansen presented the extensive work the committee has been doing.

First, the committee has nominated the following individuals to fill vacant Board positions for the 2008-2011 term: Nicholas Brink from Pennsylvania; Jacquie Lewis from Illinois; Deborah Hickey from South Carolina; Lana Nasser from California; Ernest Hartmann from Massachusetts; Tom Lane from North Carolina; and Gunnar Sundström from Sweden. There is one other nominee who has not yet confirmed about accepting the nomination. Olaf feels we have a good mix of gender and age, but many they contacted from outside the US replied that they could not accept at this time but wanted to be considered later. Jody stated her concern that there is no diverse representation on the Board. She feels we need to be more proactive in this area.

Second, the committee nominated the following individuals as officers to the Board for the coming year: President: Olaf Gerlach-Hansen; Board Chair: Jean Campbell; Vice-President/President-Elect: Robert Waggoner; Secretary: Robert Gongloff; and Treasurer: Bob Hoss. The committee felt there was a great need for continuity from the existing group of officers, due to the consequence of the new Bylaws.

Third, the committee nominated six Board-appointed candidates. Under the new Bylaws, officers cannot serve unless they are Board members, either Board-appointed or member-elected. The new Bylaws include a provision for 4-7 board members to be appointed by the Board itself based on nominations prepared by the Nominating Committee. The nominating committee recommends that the new board set the number of board appointed board members at seven, to ensure the ability of the Nominating Committee and the Board to have a broader choice when appointing officers. They nominated the five officer candidates noted above plus David Kahn, because he has the greatest knowledge of the details of the new Bylaws. Before nominating the seventh individual, the committee would like reactions from the Board. They will nominate this person before the Montreal Conference.

Fourth, the committee made recommendations to the next Executive Committee for appointment of advisors for the coming year. Under the Bylaws, the Exec can appoint up to three advisors. They do not need to be Board members. They should have knowledge of the Bylaws with respect for the concerns, values, and history of the organization. The committee recommended David Kahn, Rita Dwyer, and Wendy Pannier.

Fifth, the committee nominated members and Chair of the Global Advisory Committee to be approved by the board at its first meeting the last day of the Montreal conference. This is an advisory committee established by the Bylaws. The Nominating Committee will prepare a proposal for nominations to the Global Advisory Committee to be presented to the board at its meeting in Montreal. The proposal will include the following elements: (a) nomination of members; (b) proposal of appropriate geographical areas to be represented; and (c) proposal of appropriate roles and titles of members from various regions which fit the level of development of IASD in the region. The Nominating Committee did recommend that Olaf be appointed the chair of this committee. Olaf added that this committee is not combined with the regional representatives – they are two different things. The Global Advisory Committee is tasked with building something globally. Under the new Bylaws, there can be no regional vice presidents as we had before. We can give a title to a person in a region, to empower that person and give him or her status. This person will influence the activities in the region and give a personal interpretation. There are different kinds of activities in different parts of the world. Europe is getting its own life now. Almost nothing is going on in Latin America and Africa. We need to organize based on the level of activity in a region. Titles will be given to reflect the reality of the situation there.

Finally, the committee nominated David Kahn to be the chair of the new Past Presidents Advisory Committee. Furthermore, they recommended that two past presidents, Rita Dwyer and Wendy Pannier co-facilitate the committee, and help ensure the strongest possible communication and relation with the Board and Exec. Wendy emphasized the importance of this committee. She said that we want to continue to tap this body of knowledge. Jean added that we created this committee to give the past presidents a chance to express their views.

Motion: To endorse the nominations made by the Nominations Committee for candidates to be elected as Directors of the Board for 2008 to 2011. This motion was passed unanimously.

Motion: To endorse the nominations made by the Nominations Committee for officers for 2008 to 2009. This motion was passed unanimously.

Motion: To accept the four recommendations of the Nominations Committee, subject to approval of the new bylaws by the membership at the annual meeting in Montreal and the approval by the new board at its meeting on the last day of the conference in Montreal. These four recommendations include that the present Board of Directors:

(a) Endorse the nominations by the Nominations Committee for board-appointed Directors of the Board for 2008 to 2011, as well as the proposal that the number of members to be appointed be seven.

(b) Approve the recommendations made regarding advisors to the Executive Committee for 2008 to 2009 and the future procedure regarding appointment of advisors.

(c) Approve the approach to nominations of members and Chair of the Global Advisory Committee to be presented at the board meeting in Montreal.

(d) Approve the approach to nomination of Chair and co-facilitators to the Past Presidents Advisory Committee to be presented at the board meeting in Montreal.

This motion was passed unanimously.

6. Central Office

Richard Wilkerson said that he had no major action items. The only issue of concern involves difficulties with the bank with checks for conference registration. He asked that we email him ideas about exchange rates. Layne said they have two separate petty cash boxes. She says the bank in Montreal will convert Canadian dollars to US dollars. We may want to encourage people to bring conversion calculators.

7. Sending Electronic Voting Consent Forms

Jean Campbell said she assumed sending out consent forms would approximate the cost of the pledge campaign. Our mailing will include a cover letter, the consent form, and a return envelope. For US mailing, we will add return postage. For non-US return mail, it is impossible to calculate return postage. She asked for approval for expenses. In answer to Craig Webb's question whether only the consent form itself needs to be an original, Jean responded that the form has to be mailed and returned on paper.

Motion: That we affirm the mailing of letters to our membership, at an estimated cost of \$1200-1400, to comply with the new requirement for obtaining electronic voting consent forms from each member. This motion was passed unanimously.

8. Development Committee

Jean Campbell reported on the pledge drive, noting that overall, participation increased along with membership. More people are now willing to give more.

Regarding conference scholarships, we received a large donation from some folks in Montreal. Conditions were that part of the money should go to students, at least one from

Montreal. Tore Nielson is behind this. We intend to send a message to academics telling them about these scholarships. We may have more applicants than we have scholarships, so we are not sure what do about this. Bob Hoss noted that we are getting more volunteers for conferences than we can manage. There is a problem between volunteers and scholarships that needs to be researched. Our policy is to give priority for scholarships to those who do volunteer work. We need to work on policies for conference volunteers and scholarships together. Curt felt that preferential treatment should be given to presenters. Bob said our policy is to ask low income people and students if they will volunteer. If they cannot, they may still qualify for scholarships. We need to put all this in a policy. Jean said we may need a committee to deal with this. Curt noted that by the time scholarships are given out, volunteer slots are gone. Jean said that at this conference, we have more volunteers than we've ever had, but this is not always the case. Bob felt that we can still take volunteers; we can add people who do not want scholarships, for "casual" volunteering, such as helping with advertising. Jody said this has been affecting membership; we need a comprehensive volunteer policy or plan. Jean agreed, and said Jody needs to be involved. This will be taken up under new business.

Concerning the proposed, 25th Anniversary Year Celebration, Jean Campbell said she wants to keep the planning for this within the Development Committee, since all the members involved with this are on that committee. Curt mentioned the recent article in the New York Times about the study of why people give. He felt some of that material could be included. Jean said she wants to make the celebration useful for promoting what we do; what people respond to best would be good to look at. In the April E-News, we will ask the membership for suggestions to set up for the anniversary year. David suggested that we include something concrete that they can build on. Sheila noted that she has presenters on tap for bi-monthly IASD workshops; this and other planned regionals could help support our plans. Rita suggested doing something on line as well.

Jean said we are considering a dream read series, where we ask authors to take six weeks on line and answer questions about aspects of their books. This is a way for members to participate with someone on line. It is not labor-intensive, but we need someone to set it up. Jody thought this was an excellent idea; she has seen this being done elsewhere; it is a great community-building tool.

9. Endowment Committee

Robert Waggoner reported that we have heard from a prospective donor who has expressed interest in providing a challenge pledge of as much as \$100,000 (as an estate gift in their will) toward an IASD Endowment Campaign. He and Cynnie Pearson are thinking in terms of a \$500,000 campaign. After reading our reports, another person has come forward also thinking of a \$100,000 estate gift. Curt asked if these pledges are successful, can we use the money for whatever we like; we may give thought to using them for the scholarship fund. Robert felt these may be restricted for research or marketing. Responding to Jean's question about whether the campaign is being advertised, Robert said these are generally silent, but we let a lot of people know one

exists and who they can talk to about it. Robert said he will work with the Development Committee on the 25th Anniversary Celebration.

Robert feels the reason giving is up is that when people become aware of projects like the dream research fund and art awards and student research awards, they become more enthusiastic about a donation. Marilyn and Curt talked about projects they have heard about such as dedicatorial floors in buildings and bricks.

10. Online Committee

Curt Hoffman reported that the text of the survey the Online Committee wishes to send out involves two questions, generally, (1) Which three of the following services provided by IASD are of greatest interest to you: Annual Conference (for added, discounted fee), Bulletin Board, *Dreaming, DreamTime*, E-news, E-study groups, Member pages, Opportunities to serve on committees, and Psiberdreaming Conference (for added fee); (2) Which three of the following services being considered by IASD are of greatest interest: Bulletin Board, E-News, E-study groups, Member pages, On-line courses, On-line workshops, Psiberdreaming Conference (for added fee), and Other on-line conferences (for added, discounted fee). Rita felt the survey is a good thing, in that it is short and quick and involved the membership; it is something they will respond to, rather than some long involved thing.

Motion. That we approve the request of the Online Committee to conduct a survey, at an expense not to exceed \$50, asking the membership to evaluate which current services and services being considered by IASD are of greatest interest to them. This motion was passed unanimously.

Curt wants to find somebody who has skills to handle our online business. He wants to put out feelers in E-News. Jean felt it would be appropriate to do this; perhaps we need a formatted column in E-News noting what we need from the membership. Anne said she would oversee the project of featuring a committee each month in E-News.

11. Membership Committee

Jody Grundy said she wants to get the regional representatives together at the conference. She will work with Layne on this.

As of the end of 2007, we had a total income of \$48,855, with 577 total memberships. This is an increase of 12% over 2006. We came close to our target of \$50,000. The moral of the story is to “dream big” with concrete targets. We currently have 40 complimentary members. We still haven’t “cracked” the lapsed member contact problem though Richard Wilkerson, Jean Campbell, Rita Dwyer, and Jody Grundy worked hard on it.

We have been reviewing the status and future of the complimentary membership program with the goal of building our international aspect. We do not announce the names of recipients publicly as personal income information is included in determination of awards and this is confidential. The recipients feel grateful and honored. Jody requested that the \$5000 budget allocation for complimentary memberships be maintained even if not totally used in a given year.

Regarding the various Membership Committee work groups, we do need to consider a systematic, going structure to involve volunteers.

Jody discussed membership communications, visibility, and community. She said the purpose of the Membership Committee is not just to keep membership up but to insure our members are seen and heard. The "Spotlight on (a region of the world) ..." item in the E-news has been helpful in this regard. Email from members has increased and people are asking who their regional representatives are. Of course, Canadian membership is increasing. And we look forward to a European conference in 2010, increasing the potential of added members from other countries.

Jody noted that the members need to be involved in discussions about the new Bylaws.

Curt asked, given we have a host of Canadian members, have we tried to target the lapsed members in that area? Jody felt it is a bigger issue. We need to consider how to reach every member. We need help in this area. Jody does not have time to track down all lapsed members. Kate said she felt we may be getting too caught up in getting lapsed members. It may be slowing down our efforts to get new members. Jody agreed that maybe we are working too hard on it. She noted that many older people are writing in that they can't recall their dreams and don't find getting involved in dream work interesting any more. Sheila added: "You may not remember your dreams, but they haven't forgotten you."

Jean commented on the idea of a volunteer chair, noting that this would be a tough job, since we are all volunteers. Jody said we do not need just a chair, but we need to create a structure for volunteers. Wendy said this needs to be a topic for a new strategy session.

IASD Spring Board Meeting—Day 2:

In attendance:

Kate Adams	Ernest Hartmann	Laurel McCabe
Sheila Asato	Deborah Hickey	Hermine Mensink (listening)
Umberto Barcaro	Robert Gongloff	Wendy Pannier
Nicolas Brink	Jody Grundy	Richard Russo
Jean Campbell	Curtiss Hoffman	Alan Siegel
Layne Dalfen	Bob Hoss	Gunnar Sundstrom
Rita Dwyer	David Kahn	Robert Waggoner
Marcia Emery	Stan Krippner	Craig Webb
Marilyn Fowler	Don Kuiken	Bernard Welt
Anne Frey	Jacquie Lewis	Richard Wilkerson
Olaf Gerlach-Hansen		

12. Education Committee

Alan Siegel reported that he has been working with Lauren Schneider and Barbara Bishop on Continuing Education for the Los Angeles area regional. They had ten or eleven proposals and all but two will be offering BBSE CE.

Alan said we are still waiting for approval on our APA CE sponsor status. We won't have the results of this until the first or second week in April. If we are not approved, we can still run our permanently approved events. If we get the okay, we can restart the home-study program. We have one course ready to go. We can offer CE courses based on articles and books; this is the easiest thing to get going fast. We may be able to use classic books from the past. Alan said he will let everyone know when we have APA approval, in case anyone is interested in developing a course.

Although our clinical home study distance learning has been delayed by APA, there is no reason that non-clinical educational CE home study programs have to wait for the clinical part to be approved. However, we need a chair, and no one has come forward to do this. This actually is not for CE, but for credit; IASD can make money on this program. Curt asked if APA has instructions for offering home study online; Alan said they do and he would discuss details on this with Curt outside the meeting.

Laurel McCabe brought the conference evaluations online this past year and got an incredible response. Alan feels anything we can put on line, we should. Don Kuiken will look at last year's data and possibly this year's. Laurel is in the process of revising the forms and will work with Don to improve them. The CE evaluations need to be filled out at the site. One issue involved with online evaluations is the fact that attendees may have difficulty remembering what happened in individual sessions when they have been to many. We will continue to have evaluation forms on the chairs, but give attendees the option to fill them out afterward. We may be able to have dedicated computers at the

conference or encourage people to use the Internet access in their rooms. Jean said that this is going to take research and is something that needs to go to committee. Bob Hoss added that all these surveys are only useful if we use the data.

Laurel said she would like to email feedback on conference evaluations to the presenters. Alan said that people have been begging for that for years. Laurel said she wanted to clear it with the Board before proceeding. She will draft an email letter and send it to the Executive and Education Committees for review. Some of the written comments are quite pointed. But it is good for the presenters to see what people thought. Jean felt we might want to give presenters an option if they do not want feedback. There was some discussion about whether the number responding would skew the results and whether people tended to submit positive responses more often or negative responses. Alan suggested we ask the monitors to estimate the number of people in the room.

Alan wanted to make sure everyone understood that we do not offer APA credits. The correct way to express this to people is that we are an approved sponsor of APA credits.

13. *DreamTime*

Richard Russo reported that we are ready to begin selling subscriptions of *DreamTime* to non-members. This was approved at the last Board meeting. There are two components to this: (1) selling single copies of back issues in two formats, hard copies and PDF, and (2) selling subscriptions to non-members. Richard felt this would be an easy workload and would add people to our database. Subscriptions can be filled as part of our regular bulk mailing. This is not a radical proposal – the magazine will stay the same – we are just broadening the availability of it. This will help advertising sales; many advertisers are waiting for larger distribution. Richard said he is viewing this as the first step in fulfilling our dream for the magazine. It gives us the ability to test the waters in an easy way.

Jean asked if the electronic copyright issue that had been expressed by Gloria Sturzenacker in recent emails is something we need to be concerned about. Richard said no, that we are just expanding the availability of *DreamTime*. Authors already understand their articles are going to be published in the magazine. If we embark on grander projects, such as producing sets in CD's or creating an anthology of greatest hits, then it may be an issue. In cases such as those, we would be responsible for contacting authors to get their permission. Anne Frey agreed, saying if we are still within the context of distributing the magazine, we are okay. If we extract articles to use within something else, we will need permission. Sheila suggested checking with our attorney. Richard said he would talk with our agent to get a sense of his feeling on this; this he can do without paying an attorney fee. If it seems there might be a legal question, he will consult our lawyer.

14. Regional Events Committee

Marcia Emery talked first about the Southern California regional coming up on April 12th. She praised the host committee and said they were keeping us in the loop. She felt they were being groomed for the “main event.” All on the committee are IASD members.

Marcia mentioned other potential regionals, including one in Boston and another in Chicago. The most promising was the one in Chicago being promoted by Jacquie Lewis who is attempting to negotiate something with the Theosophical Society. Jacquie is seeking presenters, so Marcia encouraged everyone to connect with Jacquie on this.

Marcia then talked about the general concern of keeping people interested in hosting. She and Robert Gongloff “worked the crowd” at Sonoma and felt a lot of people were excited about hosting. But most did not follow through. She and Robert are still committed to reconnecting with these people to attempt to rekindle their enthusiasm.

Gunnar Sundstrom reported that he has support from the Swedish Dream Group for a regional in Sweden in 2009. He plans to work with Olaf on this.

Olaf Gerlach-Hansen talked about the revolving fund that was approved by the Board at the last meeting. He said that Kate Adam’s regional in the United Kingdom showed a profit and that several thousand dollars will be transferred over to the fund. This will help if unforeseen financial problems arise with future regionals; he called it a “risk fund.” Curt Hoffman asked if the fund was strictly for Europe or could it be applied to other international regions. Olaf said it was intended for Europe and the neighboring regions, which would include the Near Middle East and North Africa. Olaf felt it would be a good practice to establish this in other regions.

Olaf said that Mark Schredl is considering a regional in Germany in 2011. He will report back on that possibility as it gets closer.

Curt Hoffman talked about a regional he is planning to propose to be held in Jordan in 2009. He said the location would be in Petra, which is close to Tafila. People would fly into Tafila, register there, and be transported to Petra. Curt will be in Jordan in May and will discuss the logistics of this proposal at the summer Board meeting. He said the people he is in contact with are eager to have a link with institutions in the US.

15. Montreal Conference

General information. Layne Dalfen reported that 5000 flyers for Canada and the US will be ready to send out this coming week. The French flyers will also go out this week. We were able to purchase 1000 names from the Omega Institute. Jean Campbell has taken on the job of chair for advertising and promotion. The mayor of Montreal has accepted our request for Dream Week in Montreal. On the Monday before the conference, the keynote speakers will be invited to City Hall and will sign the Golden Book.

Registration. Layne reported that over 100 rooms have been booked at the hotel. Robert Waggoner said we have collected \$99,000 on line. We have 228 registrants, including volunteers. Bob Hoss said that we need to watch the hotel rooms and make sure they don't drop rooms too early; he thinks we are going to use them all up. In response to a question from Curt about our maximum accommodations for sessions, Layne said that the rooms for keynotes can hold 500 people; she felt space was not a problem. Bob Hoss said that we are in the process of closing the early registration discount; most of our presenters have registered. We have 160 speakers and presenters out of 188 proposals.

Budget. Bob Hoss said that if we have 225 paid attendees and the estimated \$33,000 cost, we will do well and can hope for a profit of \$35,000 to \$40,000. We did have an A/V crisis. The first provider would not meet the agreement. But we found another one which turned out to be amazing, supplying everything plus support. Adding the French track added several thousand dollars to the A/V costs.

Schedule. Bob said he is trying to write the conference manual so we can turn over conferences to new people. We did turn over responsibility for tracks to the track chairs this year. And we found a good person to handle the French track. Layne said we are going to get a lot more people because of the French track. She added that it was good that we got an early start on the keynote speakers. Bob said we noticed at past conferences that the evenings were tiring for people, with regular sessions. So we scheduled keynotes for the evening, hoping to make the evening more social. This meant less room for sessions, but adding the seventh track meant we could handle all we wanted to. This will be a more relaxed conference. Bob added that we have lots of morning dream groups. In fact, we are looking for space for a tenth one. He said when presenters submitted two proposals and one was a dream group, we had to go with the dream group.

Research Grant Awards. Bob Hoss said we will allow five minutes in the membership meeting to announce last year's winners and have a call for the 2008 Research Grant Awards. This year, he would like to propose a challenge – that the Dream Science Foundation fund up to \$3000 of matching funds donated by others. He reminded everyone that the intent was for this to be an IASD project, not just something done by one person. He asked the Board to look on line at the tracks, which are color-coded. He said Alan Siegel was the first to bring in a clinical track with CE. This year, we are exploding in research tracks, actually spilling over into other sessions. Last year research barely covered one track. We have never had a track this large before. The same thing is happening with the cultural track. The arts track has also bloomed.

Student Awards. Curt Hoffman reported that the deadline for Student Awards is April 15. We have only one submission so far. He asked everyone to encourage students to submit. In response to Marilyn Fowler's question about plugging this to her students, Richard Wilkerson said he would send her a PDF file that she can forward to them. Jean Campbell pointed out that this is not just a research award, but also honors the creative work of students.

Art Show and Art Awards. Richard Russo reported that we have the best of both worlds: the art show will be up for two months at the local gallery, which features local artists as well as ours. Layne said the gallery is located in a beautiful park, just a three-minute bus ride from the conference site. There will be a small arts show at the conference itself, where attendees can exhibit their work. Nancy Brzeski will support her awards for the third year in a row, again offering \$5000. Her awards will be presented at the art reception as we have done in the past. April 1 is the deadline for submissions; all are submitted electronically. The winners are chosen from the artists accepted for the show, and we have two entries so far. He added that will reach a whole new community of artists this year in Montreal. Rita Dwyer noted that Roberta Ossana is being increasingly cooperative with IASD and will be including some of our art in the next issue of *Dream Network*.

Advertising. Anne Frey reported that advertising revenue to date is \$1485, which is up \$440 over this time last year. Some publishers have asked her to contact them when our circulation increases, stating that our readership is currently too low for them to advertise with us. Member/author ad sales appear to be losing steam. In 2006, the first year we did this, we had 25 ads; last year we had 23 – not a big difference. So far this year we only have 12, with the deadline six weeks away. Anne said that a lot of numbers are down, but she has not been hounding people like she has done in past two years.

Exhibits. Anne said we have space for seven booths; so far we have rented four. In 2006, she sold numerous booths just before or after the posted deadline, so we may still rent out the remaining booths. One of those is for member product sales, which we will receive 20% commission on in lieu of booth rental fee. Tobi Hoffman has agreed to manage, onsite, these member product sales in exchange for a low rate on her own booth. At the last board meeting, it was agreed that, beginning with the 2009 conference, there will be a local person on the conference host committee dedicated to exhibits. Anne believes this is the only way we are going to really build on the revenue potential of having quality exhibitors at the conferences.

Bookstore. Chapters Bookstore will be our conference bookseller, providing us with 15% of gross sales.

Conference audios. These were not included in the original conference budget so it is up in the air whether we will have those or not for 2008. Anne does have a US contact who will sell the audios post-conference, both in CD and MP3 format. Having them available in MP3 format will make them much more affordable to non-US members who don't attend conference, as they won't have to pay the exorbitant international mailing rates.

Products. Anne reported that we spent \$710 this year for two new IASD products, a conference t-shirt and a coffee mug. Because she is now storing all of our products at her home, we can be selective in what is shipped to conference. She will determine what quantities of each item to ship based on previous year's sales, rather than shipping the entire inventory back and forth, as we have done in previous years. This will save money on shipping expenses, both to and from conference.

Anne is researching the details on Canadian customs. She needs to compare the cost of taking some things with her versus shipping everything in advance. Once she has that information she will email it to the people who are taking donated items with them to conference and will also ask that it be posted on the conference website. Layne said she understood that we can bring art across the border, but Sheila said she had trouble bringing her art for exhibition from Japan. Anne said she will check on the art situation specifically.

Promotional opportunities. Anne reported that in 2006, we had \$600 in promotional opportunity revenue, all from having items placed in the registration bags. In 2007, we did not offer items in the registration bags and ended up with \$0 in promotional revenue. This year we currently have \$150 allotted, again all for items in the registration bags. Again, at the last board meeting, it was agreed that, beginning with the 2009 conference, there will be a person on the conference host committee dedicated to promotional sponsorships. Anne believes this is the only way we are going to realize the potential of this type of sponsorship.

Dream Expert Auction. Anne reported that last year, for the silent auction, she received donations of 82 items with a combined dollar value of \$4430. The final revenue from that event was \$2235. She said she decided to do the expert auction this year instead of a traditional silent auction and raffle for two primary reasons: (1) to introduce something new and fun that she felt would result in equal or higher revenue, and (2) to replace the silent auction with something that would not consume so much of her time at the conference. She is hoping that offering the opportunity for personal time with these experts will help us to exceed the revenue of last year's traditional silent auction.

We will be doing both an English and a French auction. We have 13 experts for the English auction and three for the French. Gayle Delaney offered herself and her gift package for both auctions.

There are three things to entice people to bid: (1) the opportunity to spend personal time with the expert, (2) The gift package they will receive as the winning bidder, and (3) hearing the answer to a "secret" question. The secret question will be hinted at as teasers during the introduction of the event and in the auction program. Experts have been asked NOT to share this answer with anyone else, as doing so would remove any validity to this part of the auction. She believes Mark Blagrove would win hands down; but Patricia Garfield also has a wonderful answer. She is still waiting to hear from eight of the experts.

She has had 89 items donated with a combined dollar value of \$1735. The value of individual gift packages ranges from \$100 to \$266. That does not include the value of the experts time they are spending with the winner, except in the case where they are including additional time as part of the gift package their winner will receive. The experts have donated a combined total of 49 items with a total value of \$1060. Other members have donated 40 items to include in gift packages with a total value of \$675.

As of last week, we have a fabulous Expert Auction web page that provides auction instructions along with expert photos and profiles. Each profile includes name, occupation, how they will spend the time with the winner, what is in the gift package, and the answer to five questions they were each asked – designed to arouse interest in bidding.

Membership Meeting. Jean Campbell said that we will have to advertise our membership meeting agenda under the new Bylaws. This must be in advance and on paper, therefore it must go in *DreamTime*. She has been working with Richard Russo, Jacquie Lewis, Richard Wilkerson, and David Kahn to produce a time line for getting things done, such as getting the ballot in *DreamTime*, announcements in the E-News, etc. She said she needs help determining what items should go in the agenda; she needs to have this done by April 6, which is the deadline for copy to Richard Russo. David added that no vote can be taken on an issue unless it is on the agenda; we don't have to be concerned about everything on the agenda, just the business requiring a vote.

Rita Dwyer was concerned about having enough time at the meeting to present the 20-minute photo history of IASD. David and Jean felt this would not be a problem since they will be allowing about an hour and a quarter for business.

The Board discussed the fact that we do want to allow time for people to ask questions about the Bylaws. David said he will facilitate this. Wendy suggested having a lunch table to give people a chance to discuss the Bylaws. David felt there would not be a lot of interest in this, but we should make the Bylaws Committee available for any questions.

David asked Richard to take the password protection off the Bylaws on line. He will provide information to E-News and *DreamTime*.

16. 2009 Conference

Bob Hoss introduced the three options under consideration for 2009: (1) Pacifica, co-hosted by Lauren Schneider and Barbara Bishop, (2) North Carolina, co-hosted by Deb Hickey and Robert Gongloff, and (3) Chicago, hosted by Jacquie Lewis.

Jacquie Lewis discussed the advantages of coming to Chicago, such as air conditioned rooms, ten minutes from the airport with a free shuttle, the Architectural Cruise, and the Taste of Chicago outdoor festival. She said she had researched ten sites and this was the best she found. The local universities are either too expensive or not easily accessible. She said she will be moving to Santa Fe and would not be able to host a Chicago conference in 2011, but might be available in 2010, if Amsterdam does not work out.

Jody said the Midwest may be good, as a lot of people may be able to drive in. Curt asked if anyone checked the noise levels from the airport. Bob Hoss said he has been to the hotel and the noise is not a problem. Curt also asked how we get to the starting point of

the cruise; Jacquie said it will cost \$4.50 a person for the ride there. Wendy felt Chicago was well positioned for travel, but asked about the environment around the hotel. Jacquie said it is an industrial area, mostly office buildings. Bob Hoss felt the down side of this site would be the high cost of audio-visual equipment.

Deborah Hickey and Robert Gongloff discussed the North Carolina option at Lees-McRae College in Banner Elk. Of course, the primary up side of holding the conference there would be the low cost, even for audio-visual support. A/V costs would be half of what we normally pay. They have plenty of housing and meeting space, but a limited number of rooms are air conditioned. Air conditioning should not be a problem because the weather at the time we will be meeting is quite mild. The area has lots of options for sight-seeing and mountain climbing. The down side of this site would be accessibility in that it is located approximately two hours from the nearest airport. Shuttles are available for a fee. The other concern is that the place is hilly; again, we may be able to solve this problem by running the shuttles during the week. There was some discussion about anticipated attendance; Robert recalled that we had about 212 attendees at the Asheville conference in 1997; Curt reported that we had 225 paid attendees at Bridgewater (281 total).

Bob Hoss discussed the possibilities in the Santa Barbara area. He said the idea to have something there started with our desire to go to Pacifica and have Steve Aizenstat, a founding member of IASD, deliver the keynote address. But we learned they can only handle 200 participants. Therefore, the proposal is not complete and the potential hosts are looking for other venues in the area. Most of the hotels are too expensive and we have gotten mixed reports about the universities there. Some consideration has been given to having some people stay at Pacifica with others staying at other locations. Marcia expressed her concern that we may have a low attendance from California people if we hold another conference in the east right away; if we can't find anything on the west coast, Chicago would be a much better option than North Carolina.

The general feeling was that it is probably too late to consider Santa Barbara for 2009, but we should not totally discount that option. Board members should be asked to vote for all three options. The Board conducted a straw vote of those present, resulting in a 50-50 tie for Chicago and North Carolina. The final decision was for Bob Hoss to find answers to any unsettled questions about the sites and conduct a vote on line in the next week or so.

18. 2010 Conference

Olaf Gerlach-Hansen reported that Hermine Mensink has tried to kick-start a proposal for a conference in Amsterdam. She found that this became more complicated than she thought. So she asked a company to come up with a proposal for us. However, all the options appear to be too expensive. The University of Utrecht is a close place – about a half hour by train. There we would have a combination of dormitory and hotel

accommodations. Financially, Olaf feels the cost for conference facilities would be higher than normal. Hermine has been looking at alternatives in the past few days.

Bob Hoss said he put the Utrecht proposal figures into his standard template and felt that some rates are not bad; for instance, food rates are fairly good. But the university wants enormous amounts for the facility itself. For instance, they were going to pay students to volunteer. The company Hermine found wanted to manage the whole conference for us. But their charges are too high. We would have to charge a fee of \$770 for members and \$900 for non-members to cover expenses.

Jean felt Amsterdam is still an open option. Curt built on Marcia's earlier concern, saying that perhaps we should wait for a later year to go to Europe and attempt to get back to the west coast. Bob Hoss wondered if perhaps we should delay until 2011 to see if the exchange rates improve. He felt there are three options with Amsterdam: (1) look for a cheaper venue for 2010, (2) delay Europe until 2011 to see if the exchange rate improve, and (3) perhaps hold a smaller conference in 2010 on the order of the UK regional. Jody suggested that we might be able to engage other Europeans in a discussion for expanding the proposed 2011 regional.

Olaf responded to Bob's three options:

(1) He thinks it is feasible to come up with a better proposal and we should continue to pursue a lower price venue. He feels the extra fees are there because we are dealing with a company. He added that we would expect a lower attendance rate from Americans, so if we got only 100 American attendees, we would need more than 100 Europeans to meet our expenses.

(2) Olaf felt that the exchange rate problem is probably not going to be any better by 2011, so we should continue to consider 2010.

(3) He said he would not opt for the expanded regional idea. The European community has already discussed having regionals there every second year. And he is not sure Hermine would go for a regional.

David and Rita discussed the suggestion of returning to Leiden. Rita suggested that Olaf and Hermine get in touch with Aad Van Ouwerkerk who promoted the conference there before.

19. Old Business

Jean Campbell noted that the Dreaming and Ethics Committee reports came in as non-reports; they had nothing significant to report.

Jill Fischer did submit a report on the Nightmare Response Line. She said that the service is continuing. Stan Krippner said that Saybrook may be able to make a small donation. Curt Hoffman asked for clarification whether our insurance policy can be extended to veterans. Robert Waggoner said that Jill has not provided him with information so he can check on this. Jean said that she will put this on the agenda for the next meeting. Jean

feels we should write to Jill to ask if she wants to stay on as chair. Curt said that Jill needs to let us know her financial requirements.

20. New Business

The Board decided to establish a subcommittee of the Bylaws Committee to deal with management of Electronic Voting Consent forms. Members will include David Kahn (chair), Jean Campbell, Richard Wilkerson, and Jody Grundy.

Action item. The Board decided to create a committee to begin seeking ways to align volunteer policies and scholarship policies. Initially, the focus would be on conferences, but would later be broadened to include a comprehensive volunteer structure. Committee members will be the chairs of the scholarship, membership, and conference advisory committees, plus Marilyn Fowler. This committee will report its findings at the next Board meeting.

Action item. Jean Campbell and Jody Grundy will explore the prospects of setting up a volunteer coordinator position.

Bob Hoss and Anne Frey proposed packaging the radio show presentations on CD's for sale. Anne said the up front cost would be under \$100. Bob said that there is presently one show per CD now, so they may need to be compressed for sale.

The Board discussed establishing a position for a permanent public relations/advertising chair. Jean felt we should delay this, since we are not ready yet to begin discussion; perhaps we need a committee to investigate this. She said that one reason she wanted to have the celebration year is to establish the need for an annual program. We can build on the celebration year.

Bob Hoss noted that we will need somebody to fill these responsibilities for the next conference. Jean said that to fully understand the job requires training; we do have some people with experience, but these people are not able at present to take on the whole thing. Wendy said that this job is huge; we do need somebody who will oversee and coordinate the program, but we also somebody in charge in the town where the conference is going to be held; the reason Sheila was so successful with her efforts is because she is there. She felt Jean's idea of a committee approach is good idea.

Jody recommended we have an antenna out, initiate discussion, and start cultivating the function, and perhaps a person. Marilyn said that encouraging discussion in various publications and press releases, etc., would be a big part of job description, but the Board position would direct or oversee others who do the work. Wendy commented that we can mention IASD until we're blue in the face, but we often don't get mentioned; we tell the writers it would help their readers to mention us – at least put in our website – so they can get more information not just for advertising, but to help their readers.

21. Adjournment

A motion for adjournment was passed unanimously.

Respectfully submitted,

Robert P. Gongloff
Secretary

Summary of motions and action items:

Motion. That we accept the revised Bylaws as presented by the Bylaws Committee. This motion was passed unanimously.

Motion. That we accept the restated Articles of Incorporation. This motion was passed unanimously.

Motion: To endorse the nominations made by the Nominations Committee for candidates to be elected as Directors of the Board for 2008 to 2011. This motion was passed unanimously.

Motion: To endorse the nominations made by the Nominations Committee for officers for 2008 to 2009. This motion was passed unanimously.

Motion: To accept the four recommendations of the Nominations Committee, subject to approval of the new bylaws by the membership at the annual meeting in Montreal and the approval by the new board at its meeting on the last day of the conference in Montreal. These four recommendations include that the present Board of Directors:

(a) Endorse the nominations by the Nominations Committee for board-appointed Directors of the Board for 2008 to 2011, as well as the proposal that the number of members to be appointed be seven.

(b) Approve the recommendations made regarding advisors to the Executive Committee for 2008 to 2009 and the future procedure regarding appointment of advisors.

(c) Approve the approach to nominations of members and Chair of the Global Advisory Committee to be presented at the board meeting in Montreal.

(d) Approve the approach to nomination of Chair and co-facilitators to the Past Presidents Advisory Committee to be presented at the board meeting in Montreal.

This motion was passed unanimously.

Motion: That we affirm the mailing of letters to our membership, at an estimated cost of \$1200-1400, to comply with the new requirement for obtaining electronic voting consent forms from each member. This motion was passed unanimously.

Motion. That we approve the request of the Online Committee to conduct a survey, at an expense not to exceed \$50, asking the membership to evaluate which current services and services being considered by IASD are of greatest interest to them. This motion was passed unanimously.

Action item. The Board decided to create a committee to begin seeking ways to align volunteer policies and scholarship policies. Initially, the focus would be on conferences, but would later be broadened to include a comprehensive volunteer structure. Committee members will be the chairs of the scholarship, membership, and conference advisory committees, plus Marilyn Fowler. This committee will report its findings at the next Board meeting.

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