

IASD "Regular" Fall Board Meeting Minutes **October 25 and 26, 2008**

Day 1 (October 25, 2008)

In attendance:

Sheila Asato	Jody Grundy	Hermine Mensink
Umberto Barcaro	Ernest Hartmann	Wendy Pannier
Nicolas Brink	Deborah Hickey	Alan Siegel
Jean Campbell	Bob Hoss	Gunnar Sundstrom
Rita Dwyer	David Kahn	Katja Valli
Olaf Gerlach-Hansen	Don Kuiken	Robert Waggoner
Robert Gongloff	Jacquie Lewis	Richard Wilkerson

1. Acceptance of minutes of last Board meeting

On motion by David Kahn (seconded by Wendy Pannier), the minutes of the Board meeting held on July 8 and 12, 2008 were accepted.

2. Resignation of Marilyn Fowler

On motion by Sheila Asato (seconded by Robert Gongloff), the resignation of Marilyn Fowler was unanimously accepted. On motion by Robert Waggoner, as Nominating Committee chair (seconded by Deborah Hickey), the Board unanimously agreed to appoint the nominee who received the next highest votes at the Montreal election to complete Marilyn Fowler's term on the Board, conditional on that person's acceptance.

3. Executive Committee Report

Olaf Gerlach-Hansen reported that IASD is as strong as ever. The Psiber Dreaming Conference, the \$10,000 check from APA for the Journal, and two successful annual conferences have put us in good financial shape. The Online Associates program has been thoroughly analyzed, but we need more information on how it is to be managed and who should do it; this program remains on the table. Regarding conferences and meetings, we had double attendance at the Psiber Dreaming Conference, took in almost \$58,000 at Montreal, and are planning for the 2009 and 2010 conferences as well as regionals in Sweden, Jordan, and Chicago. The Exec is also working on committee structure and the future of the Nightmare Response Line.

On motion by Olaf Gerlach-Hansen (seconded by David Kahn), the Board unanimously agreed to stop funding the Nightmare Response Line. Jean Campbell noted that the Exec agreed to offer to Jill Fisher, who initiated the hotline and has not requested reimbursement in the past two years, the \$300 in donations which were accounted to the response line account last year. Jody Grundy suggested the Exec write a letter thanking all who helped start up the response line and communicate to others that IASD is no longer supporting this program.

4. Bylaws Committee Report

David Kahn reported that the Bylaws committee essentially completed its job by finalizing the bylaws and receiving approval from the Board at the Spring Board meeting. He reiterated that we needed to revise the bylaws to bring us into compliance with the laws of the state of California regarding nonprofit public benefit corporations. We voted to establish the number of board members at 15 elected by the members plus seven appointed by the Board, giving us a total of 22 directors. Each director has a three-year term. Officers have one-year terms, but can be reelected. He said that any questions can be directed to him or any member of the committee. David assured the Board that our attorney is satisfied with the new bylaws.

5. Treasurer's Report

Robert Waggoner, as outgoing treasurer, reported on our current status. He said that IASD is financially in the best shape we have been in ten years. We have a total of over \$127,000 in our accounts. This reflects more than a \$33,000 increase over last year. The LA regional and the Psiber Dreaming Conference were financially successful. The Sonoma and Montreal annual conferences were the most instrumental in bringing us to where we are today. Montreal was better than we expected. We received a check for \$10,000 for the Journal. Robert cautioned that because of the world situation, we have to be careful what we do with our funds, especially with fixed expenses that we will have to live with for the rest of time.

6. Presentation of 2009 Budget

Bob Hoss, as incoming treasurer, submitted the 2009 budget, which he said is based on the actual income and expenses from the 12 month period prior to 31 October 2008, adjusted for known annual monthly expenses that were booked outside of this period. At the summer Board meeting, we voted for \$12,000 in additional expenses, placing us close to a zero-based budget. Assumptions for us achieving the 2009 budget estimates are that we will make \$40,000 in profit at the Chicago conference and will earn \$6000 on the pledge drive and \$4000 from the next Psiber Dreaming Conference. We don't yet know what we will gain from the online CE Education program. Also, nothing has been added for increased membership. In essence, we are back to spending everything we make.

Jody Grundy, membership chair, said that she is willing to investigate other ways to increase membership and eliminate some of the expenses. She is still promoting complimentary memberships for people with limited incomes who do special service work for IASD.

On motion by Nicolas Brink (seconded by Ernest Hartmann), the 2009 budget was unanimously approved.

7. 2008 Conference

Bob Hoss reported that we exceeded the number of attendees at Montreal. We budgeted for 281 total attendees and had 375 total; we budgeted for 225 paying attendees and had 303. Layne and her team did an excellent job at getting the word out. We had tremendous support from the research community. Jean asked for comments on the "Countdown to Montreal" idea. All responses were good: always upbeat, reflected a lot of energy, made it personal, cheap way of advertising, kept the conference in

people's minds. Jean said she welcomes ideas for this year. Bob Hoss reminded us that there is a timeline in the conference manual; this is what Layne used to create her personalized notes.

Jody felt that the strong research track enhanced our status, creating an international dimension and bringing in other attendees. Jean reminded us that we requested conference scholarship funds and received a \$1200 donation from a Canadian. She hopes for more support from within the dream community.

Bob Hoss raised the issue of presenters presenting to presenters. At Montreal we had 220 presenters and only 100 other attendees. We can't support all who wish to present; we turned away 50 last year. Most of those we turn down do not attend the conference. We need to find ways to attract non-presenters. Sheila Asato stressed seeking out ways to advertise to people who are not presenting. Jean noted that advertising to the general public is costly. David Kahn felt that Sheila's idea of creating panels including people of different disciplines would be a way of helping this situation. Other comments about this included cultivating dream leadership within IASD, increasing the number of regionals since the cost of planning and attending full conferences is increasing, advertising in free publications, focusing more energy on local advertising, and soliciting articles on dreams from those outside IASD.

8. 2008 Pledge Drive

Jean Campbell reported that the approach for this year's pledge drive will be to give IASD a birthday present. The focus will be on research. Bob Hoss will provide information on grants. The drive will run between Thanksgiving and the first of the year. Jean is asking for volunteers to address and stamp the pledge letters.

9. Psiber Dreaming Conference

Jean Campbell reported that this year's conference had almost double the attendance of last year. Twenty-two countries were represented. She hopes that more Board members will support this in the future. With the offer of a free conference with membership, we gained twenty new members.

10. Advertising and PR for 25th Anniversary

Jean Campbell is continuing to plan for a year-long 25th Anniversary advertising campaign. Ryan Hurd is working on the idea of contacting dream bloggers and sending them releases about what we are doing. Jean would like to make this a regular item in the E-News. Sheila suggested publishing reviews of dream blogs like we do for movies and books.

Wendy Pannier discussed AScribe, which is expected to help get us media attention. Emphasis is on research news. Jean mentioned the ad we are running on the back page of the Dream Network Journal. This magazine is the most dream-focused publication on the open market.

11. Heritage Committee/Quiet Campaign Report

Robert Waggoner reported that we have \$200,000 volunteered in future estate bequests. We have established relations with the Marin Community Foundation. They are not going to charge an administrative fee until someone makes a gift to IASD and uses the foundation. Richard Wilkerson has set up a web site connection for the fund. This site has pdf files on assets one can contribute, how to

contribute bequests, and legal language for bequests. On motion by Robert Waggoner (seconded by Deborah Hickey), the Board unanimously agreed to terminate IASD's brokerage account with Smith Barney in Berkeley, since the Marin Community Foundation can act to accept gifts of stocks, making the Smith Barney service redundant.

12. Education Committee Report

Alan Siegel reported that we had a successful CE program at the Montreal conference; 40 paid and 30 completed the process. He feels we may have gotten some people who might not have attended otherwise. Psychologists in Canada do not need CE. Chicago could be the highest attendance ever. This year we need learning objectives from all proposals, and we need volunteers to collect and process.

In 2008, Alan initiated an update and revision of all CE and non-CE evaluation forms. Don Kuiken has analyzed them and made a few minor changes. All have been revised for 2009. We have expanded from four to six items. Overall, the attendees at the Montreal conference were satisfied. 93% gave the presenters high ratings. There were no ethical concerns. There was no difference between people of different interests. Don Kuiken has agreed to manage the data entry and analysis again next year. He has mobilized grad students who will do the work for \$15 an hour. Bob Hoss said he has included \$500 in the budget for this. Alan said he does need someone to do data entry.

Alan asked for advice on establishing a mechanism to provide feedback to presenters. He feels the Exec needs to provide advice on how to confidentially manage this information. Bob Hoss said that the conference committee does find this information helpful for conference planning. Don Kuiken felt we need to be careful considering this, since just a small number respond to questionnaires; comments may not be a representation of the majority.

Don Kuiken noted that attendees have difficulty identifying what session they are reporting on. They tend to generalize. He suggested numbering the sessions. Jean suggested sending an email to Curt Hoffman, Bob Hoss, Mary Pat Lynch, and Jacquie Lewis recommending this for next year.

Alan next reported on the status of the Home Study program. Four Home Study courses will be ready to go by November 15, 2008, based on books by Ernest Hartmann, Deirdre Barrett, Clara Hill, and Kelly Bulkeley. He is hoping to add five more by the spring meeting. He then hopes to have a catalogue of 15-20 courses by the end of 2009 with over 100 credits available. He needs volunteers for beta testing. He said he also needs volunteers to scan pre-2003 issues of *Dreaming*, so they can be added to our online content.

Although phase one focuses on clinically oriented programs, a non-clinical, lifelong learning component is planned for early 2009. Ullman's *Approaching Dreams* will be the first of these, followed by articles from Jung and Freud. Another plan for 2009 is to start online meet-ups – chatting about books.

Regarding pricing for Home Study, Alan said that \$10 per credit is the going rate. He recommended a 20% discount for members plus a bulk rate for members and non-members who sign up for 20-25 credits a year. He estimates the program will bring in between \$1000 and \$5000 a year. People normally need 20-40 credits per year. They would earn 7-10 credits per book. Jean felt that a 20% discount for members is higher than we give for other things; we need to keep it consistent to what we would offer at conferences. Everyone on the Board was in general agreement with the pricing.

Other discussion about Home Study included press releases, which Alan felt would be better to run after it was functioning well; the burden on Richard Wilkerson, which may not be known until it actually gets going; and the addition of a book club, involving a blog or e-study group.

13. Adjournment

On motion by Jody Grundy (seconded by Sheila Asato), the meeting was adjourned.

Day 2 (October 26, 2008)

In attendance:

Sheila Asato	Ernest Hartmann	Wendy Pannier
Umberto Barcaro	Deborah Hickey	Gunnar Sundstrom
Jean Campbell	Curtiss Hoffman	Katja Valli
Rita Dwyer	Bob Hoss	Robert Waggoner
Olaf Gerlach-Hansen	David Kahn	Craig Webb
Robert Gongloff	Don Kuiken	Richard Wilkerson
Jody Grundy	Jacquie Lewis	

14. Conference 2009 Report

Jacquie Lewis reported on the key members of her staff: Jeff Armano and Nancy Friedman, volunteer co-chairs; Mary Pat Mann, program editor; Deborah Hickey and Mimsie LaMar, registration; Mimsie, the Dream Ball; Monica Hork, art curator; Liz Diaz, web page design; Bob Hoss and Curt Hoffman, scheduling; Jean Campbell and Wendy Pannier, PR and advertising. Rita Dwyer will officiate the opening ceremonies by offering a 26 year retrospective of IASD. The sales and vendor position is open, although Anne Frey will manage product sales.

The call for presentations has been disseminated and will be mailed throughout the Chicago area. Jeff is receiving inquiries from potential volunteers. Submissions will be totally handled through an online form. Invitations for the two keynote speakers will go out in November. The proposal for a Chicago regional day-long conference in April of 2009 has been accepted by the Infinity Foundation, Highland Park, IL; this will help generate interest in dreams by local people. The next few months will be devoted to finding an exhibits chair, building the Earth Dreaming website, creating an Earth Dreaming brochure, and compiling a local mailing list of interested parties in order to mail them the Earth Dreaming Brochure.

In response to a question from Curt Hoffman, Bob Hoss responded that Alan Siegel will receive all submissions, since he will help with scheduling based on CE course possibilities.

Bob Hoss said that the economy may be a factor in attendance at this conference. He feels the projection of 312 is conservative. He and Curt are concerned about the low number of submissions so far, although historically most come in closer to the deadline. He proposed that in mid-November we

should consider extending the deadline to December 15. Jean Campbell said that the E-News comes out in early November, so it would be good to announce it there to avoid a special notice.

Jacque said she is planning to set aside a half-day for site-seeing in Chicago. She said she can make available a host of activities attractive to the different interests of attendees. These include the art institute, restaurants, shopping, and hikes at the Forest Preserve or Lake Shore Drive.

Jacque addressed a question about hotel parking. Parking is normally \$16 per day. Those staying at the hotel will pay \$10 per day and can come and go for no extra charge. Those not staying would have to pay the \$10 each time they used the parking garage. Jacque responded to a question about less expensive accommodations and said she would check into the availability of a hostel in the area.

15. Conference 2010

Olaf Gerlach-Hansen said he had spoken with Hermine Mensink about an Amsterdam conference. She has agreed to work on it for 2011.

Robert Gongloff presented the only two options available for 2010, both in the Asheville, North Carolina area. The first is a beautiful 120-acre resort hotel overlooking downtown Asheville. Advantages to this site are its close proximity to the Asheville airport and the fact we would take over the whole place. The primary negative aspects are costs, primarily for audio-visual support and catering. The second option is Western Carolina University, a sprawling campus in the Appalachian mountains. Advantages here include the lower costs, full a/v support at no additional cost, and the fact that they have a full-time conference coordinator who can handle many of our needs, such as registration and housing. The main disadvantage is the distance from airports – 60 miles from Asheville and 160+ miles from Atlanta or Charlotte.

Discussion included the availability of shuttle service, which can be arranged; how Europeans might feel about the distance from an airport, with Olaf responding that the cost factor would compensate for that; the possibility of increased interest in IASD in the southeast; and the attraction to students and others with limited means.

A roll call vote reflected unanimous support for Western Carolina University.

16. Swedish Regional Conference

Gunnar Sundstrom reported that he has received 12 submissions to date, including five papers, four workshops, and some dream groups. These include five from Taiwan and one or two from the US. Gunnar expects the program to be ready in three weeks. Olaf said that the budget has been prepared and sent to the Exec. Conservatively, they expect a minimum of 30 attendees; they already have one paid attendee from Germany. Jean Campbell assured Gunnar that IASD can provide any help he needs in the form of advertising, graphics, flyers, etc.

17. Chicago Infinity Regional Conference

Jacque Lewis is working with a holistic organization in Chicago, the Infinity Foundation, to host a day-long dream workshop offering a sampling of what we do with dreams and what they are all about. She hopes to fill the available 45-person room. The foundation will take care of registration and publicity.

They plan to charge \$75 per person up to ten days before, then \$85, splitting the income with us 50/50. They are open to our web page linking to theirs. Sheila said she would work with Jacquie on making contacts with libraries who offer complimentary health and healing workshops. Rita Dwyer felt that Jacquie may be underestimating the interest in this event by limiting it to 45 attendees. Jacquie said the foundation does have another facility that may hold more attendees and will check on availability.

18. Jordan Regional Conference

Curt Hoffman said he is getting mixed signals from the people in Jordan. They seem to have difficulty multi-tasking. The regional may need to be moved to another site. Even though things are not moving along as he would like, Curt feels we still have time to make it work. Jean mentioned the concern of the Exec that a decision needs to be made by December to give people in Europe and the US enough time to plan to attend. Regarding visa issues, Curt said that Jordan is easier than some of the other countries in the region. The tricky part is getting back and forth into Israel. He said he would decide by December whether we need to put this off a year.

19. Membership Committee Report

Jody Grundy reported that our numbers are strong. She believes a way to incentivize membership is through gateway offerings such as the Psiber Dreaming Conference, online courses, and regionals. She urged Board members to upgrade to patron status and encourage gift memberships for holiday gifts and for students and international dreamers with limited incomes. As of the end of September we had 681 members, representing an increase of 104 from that time last year. Bob Hoss has targeted \$53,500 membership income for next year. We have \$3250 budgeted for complimentary memberships, so she asked the Board to submit nominations. Jody gave credit to Rita Hildebrandt and Richard Wilkerson for helping to clean up the lapsed member lists. She is working with Olaf on ideas and directions for the new Global Advisory Committee. She is also following through on getting translations of our ethics statement and other website items in a number of languages, including German, Spanish, Italian, French, and Arabic. She is concerned that the bulk of our memberships are still in the US and we have not yet achieved a global reach. We need to be thinking about how we will do that – what are our targets? Sheila said we need to remember there are little “countries” – clusters – within the US.

Curt Hoffman suggested listing the patron members in *DreamTime*. Jody felt it was a good idea and we could do that in E-News right away. Another idea is to keep track of who brings in the most members.

20. Global Advisory Committee Report

Olaf Gerlach-Hansen reported that since the Global Advisory Committee was established under the new bylaws, he has been communicating with Jody Grundy, Kate Adams, and others throughout the world concerning committee planning. He sees two major roles for the committee. The first role, for the immediate and short-term development of IASD, is to support the existing efforts, such as reinforcing the Regional Representatives Network and reviewing membership distribution around the world. The second role, for medium and long-term development, is to create a more global IASD presence. This may involve development of a local or chapter structure. Olaf feels the committee members should represent a regional and cultural balance. They should not serve indefinitely, but more likely three-year terms. The committee may also explore relation-building with indigenous peoples. Olaf asked the Board for suggestions and volunteers.

21. Past Presidents Advisory Committee Report

Wendy Pannier reported that the first job of the Past Presidents Advisory Committee is to communicate with all the past presidents to help get the energy started and begin to tap their wisdom. Jean suggested asking them how they feel they can help IASD by advising the Board. Rita Dwyer suggested personalizing the letters, noting their individual accomplishments and seeking advice in their areas of interest. Rita agreed to work on the personalized aspects of the letter and Wendy will work on the more general aspects.

22. Online Committee Report

Curt Hoffman reported that the Online Committee now has two eager volunteers, Jason Kravits and Lesley Horvath. They have looked at our website and have concluded that it is not yet ready to support an Online Associates Program. They want to work with Richard Wilkerson to upgrade it. Curt suggests that these two people be the ones to initiate the program when the time is right. They have agreed to do this on a volunteer basis. Richard said that they are just doing a general analysis at this point and are not yet working on anything specific. Jean noted that their work on the Psiber Dreaming Conference helped them gain a lot of familiarity with us and our technology. Curt said that he still sees the Online Associates Program as a source of revenue in the future.

23. Student Awards Committee Report

Curt Hoffman reported that he was grateful to our anonymous donor but would like to have a multi-year grant so we wouldn't have to request one each year. The due date for next year's submissions is March 15. The committee may send out letters to faculty who see students on a daily basis. Consideration may be given to having two awards, one for undergraduate and another for graduate students. Many times the work of high school students is every bit as good as undergraduate students. So a special award for them may be a consideration. Deborah Hickey said that in her experience the response is strong at the high school level. Jean said we may want to consider a special exhibit at the North Carolina conference. Don Kuiken said it is not uncommon to have dream presentations at science fairs in Canada. Jacquie Lewis will look into generating student interest the state fair in May in the Chicago area.

24. *Dream Time* Report

In Richard Russo's absence, Jean Campbell noted that Richard plans to slip publication of the winter issue from January to February since the fall issue is coming out late. This winter issue will be a special one honoring our 25th anniversary. Curt Hoffman was concerned about how the delay would impact advertising. The fall issue will have the Call for Presentations in it and the winter issue will actually advertise the conference, so the delay should not unduly impact conference advertising. There will still be the spring issue coming out in May. Also, a lot of our attendees respond based on our online advertising.

25. E-News Report

Jacquie Lewis reported that she will be making ongoing revisions to the E-News to continue making it more attractive and readable. She has added a "contact us" option at the bottom. Other current and considered features include a regional spotlight, a blog corner, volunteer corner, dream focus corner,

and links to other dream-related websites. Jean commented that she felt we were keeping ahead of the curve with respect to design. Richard Wilkerson noted that a large percent of people are overwhelmed by the Internet; if the subject line or the first couple of narrative lines don't catch them, they log out.

26. Review of committees and committee chairs

Robert Gongloff read the list of the current committees and their chairs. Ernest Hartmann believed that there should be two criteria for terms of committee chairs: they are doing a good job and are held to specific term limits. He suggested that we have a policy of six to nine year term limits. Jean asked him to make a motion to this effect at the next Board meeting. Jean also felt that the Chair of the Board should be the chair of the Development Committee. She felt we should set aside time for brain-storming on long-range planning at the Chicago conference, as we did at Copenhagen. We have enacted 80% of the goals set in Copenhagen.

27. Old Business

None.

28. New Business

Ernest Hartmann noted that Chicago is the "city of psychologists", and suggested that we try to make contact with as many of the university psychology people as possible. Many commented on the great job Tore Neilson did in Montreal gathering researchers. Although Jacquie sent the 2009 Call to the psychology departments of local universities, Jean asked the Board members to help Jacquie gather a list of additional Chicago-area people we could contact. This may require sending a request to the IASD Board Public list, and others, asking for the email addresses of Chicago area people to whom we might send the letter. David suggested contacting Mark Blagrove to obtain a copy of the letter sent out to researchers in the past few years; this could be used as a template for Chicago.

Action: David Kahn, Jacquie Lewis, Ernest Hartmann, and Don Kuiken will work on developing a means of communication with researchers and people in other fields deemed appropriate to encourage them to submit presentation proposals and attend the Chicago conference.

29. Adjournment

On motion by David Kahn (seconded by Ernest Hartmann), the meeting was adjourned.

Respectfully submitted,
Robert P. Gongloff, secretary