

IASD "Regular" Fall Board Meeting Minutes **October 31 and November 1, 2009**

Day 1 (October 31, 2009)

In attendance:

Mark Blagrove	Deborah Hickey	Wendy Pannier
Nick Brink	Curt Hoffman	Alan Siegel
Jean Campbell	Bob Hoss	Gunnar Sundstrom
Teresa DeCicco	David Kahn	Katja Valli
Rita Dwyer	Don Kuiken	Robert Waggoner
Robert Gongloff	Tom Lane	Richard Wilkerson
Jody Grundy	Jacquie Lewis	Suzanne Wiltink
Ernest Hartmann		

1. **Acceptance of minutes of last Board meeting.** On motion by David Kahn (seconded by Tom Lane), the minutes of the Board meeting held on June 26 and 30, 2009 were accepted.

2. **Executive Committee Report.** Robert Waggoner commented on all the positive things reflected in the committee reports, reflecting our growth and financial stability. He reported that the Executive Committee approved the new Employee Manual developed by IASD attorney, Jill England, that our insurance broker recommended so that we could get preferential insurance rates. He encouraged suggestions for ways we could cut operating costs.

3. **Treasurer's Report.** Bob Hoss reported that the budget took a dramatic turn in the past week, owing to the change in venue of the 2010 conference. He said that, even though the individual numbers have changed, the projected net margin for the conference remains the same. Our net margin is projected to be \$29K. In general, we have shown a \$30K net margin the past three years. We have not been spending all that we put in the budget.

We showed a net margin of \$52K for the Chicago conference. This was higher than expected, largely due to a sizeable refund from the hotel and the conference committee's special efforts to cut expenses. Attendance at the conference was down: 259 attended, including just 216 paying attendees.

We projected an income of \$162K for the 2010 conference to be held at Western Carolina University. At the Crowne Plaza, we expect only \$112K. However, we will only be spending \$72K, since we are not handling meals, and the overall projected net margin will be the same as projected for WCU. Attendee registration fees and room rates will be identical to Chicago.

Bob recommended using small amounts of money from the general fund for investments. He proposed continuing matching the grant funds from the DSF. He noted that the budget includes the \$4K we voted on previously for additional pages in the journal *Dreaming*. He said that \$2K in hard-copy marketing will again be applied to the 2010 budget; we actually have \$4K set aside for conference marketing, but usually only spend \$2K.

Jody Grundy inquired about funds to support the larger regional meetings; since there is no formal regional committee, it is difficult to estimate how much money is needed to support regionals. Bob said he can increase the amount for regionals to \$2K.

Jean Campbell asked that we increase the money set aside for AScribe to \$750.

On motion by David Kahn (seconded by Wendy Pannier), the Board accepted the 2010 budget with the noted changes.

Bob Hoss then said he would like to establish a bank account with a new firm since the bank we have been using was absorbed by Bank of America and is providing a small interest rate. He said he needs Board approval to make inquiries with banks.

On motion by Robert Waggoner (seconded by David Kahn), the Board agreed to establish a new bank or money market account for the purpose of receiving higher interest rates.

Bob Hoss then discussed his concern about how we handle conferences. He said we are going beyond our ability to go with the paradigm we have been used to. He proposed that our future conferences be run by a dedicated core group and that we no longer depend on an unsuspecting host to seek out a location and attempt to perform all the typical host management duties. He added that we may want to think about hiring a person to oversee the administrative aspects of the conference; if we paid this person say \$10K, we could support the cost by dropping our standard net margin from \$40K to \$30K. We may want to consider this for the 2012 conference. He knows of third-party organizations who offer to help with conferences, but all they do is handle negotiations with hotels; this is the simplest part of the process. Jean suggested we discuss this as part of the 2010 and 2011 conference reports.

4. Strategic Planning Update. Wendy Pannier introduced the table chairs from the Chicago strategic planning meeting. Each chair was offered the opportunity to discuss the top picks in the category their team worked on.

Jody Grundy, table chair of the “Community and web-based dialogue” table, said that some of the items they discussed have already been implemented. Small-scale gatherings are happening and being planned. Online offerings with translations have begun with the Multilingual Gateway to IASD; the Canadian IASD group plans to use the French option on the “gateway” to advertise a Canadian Regional that will be conducted primarily in French. Richard Wilkerson’s new initiative – the current events survey – is moving us in the direction of a speaker’s bureau. For the fourth primary initiative, tag-lines, Jody felt we needed to hire someone or find an

interested volunteer to get this moving. In general, Jody felt the thrust of our efforts should be to listen to the dream of the world and be a resource for the world in the area of dreams; we have a unique mission in this regard. Wendy noted that we have come to the point where people are taking things on without being asked.

Don Kuiken, table chair for the “Top-down education” table, reported that the ideas discussed at this table are coming to fruition with what is coming out of the newly formed Research Committee. They are discussing a multi-level mini research conference, a spin-off of which would be identification of topics for the regular conference and CE materials. Wendy said that this is the sort of thing AScribe gets excited about.

In the absence of Misa Tsuruta, the table chair for the “Education and Research” table, Jody Grundy discussed two key ideas presented by that table: a year-round volunteer coordinator and the possibility of establishing different fees for different groups of people from different parts of the world due to the unique economies they each face. In regard to the second point, Jean Campbell said this is the reason conference scholarships were created. Jody suggested that we invite people from different countries to confer with us on this. Curt noted that we need to consider this for both membership and our conferences. David Kahn and Jean both agreed that this is something that needs to be discussed in committee – probably membership; it could be done as part of the limited income considerations.

Sheila Asato, table chair for the “Training and Community Building” table, discussed the two main items on her table’s list: dream-based businesses and networking, partnering, and cultivating interest in dreaming in this economy. She said she will put together a PowerPoint presentation to help dream workers who are interested in developing a small business. Wendy said that we need a “how to” presentation for our members – how to present IASD to the public. Bob Hoss mentioned the Energy Psychology Protocol website being developed by Gary Craig, which includes a certification program suggestive of what Jeremy Taylor was promoting for IASD. Wendy said such a program would be designed to certify the certifiers.

5. Development Committee. Jean Campbell reported that the PsiberDreaming Conference was a great success. We brought in 47 new members. The conference included a number of research papers on new topics in dreams. Jean feels that the PDC gets overlooked in relation to research and that we may need to think of how this conference can interact with the research conference proposed by the Research Committee. Curt Hoffman suggested archiving the papers presented on the PDC, perhaps marketing them. Bob Hoss noted that in the future online conferences such as this may become more the norm than the regular person-to-person conferences, which are more labor intensive. Jean said that the PDC was set up with a lower fee to increase membership, but we don’t need to keep all online offerings at lower fees. The online courses require a lot of front-end work and we need skilled people to set them up. Jody Grundy suggested that we set up a grid or matrix displaying all our activities for the year (person-to-person conference and regionals plus our online efforts) to insure we meet our needs, provide adequate staffing, and avoid conflicts.

Jean reported that there are several changes being made for this year's pledge drive. To save money, we will be sending out post cards informing people of the drive and asking them to pledge online. The theme will be "I am a patron of dreams," encouraging everyone to become patron members. Jody said that a goal of the Membership Committee is to increase patron membership.

6. Education Committee. Alan Siegel reported that Deirdre Barrett has sent him old diskettes of pre-2003, pre-APA, articles. All have been scanned. Some will be available online and some on disks. Additional articles not available on disk may be scanned as well. These articles, in addition to pre-2003 articles already on our web site, will be combined and used for developing online CE courses. We already have permission to do this. Alan's question to the Board was whether we wanted to put all of these up free on the website to everyone, or just make them free to members. He suggested that we could charge \$5-\$10 per article. He is set up to handling it in any case. David Kahn was concerned about the additional work it would place on Richard Wilkerson, but Richard said he had no problem with it. Jean suggested to Alan that he proceed with plans for this and report back.

Alan reported that the Home Study CE courses have earned us \$780 so far this year. He would like to add two courses by the first of the year and four more by the first half of 2010.

Alan said that he needs help reviewing conference evaluation forms for 2010. He wants to do more training with the volunteers in hopes of increasing the response rate. Don Kuiken reported that satisfaction was high at the Chicago conference and that some specifics about presenters were being provided to this year's conference committee.

7. Membership Committee. Jody Grundy reported that membership is up from last year and is holding steady. We currently have 632 members and dues are projected to exceed \$49K. We need to do two things to meet our goal: board members need to become patrons, and we each need to be volunteer recruiters. In our effort to provide access to people at different income levels, Jody said we are putting out a call for recommendations for complementary memberships. Jody again stressed the need for a formal volunteer committee to help develop a new cadre of volunteers. Bob Hoss said that this would help us with future "host-less" conferences, run by a highly trained volunteer staff. David Kahn and Tom Lane said that they would help do advance planning for a volunteer committee. She asked for advice on how to recruit for a new chair of the committee.

8. Regional events. Jody noted that it was logical for the Membership Committee to become the point of contact for regional events, but she does not have time to track it all herself. She performed a study of the whole regional event program, including the various forms of procedural guidelines available. She emphasized that regional meetings are important to our growth; they are friend-raisers and fund-raisers. She feels that the Regional Events Committee needs to be reconstructed, either as a separate committee or a sub-committee under membership. She discussed all the various regional meetings proposed for the coming year,

including Montreal (all in French), the United Kingdom, Pennsylvania/Delaware, Australia, Germany, Southwest US, Ukraine, New Zealand, Japan, Florida, and New York.

9. Research Committee. Katja Valli reported on the newly-revived Research Committee. The committee met in Chicago. Their aim is to establish IASD as the first choice for people doing dream research. They have been building the committee by attempting to bring back former members and attract new young researchers. They are seeking to encourage multi-disciplinary discussions through person-to-person and online conferences. They nominated Tony Zadra to be a keynote speaker representing the research community for the 2010 conference. They are also scheduling a poster session for the conference. Don Kuiken discussed the effort to create online mini-conferences. He said the technologies are available to do this. These conferences would include six to eight presentations focusing on a specific theme, with other supporting research providing an “outer ring” of presentations. Facilities are available at the University of Alberta for this effort, and the people there are eager to help. Don is aware of other major universities who have comparable facilities and hopes to establish interactive sessions between these.

10. Research Grant Committee. Bob Hoss reported that there were seven submissions for awards this year and that the committee has narrowed the field down to the top four. They plan to have the results out in November. Curt Hoffman asked if we could link the winners of these awards to the online research conference. Don Kuiken said that it may not be feasible since they plan to design the conference around a specific theme and the topics of those submitting may not correspond.

11. Adjournment. On motion from Curt Hoffman (seconded by David Kahn), the meeting was adjourned.

Day 2 (November 1, 2009)

In attendance:

Kate Adams	Jody Grundy	Tom Lane
Mark Blagrove	Ernest Hartmann	Jacquie Lewis
Jean Campbell	Deborah Hickey	Wendy Pannier
Teresa DeCicco	Curt Hoffman	Gunnar Sundstrom
Rita Dwyer	Bob Hoss	Robert Waggoner
Olaf Gerlach-Hansen	David Kahn	Richard Wilkerson
Robert Gongloff	Don Kuiken	Suzanne Wiltink

12. **2010 Conference Report.** Robert Gongloff reported that everything is in motion to hold the conference at the Crowne Plaza Resort in Asheville, NC, June 27 to July 1, 2010. He and Bob Hoss are still working on meeting room and contract details. Curt Hoffman reported that the conference program committee wished to nominate Jeremy Taylor and Tony Zadra as keynote speakers. Robert noted that Lee Irwin may not be able to attend due to the change in dates. The Board discussed other possible nominees for keynotes anticipating that Lee Irwin may not be available.

On motion from Curt Hoffman (seconded by David Kahn), the Board agreed unanimously to allow the conference program committee to formally invite Jeremy Taylor and Tony Zadra as keynote speakers for the 2010 conference.

13. **2011 Conference Report.** Bob Hoss reported that he is working with the Netherlands conference committee, chaired by Willem Fermont, on the proposal for a conference in the Netherlands. The conference team there has come up with two extremely good locations. One is a cluster of three or more buildings at a site in Amsterdam that Hermine Mensink located. The other is in a town called Kerkrade, where we would be meeting in a conference center in an ancient 11th century Monastery called Rolduc, that was reportedly inspired by a dream. This site is in the southeast corner of the country on the border of Germany and Belgium. The Netherlands dream organization, the VSD, wants to partner with us, helping provide volunteers, etc. Bob is helping the team develop data from both sites to put together and has taken on performing an impartial analysis of the two so that all assumptions are equal and in accordance with the IASD standard conference requirements and assumptions by which all conferences are evaluated. He will be providing the business case evaluation to the team and they are to consider that analysis plus other key factors in making a proposal to the Board. Bob estimates that we should be ready for an email vote after 14 November, and is therefore notifying the Board of this upcoming vote. [See Addendum for the full proposal and Board vote.]

14. **Arts Committee.** Deborah Hickey reported that she has received the materials for soliciting and accepting submissions from Richard Russo. She is scheduling a meeting with the conference arts team in the near future. She is planning two special events for the conference, two versions of a dream quilt and a labyrinth. Deborah will be working with Jean Campbell on other aspects of the project, such as a submissions fee and performance art.

15. **Advertising and Public Relations Committee.** Jean Campbell reported that our online advertising has been remarkable, referring specifically to the emails sent out by over 100 members for the Chicago conference, the email sent out to artists for the PDC which yielded 60 submissions, and our introduction into social media sites such as Face Book and Twitter. Jean believes we are ahead of other nonprofits in our use of online advertising. We are now interacting with large numbers of people through Face Book alone. Richard Wilkerson is working to get us on YouTube. On November 4th, Kelly Bulkeley will be reopening his Dreams of Obama site. Jean said that she has been trying to track which gets us the most responses, online or hard copy advertising. Curt Hoffman noted that Jean had discussed movement-related art at the end of her written report. He said that this could have its own track at the conference if we get enough proposals; we might even need a track chair for it.

16. **Dream News.** Jacquie Lewis reported that she is planning to incorporate quotes and art work in the publication to fill some of the open spaces. Members are sending her flyers promoting their events using graphics and different fonts, which requires a lot of her time to reformat. She has had to ask them to follow specific guidelines for these submissions so they can just be inserted in the *Dream News* with no reformatting. She plans to make the publication more interactive with links to videos, etc. She is even working on pod-casting, providing short five-minute interviews with people talking about dreams. Richard suggested that when people are thinking of submitting ideas such as Jacquie is recommending, they should think in terms of brief segments, lasting no more than two minutes.

17. **Research Surveys.** Richard Wilkerson reported on the project he has initiated to attract the media to dreams and IASD. He talked about the Google alert, a process whereby Google seeks out topics and compiles reports. He would like to see IASD show up in these alerts more often. He plans to have dreams submit current events using his online survey form. This will also be a tool for communicating with the media. The survey will provide us with information to distribute our message as widely as we can. He plans to publish his results in *Dream News*. Richard says all this is really in the experimental stage right now and he has not addressed the ethics issues yet.

18. **Nominating Committee.** Jody Grundy reported that this year's committee has been formed and is seeking recommendations for Board members and officers. The call for recommendations did make it into the latest issue of *DreamTime*.

19. **Quiet Campaign.** Robert Waggoner reported that the Heritage Fund Committee is working to create a banner that can be used for each conference, something that would tell people to remember IASD and support its future. Jean suggested putting announcements in *Dream News*.

20. **New Business.**

Tom Lane offered two ideas: (1) As part of planning, include a committee or sub-committee to hold “meet-ups” after each conference, so as to maintain the energy created at the conference; (2) Work with other dream organizations in local areas to help people meet the expense of attending a conference; this would be a shared responsibility between IASD and the other organization, providing matching funds. This last idea may help speakers be able to afford to travel to our events. Bob Hoss noted that we are doing something along these lines this year with the Haden Institute and it would be valuable for us to begin working on a project like this. When another organization holds a conference and invites speakers from our organization, it would be good to reciprocate. But we need to establish who our partners are up front; it can’t just be done for any organization that comes along. Jean Campbell said that this is not something that is part of any established committee, and asked Tom to submit a written proposal before the next meeting.

Tom Lane then presented a third idea that would be appropriate for the 2010 conference in Asheville. He suggested that we invite a representative from the Asheville Jungian Center to speak with us about developing an international program of networking, including global video conferencing. This could be a workshop presentation or simply time set aside at one of the conference Board meetings. Tom will work with Curt Hoffman on possibilities. Jody Grundy noted that this is something that could interface with what Don Kuiken is doing; it may be an opportunity to take some segment of our conference and send it out globally.

21. **Adjournment.** On motion from Jody Grundy (seconded by Wendy Pannier), the meeting was adjourned.

Respectfully submitted,
Robert P. Gongloff, Secretary

Addendum. 2011 Conference proposal.

Following is the narrative and motion presented by Bob Hoss, sent to the full Board by email on November 15, 2009. Teresa DeCicco seconded the motion. The motion passed with a full Board vote: 20 ayes, no nays, one abstention, one non-voting. 11/17/09

IASD's process is to accept proposals from hosts each year, that meet our set of standards, evaluate them, and vote to accept them or not. As some of you know we have been urged by Hermine to consider a conference in the Netherlands for some time and have been anticipating a proposal now for 2 years, and finally we have one. This proposal is now presented by Dutch Conference Committee, which Hermine was a part of, as well as Rob Hollink, Bart Koet, Marja Moors, Barbara Roukema, Suzanne Wiltink, lead by a conference manager Willem Fermont. Willem (who has a strong business background) was appointed conference manager in August in order to perform many of the organizational and financial duties that I perform for US conferences and to lead the team to complete a proposal by mid November. When the Dutch committee was formed, and before proceeding with it, we made sure we had written assurance from Hermine and Willem that they agreed with the structure and their roles. They first met in early September and reported that they would be evaluating sites in and outside of Amsterdam, specifically Vondelpark (Amsterdam) and a site in the southeast called Rolduc. Over time a split emerged with the committee for some reason and a lot of opinion letters and separate agendas began to emerge that began to disrupt the process and the unity particularly between Hermine and the remainder of the team. So to ensure everyone got a fair shake - I took it on to do the independent impartial equal basis evaluation against our requirements (attached) strictly using the data provided by Hermine and Willem. It is the CAC evaluation I do anyway for all conferences so nothing out of the ordinary – but this time I provided it to the team to use as a guide in their choice of a location for the proposal. The Dutch committee met on 12 November to vote on the location, using the financial and risk evaluation I provided plus other factors they had to consider. Olaf was there to help manage the process. I understood that the majority voted for Rolduc with one vote (Hermine) for Amsterdam.

In the middle of all this VSD, who will play an important role in supporting our conference, went through a reorganization with the following people voted onto the new Board Govert-Jan Bach; Willem Fermont; Marja Moors; Barbara Roukema; Henk Snaterse. Of those board members Willem, Barbara and Henk are on the Dutch Conference Committee that provided this proposal. Our own Boardmember Suzanne Wiltink is on the Dutch Conference Committee as well. All this sounds good - but unfortunately when the vote went in favor of Rolduc - I am told Hermine resigned from the committee. The aftermath has been a bit stormy and somewhat public protest by a few against the decision (at least I am getting lots of notes) which is even involving Govert who is new but who has some sympathies for Hermine's situation. Willem and Barbara have assured me that most in VSD do not share in the discord - but it is something to be careful of.

Unfortunately we can't wait for things to totally settle in order to begin our activity, and the longer we delay a decision the more any remnants of discord will grow as some people may hope IASD will somehow change the direction. We need to send a clear message that IASD simply votes on proposals that have followed our guidelines and that we don't intend to be drawn into or influenced by personal dissension. We also need to send a message that if it appears the conference is not being supported that we have every intention of withdrawing altogether.

The word from the team is that they are quite motivated and this will pass, and as you can see from the very professional proposal attached Willem is indeed is an extremely skilled and thorough manager and the others on the committee are very solid and dedicated individuals who seem to have one goal of holding the IASD conference in the Netherlands. Although things seem to have gone badly with Hermine we do owe her a lot of appreciation for her years of hard work, for stimulating the interest, and for keeping this vision alive until now.

MOTION: "I move that the IASD Board approve the proposal sent by Willem who chairs the Dutch Conference Committee. This vote is with the provision that if IASD determines in the near future that a disruptive or non-supportive atmosphere exists within the Netherlands, that creates a risk to IASD or the conference, then IASD retains an option to withdraw its conference from the Netherlands. "

We then need a second and discussion if any by e-mail and a vote Tuesday evening if practical to do so.

===== PROPOSAL COVER LETTER =====

From: Willem Fermont, on behalf of the Steering Committee
Proposed Conference Manager for the IASD conference 2011

To: Robert Hoss
Conference Advisory Committee IASD

Subject: IASD Conference proposal 2011 in the Netherlands

Date: November, 13th Nuth, the Netherlands

Dear Bob,

It is a pleasure for me to convey a proposal for the 2011 Annual conference of the International Association for the Study of Dreams in the Netherlands.

Proposal

A locality for the 2011 conference of the IASD in the Netherlands: The former Abbey of Rolduc, Kerkrade, June 24th - 28th, The Netherlands

History of selection

The history of selecting the locality may need some closer explanation. Hermine Mensink established the vision of a Dutch conference roughly two years ago and put in a major effort to try to find an adequate venue, in or around Amsterdam, that would meet IASD conference requirements at an affordable cost. Informally, there was a lot of activity by advertising in order to stimulate interest and gain support for a conference locality in Amsterdam. Since more than 2 years, several Dutch venues, mostly situated in and around Amsterdam, have past the revue but none were able to be converted to a proposal. By mid 2009 the search had been narrowed to exploring several localities: “De Meervaart”, “Centrum Mozaiek”, and various options of the Vondelpark, all of which had constraints to be overcome to meet IASD requirements and cost targets. After the June Board Meeting, IASD executives realized that a conference manager was needed in the Netherlands, both to perform many of the business management and organizational duties that Bob Hoss performs for US conferences but also to lead the effort of finalizing a proposal before the end of the year. Therefore, a conference manager was appointed August 30th, 2009. He organised a start up conference committee. At the kick off meeting of the conference team at September 4th, it was decided to look at all of the best available options, both the Vondelpark option as being the most prospective Amsterdam venue, in comparison to the Rolduc option which had been tentatively explored by the conference manager as another alternative. Although other factors remained in discussion, the comparative evaluation concentrated on the standard proposal checklist provided by IASD which includes the important features of each location in addition to the business aspects, especially costs, management aspects and financial risks. At the second meeting of the conference committee at November 12th, 2009, this comparison was discussed, along with an independently prepared equal basis financial evaluation provided by the treasurer of the IASD. The data of potential localities have been checked and double or triple checked. After this careful testing Rolduc was selected by a majority of the present Conference Steering Committee as the most attractive in terms of meeting the business requirements while satisfying other factors, during this meeting.

The locality

As said, after careful discussions about and selection procedures for a conference locality in the Netherlands, we – the Conference Steering Committee (CSC) - support collectively the decision for a beautiful venue, the former monastery of Rolduc, located in the city of Kerkrade, an inspiring conference centre in the south of the Netherlands, at the triple point of three countries, Germany, Belgium and the Netherlands. To quote an outstanding IASD member –it is a dream in a dream. In addition, mythological and therefore untraceable sources suggest that the locality was created because of a dream of the founder Ailbertus of Antoin. Ailbertus was a young revolting priest, disagreeing with conservative forces in the Catholic Church in the 12th Century!! He aimed to construct an alternative and commenced the building of the oldest

constituents of the complex, the crypt, in 1106 in the country of Rode, from which the name of Rolduc was derived. We convene at an amazing centre of historical relevance and dispute, starting with a revolutionary priest and ending as a conservative catholic fortification. We do not judge upon the history of the Rolduc venue, it contains elements of the good and the bad, like all history, but every square metre of the locality forces participants to think about history, today, and the future, like in dreams. The location contains elements of the history of history, indeed. Since 1971, the Rolduc Conference Centre became an independent facility, within wings of the whole complex.

For sure, its quietness, scenic position and accommodation, and in house facilities guarantee an optimal cross fertilisation between all these beautiful activity disciplines covered by the IASD.

From a financial and risk point of view the Rolduc venue is very attractive. Based on the IASD standards break even will be reached at 114 participants, and based on the evaluation standard of 250 attendees, the margin for IASD will be USD 40,000, approximately. In the case of a larger number of participants, the margin will accordingly be higher. That is what we want to reach, and Rolduc has the capacity to handle over 400 participants.

To date, the conference committee has formed an organogram of the committee structure and major task responsibilities. The committee feels very confident, that within this network structure, responsibilities, reporting channels and responsibilities are well defined and basically guarantee a pleasant and optimal cooperation. The committee is also aware of, and will use the qualities of talented specialists, summarised in the Interfacing diagram between the Conference committee and the IASD.

We have chosen an inspiring theme for the conference. Originally brought up the theme “Honouring diversity” by Hermine Mensink, we feel that the theme fits well into the present global discussion on cultural diversity. Therefore we propose to adapt the theme specifically and refer now to the conference theme as “Dreaming and cultural diversity”. Strong arguments for this theme are:

- Dreaming is an individual and unique activity, extremely rich and diverse,
- It is therefore directly and fundamentally tied to cultural diversity,
- In turn, dreaming is directly of relevance to the “Unesco declaration on cultural diversity (2001)”, which has his tenth anniversary in 2011,
- This gives the IASD the opportunity to establish a high exposure during the conference,
- Finally, the theme seems to fit in one the programs of the European community (COST, sub-Programme Individuals, Societies, Cultures and Health (ISCH), with good chances for substantial funding of the EU), giving opportunities for the establishment and strengthening of an European network for the study of dreams. The first steps have been taken to apply for funding. In this context direct cooperation will be established with Olaf Hansen, our advisor for international activities, to strengthen the European dream community.

Altogether, we believe in a challenging conference, having set up a strong and competent team, within an inspiring area, that will benefit the Dutch community, the IASD, and hopefully the world around. We wish to applaud and thank Hermine for her original vision that inspired a Dutch conference, her efforts to stimulate and maintain interest in the conference for the last two years, and the huge amount of effort that she and all of the others have put into bringing this dream into reality. I look forward to the inspiring discussions in the IASD Board, and of course a positive decision on the conference year and the location as proposed here, On behalf of our Conference Steering Committee: Rob Hollink, Bart Koet, Marja Moors, Barbara Roukema, Suzanne Wiltink, and

Yours sincerely,
Willem Fermont