

**IASD “Regular” Spring Board Meeting Minutes**  
**March 27 and 28, 2010**

**Day 1 (March 27, 2010)**

In attendance:

Kate Adams	Robert Gongloff	Jacque Lewis
Mark Blagrove	Jody Grundy	Wendy Pannier
Nick Brink	Ernest Hartmann	Gunnar Sundstrom
Jean Campbell	Curt Hoffman	Katja Valli
Teresa DeCicco	Bob Hoss	Robert Waggoner
Rita Dwyer	David Kahn	Richard Wilkerson
Olaf Gerlach-Hansen	Don Kuiken	

1. **Acceptance of minutes of last Board meeting.** On motion by Curt Hoffman, seconded by David Kahn, the minutes of the Board meeting held on October 31 and November 1, 2009, were accepted.

2. **Executive Committee Report.** Robert Waggoner indicated his gratitude that we are showing continued financial growth and a new level of financial well-being, even in these difficult times. He noted that the membership numbers are strong and stable. He reported that the Executive Committee adopted the new Employee Manual drafted by Jill England that our insurance broker recommended so that we could get preferential insurance rates. He added that we have decided to trademark our name and logo.

Curt Hoffman inquired about the security of our mailing list. This led to a general discussion about security of all of our information at the Central Office. Richard Wilkerson said that we have limited the number of people who have access to our database. When we release copies of the mailing list we require that it be for one-time use only; we normally send it to the mailing house and not the requesting activity. People can get information on our members off of the website. All information in the Central Office is encrypted. Wendy Pannier emphasized that we need definite written policies regarding security and expressed her concern about a back-up system should anything happen to the office. Richard said that he does put information on memory disks; the biggest problem for someone attempting to reconstruct the information would be deciphering the encryption codes.

3. **Replacement of Deborah Hickey as Board member.** The Nominating Committee conferred on how to fill this vacancy for the remainder of Deb Hickey’s term. According to our Bylaws this vacancy can be filled by the vote of either the Board when legally convened or by the vote of the membership as a whole in the regular membership voting cycle for a nominee put forward by the Nominating Committee. The Nominating Committee decided that it would be most advantageous to the overall plan for the officer’s slate for 2010-2011 to recommend that Kate

Adams fill the vacancy. This will provide for a seamless continuation of Kate Adams' Board occupancy from the end of her current term in June 2010 at which point she will assume the remainder of Deb Hickey's term from June 2010-2011. Kate Adams recused herself from this discussion and vote.

On motion Curt Hoffman, seconded by Wendy Pannier, the Board voted to affirm the nomination of Kate Adams to fill the vacancy created by Deb Hickey's resignation.

Jean Campbell noted that Deb Hickey also resigned as the chair of the Arts Committee. Kim Vergil has agreed to replace Deb.

**4. Treasurer's Report.** Bob Hoss reported that at the end of 2009 we did not make the \$30,000 as we have done in the past few years. The economy hit us like it did everyone else. However, we still had positive results. The 2009 year-end actual shows a margin of - \$3,541 which is actually +\$9,924 when adjusted for 2010 pre-conference payments that were not accounted for in the projection in the October report. We have a bank balance of over \$161,000.

In 2009, we were \$11,000 down from the budgeted income projections. The Psiber Dreaming Conference was the only area that exceeded expectations. Although income was less than expected, expenses in some areas were less as well. Bob is projecting an adjusted budget for 2010 which will produce a positive margin of \$20,472. This margin would be adjusted down to \$7,008 if we account for the contributed of 2010 activities alone, by subtracting the contribution of 2010 conference expenses and revenue that fell into 2009.

Bob discussed his ideas for a change in our conference paradigm. Up till now conferences have been our primary source of revenue and we have required margins for the conference budget that steadily increased from about \$30,000 then \$35,000 then most recently \$40,000. These were conservative and in the last few years we have typically beaten these margins by about \$10,000 with the last three conferences producing about \$50,000 or so. This is because we typically estimate less attendance than we really attract. In order to do this we have strained volunteer management to an unacceptable point and have shifted much more burden on a very few regulars who if they left we would be without the talent to continue without major problems. Therefore Bob proposed that we work toward a conference structure that at least helps with more of the expense of attending, and provides an incentive for, key volunteers to become regulars and stay on to manage the effort, and attempt to offload more of the management on subcontracted help. Some effort is beginning with the restructuring of the Dutch conference in 2011, and using outside organizations to negotiate the 2012 venue. From a budget standpoint, in order to achieve this, we will need to reduce future conference targeted margins to around \$30,000 for budgeting purposes. We will likely continue to beat this target and achieve our \$40,000 margins but we need to reduce the planning target in order to free up money for the new structure.

On motion from Curt Hoffman, seconded by Gunnar Sundstrom, the Board passed the 2010 budget as proposed.

**5. Administrative Office Report.** Richard Wilkerson reported that our request for trademark approval is pending and may take years for approval. He speculated that someone could make small modifications to it and use it regardless of the trademark. Wendy Pannier noted that since we have filed, we can go ahead now and use the trademark subscript. Olaf Gerlach-Hansen asked if this applied internationally or just in the US; apparently we would have to apply in each country to have it apply internationally. Richard mentioned that it would be helpful for future contacts if we had the recording service produce two additional duplicate sets of conference tapes.

**6. Nominating Committee Report.** Jody Grundy reported that the committee has developed a list of seven potential Board nominees, from which five will be selected by the voting membership to replace the five departing members, Kate Adams, Layne Dalfen, Don Kuiken, Katja Valli, and Tom Lane. The candidates include Susan Benson, Ryan Hurd, Barbara Roukema-Koning, Mohamed Omar Salem, Scott Sparrow, Misa Tsuruta, and Katja Valli.

On motion by David Kahn, seconded by Curt Hoffman, the Board accepted the slate of nominees as recommended by the Nominating Committee for 2010-2011.

Additionally, the Nominating Committee considered the open vacancies in the Officer positions of IASD. After deliberations and consultations, the Nominating Committee recommended to the Board, the following slate of officers for 2010-2011: Secretary, Kate Adams; Treasurer, Bob Hoss; Vice President/ Nominating Committee Chair, Robert Gongloff; President, Jody Grundy, and Board Chair, Robert Waggoner.

On motion by Wendy Pannier, seconded by Gunnar Sundstrom, the Board accepted the slate of officer nominees as recommended by the Nominating Committee for 2010-2011.

It should be noted that the previous year's Nominating Committee in dialogue with the Executive Committee stated that it intends there be an orderly progression in the officer positions from Vice President to President to Chair of the Board, though this is not automatic nor determined by the Bylaws. The point of this general direction is for officers to develop the knowledge and skill bases needed to lead the organization through gaining several years experience in the leading officer positions.

In the case of the Vice President position a change was made due to revision of our Bylaws: the Vice President is no longer named as President Elect. Rather, the Bylaws indicate that the Chair of the Nominating Committee, chosen by the Board for the following year, "would be groomed" to become President. David Kahn has carefully interpreted this for the Nominating Committee to mean, in effect, that the Chair of the Nominating Committee should be carefully chosen to be in line for the office of President the following year. This person may or may not be the Vice President. In the case of this year's selection for that position it is the intention of the Nominating Committee to select Robert Gongloff as both Vice President and Chair of the Nominating Committee for 2010-2011.

David Kahn noted that we can appoint up to three non-voting advisors to the Executive Committee and can informally invite others to meetings as needed. Current advisors are Wendy Pannier, David Kahn and Rita Dwyer.

**7. Development Committee Report.** Jean Campbell reported that Richard Wilkerson's idea of using post cards for the pledge campaign worked well. The drive cost \$400 less to produce this year than in previous years, and netted almost \$2,000 over the goal of \$10,000. Specifically the amount taken in was \$11,661. The "Patron of the Dream" concept was popular. We currently have 42 patron members and the number increases every year. Jean asked the Board if we should encourage patron memberships at every drive and should we maintain an online list of patrons. Generally, the Board agreed with encouraging patron memberships, but there were conflicting views about how to publicly identify patrons. Curt Hoffman suggested giving patrons the option of being listed in *DreamTime*. Jody Grundy noted that we need to also recognize the many volunteers who perhaps can't afford patron memberships but put in a great amount of time for the organization. Curt suggested a regular volunteers' column in *DreamTime* and an annual list of members who upgraded to patron status during the year.

**8. Research Committee Report.** Katja Valli reported that the Research Committee encouraged the researcher members of IASD to organize sessions together as well as to submit individual paper presentation abstracts. This resulted in three accepted symposium proposals, two in the research track and one in the clinical track. As of the original deadline for poster submissions, only six were received; three additional proposals were received as of the extended deadline, all but one of which were accepted. Bob Hoss noted that he has scheduled the poster session to take up a full morning, followed by a research luncheon. He said that other organizations tend to have more submissions for posters, but fewer for regular presentations.

Katja went on to report that we have many opportunities to publish research abstracts in international organizations. Daniel Erlacher and Michael Schredl, the editors of the *International Journal of Dream Research*, proposed that the research track conference abstracts, as well as poster session abstracts, could be published in a supplement issue of *IJoDR*. The Exec will have to approve this, as also the editor of *Dreaming* (the APA is against conference abstract publication in their journals so the abstracts cannot be published in our journal *Dreaming*). The Research Committee has voted on the subject, and as of this writing, although all members have not yet voted, the result seems to be that the Research Committee supports the idea of publishing abstracts in *IJoDR*. Ernest Hartmann noted that we have published abstracts in the past and suggested including those from other tracks as well; Katja said this is a suggestion that could be discussed at the luncheon.

Don Kuiken reported that he has a tentative topic for an online conference. He is presently on sabbatical and plans to continue work on developing a format and topic in the fall.

**9. Membership Committee Report.** Jody Grundy reported that the membership figures have held steady over the past three years, in the 593-600 range. Membership income last year was about \$50,000. We expect the figures to stay about the same this year. We have a loyal,

engaged, and committed membership, given that the number of renewing members remains steady. We do need to focus on recruiting younger members. Many are finding us through Internet searches so we need to develop strategies for using social media; we may need a sub-committee just to work in this area. Scott Sparrow has agreed to become the new chair of the Membership Committee. Jeff Vovillia will continue in his assistant role, interacting with the regional representatives. We now have ten languages in the translation project; the French Canadians used this to publicize their upcoming regional. No new complaints have come in from members not receiving publications. Jody has been working on ways to insure we are communicating effectively with our members, especially concerning reaching them for renewal of membership.

**10. Global Advisory Committee Report.** Olaf Gerlach-Hansen reported that he has asked the members what they consider to be important regarding the committee mandate. He has received a lot of input and plans to share the committee's work plan and issues of global presence with the Board by the end of April. He will be seeking input from other organizations and chairs of different committees, plus the regional representatives. There are five different areas of discussion: the mandate, activities to develop, developing a structure to be global, financial, and public relations and communication. Jody Grundy reminded everyone that this committee is advisory only and that decision-making will continue to be the responsibility of the Board. She expects the full process of dialogue and distillation back to the Board could take more than two years.

**11. Dream News Report.** Jacquie Lewis reported that she is pleased with her two new team members, Laura Atkinson, graphic designer, and Janet Garret, copy editor. The publication is gaining in popularity as evidenced by the increase in numbers of people sending in articles. She has added a new feature, consisting of a dream-like image and a quote pertaining to dreams (which, incidentally has been picked up by Google images). This helps to fill in blank space in the newsletter and serves as an interesting visual/insightful reflection for the reader. She also has changed the fine print at the end regarding requirements and guidelines, making it all more succinct. She reminded everyone about the globe at the beginning of the publication; by clicking on it you can see member events going on around the world.

**12. Heritage Fund/Quiet Campaign Report.** Robert Waggoner reported that six weeks ago, another long-time IASD member, who wishes to remain anonymous, has added IASD to their will. This is the third person to do so. Rita Dwyer suggested that just as we call the art award the Nancy Richter Brzeski Dream Art Award, we could do the same with other donations, such as the "(name) Scholarship Award." Bob Hoss suggested that if we advertised the various areas members could underwrite, we might receive more awards or donations. Robert Waggoner added that he also works with the Lucid Dream Exchange and that Laura Atkinson has helped spruce up the publication; he advertises IASD in the magazine.

**13. Post-conference Jung Event.** Curt Hoffman reported that this event, originally introduced by Tom Lane, has been cancelled. Steve Buser, the organizer, has been unable to get full cooperation from his contacts as UNC Asheville. Steve would like to continue pursuing the idea

and would like to meet with the Board at the June conference. Since there will be little if any time available at our formal meetings, he may be able to meet with members of the Conference Advisory Committee and discuss future plans.

## Day 2 (March 28, 2010)

In attendance:

Kate Adams	Curt Hoffman	Alan Siegel
Deirdre Barrett	Bob Hoss	Katja Valli
Nick Brink	David Kahn	Kim Vergil
Jean Campbell	Tom Lane	Robert Waggoner
Rita Dwyer	Jacquie Lewis	Richard Wilkerson
Robert Gongloff	Wendy Pannier	Suzanne Wiltink
Jody Grundy		

14. **Regional Events.** Jody Grundy reported that, although she has been both point of contact and manager of regional event activities in her capacity as a member of the Executive Committee, regionals are growing and we definitely need to find a full-time chair who can assume these responsibilities. To accomplish this, the Executive Committee needs to develop a comprehensive plan for regional events and activities that support the long range development goals of IASD. Then this plan needs to be used as a basis for recreating the Regional Events Committee. With this basis, a new Regional Events Committee chair needs to be secured and given a clear assignment in light of the policy and plan created by the Executive Committee in dialogue with the Board.

Jody added that we need to review a number of factors that lively regional development has challenged us with, including how many of these events we can support in a year. The important considerations brought forward by several of the Executive Committee members in supporting and evaluating proposed regional events need to be assembled in a white paper as a step towards clarifying and determining policy. Jody offered to work on this.

Jody first discussed the regional events that have occurred, are on-going, or are definite. She described four smaller regional meetings at local levels including dream brunches and art venue in New York City, the UK Dreams Forum, ongoing monthly dream meetings in Japan, and a regional event in New Zealand that occurred in November, 2009. Among the larger regionals, that approach the level of a "conference," include the Portland, Oregon regional held in September, 2009, and the Montreal Regional Conference, scheduled for April 10 this year. Kate Adams discussed the UK Dreams Forum in more detail, noting that to solve the problem of dreamers being so spread out in the United Kingdom, they are asking for members to host meetings in different parts of the country; one is scheduled to occur in London in July.

Jody then discussed the Australasia conference being proposed by Susannah Benson which could take place in 2011 or 2012. This could tie in to a World Dreaming Conference on Psychotherapy, scheduled to take place in Sydney in August 2011. Susannah is seeking advice from us about how to proceed. Jean Campbell said this might be a great opportunity to involve some of our Southeast Asia members. Curt Hoffman suggested that it might also be a good opportunity for a video conference.

Another proposal under consideration is the Regional Conference in Heidelberg, Germany for March, 2011. Olaf Gerlach-Hansen has reported that Daniel Erlacher and the other organizers do not want it to conflict with our annual conference to be held in The Netherlands, so it may slip to 2012.

**15. Report on proposed Regional in the Bahamas.** Bob Hoss discussed the issues involved with this regional and how they highlight the need for a set of policies regarding all regional events. Among the key points discussed were the high financial liability costs that the hosts and potentially IASD may have to assume if there was a tropical storm that deterred attendance or either of the hosts got ill; high cancellation penalties imposed by the hotel; the lack of insurance coverage; and a full disclosure of certain charges had not been received from the hotel. Bob reminded the Board that IASD is not a co-sponsor of regionals but is a marketing sponsor. Curt Hoffman brought up the point that most of our regionals are held in areas where we can expect to draw on the resident population for recruitment of new members; this is not the case in the Bahamas. The Board agreed that if the hosts can complete the proposal and cover the risks noted in the key points listed above (outside of the IASD seed funding), we would agree to support the event. Note that the hosts came to a similar conclusion regarding contractual complexity and withdrew the proposal soon thereafter.

**16. Asheville 2010 Conference Report.** Robert Gongloff reported that his main emphasis lately has been supporting the effort to get the call for artists posters and cards distributed throughout Western North Carolina. He said he is working on purchase of tote bags. He has found a local storyteller, Terry Shinn, who will be part of the opening event.

Bob Hoss reported that the program planning has been a team effort and scheduling has proceeded smoothly. We have had to schedule seven tracks and have worked to insure the tracks don't compete with each other. Many presenters have not yet registered. We have received several requests for scholarship assistance from presenters; Jean Campbell noted that presenters do get first priority for these scholarships and we have three or four still available. Bob noted that we did have to supplement our audio-visual needs by purchasing our own laptops.

Alan Siegel reported that we have an outstanding Continuing Education program this year. There will be twenty-five or more credits available. There are some occurrences where two or three CE presentations are in the same slots. Alan said he will be meeting with Jeff Armano to be sure there are monitors and evaluation forms in every room. He plans to have written

training for the volunteers and is planning a 30-45 minute phone conference with them. There are two categories of conference evaluation forms: the full conference evaluation and the four-event six-question form. The full evaluation will be online, but he is hesitant to put the other online because people tend to forget what happened in a session after a few days. The other important form is for evaluation of CE presentations. Alan is hoping Don Kuiken will again be willing to help with analysis of the full conference and CE results. He asked for funds to support someone to evaluate the CE forms unless he can find a volunteer. Jody asked Alan to work up a description of what is needed and she will help look for a volunteer; the volunteer would be needed in the July/August time-frame. APA has approved our CE program for another year. Alan also reported that he has eight home study courses in development and hopes to have them up and running by conference time. The articles from *Dreaming* have all been scanned and will be turned into courses. Curt Hoffman suggested that the conference research abstracts may be good material for other courses.

Kim Vergil reported on the status of the art exhibition. She praised the efforts of three local Asheville people: Pat Calderone, who has been contacting local artists; Brent Skidmore, the Director of the Craft Center at the University of North Carolina-Asheville, who has volunteered to be a judge and help advertise; and Margaret Marchuk, who has been publicizing the call for entries to art centers. Kim said that she wants to produce 100 posters which will go up just before the conference to announce the show. She said that each artist can submit up to five pieces. How many we can accept for the show will depend on the size of the art and the space available in the room. She is concerned about the color and design of the walls and may have to find some way to dress it up, perhaps with pipe and drape dividers. In discussion with Nancy Richter Brzeski and Richard Russo, she has decided to award \$1000 as a first prize and divide up the remainder of the Brzeski donation into four awards, all of equal value (no second place, third place, etc.), at \$750 each.

Curt Hoffman reported on the Student Research Awards. In spite of the committee's efforts to expand the mailing announcement to include psychology departments in North Carolina and other states and to use social networking sites, we have only received three submissions as of the March 15 deadline. It may not be worth the effort to extend the deadline to April 15.

Regarding Research Grant Awards, Bob Hoss reported that scholarship winner, Tracey Kahan, will be presenting her paper, *Emotion and Reflective Awareness in Dreaming: Mapping their Reciprocal Influence*, with Kelly Bulkeley.

**17. 2011 Rolduc, The Netherlands, Conference Report.** Bob Hoss reported that Willem Fermont, the conference manager, says the Dutch Conference Committee wishes to apply for grant support to provide additional funds for keynote presenters and other purposes. In order to do so, the normal "net margin" nomenclature we use for a conference budget must not be used since it implies a profit, and in reality our conference margins are not "profit" but rather go to pay for the administrative expense and overhead. So the budget has been restructured to include some of the direct administrative costs within it plus cover the overhead related costs

as “Administrative Costs” which we would normally call “margin.” The fees are then adjusted to zero out any margin which might appear as profit. IASD administrative expenses will remain the same at no lower than \$30,000 US. Conference fees will be the equivalent of what attendees are paying in Asheville. Estimates are based conservatively on 200 attendees. No deposit is due until six months before the conference. David Kahn said that we should be sure the fee structure is in keeping with the European culture and way of doing things; if they are used to paying a certain amount for a conference, we should keep it to that, not what is normal to us in North America.

On motion from Bob Hoss, seconded by Robert Waggoner, the Board approved the 2011 Rolduc conference budget as presented.

On motion from Bob Hoss, seconded by Curt Hoffman, the Board committed IASD to proceed with planning for the 2011 conference to be held in Rolduc, The Netherlands, pending successful review by both parties of the letter agreement to be provided by Willem Fermont.

Suzanne Wiltink reported that she visited Rolduc and took promotional photos we can use on the website. A conference logo is still being discussed. Jean Campbell said that she will make ten minutes available at the membership meeting for a 2011 conference presentation. A 2011 conference planning luncheon has been scheduled for the conference as well. Curt Hoffman said he would be willing to act as a co-chair of the program committee, if needed. Suggestions were made for possible European contacts who might be willing to help with the conference.

**18. 2012 Conference Options.** Bob Hoss noted that our conferences are more complex than most. Other similar organizations select one out of every five proposals and run for only three days. He suggested that we need to move toward a new conference paradigm. This would involve moving away from trying to find a host who is willing and able to oversee a conference toward planning a conference where it makes sense and working out the structure after the fact. It would involve outsourcing as much as possible and reliance on a seasoned conference committee, receiving compensation somewhat more than what they receive at present. The concept of revenue-sharing was briefly discussed.

For 2012, Bob started moving toward this paradigm by subcontracting for location of a hotel. He is working with an organization that does this with no cost to us. This subcontractor looked at ten hotels in the San Francisco area and narrowed them down to three. It turns out that the Berkeley Marina will give us the best deal. We are at a point where we need to lock in the hotel. Bob said that all information will be sent to the Board for review before any contracts are signed. He will have a proposal outline ready for presentation at the first summer Board meeting, at which time a decision can be made. At this point, there is no committee established for this conference. The roles of committee members need to be fully defined, so that those considering the various positions know what is expected of them. The Board generally agreed that Bob should consider pursuing the Berkeley option.

19. **Old Business.** None.

20. **New Business.**

**Management.** Bob Hoss discussed IASD management. He said that we restructured IASD some years ago so that the Executive Committee ran the day-to-day operations and the full Board voted on and helped direct the bigger decisions. Under the new Bylaws, the Executive Committee is part of the Board. But there are a lot of other people in the organization who are not Board members but are important for IASD management. They are outside of the formal structure. Bob believes we need to make some changes to include more of those people in the management process. It will help them feel part of the process and help us involve new people in our decision-making. Jean Campbell noted that an aspect of this involves updating the Procedures Manual; it is something we should address in late fall. Jody Grundy added that we also need to establish procedures for training people; describing a model of training is an important piece of enhancing our management processes. Richard Wilkerson cautioned that we may need to restrict access to some of the procedures; for instance, his processes involve passwords that can't be released to everyone.

**In Memoriam.** Jody Grundy discussed the need for a way to honor departed members, such as Shirl Coburn. Curt Hoffman recommended a moment of silence at membership meetings. He said that he is in an organization that has a Resolutions Committee; the membership secretary maintains a log of all who have died during the year and reads the list at the membership meeting, and asks for a moment of silence.

**Regionals.** Jody Grundy emphasized the need for clear policy guidelines for regional development. She proposed a white paper, listing points that need to be addressed. She reemphasized the need to identify a Regional Events Committee chair. It will be easier to encourage someone to do this if they have a clear idea of what is required of the job.

**Video Conferencing.** Tom Lane pointed out that even though we will not be able to include the video conference as an addendum to this year's conference, it is the way of the future and is vital to pursue. He said we still have the ability to cultivate Steve Buser to help us do this. Jean Campbell encouraged Tom to keep in touch with Steve.

21. **Adjournment.** On motion from Curt Hoffman, seconded by David Kahn, the meeting was adjourned.

Respectfully submitted,

Robert P. Gongloff  
Secretary