

**IASD “Regular” Fall Meeting Minutes
October 30 and 31, 2010
Day 1 (October 30, 2010)**

In attendance:

Kate Adams	Jody Grundy	Scott Sparrow
Susannah Benson	Curt Hoffman	Gunnar Sundstrom
Mark Blagrove	Bob Hoss	Katja Valli
Jean Campbell	Ryan Hurd	Robert Waggoner
Rita Dwyer	David Kahn	Suzanne Wiltink
Robert Gongloff	Barbara Roukema-Koning	

1. Acceptance of minutes of last Board meeting

On motion by Jean Campbell, seconded by Curt Hoffman, the minutes of the Board meeting held on June 27 and June 29, 2010, were accepted.

2. Executive Committee Report

Jody reminded the Board that the Executive Committee is composed of the following IASD officers: Jodine Grundy (chair), Robert Waggoner, Robert Gongloff, Bob Hoss, Kate Adams and advisors, Rita Dwyer, Jean Campbell, David Kahn, Wendy Pannier and Olaf Gerlach-Hansen as European advisor. Thanks were extended to the finance team, all those committing voluntary hours, the committee chairs and those working on the PsyiBer Dreaming Conference. Jody again welcomed the new Board Directors Susannah Benson, Ryan Hurd, Barbara Roukema and returning Board Directors Kate Adams and Katja Valli.

Social outreach. Jody noted that a major development occurred with the release of the film *Inception* which greatly heightened visibility of IASD in the media and public awareness. This has led to significant developments with our social networking activities.

Affiliate program. Jody detailed how the Executive are reviewing the Affiliate Program, particularly with regards to the possible legal implications of the word ‘affiliate’.

Rolduc 2011. Conference Developments are proceeding very well thanks to the usual skilful organization of the Conference Committee in concert with the Dutch host and committee. Additionally, the roles of Central Office and PR/Advertising and other contributing committees are significant.

Conference 2012. Jody informed the Board that the 2012 Conference site, Berkeley CA., was selected and Bob Hoss and team have negotiated and signed a favorable contract.

Executive Committee Management and Communications. Jody explained that to improve our effectiveness and communication and to build cohesion among the Executive Committee members, the Executive has instituted a monthly Executive business meeting via phone, also to help alleviate some of the email traffic.

A new organization management list serve will be introduced for an extended management team. It will come on stream most likely in early December and will be moderated by Jody and Robert. The Executive Committee invites input, ideas, questions from all Board, Committee and regular members at any time and such communications can be directed to the President or Board Chair as a regular means of contact. Curt Hoffman welcomed the move for the new list serve, to avoid the problem of not being able to 'reply all' to the Exec. Jody announced that Richard Wilkerson has created the listserve that will be used and the Exec will send out invitations to committee chairs. Not all Board members will be on it, but she urged all to communicate whenever they felt the need.

3. Research Committee Report

Katja Valli announced that abstracts from the 2010 conference research track appeared in the *International Journal of Dream Research* (IJDR) and she would send the web link to the Board Operations List. All of the Rolduc abstracts will be published in IJDR.

The recent activities of the Research Committee include the nomination and voting of the research keynote speaker for the 2011 Rolduc conference. In the voting process, a nomination for the 2012 conference keynote was also presented, Matthew Walker, and this nomination was supported by many committee members.

Katja will email academics to encourage submissions for Rolduc and proposals for joint symposia. The committee are working on a semi closed discussant board, with Richard Wilkerson's help.

4. Treasurer's Report

Bob Hoss explained that the year end 2010 is projected to have a higher than anticipated positive margin of \$32,384, but the budget for 2011 projects a loss of (\$16,967). The 2010 projected margin of \$32,384 is about \$28,000 larger than anticipated. Expenses are estimated to be close to budget, and through negotiations we avoided a \$16,000 deposit to the Doubletree for 2012. The margin increase contains a number of offsetting revenue and expense items, but in the end is almost entirely due to an 8% increase in paying attendees over that budgeted plus holding expenses down).

On the other hand, 2011 is projected to have a sizable loss of about \$17,000, due in part to half of the deferred 2012 deposit coming due plus a \$10,000 lower than standard conference margin estimated for Rolduc.

For 2011 a projected budget with a negative margin of \$16,967 was presented, due to the \$10,000 lower margin than standard that was strategically voted on for Rolduc (now estimated at \$32,000) and the \$6,950 deposit we must pay to the Berkeley Doubletree for 2012.

Strategic investment. Discussion about the strategic investment of IASD's capital was held, initiated by Curt Hoffman. Bob Hoss noted that risk consideration was essential and asked if we would we want to risk safety for a \$5,000 sum. Bob suggested that committees should bring a business case forward for strategic projects which includes what they can bring in, and what amount they required to achieve that goal. Jody Grundy requested an indication of the scale of monies that we have to strategically invest, and Bob stated not more than \$10,000. Jody requested continuing dialogue which would include an allocation plan, identifying what resources we have to allocate.

5. Development Committee Report

Jean Campbell reported on the success of the Pledge Drive and plans for its continued implementation. Board members commended the idea of the postcard (which reduced expenditure and raised income) and the Dollar for a Dream initiative.

Psiber Dreaming Conference. Jean reported the success of the PDC, based on excellent teamwork. As a consequence we had two award winning filmmakers as keynotes, attracted 188 attendees and generated \$3350 income. Further, delegates in Europe and the Middle East were able to network with each other. Curt Hoffman asked if all of the presentations are archived but Jean noted that there are difficulties in separating the discussions from the papers.

6. Advertising and PR Committee Report

Jean Campbell confirmed that advertising is now more stable thanks to a calendar/schedule but we need to increase staff hours for Laura Atkinson so that more advertising revenue can be brought in. Jean informed the Board that Wendy Pannier is the key person for PR.

7. Social Networking Subcommittee Report

Face Book. Ryan Hurd reported on the developments with IASD's Face Book page since we gained access to moderating the page. We now have a Face Book Fan Page which has more members than the group page. Ryan intends to promote IASD members' dream blogs by posting them on Face Book. Jody Grundy encouraged links between people's pages/IASD via the 'share' button. It was agreed that administrators would moderate activity to avoid individuals overly promoting their own work.

YouTube. Jean Campbell advised that the IASD YouTube Channel needs a professional administrator which will incur cost, and requested that some money be made available in

the budget. Jody Grundy moved to approve Jean's request for more money (\$1,000) which would be considered tomorrow in the Budget vote. Numbers of video downloads have doubled to 2000. Barbara Roukema-Koning noted that it was difficult to find the IASD channel and Jean reported that the situation is being worked on. Other IASD members who have their videos on YouTube will also be approached. Curt Hoffman noted that the aspirations of the Online Committee were being achieved by the Social Networking Subcommittee and suggested that the Online Committee be folded into it. Curt would retire from the role as Chair. The Board accepted the idea to disband the Online Committee.

8. Membership Committee Report

Scott Sparrow reported that membership numbers are fairly stable and close to target. The downside is that they have not grown for a while and he proposed that we need to incentivise membership. Key to this is to undertake research into the core motive for renewals. Curt Hoffman explained that in the past Survey Monkey had been used and that this survey could be repeated. However, he advised not to overload people with surveys if trying to explore sub groups like patrons/PDC/pledge drive. Instead, radio buttons can avoid this problem.

Scott explained that he has been talking to Richard Wilkerson about tweaks to the website to enhance internet search conversions. Plans to create targets will move forward in 2011. Regional representatives have regular contact via emails and lists, and Scott encouraged all Board Members to subscribe at patron level if possible. Scott also announced plans to upgrade/update/prune member pages and announced plans for an online forum to discuss "big dreams". This originated as a discussion forum idea for the regional reps network but is now being planned to include the whole membership.

9. Regional Events Committee Report

Jody Grundy noted that she is Acting Chair of this committee and invites other Board Members to take on the role of chair or co-chair.

World Congress of Psychotherapy. Jody Grundy announced the upcoming World Congress of Psychotherapy event in Sydney, Australia, 24-28 August 2011 with an anticipated 2000 attendees. Susannah Benson described how IASD will have a 90 minute slot for which we can send a speaker/representative to present and represent IASD. Susannah and Robbie Bosnak will present at the congress and will host a follow on IASD regional in Sydney in April 2012. Jean Campbell has contacts in Australia which she will pass on to Susannah Benson. Jody noted how important this event is given that IASD membership in Australasia is low and this is a great opportunity to increase IASD's visibility and hopefully membership in that region.

Jody requested that the following be included in the 2011 budget: \$2,000 seed allocation for all regional events and a \$1,000 allocation as a one-time strategic investment for travel expenses for an IASD speaker/representative to the World Psychology Congress in Sydney, Australia, August 2011.

Other regionals. Jody outlined other planned regionals for 2011 in Montreal, Canada; western New York, USA; Berkeley, CA, USA; Toronto, Canada. For 2012, planned regionals are: Sydney, Australia; Heidelberg, Germany. However Jody emphasised that a proposal form is essential for all proposed regionals and asked hosts to complete them.

Curt Hoffman discussed plans for November 2012 for a regional north of Boston, USA. It will operate a low cost model and aim to attract 50 people. Ernest Hartmann has agreed to speak.

10. Research Grant Committee Report

Bob Hoss reminded the Board that each year IASD works in partnership to provide small grants and seed funding for dream research. Letters of intent are invited then proposals are requested where applicable. This year there were five finalists out of sixteen proposals received. Unfortunately funding was only available to fund or partially fund three. A total of \$7,000 was awarded. The three winners were Caroline Horton, UK; Jessica Lara-Carrasco/Tore Nielson/Valerie Simard in Canada and Sandman in Finland. Bob confirmed that unsuccessful candidates are encouraged to reapply. They are given personal feedback on the strengths and weaknesses of their proposals and this year's winner, Caroline Horton, was in fact a resubmission. The value of the awards is high given that we see a large increase in the numbers of researchers attending conferences.

On motion from Barbara Roukema (seconded by Jean Campbell), the meeting was adjourned.

Day 2 (October 31, 2010)

In attendance:

Kate Adams	Jody Grundy	Scott Sparrow
Deirdre Barrett	Curt Hoffman	Gunnar Sundstrom
Susannah Benson	Bob Hoss	Kim Vergil
Mark Blagrove	Ryan Hurd	Robert Waggoner
Nick Brink	David Kahn	Suzanne Wiltink
Jean Campbell	Wendy Pannier	
Rita Dwyer	Barbara Roukema-Koning	
Olaf Gerlach-Hansen	Richard Russo	
Robert Gongloff	Alan Siegel	

11. Regional Events Committee Update

Jody Grundy informed the Board of an update from Claude Desloges who is arranging the regional event in Montreal, Canada in 2012. Claude has planned a move to a larger facility and projects an anticipated income of Can \$3,857 for 250 attendees, with 50% of this, Can \$1928, profit margin for IASD.

12. Arts Committee Report

Kim Vergil updated the team on Bob Hoss and Willem Fermont's work to get the call for artists for the Rolduc conference online in December. She plans for locally designed posters to be displayed from mid January and the Art submission deadline to be set for mid April. One idea being considered is to extend online submission to the Arts entries, possibly with artists paying \$35 to submit, which is common practice for other arts events.

Bob Hoss queried the proposed deadline, concerned that it might not leave artists sufficient time to register for the conference, and missing the deadline for reduced fees. Kim Vergil agreed to explore the issue further.

Jody Grundy raised the issue of video submissions and whether or not we might need specialist judges. Kim assured Jody that whilst there will be one panel of judges, all artists have had some training in video work; however, she could enquire as to the availability of a specialist judge.

Kim Vergil asked if the artists' works would be secure overnight in Rolduc, and suggested that artists would need to take responsibility for having their work fully insured. Barbara Roukema-Koning explained that volunteers work in the day, and believed that the cloister area can be locked at night, and she will raise the issue at a meeting next week.

Kim Vergil also confirmed that Nancy Brezeski has committed \$3,000 to the show.

13. 2011 Conference Report

Bob Hoss reported on the progress to date with the Call for Presentations and the developments in automating conference systems. In addition, the keynote list has been compiled by Bart Koet and Marja Moors (Program Co-Chairs) containing three keynotes and four featured presenters, plus a suggestion from the Executive of Amy Hardie.

14. 2012 Conference Report

Bob Hoss reported that the initial meeting of the local Bay Area team who will be supporting the conference, met on 15 September. The conference is scheduled for June 22-June 26, 2012, at the Berkeley Doubletree hotel on San Francisco Bay. This year a third party

firm, HPN, was used to search hotels and negotiate the initial terms and we have room rates for \$112 which is cheaper than the \$169 standard rate and cheaper than last time. Key notes will be considered in Spring.

15. Conference Advisory Committee Restructuring Report

Bob Hoss reported on the plans to restructure the Conference Committee and process. As part of this realignment it is proposed that the Conference Advisory Committee will be changed to become simply the Conference Committee (CC). Advisors will join the team to allow for new conferences and develop proposals. a) The traditional role of "Host", who has to create a complete local team, find a venue and come up the learning curve with the responsibility of managing a total conference, is eliminated. The emphasis is on: seasoned IASD core management; including the Executive/Board more in venue and content decisions; the placing more local coordination in the hands of Regional Representatives or other seasoned local IASD members willing to coordinate the local team in a smaller set of local only activities. The Board will vote on themes and be more involved. The proposal is to move towards more standard locations that we can go back to in alternate years, have a standard bookstore and increased online semi automation. Bob summarised four new management areas proposed for the structure, requiring a responsible individual or co-chairs for each: Conference Management; Program Management; Local Implementation Management; Advertising Management.

Bob Hoss moved to vote that the basic structural components and principles upon which the new Conference Committee is proposed, be approved with the understanding that this structure and the procedures within it will be reviewed and refined, during the implementation and each year thereafter, to optimize it and adjust to changing conditions. Curt Hoffman seconded the motion. The motion was passed unanimously.

16. Dreaming Report

Deirdre Barrett reported that matters are running smoothly for the journal. She has been in contact with APA who are interested in possibly offering pre-APA journal articles electronically, although have not communicated specific details as yet. Mark Blagrove enquired as to whether or not IASD can obtain past papers from the early years of the journal. Deirdre said that we could but it would involve considerable work but is seeing that possibility as a plan B. She noted that income from sales of APA online issues appears to have reached a plateau but would likely increase if IASD allowed the sale of pre-APA issues and APA agreed to do so.

17. DreamTime Report

Richard Russo confirmed that the Fall issue has been mailed and that the major concern for the publication is the lack of an advertising manager since Anne Frey left. Richard welcomed

the proposal that money be put in the budget to contract with Laura Atkinson. Bob Hoss proposed to put a one-time strategic investment of \$4,000 into the budget to offset additional contract costs. Richard noted that it would be valuable to visit the idea of *DreamTime* being available to the public in a year's time.

18. Education Committee Report

Alan Siegel reported that the 2010 conference and CE Evaluation analysis were showing positive responses but the number of people completing them (41) was very low, which reduces the validity of this important measure. Narrative comments are currently being transcribed.

Alan advised that he will be updating all of the CE program evaluation forms and the CE log for the 2011 Rolduc conference. He will be unable to attend the Rolduc conference but recommended that we have a CE program track there. Its inclusion was agreed as Barbara Roukema-Koning had previously confirmed that it could be managed.

Jean Campbell suggested emphasising the importance of completing the forms at the membership meeting, and Alan also suggested including it on a slide at the beginning of the conference.

Bob Hoss raised the issue of giving presenters composite scores and enquired as to whether or not this could be automated. Wendy Pannier offered to assist in editing results.

19. Student Research Awards Committee Report

Curt Hoffman informed the Board that the committee had resolved the issue of student/academic collaborative entries, and that Tracey Kahan was replacing Don Kuiken whilst he was on sabbatical. Curt emphasised the need to encourage submissions as there were only two credible entries last year. He also noted that the committee needs \$1,150 in total.

20. Nominations Committee Report

Robert Gongloff announced that this year's committee includes Robert Gongloff (chair), Jody Grundy, Robert Waggoner, Jean Campbell, Rita Dwyer, Olaf Gerlach-Hansen, and David Kahn. In addition to nominating members to replace the five member-elected directors coming off the Board, the committee has the challenging task of nominating up to seven additional directors who will be Board-appointed, replacing those whose terms expire in 2011. The member-elected directors whose terms expire next year include Kate Adams, Nick Brink, Ernest Hartmann, Jacquie Lewis, and Gunnar Sundstrom. The seven Board-appointed directors whose terms expire next year are Jean Campbell, Olaf Gerlach-Hansen, Robert Gongloff, Bob Hoss, David Kahn, Wendy Pannier, and Robert Waggoner.

Robert encouraged members to come forward with nominees, and noted that it would be helpful if they can ensure that the nominee is willing to be nominated, whilst not giving the impression that they will be nominated. Jody Grundy added that self nominations are acceptable and also encouraged the net for nominees to be cast far and wide. Close runners from previous years should also be reconsidered. Jody reminded the Board of whose board terms are expiring in 2011, several of whom are officers. David Kahn added that officers must also be board members and that this issue must not be allowed to fall through the cracks.

21. Heritage Fund Committee Report

Robert Waggoner reported that at the 2010 Asheville conference, committee members placed brochures about the Heritage Fund and its goals in attendees' bags, and a banner in the registration area asked dreamers to "Be an Angel -- Join the Quiet Campaign to support the study of dreams for generations to come." Three additional IASD members privately expressed some interest to the Heritage Fund Committee co-chairs about supporting IASD's future.

Robert confirmed that over the coming year the committee expects to produce a set of Quiet Campaign materials for events with support from a grant by the HM Bitner Charitable Trust, a representative of which attended the Asheville Conference. Robert confirmed that the \$4,500 grant from the Trust is still held as restricted income in IASD accounts.

22. Vote to approve budget 2011

Bob Hoss summarised modifications to the initial budget. The student research awards budget should be \$1,150; the amount for regional conferences to be projected at \$3,000; the journal page count will be reduced from \$4,000 to \$1,000 but increased next time.

The 2010 projected margin of \$37,534 is about \$31,000 larger than anticipated. The budget for 2011 projects a loss of \$14,768 excluding any strategic investments, assuming the Rolduc conference meets budget, and that other income and expenses remain roughly equal.

Robert Waggoner informed the Board that Olaf sent an email which states the Danske account holds \$20,939.99. There is a \$5,064 revolving fund to support European regionals. It owes \$464 to others. We have access to \$14,872.

Bob Hoss will email the Board with an amended budget.

Bob Hoss moved to vote that the Board accept the budget with the noted amendments. Curt Hoffman seconded the motion. The motion was passed unanimously.

23. Old Business

There was no old business.

24. New Business

Incentivising membership. Jody Grundy emphasised the need to incentivise membership, as Scott Sparrow had raised earlier. What to do, and what it would cost, need to be considered. Scott detailed how the membership pages are to be upgraded and pruned, given that they can be used for professional enhancement.

Social networking. Ryan Hurd encouraged members to make posts on Face Book. He discussed starting a Twitter account. He and Scott asked if the Social Networking Subcommittee should be made into a full committee but Jean suggested that as it is a new idea, it should remain a subcommittee for now.

Bob Hoss advised that he will be away in November and asked that people postpone conversations with him during that month.

On motion from Jean Campbell (seconded by Wendy Pannier), the meeting was adjourned.

Respectfully submitted

Kate Adams

Secretary