

IASD "Regular" Summer Board Meeting Minutes **June 27 and 29, 2010**

Day 1 (June 27, 2010)

In attendance:

Kelly Bulkeley	Jody Grundy	Alan Siegel
Deirdre Barrett	Curt Hoffman	Scott Sparrow
Nicolas Brink	Bob Hoss	Katja Valli
Jean Campbell	David Kahn	Robert Waggoner
Teresa DeCicco	Tom Lane	Richard Wilkerson
Rita Dwyer	Jacquie Lewis	Suzanne Wiltink
Robert Gongloff	Richard Russo	

1. **Acceptance of minutes of last Board meeting.** On motion by David Kahn (seconded by Nicolas Brink), the minutes of the Spring Board meeting held on March 27 and 28, 2010, were accepted.

2. **Executive Committee Report.** Robert Waggoner thanked the Board for another year of growth and accomplishments. Thanks to Richard Wilkerson and Bob Hoss, all of our financial reports and our complex forms have been submitted on time. He was glad to see that things are progressing well for a 2012 conference in Berkeley. Thanks to Jody Grundy, the regional events programs are increasing and receiving appropriate support. Anne Frey has announced that she is stepping down from the Chair of the Product and Advertising Sales Committee. Scott Sparrow is taking over as Chair of the Membership Committee. This year we will be looking into ways to improve our ways of communicating to insure we are conducting business effectively and efficiently.

3. **Nominations Committee Report.** Jody Grundy announced the member-elected directors: Scott Sparrow, Ryan Hurd, Barbara Roukema-Koning, Susannah Benson, and Katja Valli (re-elected). The slate of officers for 2010-11 are Jody Grundy, President; Robert Gongloff, Vice-President; Kate Adams, Secretary; Bob Hoss, Treasurer; and Robert Waggoner, Chair of the Board. Kate Adams will complete Deb Hickey's term as a director.

4. **Treasurer's Report.** Bob Hoss reported that we are in good financial shape. We have a projected 2010 operating budget showing a \$16,000 profit margin, but that will be reduced to zero if we pay the \$16,000 deposit for the 2012 Berkeley conference. Our bank balance is \$180,000, \$20,000 of which is in international banks. Bob reminded the Board that we cannot add recurring investments but can add strategic investments.

5. **Student Awards Committee Report.** Curt Hoffman reported that there has been a decline in the number of submissions. This year, the committee agreed to award both of the remaining

submissions, as follows: for Qualitative Research, Linda Mastrangelo, "Animal Dreams," and for Quantitative Research, Connie Svob, "Dream Remembering: Theory and Measurement." Connie Svob's submission was co-authored by Don Kuiken and Tore Neilsen. This is the first time this has happened, with contribution from professional, non-students. The committee is still considering how to deal with this in the future. Curt encouraged everyone who has students to have them submit work, so the committee has more from which to choose. March 15 is the deadline for submissions. Work will be accepted from doctoral students as well.

6. Central Office Report. Richard Wilkerson reported that the rent has gone up for the office and that he is receiving increased support for website design.

7. Education Committee Report/Conference CE. Alan Siegel announced that 36 conference attendees have signed up for CE credit. He expressed his need for room monitors and for volunteers for editing and assembling paperwork for the home study program. He said he has been overseeing CE and the Education Committee for 15 years now and would like to spread the work around. He has revised the conference evaluation forms each year. Teresa DeCicco volunteered to find students to help compile the evaluation results and make them available to the committee and presenters. Alan reported that the 2003 *Dreaming* articles have been digitized; they just need to be reformatted and renamed. He needs a volunteer to help with this, possibly for payment since we expect to profit from their sale. He suggested forming a committee to make recommendations on how much to charge for articles and how to make them available. Members of the committee should come from the Education Committee, the Research Committee, and Publications; Rita Dwyer suggested that the Treasurer should also be involved.

Action: The Board will form an ad hoc committee to make recommendations on sale of *Dreaming* articles.

8. 2010 Conference Update and Logistics. Robert Gongloff reported that we have approximately 300 attendees at the conference. Bob Hoss stated that he felt we would make our profit margin based on the attendee figures. Everything arrived on time – t-shirts, caps, badges, program booklets, etc. Allegra Printing in Asheville did a wonderful job for us. The Board discussed the resort shuttle situation and commended people schedule shuttles early.

9. Research Awards Committee Report. Bob Hoss reported that we awarded two grants this year and have \$5000 available for next year. He said the Research Committee will be making people aware of the awards in hopes of insuring more submissions.

10. Development Committee Report. Jean Campbell encouraged everyone to check out the PsiberDreaming Conference that is coming up this fall. It is gaining in popularity every year. Last year we had 60 artists in the PsiberDreaming gallery. The theme this year will be The Stuff That Dreams Are Made On. Jean also reported that once again we had precisely the same number of applicants for conference scholarships as we had money for; we awarded ten scholarships this year.

11. Membership Committee Report. Jody Grundy said she sees the purpose of the Membership Committee is to reach out to members' needs. She introduced Scott Sparrow as the new Membership Committee Chair. She reported that we have been holding steady in our numbers, with 614 current members and over \$24,000 in income for the first half of 2010, with a projected annual income of about \$50,000, which has been holding fairly steady over the past three years. We have a high retention rate at present. The committee has decided that it is more in our interest to seek out new members than to attempt to bring back lapsed members. She has gotten feedback from the global community that they would like us to investigate a separate fee structure to accommodate those who can't afford to come to conferences and don't feel they need the publications. Scott Sparrow will also look into reinstating the membership map. Jody was pleased to announce that Richard Russo reports an 18% increase in international mailings, indicating a significant increase in international memberships.

12. Research Committee Report. Katja Valli discussed the publishing of conference abstracts. The committee has asked research presenters to revise their abstracts by July 16. The International Journal of Dream Research is willing to publish our abstracts but we need reviewers to help put them in final form. Deirdre Barrett brought up the point that many times authors who publish their findings in *Dreaming* and other journals are not able to publish them again. They may get by this by just including summary sentences in the journals without publishing details. They need to make these summaries extremely short so they leave themselves the opportunity to publish another article later. Katja felt we could control this by controlling the length of the abstracts. Presenters can state that they will deliver the details in their actual presentations. Deirdre said that we need to make sure presenters understand the problems that they may encounter.

13. Art Show/Arts Committee Report. Kim Vergil reported that we had 150 art entries from 51 artists. Thirty-two artists were selected and we are displaying 52 works. First prize was \$1000; second and third prize winners were each given \$750; and one honorable mention prize was awarded for \$500. The money collected from the \$35 entry fee was used to help offset setup costs. Jean Campbell noted that this is the second year in a row that Kim has stepped in to rescue the art show. Margaret Marchuk did a great job in promoting the show as part of local advertising. Ten local artists were recruited to help put up posters and distribute cards. Robert Waggoner offered to provide a dream analysis of a selected work for a special "Dreaming of Dream Art Award."

14. "Quiet Campaign" Heritage Fund Report. Robert Waggoner announced that a third member has agreed to have IASD remembered in their estate. They wish to keep their name and the amount anonymous. The committee will be working on a "How do I join IASD" post card.

15. Dream News Update. Jacquie Lewis noted that she has added a creative corner called Dreaming the Muse, where individuals are invited to submit creative projects for publication in the newsletter. Tzivia Gover has already submitted a poem. *Dream News* will have a whole new look in August. Laura Atkinson is working on the template for this.

16. **DreamTime Update.** Richard Russo reported that the magazine is staying on budget by printing fewer copies and reducing the size from 44 pages to 40. He has added another column of first-person accounts featuring a new guest contributor each issue. He is getting estimates for a full-color cover, which will be an incremental step to going public. We need to fill the vacancy left by the loss of Anne Frey doing advertising. Richard noted that we could sell complete sets of back issues, since they are all now in pdf format.

17. **Dreaming Update.** Deirdre Barrett led a lengthy discussion on selling articles from *Dreaming*. She said we now have a complete set of everything we want to sell. We need to determine fees for these articles depending on what method or methods of sale we wish to employ. APA's PsychNet charges \$11.95 for individual article downloads, but offer radically discounted rates for 24-hour unlimited downloads, one-year unlimited downloads, member access, and institutional access. We should set our fees below APA's since this material is older and we don't have all of their marketing capacities. We are not set up to sell single articles online now. But we are set up for the one-year option and for Alan Siegel's online courses. Various ideas were introduced, including packaging articles with IASD ads, seeing if APA will sell the older Kluver articles for us on a percentage basis, offering discount rates to members, and outsourcing the sales work since it is difficult to find volunteers to handle the program. Katja Valli noted that researchers and students are normally unwilling to pay for articles and will even go to the extreme of writing to the author to get an article. She said we need to have a philosophical discussion about the degree of access we want to these articles. It was agreed that such a discussion should be held soon to meet the concerns Katja presented but also to not delay action on potential sales of IASD intellectual capital which could benefit IASD financially. The consensus of the Board was to have Deirdre contact APA to see what agreement could be reached with them, without making any commitments.

Deirdre also reported that she will increase the size of the journal by 10 pages in 2011. This move was approved by the Board two years ago. APA will charge us \$1700 which translates to about an additional dollar per year per copy.

Deirdre also expressed her concern that we were dropped out of the ISI Social Citation Index in 2006, about a year or so after APA took over publication of *Dreaming*, most likely because Kluver notified libraries that the journal was not being published any longer. APA has submitted us for restoration, but we will not be able to know the status until it actually happens. Apparently, our listing in the Index is more significant to Europeans, but it may become more critical to us over time.

18. **Retiring Board Members.** Jean Campbell thanked the retiring Board members: Katja Valli (who is returning), Tom Lane, Don Kuiken, Layne Dalfen, and Kate Adams (who is completing Deborah Hickey's unexpired portion of her Board term).

19. **Adjournment.** On motion from Curt Hoffman, seconded by Tom Lane, the meeting was adjourned.

Day 2 (June 29, 2010)

In attendance:

Susannah Benson (Skype)	Jody Grundy	Barbara Roukema-Koning
Mark Blagrove	Curt Hoffman	Scott Sparrow
Nicolas Brink	Bob Hoss	Misa Tsuruta
Jean Campbell	Ryan Hurd	Katja Valli
Trisha Davis	David Kahn	Robert Waggoner
Teresa DeCicco	Tom Lane	Richard Wilkerson
Rita Dwyer	Jacquie Lewis	Suzanne Wiltink
Robert Gongloff		

20. **Welcome to new Board members.** Jean Campbell welcomed the incoming Board members: Susannah Benson, Ryan Hurd, Barbara Roukema-Koning, Scott Sparrow, and our returning member, Katja Valli. Susannah was able to attend the meeting via Skype video.

21. **Explanation of IASD's Board composition.** For the benefit of the new members, David Kahn explained the newly revised Bylaws. We have 22 members on the Board. Fifteen are member-elected and seven are Board-appointed. All of the five officers (President, Vice President, Secretary, Treasurer, and Chair of the Board) must be Board members; this is the reason for having Board-appointed members. The Executive Committee is a committee of the Board, and is the working part of the Board, responsible for day-to-day operations. The Executive Committee consists of the five officers and up to three additional non-voting advisors named by the Board. The current advisors are Rita Dwyer, David Kahn, and Wendy Pannier. So far, we have felt it best to keep the size of the Executive Committee at seven. The Executive Committee may also invite individuals who have specific expertise in a topic under consideration to attend their meetings and provide advice. Olaf Gerlach-Hansen has been serving in this capacity and Jean Campbell, who is retiring as Board Chair, is invited to be a regular advisor to the Exec as she has extensive and specific expertise in IASD operations. David suggested that all members read Article V of the Bylaws.

22. **New Slate of Officers.** Jody Grundy, as Nominating Committee Chair, presented the proposed slate of officers: President, Jody Grundy; Vice President, Robert Gongloff; Secretary, Kate Adams; Treasurer, Bob Hoss; and Chair of the Board, Robert Waggoner.

On motion by Curt Hoffman, seconded by Nick Brink, the Board adopted the new slate of officers.

23. **Review of Committees.** Robert Waggoner reminded everyone of the "Richard Wilkerson Rule": Richard is the Central Office Manager and you can't boss him around. Robert said the function of the committee chairs is to coordinate ideas and plans originating within the

committees and bring them to the Executive Committee for consideration and approval. Bob Hoss said that we need to bring our Procedures Manual in alignment with the Bylaws.

With the resignation of Anne Frey as the manager of product and advertising sales, Jean Campbell agreed that her function should fall under the purview of the Advertising and Public Relations Committee, but that we still need a specific staff person to manage sales. Rita Dwyer said that we need to immediately seek out a member with the talent and skills to do this. This person could be paid a percentage of what he or she brings in. Jean Campbell said that she will be placing an ad in the August Dream News seeking a high tech person to help with the PsiberDreaming Conference. She recommended other needs be included in the ad.

Action: All committee chairs having need for volunteer help are asked to prepare a brief description of their needs for inclusion in the August issue of Dream News. The deadline is 1 August.

24. Global Advisory Committee Report. In the absence of Olaf Gerlach-Hansen, Jody Grundy gave his report. She informed the new members that this committee was formed under the new Bylaws as a means to transition from a number of international “vice-presidents” to a committee of global advisors. Their function is to examine the global presence of IASD. They have developed a list of questions for discussion which will be conducted by email over the coming year according to a schedule agreed upon and set out in the plan by Olaf. One point they jumped on right away was the idea of developing membership rates for those who couldn’t afford our fees. Stan Krippner raised the issue of what is meant by a global presence? Do we need it? What does it mean? Discussion needs to focus on the purpose of a global presence.

25. Advertising and PR Committee Report. Jean Campbell reported that we had a remarkable advertising campaign this year, increasing our budget by \$2000. We advertise in four publications: *DreamTime*, *Dreaming*, *Dream Network Journal*, and the *Lucid Dreaming Exchange*, plus our online service, *Dream News*. We need to take control of the Facebook page that is presently being monitored by a non-IASD member. Jody Grundy reported that she and Ryan Hurd have tried to contact Justin Boalt, the current administrator, with no reply to date. Jody stated she would follow on contacting Jennifer Parker to see if she can make contact with Justin and finesse a quiet turnover of administrative control to us. If not, we need to decide how to proceed to take control of a FB site with the IASD name on it. Laura Atkinson took over our graphic design function from Liz Diaz this year. Margaret Marchuk was of considerable help with local advertising for this year’s conference; she proved that if we get out local advertising and do it early, we will be successful. Suzanne Wiltink has produced a flyer for the Rolduc conference. Jean noted that all committees need advertising and public relations. She wants to fully develop an IASD year-long advertisement calendar. We are actively working to increase our involvement in YouTube; members are invited to send in links to the IASD channel. The Board also discussed other options, such as Twitter, Michael Shredl’s journal, other social networking avenues, and revitalizing the online committee.

On motion by Jody Grundy, seconded by Curt Hoffman, the Board voted to allocate \$2000 in strategic funding during the coming fiscal year for development of an IASD YouTube channel.

Note on strategic funding: Bob Hoss explained that strategic funding has no operational trail to it. These are funds that will offer us a return in the future, but will not recur. They are not part of the recurring budget.

An additional procedural item was discussed as part of this report. David Kahn advised the Board that, according to California law, to participate in phone meetings, each Board member must sign an electronic consent form.

26. Regional Events Report. Jody Grundy, as acting chair of the Regional Events Committee, advised the new members that, in the absence of a chair, the Executive Committee has been functioning as overseer of regional events, discussing and approving proposals. She announced that there are several new committee members for Regional Events: Jeremy Seligson (Korea), Susannah Benson (Australia) and Claude Desloges (Canada) so that a new team is in formation. She said that in the future, we hope to work with the Global Advisory Committee for comprehensive regional development. She has been working with Bob Hoss on a proposal review form and a budget template. Use of these forms will be required for all regionals, large or small, meaning a full weekend conference or half/or one day event so that the Regional Committee can evaluate and work with regional groups in planning and implementing the events. She discussed the regional events planned for the next several years in the US, Canada, Europe, Australia, and the Far East. She believes we should schedule no more than two large events in a year. We must have sufficient lead time to consider all contingencies. Jean Campbell said we need to have a regional policy that is clean and straightforward; the only way to do it is to have an annual calendar. Curt Hoffman raised the issue about whether we should have regionals in areas where no current members exist; he stated his belief that regionals should primarily be for the purpose of building membership in regions where people can't afford to come to our annual conferences.

27. 2011 Conference Committee Report. Bob Hoss reported that the plan is to have the seasoned conference committee staff function as a core of advisors to work with the Rolduc committee. The next steps that have to take place are creation of the Call for Presentations and the online registration form. So everything that relates to attendee payment must be decided soon. Bob will work with Curt Hoffman and Robert Gongloff to refine the online submission form based on what we have learned in the past year or two and send it to the Rolduc committee for comment and finalization. The Dutch team needs to form a program committee and make determinations about the evaluation process and procedures for acceptance and denial notifications. Curt Hoffman emphasized that the evaluation process needs to be centralized with the program chair. We had many problems this year by relying on the track chairs to coordinate with potential presenters. Jean Campbell noted that this is another process that needs to be put on the IASD annual calendar.

Barbara Roukema initiated a discussion about confusion surrounding the fact that there is another “international” dream conference being conducted in The Netherlands several weeks after ours. She noted that the fact we call ours the “annual” conference and include our logo has little meaning to people in her country. Bob Hoss said that our conference comes three weeks after the annual Haden conference and that conference did not appear to hurt our attendance. Robert Waggoner made the point that if we focus on the problem, we will gravitate toward the problem, but if we focus on the goal, we will gravitate toward the goal. Jean Campbell felt that if we advertise really well, it won’t make much difference what others do. Richard Wilkerson said that we need to have a consistent message that we keep repeating. Robert Waggoner added that the Board is taking a neutral stance on the other conference. Katja Valli said she can advertise through the research committee and can make use of the European network. Bob Hoss recommended we advertise the conference as a team effort between IASD and VSD. We want to support VSD to the degree they wish to be involved. Barbara reminded everyone that she is the VSD President.

28. 2012 Conference Report. Bob Hoss stated that we need to vote on the Berkeley proposal at this meeting because the deposit of \$16,374 is due by the end of July. The form of the final proposal will depend on legal review. With a positive vote, Bob will proceed with the plans and pay the deposit, which represents 20% of the overall cost and includes room nights. The true cost of the conference is on the order of \$80,000; the hotel will cost only \$40,000. We have been to the Berkeley Marina twice before and will be using the same meeting rooms as before. They have built a new center where we plan to hold the art show. We were able to negotiate a good room rate of \$112 for a single or double. We should have no trouble meeting the 560 room night minimum. Should we have to cancel, the deposit will apply to the next conference we hold there. To meet a \$39,000 profit margin, we will need 240 paid attendees, 300 total. Bob is still negotiating for audio/visual service, but it is expected to be very inexpensive, since we may get a 25% discount. We may need to ask presenters to provide their own computers. Richard Wilkerson noted that many organizations require their presenters to bring their own pc’s, however, they don’t often work. We may repeat the boat trip as a special event, although the cost has increased from \$30 per person to \$50.

On motion from Bob Hoss, seconded by Jean Campbell, the Board voted to permit Bob Hoss to sign the 2012 contract with the Berkeley Doubletree Hotel, pending legal review and audio/visual negotiations.

Bob Hoss added that he still owes the Board his idea for a structure for future conference administration. The plan is to create a formal conference committee that takes the burden off of a local “host.” Future conferences will be run from a base of expertise.

29. Old Business. No old business.

30. **New Business.**

Barbara Roukema recommended we establish an affiliate member page on the IASD website. Richard Wilkerson suggested the affiliate members be identified on the existing member page, although the Membership Committee may want to consider the possibility of creating a separate page.

Curt Hoffman expressed concern about the workshop conducted by representatives of North of Eden. The presenters interpreted dreams of two of their members, with little attendee involvement. They did not ask for questions or participation. They told the attendees what the dreams meant and what future dreams they could expect. Bob Hoss said that this submission was originally rejected as a workshop and approved as a special event. The presentation may have been appropriate if it had been identified as portrayal of one method of dream interpretation. The situation emphasized the need for several changes to our conference submission procedures: (1) we need to do more hand-holding and coordination with first-time presenters so that they fully understand what is expected of them, and (2) coordination with submitters needs to be centralized with the program chair. Jean Campbell said that we getting large enough now that we may need to consider a pre-conference orientation for new presenters.

31. **Adjournment.** On motion by Jean Campbell (seconded by Nick Brink), the meeting was adjourned.

Respectfully submitted,
Robert P. Gongloff, Secretary (and acting Secretary)