

**IASD “Special” Fall Meeting Minutes
October 29 and 30, 2011**

Day 1 (October 29, 2011)

In attendance:

Susannah Benson	Jody Grundy	Jennifer Parker
Mark Blagrove	Curt Hoffman	Barbara Roukema-Koning
Nick Brink	Bob Hoss	Massimo Schinco
Jean Campbell	Ryan Hurd	Scott Sparrow
Laurette Dupuis	David Kahn	Misa Tsuruta
Rita Dwyer	David L. Kahn	Katja Valli
Robert Gongloff	Jacque Lewis	Robert Waggoner
Olaf Gerlach Hansen	Wendy Pannier	Richard Wilkerson

Note: According to the Bylaws, the second meeting held at the conference, at which time the new Board and Officers assume their duties, is identified as the “Annual” meeting. All other meetings, including the fall and spring meetings, and the first meeting at the conference, are identified as “Special” meetings.

The meeting began with dream sharing.

1. Acceptance of minutes of last Board meeting

On motion by David Kahn, seconded by Jean Campbell, the minutes of the Board meeting held on June 26, 2011, were accepted.

2. Executive Committee Report

Robert Gongloff presented a brief overview of our current status, including recent developments, challenges we are facing, and opportunities we have to serve the dream community. He said we can be proud of the success of the PsiberDreaming Conference, the LA and NY regionals, and the new color brochure, and thanked Jean and Jody and Scott for their contributions to these efforts. He noted that the expanded management team communication plan is fully functional, and we now have whistleblower and conflict of interest policies. We have continuing needs to fill the arts committee chair position and provide advertising and editorial support to *DreamTime*. He acknowledged the efforts of Bob Hoss and David Kahn to update the procedures manual and noted that we are still missing drafts from some of the committees. The conference advisory committee is serving the dream community by planning conferences well into the future and working with the Asheville Jungian Society on a joint video event following the 2012 conference. We are close to a resolution on the PsycEXTRA project, which involves republishing much of our “gray” material in the APA database. Later in the meeting, we will be considering a cooperative agreement with the American Association for the Study of Mental Imagery, a website upgrade, and plans for establishing a task force to examine different models

of IASD affiliation. Robert noted that we can be especially proud of the excellent management team we rely upon.

3. Finance Committee and Treasurer's Report

Bob Hoss reported on our current financial status and our projections for 2012. He said that 2011 looks like it will end on a positive note (\$6598), mostly because committees and activities exceeded budgeted income projections. We made almost \$9,000 more on the Rolduc conference than budgeted; we took in \$4400 more on regional events than projected; the Journal earned \$3700 more than budgeted, primarily due to subscriptions; the PsiberDreaming Conference did \$705 better than anticipated, and membership dues are projected to be over \$6000 better than expected.

Jody questioned the \$11,000 line item for membership and asked if this has been taken in, to date, or is it a year-end projection. Bob stated that it is a year-end projection based on the fourth quarter income from last year. Jean Campbell commented that the PDC brought in about 40 new members, and we are expecting the upcoming pledge drive to bring in more as well. Scott Sparrow made the point that overall our membership income is higher and this is attributable to the PsiberDreaming conference. Jody suggested that it would be interesting to examine corporate memberships effect on the increase. She questioned why our income was so much higher and there were not a lot of new members. Richard Wilkerson commented that the LA regional added a dozen to our membership as well.

Bob said that we hope to project a \$35,000 margin because we have set the early registration for presenters at 1 January 2012, meaning we can move some conference revenue into this year. The optimistic projection is that this will bring \$30,000 by the end of 2011.

Looking at our expenses and income for 2012, we assume they will remain about the same. We are not anticipating any extraordinary growth. Bob reminded the Board that the conference budget has been incorporated into the overall budget, so that a vote on the budget will also be a vote on the conference budget. The 2012 budget also includes projections from the letter David L. Kahn sent out. It includes all we voted on last time plus an additional \$10,000 for website graphics and management; we will be voting on that strategic expense. It does not include any additional expense for the anticipated website upgrade project.

Regarding the upcoming regional in Australia, we made the decision to keep half of the revenue from that event, but will retain the funds in reserve to pay for future Australian events. This is similar to our policy in Europe, although in this case the funds will be kept on our books in the US. In response to a question from Susannah Benson regarding the figure of \$4000 shown as income from the Australian regional, Bob said that we anticipate \$8000 total income and the \$4000 reflects the 50% that will remain in reserve for future conferences.

Bob noted that there are three open issues as yet unresolved: (1) the unpredictable income from the 2012 conference which will hit the books in 2011; (2) the open issue of DreamTime advertising which right now has no one to manage it, and (3) the strategic investment in a web

upgrade once we have a plan and estimate that can be approved. He offered a suggestion that we could give a DreamTime advertising manager a portion of the income as an incentive.

4. 2011 Conference Report

Bob Hoss stated that the 2011 conference was an enjoyable conference. The research track was extraordinary. Barbara raised concern about the 2011 conference in that parallel sessions often frustrated people who wanted to go to more than one session scheduled in the same time frame. Bob addressed this by saying that IASD ordinarily secures a recording service so individuals can purchase recorded copies of missed sessions. But we were unable to set up session recordings at Rolduc. He said we do try to make track differentiations to minimize the number of similar sessions going on at the same time. The problem is workshops that tend to be psychological, spiritual, or experiential; it is difficult to not have two or three up against each other. The very positive feedback received by IASD management regarding the Rolduc Conference was conveyed to our Dutch team with thanks. Barbara Roukema said she would convey this to the Dutch IASD team.

5. 2012 Conference Report

Bob Hoss stated that a year ago we changed the way we coordinate IASD conferences. We have dispensed with local conference hosts. Instead, we have formed a conference advisory committee to work on conferences year after year. We also outsource as much as we can. For example, the Hospitality Programs Network (HPN), negotiated for the 2011--2014 hotels. This takes a huge burden off local teams. For the 2012 conference Marcia and Jim Emery, Deborah Coupey, and Richard Russo will be involved in local conference activities. The keynotes for the 2012 annual conference have already confirmed. Curt Hoffman is getting confirmation from the featured presenters, Stephen Aizenstat, Robbie Bosnak (possibly) and Meredith Sabini. Alan Siegel is handling Jon Beebe, maybe another potential featured presenter. Jody interjected to say that Robbie Bosnak is interested in developing a theater/arts track at the 2012 conference but has been preoccupied with the founding of his new sanctuary.

The fall flyers are now available for distribution at local events. Bob suggested if an individual is attending a conference or offering a presentation that they should contact Richard Wilkerson and request flyers for distribution. Bob also mentioned that the Jungian Institute conducts teleconferences once a month and that they have a mailing list of 50,000 people. At the 2012 post-conference they and Laurel McCabe will be managing the planned teleconference at Sonoma, via Skype. Some of their speakers will be from Zürich Switzerland and the United Kingdom. Bob also stated that there is a need to focus on a theme.

Things are shaping up for the 2012 conference. Marcia Emery is securing a recording service. The bookstore we will be using is Mentor Books. The registration materials are underway. Deborah has secured good quality bags, ribbons, and badges. The plan is to have standard products we can use for all future annual conferences. Items would be shipped to the local conference team. We are considering a royal blue generic tote bag to be printed every year. T-shirts will reflect the specific conference. Marcia and Curt Hoffman are negotiating with the band Off the Record as musicians for the dream ball. Musicians for the art show may also be a

possibility. Jim Emery will be the volunteer coordinator at least for this year. Richard Russo and Marcia Emery are contacting local art galleries and Richard Russo reported that a gallery may have been secured. Kim Vergil will begin working on the call for local artists on November 15, 2011. We will also have an optional harbor boat tour at the 2012 conference, which will take place in the San Francisco Bay in the evening and will offer a buffet. The cost is \$55.

Jean Campbell stated her concern about some of the reviewers for different sections of the conference. She said she had heard a number of complaints about reviewers not communicating with people. Bob said that he felt this problem had been resolved last year because the responses to submitters was now being handled centrally, rather than by the track chairs as in the past. He added that we are not as rigid about rejections as we had been in the past; we now train them on what is acceptable and give them a chance to update their proposals.

Action item: Jean will discuss her concerns with Bob Hoss and Curt Hoffman.

6. 2013 Conference Report

Bob Hoss reminded the Board that we had agreed last year to alternate east coast/west coast conferences each year and every three to five years hold an annual conference outside of the US. Sites that were examined for 2013 were New Orleans (which was discounted because there is no local staff), Boston, Florida, and Virginia. Virginia Beach, Virginia was decided upon with Bob Van de Castle and Bobbie Pimm as the local contacts for logistical support. The hotel is right on the beach and they are offering us free facilities with a contract to fill 88 guest rooms. Hotel guest room rates will be \$159. Overall, the fee increases are miniscule. The annual conference will take place June 20 to 26, 2013. The hotel requires only a \$1000 deposit so our risks are very low. They also offer van service.

Curt Hoffman made a motion to approve the proposal for the 2013 conference in Virginia Beach, Virginia, pending legal review, and Scott Sparrow seconded. The motion passed unanimously.

7. 2014 Conference Report

Bob Hoss stated that the 2014 annual conference contract is a duplicate of the 2012 conference at the Doubletree Hotel in Berkeley, with slightly larger fees. HPM surveyed hotels and Doubletree offered the best package. There is a \$40,000 margin with IASD charging \$20-\$25 more for the conference fee than for 2012. We will have the exact same pricing for audio visual needs. A boat ride may again be available if fees are reasonable. Bob stated that a vote is needed for Robert Gongloff to send the signed contract to Doubletree Hotel tomorrow.

David L Kahn made a motion to approve the proposal for the 2014 conference in Berkeley, and Curt Hoffman seconded. The motion passed unanimously.

Curt mentioned that for the 2015 annual conference we've had a couple of nibbles. One is for London, England. Olaf noted that Mohammed Salem has moved to London. The other possibility may come from the Los Angeles regional team. Misa Tsuruta asked how many people are needed to form a local team. Bob stated that two people are needed: one to be the on-site

registration chair, and the second person to coordinate such things as local maps, a recording service, and dream ball activities, such as the band and decorations. Bob also stated that we need 30 on-site volunteers at the actual conference. He mentioned that Jeff has resigned as the volunteer chair and that we are going to have to elicit a call for a new volunteer chair.

8. 2011 PsiberDreaming Conference

Jean Campbell stated that 205 people attended the PsiberDreaming conference. Last year there were 176 people in attendance. She said that three things stood out this year: (1) she received “thank-you’s” from attendees who were appreciative that this was a safe place to talk about dreams, (2) with the help of the Social Network Sub-committee, we generated 40 new members, and (3) twenty-four countries were represented, making it a truly an international conference. She encouraged the Board to look at the mid-conference online survey.

The conference generated \$4055. Jean felt that, in part, this was due to the low admission fee to encourage new members. Many presenters advertised the conference on their Facebook pages. Jean also thanked Rita Dwyer for being responsible for securing the keynote presenters and to the team of 30 who worked diligently from August through October to make the conference happen. She also felt that a special note to PsiberDreaming faculty asking them to offer extra credit for students might be something to consider next time. There was a mix of papers, including academic and general interest. The papers will be archived and this is the first year that all papers were converted to PDF files. Richard suggested when upgrading the website perhaps a volunteer could convert PsiberDreaming papers from previous years into PDF's. Jean also thanked Ryan Hurd for promoting the conference on Facebook and on Twitter. Ryan mentioned that possibly converting the old PsiberDreaming papers into PDFs could be an added member benefit. He also stated that he knows a volunteer who could possibly take on this project.

9. Regional Events Committee

Jody Grundy reported that during the last quarter there were two regionals, one in New York City and the other in Los Angeles. More money was raised this year with a net gain of \$5416. IASD also received 12 new members from the LA Regional and many more from all the 2011 Regionals. There was a strong presence of IASD presenters at the regionals. At the World Psychology Conference in Sydney, Australia IASD advertised, through distribution of its new brochure, the upcoming 2012 Australian/Asian regional. Susanna has asked other board members for feedback on the Australian regional website. The regional has also been promoted in the *Dream News* and is beginning to receive submissions. They are aiming at 90-100 attendees, mainly from Australia and New Zealand. Jeremy Seligson, in Korea, is the Asian contact. Misa Tsuruta, in Japan, will also advertise the regional. Jody feels the trend utilizing Facebook for regional conference promotion can and should be increased. Curt Hoffman mentioned that he needs to find a new site for the planned New England regional as they lost their chosen location. Montréal has canceled their regional, as Claude Desloges is not able to coordinate one this year, but will resume in 2013. There is a possibility that there will be a regional conference in Barcelona. Jean mentioned that much better resources could have been used through Facebook and the web. She suggested that regional representatives call on the Advertising/PR Committee to assist.

10. Publications Committee

Mark Blagrove reported on the status of the PsycEXTRA agreement with the APA. APA did object to two issues brought before them. We had asked that they delete the requirement for abstracts. They stated they will require abstracts for each of the authors, but will accept abstracts from us in lieu of having to create them themselves. The committee prefers this arrangement. The other recommendation they would not agree to concerned recovering attorney fees should there be a dispute. The committee has no intention of pursuing this further. Mark and Robert Gongloff will correspond once more with Jill England, the IASD attorney, about the latest developments, and ask if she has any further comments. Jody stated that this issue was discussed by the executive committee and there were no objections.

David Kahn made a motion that the Board is satisfied with the PsycEXTRA agreement, and, pending approval from Jill England, that it be signed. Curt Hoffman seconded. The vote passed.

In the absence of Deirdre Barrett, editor of the Journal, *Dreaming*, Mark reported that the journal now has an APA formal impact factor. This means when journals are ranked by use in universities *Dreaming* will be given an impact factor, indicating how much *Dreaming* journal is accessed and how frequently it is cited by other journals. Deirdre submitted an article about this for *Dream News*.

Richard Russo communicated with Mark that the latest issue of *Dreamtime*, which is 40 pages, is now at the printer. Robert Gongloff noted that Richard was no longer certain he wanted to establish an automated submissions process. As part of the PsycEXTRA proposal, the Publications Committee decided to have authors affirm they wanted their articles re-published. Richard stated he will offer a full report on new positions and the submission process at the spring board meeting. Wendy stated that she will work with Jean in generating any publicity about IASD publications. Mark stated that he would write an article about *Dreaming* journal.

Jacque Lewis, editor, stated that things are going along smoothly with the *Dream News*. She is collecting comments/compliments about the *Dream News* that can be published as letters to the editor. Laurette stated that she has found the *Dream News* helpful and informative.

11. Arts Committee

Laurette Dupuis stated that Kim Virgil would be attending the IASD Board meeting Sunday to give her report on the Arts Committee. Laurette has had three or four conversations with Kim and is interested in assuming the position of committee chair, so that Kim can retire. Laurette first wants to determine how much time is needed for working on the committee. She would like to know how much time she would have to invest before she makes a commitment. She stated Kim and she may work together next year on the art show so she can begin to access her involvement. They have a meeting scheduled in November 2011 to discuss things further. Curt suggested adding music to the art show and that possibly Massimo Schinco could be a judge on music entries. Massimo stated that we should have a goal if this were to happen. He felt it would

be fascinating to intertwine language, music, dance, and other arts. He said he would give it some consideration.

12. Research Committee

Mark Blagrove reported on behalf of Katja Valli. He noted that she received a three-year research fellowship. He stated that 30 to 40 people were contacted by e-mail to vote for a keynote speaker at the 2012 conference. The researcher who received the most votes was Tracy Kahan. There is now an online IASD discussion board for the research committee, which was created by Richard Wilkerson. Papers can be uploaded at www.plosone.org and then discussed by the research committee. People, worldwide, can now download dream research papers for free. Jean Campbell made the point that she hears about exciting things like this, but they are not announced to members. Mark said he is putting this on FaceBook and will submit an article on it for the *Dream News*.

13. Research Grants Committee

Bob Hoss stated that the Grant Awards deadline has been switched from mid-August to mid-October. This was done at the request of some dream researchers. There were eight submissions this year and a total of \$8400 is available for grants. He feels it will be a tough review this year because there are a number of exciting topics. There are six reviewers, from five different countries, all dream researchers. Researchers will numerically rank individual proposals, which will narrow down three or four finalists. Dispersal of grant awards will be to two or three individuals.

14. Student Research Awards Committee

Curt Hoffman stated that the call for student awards has been publicized in the *Dream News* and on the IASD Website, encouraging students to apply.

Day 2 (October 30, 2011)

In attendance:

Nick Brink	Curt Hoffman	Massimo Schinco
Jean Campbell	Bob Hoss	Alan Siegel
Laurette Dupuis	Ryan Hurd	Scott Sparrow
Rita Dwyer	David Kahn	Kim Vergil
Olaf Gerlach Hansen	David L. Kahn	Robert Waggoner
Robert Gongloff	Jacque Lewis	Richard Wilkerson
Jody Grundy	Wendy Pannier	

The meeting began with dream sharing.

15. Committee Confirmations

Jody Grundy asked for discussion and board confirmation concerning chairs of four committees.

Since our involvement in social networking is growing, she asked for motions to consider elevating the Social Networking Sub-committee to full committee status. Jean Campbell made the motion and it was seconded by David Kahn. The motion was approved. Jean also made a motion to get board approval to appoint Ryan Hurd as chair of the Social Networking Committee. Ryan stated that he would like to foster intergroup communication with public relations. Jean This motion was seconded by Scott Sparrow, and was approved.

Scott Sparrow said that he had discussed the position of chair of the Membership Committee with Jennifer Parker and she agreed to accept. David Kahn made a motion to appoint Jennifer; it was seconded by Jean Campbell, and approved by the Board.

Jody asked to be confirmed as chair of the Regional Events Committee. David Kahn made a motion to that effect; it was seconded by Jean Campbell and approved by the Board.

Laurette Dupuis has been asked to consider chairing the Arts Committee. She said that she is now working closely with Kim Vergil and needs some time to evaluate whether she will be able to take on the job. No vote was taken.

16. Nominations Committee

Scott Sparrow reported that a call for nominations has been placed in *DreamTime* and the *Dream News*, as well as sent to the Board Ops listserv. The committee has been formed, and will review applicants once the nomination period ends at the end of the year. The members of the 2011-2012 Nominating Committee are Jean Campbell, Katja Valli, Jody Grundy, Olaf Gerlach-Hansen, David Kahn, Rita Dwyer, Robert Gongloff, and Scott Sparrow (chair).

17. Membership Committee

Scott Sparrow reported that membership is holding steady at 602. Income each year from 2007 to 2010 has been about \$50,000. We can expect an increase in membership due to our exposure in FaceBook, YouTube, more regional conferences, and the new self-mailing brochure. Renewals are fairly strong, but new memberships are less strong. We did get 36 new members from the PsiberDreaming Conference. And regional events are engines for increasing membership. What holds us together is the dream itself. We are poised to grow.

Scott said that he wants to address the issue of comp memberships and will do this online. Bob Hoss said that it will be good to clearly define our comp membership criteria. Jean Campbell said that the budget for these comes out of the Pledge Drive; we will have a certain amount of money for them, but we won't know what that is until after the drive. Bob said that we do need to support the people who have done dedicated work for us. Scott noted that one difficult aspect of it is whether to consider ongoing service rather than past or future service. Rita said that in addition to service, we need to be sure we are considering that they need help. Bob said that the amount we obligate is relatively small, about \$3200.

Finally, Scott noted that our Regional Rep program is still working well, with 61 reps. We will continue the tradition of a meeting of the reps at the annual conference.

18. Advertising & PR Committee

Jean Campbell reported the committee's excitement about *Dreaming* running our conference ad on the coveted inside back cover, which represents about \$1500 worth of advertising. We are doing more online advertising but are not going away from print advertising totally. Our intent is to promote IASD with a feeling of unity and community. Ryan Hurd is helping promote this concept by managing our Facebook pages. Jean feels there is much we need to be advertising that we are not, such as the new discussion board being established by the Research Committee.

Ryan Hurd reported that it is heartening to see how everything is growing with our Facebook presence. He did note that there is some confusion among users because we have two pages, and "insider" page and a fan page. He said we need to do more on research and conference promotion on our fan page. He explained the concept of "unlikes" by saying that when you select "unlike" you are unsubscribing from the group. He felt that many people were selecting that at times when there were too many postings about a particular issue or event. Balance is the most important thing – we can talk about a conference, but we also need to be addressing what is happening in the dream world.

Jean noted that there is a proliferation of sites about dreams and dreaming and we need to play in that field and be the leaders we are.

Concerning public relations, Jean noted that since the AScribe service we used folded, we need to look for other similar services. She said that Lou Hagood manages a mailing service that we intend to use. Wendy Pannier said that a disadvantage of the AScribe service was that it was just for US mailing. She asks the Board to be on the lookout for other sources, especially international.

Jody Grundy reminded the Board that the Advertising and PR Committee was also involved in the production of the new color brochure.

Barbara Roukema-Koning said that she worked on advertising for the Rolduc conference and had a suggestion. She said many organizations are willing to help promote the dream conference. She suggested creating a working group to compile contacts. She also said, as an example, the Association of Gestalt Therapists was very enthusiastic about advertising the Rolduc conference. Bob Hoss suggested that Barbara write up a proposal and send it to Alan Siegel, chair of the Education Committee.

19. Social Networking Committee

Jean Campbell expressed her pleasure that Ryan Hurd has agreed to chair the committee, that now has full committee status. Ryan said that we do need to give attention to our online discussion capabilities. These have an advertising component. Jean said that one of the

comments coming out of the PsiberDreaming Conference was that we have created a safe place to share our dreams. She said social networking is our look at the community. We tend to talk of the annual conference as our community, but we need to think more globally – for instance, many people can't afford to come to our conferences; those in places like Iran and Turkey are very much part of our community. Scott Sparrow said that we need to be thinking of developing trends in virtual reality. For instance, the work Jayne Gackenbach is doing with gaming is a stepping stone to this. Before long, sites will be rapidly opening up, to the extent that we may be able to have real-time exchanges with avatars. Jean said that we have consistently stayed ahead of the crowd, largely because of the work of people like Jayne and Richard Wilkerson. We need to think of programs we can offer and who will do them. Scott noted that one program will be real-time conferences. Ryan said we will be holding classes on that concept. We are already moving in that direction with the 2012 pre-conference video event being led by Steve Buser. Jody said she just attended the conference at Pacifica where they piped in presentations on a big screen. Bob Hoss said that future plans for such events need to be a joint effort of the Conference and Social Networking Committees.

20. Development Committee & Pledge Drive

Jean Campbell reported that the Pledge Drive begins in November and runs through January every year. Last year we asked people to support research; this year we plan to focus on the website upgrade. Laura Atkinson already has the design done for the card and we can begin to advertise in the upcoming issue of *Dream News*. We consistently receive \$9000 to \$10,000. We hope to receive an additional \$5,000 for the website upgrade.

21. Central Office Report

Richard Wilkerson reported that he receives a lot of email and does watch what goes on in the groups. We should not be disappointed if we don't receive a rapid response from him. Bob Hoss said that we need to keep our international funds below \$10,000, because of tax issues. If we exceed that, we face a lot of additional reporting problems. Richard said that we need to clarify if this money reflects total funds or funds for a specific event. There was some discussion of the fact that filing of our tax report has become more complicated and will require additional time and assistance similar to last year's filing.

22. Procedures and Bylaws Committee

David Kahn reported that the last time we updated our Procedures Manual was in 2007. We are now updating them to make them consistent with the new bylaws and to be sure they accurately reflect how we do business. It was a good idea to merge the Bylaws and Procedures Committees. The plan is to update the procedures as drafts are sent in from the committee chairs, check them against the bylaws, send them back to the committee chairs for final review, then send them to the Executive Committee and the Board. Some reports have been received from committee chairs and others are urged to complete and submit theirs.

23. Past Presidents Committee

David Kahn reported that we have gotten good responses from many past Presidents to our request in September asking if they wish to be involved in IASD activities. Wendy Pannier said that it was exciting that we got such good responses, but that we now need to follow up on their interest. Rita Dwyer said she felt the reason we received such good input was the way we asked – we were specific, asking what areas they would be interested in. Bob Hoss said we need to, as a matter of course, involve them as advisors in such projects as our website upgrade.

24. Arts Committee

Kim Vergil welcomed Laurette Dupuis to the committee. She reported that Richard Russo has been working for the past two years attempting to find a gallery in Berkeley for the 2012 conference. She said we always need someone on location who is integrated with the local art community. For this next conference, she hopes to offer something larger than just the five-day event, ideally a month-long exhibition. She was happy to report that we do now have the AMSA gallery for the period 15 June through 15 July. The plan is to hold the reception at the gallery. We will be seeking out local artists to judge the entries. Art work can be shipped directly to the gallery, which solves the problem of the hotel not being able to receive art before conference time. She is planning for an entry deadline of 23 March. The jury will meet in April and we will notify the entrants by the end of April as to acceptance of their art. The gallery has agreed to help advertise and get the word out to the local media. She will begin working with Robert Gongloff on 15 November to create the online entry form. We need to be clear the \$35 entry fee is non-reimbursable. She was concerned about some comments that artists were not receiving acceptance/rejection letters and will address that issue this year. Bob Hoss asked to be included in the discussion and planning of the Arts Committee for 2012 to coordinate with the Conference plans and Kim agreed they would do so.

25. Education Committee

Alan Siegel reported that the CE program at Rolduc was smaller than usual, but we are hoping to have a much larger program this coming year. He is hoping to offer three or four dream ethics courses, since many therapists need those for licensing. CE credits were approved for the LA regional. He said that last year's evaluations have not yet been analyzed and do need to be reported to the APA and the Board. Individual presentations are what we are most concerned about. Bob Hoss reminded Alan that \$250 has been budgeted to hire someone to analyze the results. This person could analyze both the CE and full evaluations. Alan anticipates we will have at least 22 time slots for CE at the 2012 conference. He has been too busy to keep up with the online education courses, and needs a group of people to help with that; he will place an ad in the *Dream News* seeking help.

26. Vote to Approve Budget for 2011

Bob Hoss reported on some key points that the Board should know before approving the budget: figures are based on 602 current members; \$4000 is the projected IASD share of income for the Australia regional; conference fees will be \$30,000 more this year; and Richard Wilkerson will receive a five percent salary increase. We will need to come back later this year to approve the budget for the website upgrade, since the cost at this point is unknown. Jean Campbell asked if

the budget includes matching funds for student grants. Bob said that \$500 is budgeted as income for each of the research and student awards and we match that with \$550. Olaf Gerlach-Hansen asked if the money being held from the Australian conference is the same as for Europe. Bob said that the difference is that for Australia, we will be holding the money in the US.

Jean Campbell made a motion that we approve the 2011 budget. The motion was seconded by David Kahn and approved by the Board.

27. AASMI Proposal

Nick Brink presented the history of the American Association for the Study of Mental Imagery (AASMI). The organization is about 33-34 years old and held conferences up to eight years ago. They have a journal. Membership sharply dropped from 700 to six, although they do have about 80 people on their mailing list. They have over \$12,000 which they had intended to use for research grants, but received no interest from anyone for grants this year. Nick is not sure how the organization is going to dissolve. His thought was to join with IASD in some respect, perhaps presenting workshops at our conferences. Bob Hoss said that we want to help them keep a presence of the essence of the organization. The plan is to take their money and put it in reserve for their presenters to attend conferences with focus on mental imagery. He will ask one of their members to be part of our evaluation team. We will use the fund until the money runs out. If at any time they wish to end this arrangement, we will return the remaining funds. Nick added that the annual subscription rate for their journal is \$100; he will offer IASD the member rate of \$30. Jody Grundy said that she has also recommended they become an Organization/Corporate member of IASD.

Ryan Hurd made a motion that we enter into this agreement with AASMI, subject to legal and tax review. Jacquie Lewis seconded the motion and it was approved by the Board.

28. Website Upgrade

Jacquie Lewis reported to the Board that she had recommended we look into upgrading the website. The Executive Committee has agreed that this project is warranted. Jean Campbell said that the website needs to reflect what we are doing and what committees are doing and what we want members to see. The first step in the process is a needs assessment to determine what needs to be updated. Then we need to examine the information gathered in that step to develop an upgrade plan. Jean said that many people have specifically asked us to focus on such an upgrade in the Pledge Drive. No vote was taken on the project, but there were no objections.

29. Future Planning: Models

Jody Grundy presented her viewpoint that, with our 30th anniversary coming up, we need to consider how to celebrate in conjunction with envisioning for the future. We have established the Organization/Corporate member category, formally called Affiliate, and now we may want to look forward to other models of membership, such as chapters. We need to envision where IASD is going. Do we want to establish international entities often referred to as chapters in other organizations? We may want to look at what other organizations are doing. Jody suggested that a

thinking group be established with members from the GAC, Membership, and Regional Events Committees, in conjunction with the Executive Committee, to look into these possibilities. Wendy Pannier said that she felt this was a wonderful idea. She said that many of our earlier strategic planning sessions did not go anywhere, but the last few have been quite fruitful. She added that she will be glad to be part of this work. Rita Dwyer also asked to be included in the thinking group. David Kahn said that it would be valuable to have a long range plan that provides an umbrella of all that we have and do. He recommended that Social Networking be included in this as well.

Old Business

There was no old business.

New Business

Jody Grundy said that she feels two weeks before board meetings is too short a time for committee chairs to send in their reports. She intends to request them for submission three weeks prior. Bob Hoss said that the Treasurer's report needs to be closer to the actual meeting time, since we need numbers as of the last day of the month.

Adjournment

Respectfully submitted.

Jacquie Lewis
Secretary