

IASD “Regular” Spring Meeting Minutes

March 26 and 27, 2011

Day 1 (March 26, 2011)

In attendance:

Kate Adams
Susannah Benson
Deirdre Barrett
Mark Blagrove
Jean Campbell
Rita Dwyer
Robert Gongloff
Wendy Pannier

Jody Grundy
Olaf Gerlach Hansen
Ernest Hartmann
Bob Hoss
Ryan Hurd
David Kahn
Jacquie Lewis

Nick Brink
Richard Russo
Scott Sparrow
Katja Valli
Robert Waggoner
Craig Webb
Richard Wilkerson
Suzanne Wiltink

The meeting began with dream sharing.

1. Acceptance of minutes of last Board meeting

On motion by David Kahn, seconded by Jacquie Lewis, the minutes of the Board meeting held on October 30 and 31, 2010, were accepted.

2. Executive Committee Report

The big picture for IASD. Jody Grundy drew attention to the ‘big picture’, celebrating how IASD is flourishing, being a rare, long standing, vibrant international community founded primarily on volunteers. She noted that volunteers work on average 6.85 hours a week though some committee chairs and officers work many times that amount. This is highly commendable as is the high retention rate of renewing members and other indicators of a very robust organization. The next issue is where do we want to go now; what do we want for IASD over the next 25 years?

Management listserve. Jody reminded the Board of plans to enhance the communication of managers further via the new management listserve. She reported that this is ready for launch and a letter detailing the visioning process about IASD’s future will be sent out this week to committee chairs and other key individuals who will form this team alongside the Executive Committee.

Executive meetings. Jody reported how the Executive Committee meets most months for a telephone conference meeting to discuss current business and long term issues, which has reduced some of the email traffic. During the meetings the Exec share dreams and offer a moment of appreciation.

Interconnecting. Jody reminded the team of the importance of interconnecting which has been prominent this past month. She explained that messages from our members and their families in Japan were posted on the IASD Facebook pages (there are two), the World Dreams Peace Bridge, the IASD Bulletin Board and other nets through which we interconnect. The relevance of dreaming in the context of an intense collective catastrophe and need is well known. Recently, the enhanced capacity of the IASD community to respond immediately via social media outlets both within and beyond our own members and families has been powerfully demonstrated.

Jody reminded the Board of the Nightmare Hotline that was established after 9/11 and how there are multiple places where dreaming and emergency needs in a time of tragedy can be accessed. This is a real and palpable instance of the relevance of IASD's work in community.

Jody read a letter from Shuhei Enomoto, a regional representative in Japan who reported that he and fellow IASD members Takanari and Misa are all safe and grateful for IASD members' concerns for them. Shuhei detailed plans to translate the IASD nightmare hotline page into Japanese.

Affiliate membership. Jody Grundy moved to change the name of the Affiliate membership category to Organization/Corporate membership. Kate Adams seconded the motion. The motion was passed unanimously.

Regional Events Committee. Jody reminded the Board that she needs help with the Regional Events Committee and is seeking a Co-chair and or new Chair for it. Volunteers are sought to be trained up into the position.

3. Treasurer's Report

Bob Hoss reported that finances are good this year, with no real surprises. We have a healthy balance of \$161,220, and the balance is growing each year. The 2010 year end actual margin of \$34,367 (\$32,677 with the YouTube strategic expense) is quite close to the \$37,534 projected in October 2010.

Bob summarised the reasons for the margin increase which contains a number of offsetting revenue and expense items: The pledge drive took in \$2,251 more than anticipated; the Art and DreamScience restricted donation differences basically offset each other; the Asheville conference revenue received in 2010 was \$29,233 greater than anticipated and the expense only \$1,715 more – this being the main reason for the increased margin; on the negative side, the journal income was \$4,745 lower than anticipated while expenses remained within \$397 of budget, due to lower electronic article sales; administration expenses were higher by \$1,538 but operating and payroll expenses lower by \$2,028 offsetting any significant impact; the \$2,000 Regional Meeting seed funding was not expended thus contributing positively to the margin; and the Advertising was close to budget and the YouTube activity came in slightly under budget.

In terms of performance, Bob reported that next year we will go negative.

Bob explained that a new Treasurer, David L Kahn, who has financial experience in his family business will be moved into the role. However, given that he is new to the Office position, it is prudent to offer him support via a finance committee.

Bob Hoss moved to reinstitute the finance committee. The motion follows consultation with and approval from the Executive Committee. The Treasurer would be Chair, and the committee will assist the Treasurer in matters related to IASD. Jody Grundy seconded the proposal. The proposal was passed unanimously.

4. Central Office Report

Richard Wilkerson reported that there had been an attempted act of vandalism at the Dream Institute but no items had been taken. Security has been tightened.

Richard reported that there may be a \$3,000 cost for preparing the annual government forms due to necessity of using a long form for the tax report.

It was noted that Richard had been made a signatory for IASD's Dansk bank account along with Olaf Gerlach Hansen to facilitate international monetary transactions for IASD.

Richard requested that categories of membership be differentiated by \$1 to facilitate easier processing. There was discussion about this point and follow on outside the Board meeting was recommended.

5. Research Committee Report

Katja Valli reported that the recent activities of the Research Committee all link to the organizing of the next annual IASD conference in Rolduc, The Netherlands for which the research track is fully booked. The submissions were evaluated by four Research Committee members: Mark Blagrove, David Kahn, Miloslava Kozmova and Michael Schredl. Katja participated in planning the schedule for the research track, together with the program committee. The main idea was to group the presentations into appropriate session, which was done with support from Bob Hoss and Robert Gongloff.

Last year the researchers and the Research Committee made a recommendation for a keynote speaker, and with the support of the Organizing and the Program committees, Eckart R  ther was invited to give a keynote in the conference. Further, two well-known European researchers, Victor Spoomaker and Jaap Lancee, were invited as featured speakers to present in the research track. They all accepted the invitations. Matthew Walker has been recommended for the Berkeley 2012 keynote.

Katja reported that Teresa DeCicco will take the role of poster session chair in Rolduc. There are two items of unfinished business. First, as yet there is no moderator available for the proposed researchers' discussion board. Second, Katja has now chaired the Research Committee for almost two years, and it may be time for her to step down. This will be

discussed during the Researcher Luncheon, on the second day of the conference, and subsequently, a chair for the Committee will be elected.

6. Research Grant Committee Report

Bob Hoss reminded the team that in November 3 awards were made to 5 finalists, out of 16 proposals. The three winners were: Caroline Horton, UK; Jessica Lara-Carrasco/Tore Nielson/Valerie Simard in Canada and Sandman in Finland. Regrettably we were not able to fund the two non-finalists Shayne Dahl, at Trent University in Canada, and Misa Tsuruta, MA of the New School for Social Research in New York.

Bob requested one or two additional reviewers to join the team this year, and will talk to the Research Committee to see if there are any volunteers there.

7. Global Advisory Committee

Olaf Gerlach-Hansen reported that the GAC will have recommendations ready before the Rolduc conference. He has asked for inputs from the members of the GAC by April 30 from which he will prepare a paper focused on why we should strengthen our global presence. Final recommendations will be available by the end of 2012. Whilst an intention for the committee to meet at Rolduc was signalled, the busy conference schedule may make a formal gathering difficult. However online discussions are ongoing.

8. Nominations Committee Report

Robert Gongloff reported on a challenging year for the committee. The nominations agreed upon are:

Member elected nominees: For the upcoming election, the Nominating Committee supports and proposes the following slate of candidates to be presented to the membership for election to the Board: Laurette Dupuis, Willem Fermont, Jennifer Parker, Diane Rickards, Lauren Schneider, Massimo Schinco, and Misa Tsuruta.

Officers and non-voting advisors. The Nominating Committee recommends the following slate of Officers for 2011-2012: President, Robert Gongloff; Board Chair, Jody Grundy; Vice President, Scott Sparrow; Secretary, Jacquie Lewis; and Treasurer, David L. Kahn.

Board-appointed directors. The Nominating Committee recommends the following six members be appointed by the Board for the three-year term beginning in June: Robert Gongloff, nominated to fill the position of President; Jacquie Lewis, nominated to fill the position of Secretary; David L. Kahn, nominated to fill the position of Treasurer; and the three members recommended as non-voting advisors to the Executive Committee: Jean Campbell, Bob Hoss, and David Kahn.

Robert Gongloff moved to accept the entire slate. Jean Campbell seconded the motion. The motion was accepted unanimously.

Robert Gongloff was acknowledged for his sensitive management of a challenging task and Robert thanked the committee for their support.

9. Membership Committee Report

Scott Sparrow reported that membership has been stable over the last three years in the context of difficult financial times. However it is time to look at member recruitment and retention strategies and look at how we can boost income. Plans include: a viral email membership promotion; creating a brief video by the President welcoming prospective members; conducting a Facebook ad campaign and authorizing a fixed amount for an AdSense campaign through Google. Developing regional events will help, plus formulating a list of proven strategies for optimizing membership access to the website, spearheaded by Jean and Ryan. Membership pages are also being updated.

10. Development Committee Report and Pledge Campaign

Jean Campbell reported that over the last 5-6 years, we have consistently reached our pledge drive goal of \$10,000. The categories tend to remain consistent with the Research Awards and Conference Scholarships having increased slightly. Thank you cards have been sent out, which are less costly than the handwritten letters used previously. Jean thanked Board members for their patron memberships. She suggested that the Development Committee may need to be folded into another committee as the Development Committee is in fact the whole Board.

11. Advertising and PR Committee Report

Jean Campbell reported that we now receive more visitors to the site than in the past. She explained that we have invested more heavily in print advertizing than usual for the Rolduc conference with five ads in European publications but that this should be a good investment, and Bob Hoss added that this trend may well continue.

Wendy Pannier reported a good response to our two press releases and asked if there is a similar service in Europe.

Jean noted that Facebook and YouTube have been effective and that we will need to consider the cost compared to value long term.

It was agreed that rather than request an additional \$1,000 for the YouTube video account, the cost of the Rolduc video would be absorbed into the conference budget, allowing \$1,000 to remain in Jean's budget. Bob Hoss approved the move as Treasurer's action.

12. Social Networking Subcommittee Report

Jean Campbell reported that Diane Thompson is working on the member pages. Richard Wilkerson noted that the system is old and requires manual updating but the new system is costly. Jean reported that they are being used.

Ryan Hurd stated that Facebook now has 540 fans with the number of 'likes' increasing day by day. The committee is considering strategies for the future that go beyond a membership drive, such as branding and reputation management.

The team was encouraged to become users of Facebook.

13. Publications Committee Report

Mark Blagrove updated the Board on an offer from the American Psychological Association to include much of our literature on the PsychEXTRA database which includes non academic publications such as conference proceedings, professional articles and ethics statements. There are three levels of presence available to us: Level 1 – referencing of the title and abstract; level 2 – links to articles; and level 3 – whole copies of the publications. The Exec had made the initial contact with Alix Vance of APA and discussed the opportunity and concerns that needed to be considered and passed this to the Publications Committee for further review and recommendation. Mark will continue to work this in committee and send it back to the Exec when contract is agreed upon. It will be reviewed by IASD lawyer Jill England too. There was general agreement that this is an excellent opportunity for IASD.

Discussion ensued over the status of *DreamTime* as a professional journal / speciality magazine, and how its status should be made clear. Richard Russo wondered if IASD holds copyright to *DreamTime* articles and suggested we may need to get author approval to allow PsychEXTRA to use *DreamTime* articles.

It was agreed that conversations with Alan Siegel should take place over whether or not *DreamTime* articles can be used for earning CE credits.

a. *DreamTime* Report

Richard Russo explained that we need someone to take on the role of the advertizing manager. It was agreed that an advert should be placed in *DreamTime* stating that the post was voluntary. Richard raised the issue of offering the post holder a percentage of the revenue they brought in.

Jody Grundy suggested that on the registration form item asking people if they would like to get involved with IASD, we also ask them to identify their skills. She would discuss this matter further outside of the meeting, including some ideas for advertizing help.

b. *Dream News* Report

Jacquie Lewis suggested that *Dream News* contain an ongoing blurb about the voluntary positions available. She reported on developments with the report: in the March 2011 issue a slide show has been incorporated in an article, and there is a new cartoon corner which will display cartoons relating to IASD events.

Jean Campbell encouraged committee chairs to send their news to Jacquie as early as possible.

c. *Dreaming* Report

Deirdre Barrett reported that the physical office space for *Dreaming* at Harvard has been lost due to budget cuts. However Curt Hoffman has graciously offered to store back copies of the journal.

Deirdre reported that there is a good flow of articles being submitted. Deirdre will look into the \$4,000 loss of income for the journal mentioned in the Treasurer's report.

On motion from Robert Waggoner (seconded by Ernest Hartmann), the meeting was adjourned.

Day 2 (March 27, 2011)

In attendance:

Kate Adams	Ernest Hartmann	Scott Sparrow
Mark Blagrove	Curt Hoffman	Gunnar Sundström
Jean Campbell	Bob Hoss	Katja Valli
Rita Dwyer	Ryan Hurd	Kim Vergil
Robert Gongloff	David Kahn	Robert Waggoner
Jody Grundy	Jacquie Lewis	Richard Wilkerson
Olaf Gerlach Hansen	Alan Siegel	Suzanne Wiltink
Wendy Pannier		

The meeting began with dream sharing.

14. Regional Events Committee

Jody Grundy is still working as Acting Chair and reminded the Board that there is still a need to identify and train a Regional Events Committee Chair or Co-Chair to replace or assist her.

Jody updated the Board on the range of regional events: The following are the 2011 Regional Events: **New York City, USA** – Gloria Sturzenacker. Gloria has recently hosted Robbie Bosnak in NYC and promoted the series of Rubin Museum programs, raising IASD's visibility greatly;

Montreal, Canada – Claude Desloges. They anticipate over 220 participants; **Toronto, Canada** – Mark Hagen. There is some uncertainty about whether or not the program will run; **Western New York, USA** – Jo Stiller. Anticipated 200 participants including 50 non paying students; **Los Angeles, So CA, USA** – approximately 100-150 persons; **Berkeley, CA, USA** – Fariba Bogzaren. The venue at JFKU may need to be reconsidered but Fariba is looking at a new model of co-sponsorship; **UK** – Kate Adams – no event in 2011 due to UK participants travelling to IASD event in Rolduc and some to Hermine Mensink’s non-IASD event in Amsterdam.

These are the planned 2012 Regional Events: **Australasia** – Susannah Benson. Planned and awaiting proposal forms; **Heidelberg, Germany** – Daniel Erlacher – anticipated 80-100 participants, and awaiting budget forms; **Boston or New England, USA** – Curt Hoffman, now moved to September 2012. Awaiting prices.

15. Arts Committee

Kim Vergil provided a summary of the Arts Committee’s work for the dream art exhibition at the Rolduc conference. Robert Gongloff facilitated online submission which was highly beneficial to the submission process. Artists were charged \$35 to enter and the call to artists, assisted by Jos Jacobs’ call to artist poster was very effective. Five jurors from five different countries worked together, taking approximately 10 hours of review time per member. In total 102 artists submitted, 31 were rejected, 71 accepted and 120 artworks were accepted reflecting a wide range of media.

Curt Hoffman proposed that we might consider alternative arts submissions such as performance arts. Kim responded positively to the idea but noted the possible complications such as not having an appropriate space for a performance. She asked if anyone was interested in following up the idea.

Kim will explore the possible difficulties for artists travelling from abroad who may be charged heavy duties for bringing art into the country.

Kim also agreed to make arrangements for art work that is left behind at the venue by artists.

16. Conference Advisory Committee

2011 Rolduc

Bob Hoss reported that 170 presenters have signed up – the same number of registrants as this time last year. It is possible that the total could reach 300.

2012 Berkeley

Bob Hoss reported that the contract was signed in 2010 with the Berkeley Doubletree Hotel. In the Fall of 2011 a local planning meeting was held in Berkeley to begin structuring the local team. The next and more formal session for planning purposes, under the new more centralised management structure, is scheduled for April 21.

Future conferences

As indicated at the last Board meeting the CAC established a sub-committee to search out, evaluate and propose future venues for Annual Conferences. Curt Hoffman and Marcia Emery joined that sub-committee. Bob requested that a person from outside North America work on the committee.

Bob reminded the team that we are using the company Hospitality Performance Network (HPN) to pre-negotiate facilities for us in locations we might wish to hold a conference in. Bob met the VP of National Accounts for HPN and discussed the concept of 'destination locations' which might also help bring in more members of the general public. Jean Campbell suggested finding locations which have a destination element but also ones where we have several members. Jody Grundy applauded the idea of this more manageable structure and encouraged the team to bear in mind the values of the location which members held. She proposed that the regional representatives and the Global Advisory Committee also help with this task of finding appropriate locations.

A variety of issues were discussed in relation to destination. Curt Hoffman offered to prepare a draft survey to ask members for their views on location if required. Jody Grundy mentioned the need to consider the scale of conference we want. Discussion took place over the differences between professional/technical conferences, those with a few big names who attract an audience from the general public, and those which are a combination. Jody suggested that we need to discuss further IASD's values in relation to conferences.

Bob Hoss asked that any feedback over conference submission for 2011 be sent to him.

17. Rolduc 2011 Conference

a. CE evaluations and room monitoring. Alan Siegel explained that we have up to 24 CE credits for the Rolduc event.

Alan informed the Board that he will not be attending the Rolduc conference but can train room monitors by Skype/conference call or in writing.

Alan explained that low levels of response to conference evaluation forms have affected the validity of results. A variety of solutions were offered including: computer cafés; volunteers

offering to 'help' delegates complete the forms; and keeping the full conference evaluation form but expanding the best/worst presenters section.

Alan expressed the need for more volunteers to enter data from the conference evaluations. It was suggested that Alan contact Jacquie Lewis about placing an ad for volunteers in *Dream News*. Alan informed the team that Teresa DeCicco estimated that it takes 80-100 hours for volunteers to enter the data. Teresa is willing to do the data analysis and will coordinate the data entry if we can ship the forms to her.

Alan emphasized the need for the correct terms used in our advertising. For example, do NOT use the term or acronym: CEU or CE units, we should use the term CE credits. However, it should be noted that we do not offer APA CE credits and we are not an authorized provider of APA CE—we are an APA approved SPONSOR of CE but the credits are offered by IASD.

b. General conference update. Suzanne Wiltink reported that the planning is going smoothly. A new member of the team, Harry de Bont, will train volunteers on site. Suzanne requested more volunteers prior to the conference but Bob Hoss reassured her that a large number of volunteers will be present on day 1.

Suzanne confirmed that there had been difficulties with speakers withdrawing but these are fixed now. The final keynotes are: Charles D. Laughlin, Ph.D, Canada; Prof. Dr. med. Eckart Rütter, Germany and Robert Bosnak, PsyA, The Netherlands.

A waiting list has been created for presenters who can speak if others drop out.

On other matters, Suzanne reported that the Rolduc conference centre has reserved 100 out of 160 rooms. There will be no recordings of talks this year. The team is currently seeking a local band for the Dream Ball.

c. Conference advertising and PR

Jean Campbell added to yesterday's minutes which offered a detailed report. She informed the Board that there had been difficulties coordinating adverts in Europe but thanked Kate Adams, Suzanne Wiltink and Michael Schredl for acting as go-betweens. Suzanne Wiltink confirmed that Barbara Roukema-Koning is working on finding other people in Europe who can act as media contacts and set up PR interviews.

Jean reported that 6 conference scholarships have been offered: Poland x 2, USA x 2, Netherlands x 1 and Belgium x 1. These have gone primarily to students who are mostly presenters. Jean requested that people contribute to the pledge drive to help the scholarship program.

d. Student research awards

Curt Hoffman reported a low number of submissions, so a request was made to the Exec to extend the submissions deadline to April 15th, which was granted. To date, according to Richard Wilkerson, only 3 submissions have been received. Curt urged Board members and affiliates who are academics to encourage current and former students to take advantage of this opportunity and submit papers by April 15th.

Richard Wilkerson suggested sending a note to all students who register for the conference informing them of the awards. The idea of advertizing the scholarships was proposed but Jean Campbell explained that this was not usually done in case demand exceeded supply.

e. Membership meeting agenda

Robert Waggoner raised the issue of continuing the tradition of honouring recently deceased IASD members, following the passing of Strephon Kaplan-Williams who was mentioned at the membership meeting last year. Discussion was held over how this honouring can be taken forward. Robert will work on the full agenda with Jean Campbell and Jody Grundy.

18. Heritage fund

Robert Waggoner reminded the Board that the IASD Heritage Fund operates as a “Quiet Campaign” that does not actively solicit donations or gifts from IASD members. Instead, the Quiet Campaign relies on the generosity and spirit of IASD members to support IASD’s mission with a bequest in their estate or planned giving. So far, three members of IASD have quietly indicated that they intend to remember IASD in their estate.

Anyone interested in supporting IASD’s Quiet Campaign should feel free to contact any of the committee members. IASD Heritage Fund Committee members are Cynthia Pearson and Robert Waggoner (co-chairs), Rita Dwyer, Robert Hoss, Jean Campbell, Wendy Pannier and Bernard Welt.

19. Old business

a. Membership meeting. Jean Campbell reminded the incoming and outgoing presidents to be ready for their talks, approximately 15 and 20 minutes respectively. Bob Hoss raised the issue of finding a company in Rolduc who can make the awards/plaques which are presented in the membership meeting, or if it would be worth making the smaller ones in the US and carrying them.

b. Journal reduction of \$2,700. Bob Hoss confirmed that the reduction noted yesterday is real and he would investigate why.

20. New business

a. \$1 difference in membership categories. Jody Grundy confirmed that the Exec was considering ways forward for implementing Richard Wilkerson's request to differentiate the membership categories. One possibility was increasing the couple's membership by \$10 and corporate members up to \$175 or \$200. The Finance Committee would consider this matter further.

b. Dream reports. Rita Dwyer mentioned that Bob van de Castle had requested that people send in their dream before the conference for use by students. Bob Hoss reminded the group that Bill Domhoff's database is a vast resource for students who require access to dream reports.

On motion from Jody Grundy (seconded by David Kahn), the meeting was adjourned.

Respectfully submitted

Kate Adams

Secretary