

IASD Board Meeting
Tuesday, June 28th, 2005
2005 Conference – Berkeley, CA

Board Members Present:

Wendy Pannier; David Kahn, Robert Waggoner; Gary Goodwin; Cynn timer Pearson; Bernard Welt; Laurel McCabe; Marcia Emery, Ed Kellogg, Curt Hoffman, Gloria Sturzenacker, David Gordon, Roger Knudson; Bitsy Broughton; Mena Potts; Bob Hoss; Alan Siegel; Rita Dwyer; Tjitske Wijngaard; Jean Campbell, Layne Dalfen, Olaf Gerlach Hansen, Ernest Hartmann and Jane White-Lewis.

Today's meeting was opened by the newly installed IASD President, Wendy Pannier.

Dream sharing

Bob Hoss shared a dream in which he received an unexpected tax bill.

Introduction of New Board Members

Wendy introduced new board members. Those elected to serve a full term are: Bitsy Broughton, Marcia Emery, Laurel McCabe, Gunnar Sundstrom and Bernard Welt. Gloria Sturzenacker was elected to fill the one year remaining in Ralf Penderak's term.

Chair's Opening Remarks

Wendy then passed the gavel to the new Board Chair, David Kahn. David welcomed everyone and stated that he was looking forward to his new duties. As part of his initial remarks he stressed the pleasure of visiting the new central office ("Something right out of Tolkien"). Those who had seen it already talked about its special qualities (a beautiful place to be, great artwork).

REPORTS & DISCUSSION

Education Committee Activities

Alan Siegel, chair of the Education Committee reported that this last year the Committee focused on continuing education, developing the needed paperwork, planning, etc. needed for IASD to grant APA approved C.E.s. He also reported that the Committee is understaffed and therefore will continue to make progress but at a slower pace than would be the case if the Committee were fully staffed.

FAQ Project

The Frequently Asked Question (FAQs) project needs someone to pull together and finalize material already available within IASD files. This should be a relatively easy project since little original writing is necessary.

New e-group for Education Committee

Starting in Copenhagen, a special e-group became active. This group will be the main place for communication of the Education committee to share and generate activities.

2006 Tie-in with Education Committee Activities

Curt Hoffman: The 2006 conference, with its theme of education, should tie-in somewhat to the efforts of the Education Committee. The conference will put out a call for papers in teaching dreams in education.

Bernard Welt suggested outreach to appropriate past conference attendees. He has a mailing list of about 100 people who want to remain in touch on education issues he has gathered over the last two conferences (teachers who are interested in sharing syllabi, etc).

Action Item: Bernard has agreed to generate a special mailing to that list letting them know that we are looking for student papers and presentation papers.

Action Item: To promote outreach to surrounding institutions and teachers, Alan Siegel and the Education Committee will also look at what institutions and teachers are doing in the surrounding states to Massachusetts and communicate with them to let them know about the 2006 conference.

Alan Siegel suggested creating a special portal for teachers to get the tools they need to teach (i.e. teaching guides, book lists, etc.). We need to expand the portal not only for teachers but also students at various levels. We can add the science paper competition to this portal. Of course, help is needed to refurbish this section of the Web site.

Jean Campbell said there are study guides for children in IASD files that could be reworked for the Web. She also pointed out that many people come to the IASD bulletin board so we need links from there to the study guides.

Action Item: Laurel McCabe volunteered to help create educational portals for teachers and to check with Michele Ferrante to determine links with middle schools and students.

Action Item: Alan Siegel will link the recommended book lists to the education portal.

Alan Siegel suggested getting a copy of Jane White-Lewis' paper on working with inner city kids because it contains many resource ideas. Wendy Pannier suggested additional material including that from: Brenda Mallon, Patricia Garfield, and material from the book written by Alan Siegel and Kelly Bulkeley. Jean Campbell said that perhaps Sara Ridberg could help with this.

As material is gathered it should be sent to Alan Siegel, Bernard Welt, Laurel McCabe, Roger Knudson and Curt Hoffman.

Online Courses

Alan Siegel noted that since we now have APA C.E. unit granting capability, we may be able to offer online courses. Perhaps the best place to start is with a PowerPoint class with audio. A fee would be charged each student and each student would be required to view the PowerPoint presentation and then take a quiz. This is a potential new source of income for IASD. Author compensation would come in the form of a link from the presentation materials to their book or

web site. There is a market out there that would be willing to pay the C.E. fees (i.e. people are willing to pay for the Psiber Dreaming Conference). First step, market it to those who already have received C.E.s from IASD.

Action Item: Curt Hoffman will look at the potential for C.E.s for PowerPoint courses offered by IASD.

Second idea: Use *Dreaming* and *DreamTime* articles and develop a quiz around this material. Perhaps every article in our magazines would have questions at the end of each article a person could pick those questions, answering them and send in for clinical C.E. A committee could make up the quiz. Richard Wilkerson could start things off by setting up the quiz on our website but as things grow, we may need additional staff. Robert Waggoner did note that our contract with the current and past publishers may limit this possibility if we were going to use articles outside of the magazine (the APA memo of understanding states we can't use materials in digital form 3 years beyond the conclusion of our contract with APA). Roger Knudson observed that the articles we choose for C.E. testing and credits may need to be peer reviewed (we need to check with APA).

Action Item: Robert Waggoner will send a copy of *Dreaming* contract to Alan Siegel to review for any restrictions that might keep us from using *Dreaming* articles for C.E.s

A related source of income could come from the recordings of our past conferences. Richard Wilkerson is working on getting tapes converted to MP3 files that could be downloaded for a charge. Also, other online conferences could be established using all the work and knowledge gathered by Ed Kellogg from his work with on the Psiber Dreaming Conference. That conference could be a model. Bernard Welt asked if IASD could develop a relationship with an existing distance learning institution (i.e. University of Phoenix). With these institutions, a person can get college credit.

Action Item: Bernard Welt offered to research possibility of working with a distance learning institution.

Curt Hoffman sees that this interest in further C.E. activities is good for IASD because it gets the organization closer to developing a program for accrediting dream workers.

Jean Campbell noted that Stan Krippner has offered his course materials before and we need to take him up on that offer.

Action Item: Laurel McCabe said she will contact Stan Krippner about using his course materials.

Roger Knudson stated that we may be undercharging for C.E.s. He suggested that the Board look at changing the fee structure.

Action Item: Roger Knudson will look at fee structure and work with Alan Siegel on C.E. programs for next year.

Action Item: Curt Hoffman will get info on PDP (Professional Development Points, required by teachers), get a link to our student paper competition to educators

Ed Kellogg noted that the current Psiber Dreaming Conference falls outside of the C.E. programs so no additional work with C.E.s is needed there.

Wendy Pannier hopes that we can reach out to others who can help in the education function who are not on the Board (i.e. Phil King).

IASD E-News

Alan Siegel is looking for someone to take over the publishing of the IASD E-News e-mail newsletter after being in charge of it for eight years. The newsletter, said Alan, is important because it gets information out quickly to members, it is an official communication and the e-news has taken on the role like the old print newsletter. This is the official voice of IASD. Alan recommends that someone on the Exec. Committee should take on this role since that group is close to new information and the role and mission of IASD. Publishing E-News is not time consuming and it pretty much follows a set format with some basic features that can be rotated in and out.

If we can get a sub-committee of people to do their updates to the message board, the editor of e-news could go there and grab the info and drop it into the e-news. Time commitment: 1 or 2 hours a month.

Jean Campbell pointed out that perhaps Kintera has the capacity to generate e-mails and other features. Perhaps Alan could do it for awhile and then Jean could do it and once graphics have been generated that could be inserted into the e-newsletter to move it from a text-only newsletter to one with graphics, too. David Kahn suggested that it might be feasible for Richard Wilkerson to take on publishing the e-newsletter. Bob Hoss questioned: Should we add to Richard's work load? To have him reach out to committees, to get information plus send it out? Robert Waggoner offered that we need to prioritize what Richard does, he can be overwhelmed with requests from everyone. Bob Hoss stated that he has offered to help Richard prioritize tasks. David Kahn said that Bob could act as liaison (from the Board) and provide this help to Richard; to help determine what can be reasonably handled by Richard. Bob Hoss noted that he will act as liaison in this area and it helps save the full board from having to hear all issues. Any tough issues can come to the Exec. Committee to discuss prior to the next Board meeting.

Ed Kellogg noted that Richard Wilkerson is an extremely valuable resource that we can't allow to be burned out; Bob Hoss stressed that we need to watch his work statement, when we add something then something else needs to go

Action Item: The entire Board needs to look for someone who will take on E-News by the next Board meeting. Alan will not be doing it after that time.

Action Item: Bob Hoss will send out Richard Wilkerson's work statement to the Board.

Membership:

David Gordon gave some highlights from his report. As of March IASD had 532 members; this included: 80 reduced income members; 37 students; 14 couples memberships; 20 life members; 8 complementary; 9 exchange.

David sent out letters to 300 lapsed members (from the last few years) to ask them to renew their membership. David would like to send out more letters by going back one more year, to 2002. He also wants to contact authors of books on dream work who are not currently members to see if they will join us. He will do this before next board meeting.

Action Item: David Gordon to contact authors of books on dream work who are not currently members to see if they will join us.

Rita Dwyer observed that in 1989 we had 800 members which, perhaps was our largest year. This sparked a discussion of possible new approaches to increase our membership numbers. Bob Hoss emphasized that there is a “soft side” to membership management that involves direct contact with members, former members, and would be members. This involves phone calling, writing and other forms of personal contact. Jean Campbell suggested that Kintera has several membership management features. Once the full system is up and running, we can pull various lists from it. Bob Hoss stressed that we need a “grand vision” person who can see the larger membership management function and provide leadership to get there. Curt Hoffman noted that many non-profit organizations all across the U.S. have seen decreases in membership so we are not necessarily doing anything wrong. Robert Waggoner said that APA allows us one free ad for advertising in *Dreaming* so we could place an ad about the benefits of joining IASD in that publication. David suggested inviting *Dreaming* subscribers to join IASD

Action Item: David Gordon will contact those who have recently started a subscription to *Dreaming* but are not members of IASD; he will do this by the next Board meeting.

Additional membership management ideas were discussed: Wendy Pannier stressed that we need to do outreach to the first time conference attendees very soon when they are still feeling the excitement from the Berkeley conference. Jean Campbell noted that this has not been done well in the past. When we talk to the newcomers we can: thank them for attending, suggest they add themselves to the Member pages, ask if they need additional information on IASD or dreams, request that they please stay in touch. David Gordon says that he can send them a membership letter at the same time the calls are being made.

Work needs to be done to make it easier to get conference attendees lists; Bob Hoss reported having a problem getting the attendee list for the last few years. Bob noted that we need to look carefully at mailing list management and how it can be applied to our various lists. We need to add this to the agenda as a specific area of work.

Olaf Gerlach Hansen said he would like to draw up a proposal for developing a list of key-contacts in countries outside North America, starting with Europe. He suggested key-contacts for

dream-work, academia, and art and creativity. His goal would be to only have persons on the list, who will commit to help market and promote IASD in their countries. This includes advertising the yearly international IASD conference. Olaf said that this will only make sense if the names and addresses are included in the central IASD database, and is part of the general drive for membership and attracting people to IASD and its conferences. He would therefore start his effort, as soon as a solution for how this can happen was made.

Action Item: Olaf Gerlach Hansen will draw up a proposal for developing a key contact list in Europe (potentially outside North America), who can help market and promote IASD in their respective countries. He will develop, grow, and maintain this list, as soon as a solution is found, which makes sure the information is integrated in the central IASD database of members&contacts.

Marcia Emery says that a phone call has worked well. She was well received when she worked with people looking to share rooms at this year's conference. We should divide up list of newcomers into groups of 7 to 10 for each board member to call to thank them and perhaps use a questionnaire. Many Board members said that they would help make these calls. Layne Dalfen said that she will get the master list, divide into groups, and move it out to the Board members who can make the calls. Robert Waggoner noted the importance of having prepared talking points when we call these people and also asking people if they are interested in helping with IASD events, planning, Board, etc. (1/3 of new members mention that they are interested when they apply for membership). Mena Potts said that it would be helpful also to identify those who came to the conference but did not become members; a special message/questions could be prepared for calling these people. Jean Campbell also suggested that it was important to give special thanks to those new members who also made donations to IASD when they signed up for membership.

Bob Hoss observed that the conference mailing list is different than our e-mail list and we need to figure what to do with this. Robert Waggoner, Cynnie Pearson, David Gordon, Jean Campbell, Mena Potts, and Olaf Gerlach Hansen will join this group, Bob Hoss will help coordinate.

Action Item: Team to figure out how to use/integrate the conference mailing list with other IASD mailing lists. Bob Hoss to coordinate.

Alan Siegel wants to send a special letter to new *Dreaming* subscribers, perhaps send a personal letter from Ernest Hartmann, asking them also to present at a future conference. Also, the psychological literature search engines (i.e. PsychInfo) could be reviewed to get the names and contact information of those who are publishing in the area of dreams and dreaming. A separate letter could be sent to them to ask them to join, present, etc.

Action Item: Develop a letter to new *Dreaming* subscribers. [*President's Note:* We need someone to "own" this. Ernest, do you have any ideas for this letter?]

Now that name tags show who are first-time conference attendees, Laurel McCabe suggested that it is important for Board members to speak up and talk to first time attendees whenever they are seen.

Bernard Welt commented: “I’m not a therapist and I resisted joining IASD because I thought this was a mental health organization (on the membership form we ask them why they joined and if they are a professional). But I overcame that. Have we investigated an associate membership at a lower fee, perhaps a break for those who don’t want to receive *Dreaming*? [*President’s Note*: Yes we have discussed this many times. Our By-Laws state we can only have one class of “regular” members. However, Ed Kellogg is exploring having Online Associates—see below.]

Action Item: A survey of members and those interested in IASD will be considered and developed by a committee comprised of Cynn timer Pearson, Robert Waggoner, and Wendy Pannier.

The Board next discussed the possibility of Online Associates. Ed has already drafted some information on this. It would allow anyone, anywhere, even with low incomes, to be active in IASD. To make this possible we need to develop things with added value that make a fee appropriate for this level of involvement. The first step is to keep our E-study groups going with interesting and dynamic discussions. We need someone to start discussions when a board is quiet and to keep the discussion moving. Once we get our E-study groups in shape we then can institute something like a three-month trial subscription program. Some logistics will be involved such as who will sign non-subscribers off. This management activity might be too much for our e-study group to handle.

Action Item: Bernard Welt will find out if Yahoo has the feature to mark those who need to come off the list already built into their system.

Jean Campbell suggested that perhaps we can start some password protected areas as we rework the website. Cynn timer Pearson expressed a concern: is there any danger of having people sign-up at the lower levels instead of being full members? Ed Kellogg replied that we probably wouldn’t see any thing immediately and we can adjust things if we started to see a slide in full membership to online associate status. Curt Hoffman sees online associate as a junior way to get involved with IASD and thinks that many will go onto become full members. Cynn timer Pearson asked the question: have we contacted Psiber Dreaming Conference attendees and asked them if they are interested in becoming full members? One additional note was raised but not discussed by the Board: why do presenters at the live conference have to pay the full fee, but Psiber presenters do not?

Clearing out of inactive E-study/discussion groups was suggested by Ed Kellogg.

Action Item: Ed will contact the E-study group leaders and ask them how they are doing and if they need any help.

Action Item: Bitsy Broughton will contact Kevin Kovalant(?) at JFKU to see if they could possibly help with keeping e-study and discussion groups active.

Use of the Psiber Dreaming Conference as a model was brought up again by the Board. We need to record how this conference is conducted so others can adopt this approach. Richard Wilkerson also suggested that others need to learn from Ed Kellogg as he conducts the conference in September. Ed says that he is very willing to mentor people on how to do this and he can even send cc copies of e-mails of his activities and discussions with others as he goes along preparing and conducting this year's cyber conference.

Bernard Welt mentioned that a volunteer is needed to take over the arts group that gets artists to display at each conference to give Richard Russo a break. Richard has been involved with this activity for many years.

Regional Conferences

Rita Dwyer introduced Sheila Asato who will host a regional conference in 2006. Sheila has been working on her Master's degree which includes studying organizational development and how to organize events to take dream work into the community. Her write up of pre-event planning and her proposal could be a template for others to use when planning regional conferences. Sheila has offered to provide a write-up for using this material.

This conference will be held at Luther Seminary in November 2006. Sheila is a member of a dream group and this group will put up money for this event. The group has been very active in building an audience for the conference. In fact the group will spend a total of one year doing so. Each member decided to take on the commitment to bring 10 people and looking for ways to create additional interest.

Sheila suggested that we might want to add panel(s) to next year's conference on how people have brought dream work to their communities. Contact information: Sheila McNellis Asato 6921 Mark Terrace Dr. Edina, MN 55439 sheilaasato@mm.rr.com 952-829-9804.

Rita Dwyer also introduced Gary Goodwin. Gary had planned to offer a regional conference in the Washington, D.C. area in October 2005 but has decided to postpone that event until a larger mailing list of potential attendees in the area can be developed. He anticipates that the conference could be held in spring 2006 or fall 2006.

Rita noted other possible regional events: Janet Steinwedel might be willing do one and Roger Knudson may work with others to develop a conference in Cincinnati.

Rita has been informed that a New York City group is thinking of asking IASD to co-sponsor an upcoming Montague Ullman lecture with the Institute for Noetic Sciences. No money will be required from the IASD.

Motion: A motion was made to co-sponsor a Montague Ullman lecture with the Friends of the Institute for Noetic Sciences. The motion was made by Gloria Sturzenacker and seconded by Rita Dwyer. The vote was unanimous.

Another regional is being considered for Chupaula (?), Mexico. A group that has organized events in the past could help organize this. Some IASD people could go down and present. We are asking the organizing group to present a budget for our review.

Conferences:

Bob Hoss says he will work on bringing the Conferences Committee back together soon.

Laurel McCabe agreed to co-host the next west coast conference that will be held either at the Berkeley Marina or Sonoma State University. A formal proposal will be coming.

Nicole Gratton and Layne Dalfen reaffirmed that they would like to host a conference in Montreal in 2008.

2006 Conference

Curt Hoffman introduced the Board to the location of next year's conference, Bridgewater State College. Bridgewater started as a teachers' college in the 1840s so it is a natural place to introduce the theme of next year's conference, "Dreams and Education." We will receive additional conference planning and support from the college's Event Planning Department.

Bitsy Broughton and Bob Hoss are helping Curt Hoffman with conference planning. Bernard Welt wants to be on the committee planning this conference. Richard Wilkerson has set up a Yahoo Group for the committee to communicate with.

We do need someone in the local area to manage registration (on site a couple weeks before the conference begins).

Wendy Pannier mentioned that we are seeking Montague Ullman to be a possible keynote speaker. James Hillman and/or Nick Bantock also could be speakers. Other possible speakers/topics: a Native American presenter to speak about dreams in that community.

The Board thanked Marcia Emery and Bob Hoss for their work on 2005 Conference.

Treasurer's Report :

Robert Waggoner submitted the following report:

IASD Treasurer's Report, June 24, 2005

Assets

On Jan. 1, 2005, IASD began the year with the following amounts: \$ 32,475.29 in checking and \$ 10,487.90 in savings along with an additional sum in Copenhagen of approximately \$ 1,850.00 (given fluctuating exchange rates). As noted in my March report, \$ 12,000.00 of the above involves "Restricted Funds" to fulfill the Symington Foundation's grant to the Wellness Project with additional restricted funds from the Bitner Trust.

On June 1, 2005, IASD had the following amounts in its accounts: \$ 61,380.09 in checking and \$ 10,420.40 in savings along with an additional sum in Copenhagen of approximately \$ 1,850.00 (given fluctuating exchange rates) for a total of \$ 73,733.09
However, once one deducts the "Restricted Funds" of the Symington Foundation and Bitner Trust, the non-restricted amount moves closer to \$ 64,000.00

Income and Expenses

For the period, Jan. 1 to June 15, 2005, IASD has recorded Income of \$ 84,108.94. Of this amount, membership dues added \$20,905, while conference income equaled \$53,321. Additional income included \$4,000 for the Journal, Dreaming, and approximately \$2,695 in Development Committee activities along with income from DreamTime advertising, auction and miscellaneous income, totaling \$3,187.

For the period, Jan. 1 to June 15, 2005, IASD has recorded Expenses of \$59,019.72. A general listing follows: Credit card and bank fees of \$3,069.29; Administration fees (insurance, accounting, etc) of \$3,128.14; Conference expenses of \$18,621.43; Publication expenses of \$6,193.96; Office expenses of \$2,487.29; Payroll expenses of \$20,761.36; Symington contract expenses of \$2,673.14; Nightmare hotline expenses of \$629.26 and Governance expenses of \$ 938.15.

Conference 2005

In the budget, Conference 2005 anticipated \$62,963.00 in Expenses and \$93,294.92 in Income. Assuming expenses remain close to projections and a modest number of last minute cancellations, IASD seems poised to gain approximately \$7,000 to \$13,000 more than projected. Our deep thanks to Marcia Emery, Bob Hoss, the hosts and conference committee members for their tireless efforts in creating a successful conference!

Membership Income

Membership represents our second largest source of income. For the organization's overall vitality and financial health, we must remain proactive in retaining old members and reaching out to new members. For the current year, according to Quickbooks and Kintera, we had the following number of new and renewing (paying) members by month: Jan. (36), Feb. (43), March (53), April (36), May (49) totaling 217 paying members. In the same period in 2004, we registered 207 members. In the same period in 2003, we registered 265 members. IASD may wish to provide additional attention and resources to this important area in order to improve membership numbers.

Year End Projections, 2005

Income - Current indications suggest the following: Conference income up \$7,000+; Regional Conference income down \$2,000; DreamTime ads down \$1,000; need 280 new or renewing members from June 1 to Dec. 31, 05 to meet membership budget goal.

Expenses - Current indications suggest the following: Office rental expense and director's salary adds \$10,000 additional expense in 2005; Loss of Journal editor saves \$5,000; Additional expenses of \$2,000.

Annual Reports

The annual financial reports, Form 990 for Organizations Exempt from Income Tax, Form 199 for California Exempt Organizations, and Form RRF-1 for the Registration/Renewal Fee Report were filed on-time with assistance from the accountant in Merced and Richard Wilkerson. I intend to have copies available for viewing at the Berkeley conference along with the 2004 financial results.

Miscellaneous Items

While visiting Washington, DC in early June, I received from Miles Glazner 100+ pounds of "ASD Treasury Records". I will store the files for future reference.

Richard Wilkerson has moved into IASD's new office in Berkeley and begun to consolidate many of IASD resources and records. Hopefully, members will consider donating funds for items to furnish the new office space, as suggested by the Development Committee.

IASD has almost reached \$100,000 of income processed via Kintera for conference registrations and membership forms. The start-up funds for this service were provided by the Bitner Trust; IASD pays a \$100 monthly maintenance fee for continued use. Richard Wilkerson has made positive modifications to the system to make it more user friendly.

With IASD's commitment to a new office coupled with other changes, IASD must remain aware of organizational costs. New efforts to increase membership and develop additional sources of income seem very important for our continued growth and success.

The State of California stipulates that educational non-profits such as the IASD should have a target of 30% of its income coming from its membership; currently, IASD has 20% of its income coming from this source. We could start listing all online associates and those who attend our conferences as members.

Olaf Gerlach Hansen reports that some of the disputes he had with vendors in Denmark from last year's conference may be settled in our favor to increase IASD conference income from that year by at least \$2000.

Our new Central Office costs \$400 per month.

Deirdre Barrett's assistant (*Dreaming* managing editor), has resigned; her pay was \$600 per month.

Robert also offered to be on a committee to establish a foundation. Jim Pagel brought this up and says it will cost about \$2,000 to do the paperwork. The benefits of a foundation is that it allows an organization to accept assets and provide tax benefits to the giver. It also allows for stipulating which funds go to which projects. Robert asked for a formation of Committee to investigate developing a foundation. Foundations also get more protection under the law. Board chair, David Kahn stated that we need further information; The information can be given to the Development Committee and for individuals to look at. At the fall meeting we can discuss this again.

Action item: Robert will have more information on foundations at the next board meeting.

Old Business:

Development Activities

Jean Campbell stressed the need to coordinate various efforts that involve development with the Development Committee and its chair. In this way there will be no duplication of effort or efforts at odds with each other. Each committee has the responsibility to coordinate efforts in its area and it needs to be informed and consulted when efforts are contemplated or begun outside of the committee. The IASD Board culture should be such that committees are recognized for their important contributions past and present.

Cynn timer Pearson stressed that we need to further refine and complete the Procedures Manual so that all Board members understand the way in which the Board functions and interrelates.

Action Item: Cynn timer Pearson will work with Bob Hoss and others to finish revisions Bob has already started on the Procedures Manual.

The new pledge campaign will begin in October.

Corporate Identity – Subcommittee of Development

Gloria Sturzenacker spoke about the development of a new corporate identity package. Gloria suggested that perhaps this should be a separate committee from Development since it is not limited to concerns of development. Jean Campbell agrees with that suggestion.

The first goal of the corporate identity committee is to establish, what is corporate identity? Gloria observed that this effort should not be thought of in a superficial way (creating a new logo) but a cohesive identification of IASD's presence in the minds of members, potential new members, the funding community, publications, etc. Identity expresses the essence of an organization. The committee is not ready to commit to a specific timeline at this point.

Jean Campbell thanked the Board for its support in providing a place to hold a silent auction at the Conference. The money raised (\$3,000) will be sent to Iraq as part of the World Peace Dream Bridge effort.

New Business:

Dates were discussed on which to hold Fall and Spring Board meetings. The fall meeting was set for two days, Oct. 8th and 9th (Columbus Day weekend). No date was set for the Spring meeting.

Motion: Cynn timer Pearson moved to adjourn. Tjitske Wijngaard seconded it. Motion passed unanimously.

Submitted by: Gary Goodwin, IASD Secretary

