

SOBI Board of Directors Meeting Minutes, September 12, 2013 7:30 p.m. EDT

Attendees: Rhonda Gerych, Karen Casino, Nancy Tolles, Richard Kluckhohn, Dianne Swafford, Rosa Rodriguez, Carole Poffinbarger, Recording Secretary: Danyell Wiley

Reading of Mission Statement:

Our Vision - The Vision of the Society of Ortho-Bionomy International: That everyone, everywhere, experience the mood, the laws of life, that Arthur Lincoln Pauls called Ortho-Bionomy. Arthur's Vision: "An Ortho-Bionomist in every family."

Our Mission - The Mission of the Society is to promote the practice of Ortho-Bionomy and to support the evolvement of Ortho-Bionomy in accordance with its own philosophy and principles.

Specifically:

- To conduct all Society business with awareness of Ortho-Bionomy's philosophy, in a sustainable and inclusive fashion
- To set standards for Professional Training Programs
- To regulate the registration of Practitioners and Instructors
- To promote public education and awareness of Ortho-Bionomy
- To provide professional services and support for Society members
- To maintain the integrity of Ortho-Bionomy by ensuring compliance with the Trademark Policy and Code of Ethics

- I. **Approve Minutes from July 11, 2013 board meeting.** Dianne question on discussion of Associate versus Associate practitioner. General consensus was Assoc pract made more confusion than leaving Associate. Dianne suggested we confirm there is a definable decision. Rosa followed up with Sara Sunstein regarding this. Will add the email discussion to the minutes. Motion to approve – Dianne Swafford 2nd – Rosa Rodriguez Unanimously approved with the Associate Practitioner vs Associate updates.

II. Reports

Rhonda: Exemption status - additional requests from members for assistance with exemption process: Utah, Kansas, Missouri update; ideas for pursuing this process? Need more members to participate, not necessarily board members; Sheri Covey and Melinda Doden willing to help with Utah. Overwhelming level of members requesting support. Each state the "massage" is under a different portion of the laws. We have several requests. Rhonda is following up with Sheri and Melinda to pursue Utah. They went through a similar process in Colorado so have some in the trenches experience. Looking for more outside participation to support this process. It is really exciting and overwhelming. Have to be very aware of what is going on in each state. Dianne – do we have info on all of the states that the board members represent? We started gathering info on the states the board members reside in, and Lenny has compiled information for many states and provided us with it. We are working on processing the info to have it on the SOBI website.

-Conference call study group and class update- Ann Hoeffel did a Chapman's study group that was well received. We rescheduled Tracy's class – only one had registered and there were others interested in early September. It is a consecutive 4 weeks, 16 unit course – conference call, questionnaires and homework. She suggested running it once a quarter a month prior to the PRC deadline since it tends to be a last minute course. Richard Valasek study group in October. We had an Australian member that would like an evening study group so they could attend with the time change. Looking at future of computer based and video classes.

-April 2014 board retreat & Member Survey - April 10-13, 2014 in Indianapolis at Marten House where the 2015 conference is being held. Class units and study group credit for attendance at Practitioner meeting and AGM. Danyell sent out a link to a member survey for you all to look at – edits suggestions changes, etc. Asking if people are planning to attend, are they interested in having a class around the meetings. Denise Deig has agreed to do a 16 hour class if there is enough interest in coming for it. Dick – I will get with Danyell on questions on the survey– he will send those out to Danyell to update.

-Instructor and advisor contracts - Foundation of the solution is creating a contractual relationship with the Instructors and what SOBI provides and what the instructors are expected to provide. We need to have instructors well primed for having a contract. We need to know that instructors are ready to have this conversation. Several instructors were in favor after hearing the reasons and benefits of doing so – ie class lists, SOBI getting a per class fee. Dick – The biggest challenge is to decide if we can go forward that to teach you need to have a signed contract – that is the risk. Is this a policy decision that has to be voted on, is it procedural, and we need to decide where this comes from so the process is smooth. We will have to figure out the model. Dianne – could you put something into words the process concerns you have in floating a contract to instructors. Dick – I will get that started and to the board in 4-6 weeks. We will suggest we hire an attorney to view it. Rosa – Do we have a list of reasons why we are considering having a contract between the organization and those teaching Ortho-Bionomy. Dianne – There were 30 instructors at the Instructor meeting, and the time spent on it was pretty positive. Dick – Rhonda if you can put together three things that came up at the meeting. We currently have no business relationship with those we register to teach the work. Dianne- It also gives more credence to be a Registered Instructor. Rhonda – Things that we are asking for are things that have already been discussed and coming from that point of view. At the Instructors retreat we discussed the class list – there was push back, but once we did a presentation on the benefits of providing that info, the clarity helped most to see that there was a reason it was being asked for that was mutually beneficial. Anyone if you come up with ideas, please forward them to Rhonda and Dick. Dick – It is a contract that identifies contributes and is expected to do – the purpose is to have clear delineation of their duties and SOBI's duties in the relationship. Handbooks and policy statements are not binding. Nancy – So would this not be a valuable thing in the future if there is a grievance? Dick – That all parties follow the grievance process, and the ethics and trademark. Nancy – It sounds like we need this to grow. Dianne – It also gives us a stronger position with us having legal binding agreement and process in going through the exemption process with dealing with other regulatory bodies. Rhonda – Our code of ethics gives us a start, but a contract solidifies this piece that is already in existence. Dick – we need to confirm that we have that paper signed by all of our members for that to be binding.

-Vote by email for new term officers October 1, 2013 (discuss/agree this meeting for current board members to continue in their roles or change). This is Rosa and Carole's last board meeting. For everyone else – you can agree to keep the roles you are in or let me know what you want to change so we can see what is open: Secretary, Policy & History

Rhonda Gerych - President, Website, IRC

Nancy Tolles – Vice President, PRC, Coordinator Liaison

Dick Kluckhohn- Treasurer, Membership

Karen Casino- Trademark, International Relations, Merchandise

Dianne Swafford – Marketing & Publicity, Conference

Melinda Doden –

Willow Riddlebarger – Conference?

Rosa will continue to work on the History & Policy. She will be done with Massage school starting in February 2014. I feel very privileged to be a part of this board. It has been a breath of fresh air.

Nancy: PRC update, Carole Poffinbarger willing to go onto PRC

-Working on wording for welcome postcard. Looking to find out what members want. Will be polling my group. Instead looking at this as who we are, why don't you join us? Rhonda – We go back and forth with all the words for clarification and at the moment it did help. Now we are in a place where we can simplify and find the balance. We are in a major self-correction as a Society as a whole, shifts in approach, viewpoint, based on interactions with membership that has happened over the last year. This made sense in the past. Here is what makes sense now. Nancy: We have a better website for people to go to. Rhonda: Our web is better and a work in progress and we are refining and redefining and clarifying. We are narrowing down the words and streamlining.

Dick: Grievance document with Carole- We have made massive changes to the documents – Dispute resolution process and Grievance process. Outlined and modified the dispute resolution document. Flow changes to document and words referenced in the document so it is more specific on who and what is being talked about.

Financial – We are right on track except Cost of Goods sold – where Danyell made purchase for items in higher quantity and not on consignment as we had done in the past. We are on budget Very strong growth of 20% in membership revenue/fees. New members is up 58% which is exactly what we need. Associates up 28%. Very strong growth in membership revenue. Expense side – there are some minor things Danyell and I will look over. We have maintained our cost to previous year. Convention was very solid in profitability. We brought in \$17,000 more than anticipated on the convention. Dianne and all parties – Great job!

Rosa: Term ends this month; willing to continue on with Policy & Procedure document at the present time. Rhonda – Your voice and clarifications have been very valuable to me and the Board. Thank you so much! Rosa – We are creating a big Ortho-Bionomy in New York and she plans to continue to be involved. And going through the Advanced Instructor training program and being involved in that part. Rhonda – Rosa is thorough and helping us find the gaps or more clarity in a new program and as an advisor of the Practitioner and Advanced Practitioner program. Very helpful in providing better training for everyone.

Dianne: Conference:

- No new activity on 2015 conference. Call for papers in January 2014 newsletter.
- Follow on from Denver – categorizing the input from the Brainstorming session. We need to find time to discuss this list and whatever falls out of the list being presented in the Newsletter. See previous email with attachment. We may want to address this at retreat since it will be time consuming in order to do it justice. Created a new email address specifically for comments on this. Nancy – Thank you the layout helped me go back to the brainstorming. Rhonda – Reminder as things come up and you are reflecting, make your note, aha, insight or question on this or anything else we work on as a board so you capture that information.
- 2017 – do need to do the planning and reserve dates - Denver
- Video – We have the raw data that we are having moved onto zip drives from the computer hardware. We need to find someone with time and expertise to do something with it. We need someone to do clips for our website and formatting the videos.

-Advertising

-ERL listing has been renewed for another 6 months. There seems to be concern about metrics and the economic investment of a continual presence. Rhonda – one of the things is setup a unique URL so you can track hits – not quite sure the logistics. She will follow up with our web programmer on this.

-Both sets (8 pdfs – 4 are ads similar to what we have used in the past, 4 are more technical words and flow of Practitioner customizable ads have been created by our Graphic Designer, Terri Heuser. As a result it was suggested that having a second set approaching Ortho-Bionomy from a “how” OB works vs. the original set which has a focus of “what” OB can do for you. See attached ads. Danyell: the process is member buys the ad, office forwards to graphic designer, she sends back to office, office sends to member for final proof to sign, then once they approve they own it and no more changes. Dianne – we can discuss pricing or do it online. Four will show in October ad and the verbiage of the new ads will also be available in the October news without the format. Dianne – two different backgrounds, two different sizes. Rhonda – the background is the same as the backgrounds we approved for the generic free ad before and then Terri modified it for the customization space. Dianne – get back with Dianne to approve the availability of these ads for the members. We were looking at \$40 cost to members, to cover office cost, graphic designer cost and process.

-Membership: No report

- **CRC:** Awaiting response from committee

-**New Business** Will be purchasing a set of Zarna's equine materials to review for professionalism for possible distribution through the SOBI store

Karen: Trademark

Merchandise – Café Press – working with tech support on some updates to The SOBI Store. OB banner has been added to merchandise too. Dianne – V-neck $\frac{3}{4}$ length t-shirt with poster and it is gorgeous! She posted it in the newsletter. Karen is working on more merchandise on the site.

Carole: Grievance document with Dick. Rhonda – Thank you for agreeing to go onto PRC.

SOBI Office update:

1. Priority-CEEP – Community EvolvEment Project – targeting materials for coordinators/instructors to include in Class Folders. Working with Nancy/Dick on Postcard. Multi-tier approach to move class attendees to be part of member community– need instructor/coordinator buy in that SOBI members get minimum of \$5 off for OB class, get Inst/Coord to promote joining Society, give them easy paper to do this, class lists for follow up, etc, encouraging students to become Associates, etc., Instructors/Advisors/Coordinators understanding the training programs and process.
2. Priority – get our student members moving to Associate so they are part of the referral network, get support to coordinators/instructors so nonmember students taking classes join.
3. Tons of time helping people find sessions, and no one to refer them to. Instructors have been helping connect us to students from their classes, but it is a lot of leg work.
4. Associates and Professional Members –Free web address listed on online profiles www.OrthoBionomy.org/SOBI/FirstnameLastname. Fully customizable through For Members section.
5. E-Survey going out to all members on interest in 16 unit OB course in Indy during the 2014 AGM and Pract meeting weekend, Paperless directory, General association questions
6. Working with Rhonda on list of web updates for her and Bill. Continuing to streamline.
7. Completing agreement to sell Self Care video by Rosa Rodriguez by Edan Harari. Should be up and available soon. Dick and I created document, waiting on Edan to return the doc.
8. Associate form is available in the Practitioner handbook and is available as a stand alone form. Not required to join the Practitioner training program to be an Associate member
9. Beginning with January 2014 renewals – student membership and new student paperless membership will now be \$30, instead of \$55 for a paperless membership. We will no longer have a Friend of OB/Newsletter subscription, as this will also take the place of that option.
10. The Online Practitioner Handbook and Advanced Practitioner Handbook and Program Form links have been updated on the SOBI Website – there was an older version still showing on some of the links. The older and new versions are both accepted.
11. New customizable ads for online and print advertising are available for purchase.
12. Beginning January 1st all members requesting paper mailings of Newsletter will pay an additional \$25. We sent a notice to all members who had requested paper copies.
13. Happy to report we are fully stocked with books and DVDs, including Arthurs Cranial DVDs.
14. Clearance Sale – Shirts, Bags - You may notice shirts are no longer on the SOBI website – going to selling Educational material, marketing (brochure) and advertising. Looking at more marketing options and other options in future. Clothing and other items avail with multi logo options on Café Press.
15. Training Programs - Some questions have come up on programs – Order of documents on checklist, Paying \$100 training and think don't pay \$100 associate, how many copies at various levels, etc. Looking at compiling list of updates/clarifications so easier for members to go through the process of evolvment and application.
16. Have forwarded two new Exemption support requests to Rhonda, our exemption volunteer

V. Old Business

-**Grievance procedures:** formal, informal, by state - follow up - Dick and Carole working on

-**SOBI/OBA framework** for developing an agreement-Rhonda – next step is coordinating a conversation with members of OBA board. So we are at that point to set that up and move forward.

-Follow on re: Sara Sunstein Massage School question - Date: September 11, 2013

Thank you so much for serving on the Board!!! My only thing for the Board is the continuation of my earlier question--that I elaborated on when you asked for clarification last time--did I keep a copy of that ? no...

But the issue is: Can we have a place on the website, presumably under Classes, that shows massage schools (or other, including O-B instructors who have structured programs, e.g, Shari Covey) that have dedicated programs for Ortho-Bionomy that lead to Assoc or full Practitioner? with links to the schools, and the schools in turn would link to SOBI.

Background: As is, classes are offered and listed helter skelter by date or name or instructor. There are no cohesive programs listed. Providing links to such would make it easier for students and wannabes, as well as serve as promo for those programs. and perhaps provide incentive for other instructors to create their own programs. (which I would love to do, but have yet to find enough dedicated students! It's why I'm trying to get the program going in Portland, where there does seem to be enough interest!)

School and Institutional Affiliation Policy. School and Institutional affiliation provides the Society with new relationships that can promote our programs, support financial needs, protect our trademarks, increase student membership and insure the Society role in an expanded Ortho-Bionomy universe with increased school, college, and institutional programs availability. School and Institutional Affiliates will pay a yearly fee set by the Board of Directors. The fee of \$250.00 will be reviewed yearly.

Affiliates will receive:

- Reciprocal link to the Society web page
- A special area of the web page promoting their affiliation
- School and Institutional Affiliates will also receive a license from the Society giving them permission to use the Society's Trademarks in their promotional literature and on websites as long as they follow the terms of a yearly license. Affiliates will use only Registered Instructors of Ortho-Bionomy and follow the Society's Trademark Policy. Failure to use Registered Instructors or follow the Trademark Policy will lead to the revoking of the license.

VI. New Business

VII. Liaison requests: None new

VIII. Adjournment 9:32pm – Motion to adjourn Carole Poffinbarger, 2nd Nancy Tolles.

Next Board meeting TBD when new board members begin their term October 1