

**NCBS Annual Business Meeting
Clarion Hotel, Greensboro, NC
November 3, 2012**

Board Members Present: Pat Benfield, President
Crystal Podger, Acting Treasurer
Melissa Malone, Secretary
Tom Gross, Member at Large
Robert Longo, Member at Large
Sylvia Whitmire, Member At Large

Pat Benfield called the meeting to order at 12:45 p.m.

A drawing for early conference registrants with a prize of a \$50.00 gift card was held. The winner was Bob Condor.

A motion to approve the minutes of the 2011 annual meeting was made by Crystal Podger, seconded by Betty Wolfe. The motion carried.

Treasurer's Report: Crystal Podger presented the treasurer's report.

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|------------------------------------|-----------|
| 2012 Starting Balance | \$6002.69 |
| Balance as of 10/29/2012 | 3622.84 |
| Paypal Balance as of 10/29/2012 | 5522.29 |
| Conference Income as of 10/29/2012 | 6512.50 |
| Membership Income as of 10/29/2012 | 1300.00 |

Silent auction, late memberships, and late conference registrations will be added in the year-end Treasurer's report.

Expenses will be calculated after YTD report completed in December 2012.

Committee Reports:

Crystal Podger presented the report for **Membership, Conference Planning and Website**.

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|-----------------|-----------|
| New Members | 14 |
| <u>Renewals</u> | <u>24</u> |
| Total Members | 38_ |

The current total membership reflects a 46% increase over the 2011 membership total of 26. Conference attendance allowed us to meet our stated room quota for this year's meeting. The new membership directory will be updated next week and posted on the organization website.

Tim Tucker continues to be very helpful in keeping the website current per the updates sent to him. All members are advised to check your profile information on the website (www.ncbiofeedback.org). If changes are desired, please email them to Crystal.

Among the many changes on the website are:

- There is now a section accessible by board members only; conference materials are archived there.
- Financial records are archived in the board- members-only section.
- Minutes of annual meetings are accessible to all.
- Membership and conference registration records are centralized, streamlined and automated. For this year's conference, there were only three paper registrations which represents great progress. There are aspects of these processes that continue to need refining; it is a work in progress. The goal is to eventually automate and streamline as much as possible. We strongly encourage the use of PayPal.

Regarding social media, NCBS is establishing presence on Facebook and Twitter. Members are encouraged to like our page on Facebook. Members are needed to assist with postings. Crystal will post conference photos on Facebook.

Volunteers who would like to be content creators are needed, to add postings at social media sites, and are encouraged to contact Crystal or Pat.

Ethics Committee:

Rob Longo reported for the ethics committee. A poll of membership to gauge interest in an updated ethics presentation. Sixteen members in attendance indicated interest therefore Rob will begin preparing a new presentation.

President's Report:

Pat Benfield reminded the group of the NCBS mission statement: To promote improved public education about the nature and efficacy of biofeedback and to expand our network of colleagues for support and education.

She reported that she and two other board members, Tom Gross and Jennifer Sterling, attended a Northeast Regional Biofeedback conference last spring and became acquainted with Cindy Perlin of the NE Regional Biofeedback Society and Mark Schwartz of the Biofeedback Foundation of Europe (BFE). Following the conference, Pat and other board members began work on the use of social media to increase connections between biofeedback groups and individual professionals nationally in order to create a unified voice and provide support on day-to-day issues. In doing so Pat found much of the contact information for professionals provided by AAPB to be outdated. Following the conference, the NCBS became an affiliate of the BFE in order to take advantage of benefits offered by this affiliation including training in use of social media and marketing of our events in their electronic media.

As a result of a growing and shared vision for increased exposure for the biofeedback field, some NCBS members attended online training sessions in using social media. These sessions were recorded and are available. In addition, collaboration is increasing between professional biofeedback organizations and professional counseling organizations in part through the efforts of LPCs Sue Intemann and Maggie Minsk who have leadership roles in the Licensed Professional Counselors Association. This growing connection gives us the opportunity to offer the counseling professionals tools they might incorporate into their practices, and increases the potential that they will become members of the NCBS and biofeedback organizations in other states and regions.

Pat reported on other educational/speaking endeavors by NCBS members. Tom and Pat did a presentation at Living Waters Retreat Center for the Brain Injury Association of North Carolina (BIANC).

Rob Longo has been active in presenting to LPCs. Rob added that he co-leads a Lunch and Learn webinar twice each week that includes guest presenters once a month.

Pat reported on ongoing organizational issues. Work has been done by the board in the recent past to revise our bylaws and this work should continue. Because of our changing and evolving structure, including consideration of transitioning to a regional organization, the issue of the name of our organization and whether to change it should be addressed.

As outgoing president, Pat asked for nominations to fill vacant board positions of President, Vice President and Treasurer. Tom Gross has agreed to be nominated for President. Pat expressed gratitude, and related that she believes his ideas, expertise and enthusiasm will enable him to be a force to move us forward. Rob Longo has agreed to assume the position of Education and Conference Committee chair, and to accept being nominated as Vice President. Pat asked for nominations for Treasurer; Peder Fagerholm nominated Adrianna Steffens from the floor. Pat summarized the nominations for president, vice-president and treasurer. Nominations were seconded, and all were approved.

Betty Wolfe expressed appreciation for Pat's and Crystal's long and dedicated service on the board of the NCBS, and said that it is critically important that members share responsibilities in the organization, encouraging members to consider volunteering.

The floor was then turned over to incoming president, Tom Gross. The following summarizes Tom's remarks to the members.

As leaders of NCBS, we want to know how best to serve the members. At the NE Regional meeting, it was made clear that to ensure the survival of our profession, we need to make clear what biofeedback is and who the providers are. We need a fresh approach due to emergence of electronic media. With potential changes in the healthcare system, it is possible that disappointed consumers of traditional healthcare services will seek alternatives. Most people know nothing about biofeedback. We must make ourselves visible in areas we can serve by harnessing technology to help make biofeedback a household word. One way to accomplish this is to link with national organizations.

Tom addressed the following points.

- Among promising public education areas to develop: there are professionals that provide biofeedback in your neighborhood; education of what biofeedback is; science behind it; it is enjoyable and relieve your concerns
- Expand the network of colleagues; increasing professional membership; by adding membership we increase exposure and have more ability to offer cutting edge conference topics; We excel at providing great conferences; we want to reach out to communities, nurture the public impression of what biofeedback is; educate ourselves;

Tom emphasized that NCBS needs the input of the members to know how it can best serve you.

- Please respond to surveys from NCBS you will receive via email
- What have we done well and poorly? How do you want to promote your practice? We can start putting material out on social media.
- What are you interested in learning, and in what format?
- If you have an opportunity to do a presentation locally, we can have a presentation available that you can download and customize; we want to provide approved information. We can help you

organize your material for presentations. It is important that as a field we present unified information.

- Members are encouraged presenting to other organizations not directly connected with biofeedback but where cross pollination can be very fruitful; LPC, BIANC and the Institute for Functional Medicine are good examples.

Tom closed by thanking the group, and encouraging all members to identify areas to serve the organization in which they are most comfortable.

The meeting was adjourned at 1:50 p.m.

Respectfully submitted:

Melissa Malone