

**NCBS Annual Business Meeting  
Lake Junaluska Conference Center  
Lake Junaluska, NC  
November 2, 2013**

**Board Members Present:** Tom Gross, President  
Robert Longo, Vice-President  
Adriana Stephens, Treasurer  
Melissa Malone, Secretary  
David Cantor, Member at Large  
Dan Chartier, Member at Large  
Peder Fagerholm, Member at Large  
Sylvia Whitmire, Member at Large

Tom Gross called the meeting to order at 12:45 p.m.

**President's Welcome and Report:**

Accomplishments in 2013:

- We made the decision to become a regional organization, and began forging a new identity as the Southeast Biofeedback and Clinical Neuroscience Association.
- We gave birth to a new website, including a members-only section and a web store, with relationships with Barnes and Noble and Herbs Pro. We receive 6% of sales from both entities. The new website is easier to update, and has improved accessibility to advanced features for members and board members.
- We completed the process that made SBCNA a legal non-profit in the state of North Carolina.
- We successfully delivered the annual conference with an outstanding slate of speakers, interactive activities and workshops.

The health of the organization going forward will depend on meeting the needs of members, increased participation from members, and effectively interfacing with the public. We need to know how we can better serve members. We need the talent and leadership of our members. Please consider serving on the board or on a committee.

Looking forward to 2014:

- In the past the primary focus of North Carolina Biofeedback Society was that of hosting an annual conference. We plan to broaden our mission and reach. First, we plan to further develop the website in the areas of member services and public education.
  - We plan to reach the public, which frequently holds outdated and inaccurate perceptions of biofeedback and neurofeedback, via public service announcements in geographical areas where SBCNA member providers are located to promote their services and presentations. Also planned is an effort to direct the public to our website, with the goal of promoting public awareness of biofeedback and thereby the health of our field.
  - We intend to serve our members by offering webinars, clinical and practice management pearls, and ready-to-use basic presentations that members might use in their regions.

- We plan to focus on generating revenue to ensure the vitality of the organization, initially through the web store, webinars, and sale of video presentations of this year's conference (attendees no charge, members discounted rate for the latter).

#### Discussion Items and Beyond 2014:

- We will continue to consider establishing SBCNA as a 501-C-3 non-profit, and possibly vote on it as an organization in the future.
- A discussion regarding the advisability of Herbs Pro products on the SBCNA website, including possible conflicts with non-profit status, lead to the conclusion by the president that it will be removed from the website.
- Suggestions were made to place video clips of the conference on other organizations' websites, and to explore having links on websites such as ISNR and AAPB.
- The idea of developing an organizational strategic plan was discussed.
- Members were encouraged to 'like' SBCNA on Facebook, and to post things that are of interest.
- Persons seeking biofeedback practitioners can search by name or location on our website. Members are encouraged to be sure to include their websites in their listings.
- Dates of meetings of Biofeedback and Clinical Neurosciences of Georgia should be posted on our website.
- The 2014 SBCNA Conference will be in Charlotte, NC. Planning is underway.
- The current vice president and secretary are stepping down from these positions but remaining on the board as members at large. An email appeal seeking replacements, with information about the duties, should be sent to all members.

**Treasurer's Report:** The year-end treasurer's report was submitted after the meeting.

Membership Income:	\$ 2,854.54
Conference Income: (includes registration fees and auction and sponsors)	\$13,760.03
Conference Expenses: (includes conference center and speakers)	\$ 7,170.20
Accounts Payable:	\$ 3,904.30
Web expenses: \$3,809.49	
Postage: \$ 34.81	
Sec. of State Fee \$ 60.00	

\*Wells Fargo Checking Balance as of 12/31/13 = \$8,084.15

\*PayPal Balance as of 12/31/13 = \$ 511.33

The meeting was adjourned at 2:10 p.m.

Respectfully submitted:

Melissa Malone