

**PDA BOARD OF DIRECTORS MEETING/RETREAT**  
**FEBRUARY 6-10, 2013**  
**CHARLOTTE, NC**

**Members in Attendance:**

Linda Krenicky, Co-Chair  
Molly Henry, Co-Chair  
Lori Onderwyzer, Secretary  
Teresa LaSala, Consultant

Ari Hurtado de Molina  
Gigi Nunoz  
Deborah Owen-Sohocki  
Kathy Rinehart, PDA Executive Director

Suzanne Smitha – Guest (Hostess & occasional participant)  
Tonja Howard, PDA member and BOD applicant, as a guest on 2/7/13.

**Meeting was held at the home of Suzanne Smitha in Matthews, NC.**

**Thursday 2-7-13**

**Annual Report – Presented by Kathy (power point incorporated by reference)**

- Membership – Significant increase in overall membership. International participation is growing. DVD graduates represent strong percentage of new members; Jane and Lynn’s personal encouragement has significant impact.
- TP and PDC workshops – Significant increase in workshops. However, higher than usual number of cancellations. Determined: Board will examine pattern of cancellations to determine if policy changes need to be considered.
- This rate of growth impacts staff and office enormously.
- Further Actions to Consider:
  - Strengthening website and member services, which will require fiscal and staff resources.
  - Must review infrastructure and prepare for growth.

**2012 EY Budget Report & Draft Budget 2013**

**Budget Review 2012 – Reviewed by Kathy**

- 2012 budget was on track.
- Significant increases in membership fees.
- ACT registrations about doubled since we had 2 ACTs this year.
- Significant increase in workshops and income and therefore also a corresponding increase in facilitator expenses, bank charges, etc.
- First time we have not ended the year in deficit!!!
- Formal acceptance of 2012 Budget report: Motion-Lori/ Second-Molly – 2012 End of Year Fiscal Report Accepted

### **2013 Budget Proposal – Reviewed by Kathy**

- Board compared past three years' expenditures and considered any unusual events or issues.
- BOD did extensive line item review and analysis of both a moderate and a conservative budget proposal.
- Key Issue for Further Consideration: Need funds to build infrastructure to accommodate growth, enhance website, etc.

### **Election of Officers**

#### **Discussion about Bylaws and organizational structure**

- Discussion of Co-Secretary and Co-Chairs taking on more than 2 years. Also, needing a succession plan.
- Recommendation: Update the Bylaws allowing a three year term for the co-chairs. Referred to Kathy and Executive Committee for follow up.
- Develop a written description of the "real" role of the co-chairs.
- Secretary: We will move forward on having an employee take the minutes either by being at the meeting or by transcribing from a recording for telephone meetings.

#### **Nominations and Vote**

- Election of **Gary Hughes** as treasurer: Motion Deb, second Ari – **Approved.**
- Election of **Linda Krenicky** as Co-Chair: Motion Gigi-second Deb – **Approved.**
- Election of **Lori Onderwyzer** as secretary: Motion Ari-second Gigi – **Approved.**
- Note: Molly's term of office as Co-Chair continues through BOD Retreat, Jan. 2014.

### **Think Tank and Conference Planning**

#### **Planning committee – Review and Update**

- Kelly Pfiesser and Glenda Montgomery will co-chair 2013 TT Planning Committee.
- Tracy McConaghie will assist
- Ari will be Board liaison. Deborah will serve as backup for Ari.

#### **Compensation for Planners**

- Due to importance of developing a high quality conference, as well as time and expense involved for planners, Board confirmed decision to provide room for TT nights for co-chairs only. Estimated costs: Room \$500 + registration fee \$400 – total cost approximately \$900. Currently approved for 2013 only.
- Board will review this plan in July before making it a matter of Policy.

#### **Reviewed and Discussed Agenda Planning Requests**

- Feedback from attendees included:
  - Family Group and Newcomers Orientation incredibly valued.

- Strong pattern of requests for more Light and Livelies & short energizers.
- LTs requested more time, depth and new items for the “advanced” track.
- Requested more in-depth sessions vs. all activities.
- Many wanted new activities to be whole group.
- Make “meet and greet” be short and sweet. Request sign-ups be limited to finding a friend/group for dinner (vs. including map and job sign up).
- Recommendation: For the first night, the same amount of time for dinner and meeting with a little less packed schedule.

### **Pre-Conference**

- Morning Session - 3 hours (either two 1.5 hour sessions or one 3-hour session)
- Afternoon Session - 2 hours
- 5 CEUs available

### **Conference Registration Fees**

#### Non-Members Fees

- **EARLY** -- \$100/\$110 with CEUs
- **REGULAR** -- \$130/\$140 with CEUs
- **LATE** -- \$145/\$155 with CEUs
- **On Site** -- Same as late fee but additional \$20 fee for CEUs (i.e., \$145/165)
- **Note:** Full day only

#### Member Fees

- **EARLY** -- \$40 for 1/2 day and \$65 for full day
- **REGULAR** -- \$55 for 1/2 day and \$80 for full day

### **Think Tank Fees**

- Same as last Year: \$195 Early Registration, \$225 Regular Registration
- Added Late Registration: \$240 as of July 1

### **PD School and Classroom Teacher’s Guide**

#### **Goals of the new supplement**

- Provide materials, research backup for buy in by the **principal, administrators.**
- For teachers to work with their **colleagues at their school** and for staff meeting, including THTPSSS, team staff building activities, brain research, etc..
- **Whole school** concept - whole community approach.
- Also **resources** and links.

#### **Estimated Sales**

- Give to each PDC registrant -- last year 292 DC registrants through PDA and approximately 30 that didn’t register through PDA
- 2 – 3 per school for culture and climate team, administrators, etc.

## **Strategic Plan**

- Each member read 2010 Strategic Plan with updates.
- Each member read 2011 Business Plan with updates, particularly Phase 1.
- Discussed some key points, particularly dependence on staff resources and needing money for website updates. Inched ahead but did not have resources for major redesign.

## **Friday 2-8-13**

### **Employee Compensation Plan**

Personnel Committee Membership included: Lois Ingber, Gary Hughes, Nicole Anzoategui, Susie Steiner, and Kathy Rinehart. Kathy reviewed the recommendations from Personnel Committee (proposal incorporated by reference). Basic thesis: Respectful treatment of employees is critical and consistent with values. Competitive benefits importance for employee retention and motivation.

#### **Holidays**

- Consider current provision reasonable and consistent with other non-profits.

#### **Paid leave (vacation)**

- Recommendation increase to 10 days annually (days defined based on mean number of hours).
- Add must be pre-approved.
- Available for full time staff (defined full time as mean of 30 hours/week or more – consistent over 6 months; part time as 29 hours or less).
- Accrue, but not available until probationary period is complete, with maximum of 6 months given satisfactory performance.
- Approved by consensus with clarifications noted.

#### **Sick leave**

- Proposed 8 days per year (handling emergencies through an accompanying short term disability policy).
- Employees would be eligible if they work 30 hours or more per week on a consistent basis (defining consistent basis as a mean over 6 months).
- Maximum accrual amount of 8 days.
- Accrue, but not available until probationary period is complete, with maximum of 6 months given satisfactory performance.
- Approved by consensus with clarifications noted.

#### **Short Term Disability**

- Kathy reviewed proposal.
- Proposal tabled until later date.

### **Annual Raises**

- Proposal is for baseline annual raise of 2%, 3% if at all possible. Reconsider at July meeting if 3% not allocated earlier.
- Approved by consensus. 2013 amount to be determined in the context of budget discussions.

### **Health Related Benefits**

Kathy reviewed two options recommended by Committee. We can do one, both or neither or look further. BOD discussed pros and cons related to implementing each.

#### **1. Flexible Spending Plan**

- Employee contribution (pre-tax) for flexible spending for health care.
- PDA will have management responsibilities. No other contribution on our part.

#### **2. Health and Wellness Stipend via Contract**

- Fixed sum given annually to use for designated items (vision, deductibles, gym membership, etc.). List determined by employer. Part of employee contract.
- Board decided to table this decision pending budget review.

### **PDA Operational Costs**

Personnel Committee stressed that legitimate expenses should be borne by organization, not employees (considering cost of utilities, use of home space and equipment, upkeep, etc.).

#### **Telephone**

- Decision to look into a new mobile account with multiple lines with unlimited minutes, listed under PDA name. Hopefully, include the capability to attach the 800 number to one of those numbers.
- Investigate accommodating fax through computer vs requiring land line.

### **Funds for Staff Team Building Events**

- Committee recommended \$300.
- Approved by consensus.

### **International Consultant Skype Report (China):**

with Lois Ingber, Board Consultant

- This last December there were two TPs (3 days) in China. Over 70 people.
- Translation of PD book comes out in June or July.

### **Certification Questions (and Lois' recommendations)**

- Use the reflection questions similar to the ones in the DVD training and follow up after a TP to address some of the concerns from those in China.
- Recommendation: Skype mentoring with Certified PD Trainers.

**Kangaroo** - Online parenting, guidance organization which claims to have connections with government bureau related to families. Has expressed interest in having a PD course requirement to have a child in China. Jane N. is going to China in May for focused mentor opportunities, parenting talks and for work with Kangaroo and to do some recordings. Susie has been asked to film a class to be on the Kangaroo website. They are putting Jane's and Mary's online class on their website.

### **Other Requests**

- The Board acknowledged support for Susie's plan to arrange peer-to-peer mentoring and. Recommends having mentor groups meet occasionally on Skype with certified trainers.
- Susie asked whether two-day follow up/ practicum allowable. Board agreed if same standards for basic core workshop (as in US) are applied.

### **Adlerian Roots**

Discussion of the importance of Adlerian roots. This includes how we give feedback, facilitator vs. "expert," drawing forth, etc., as well as understanding the purpose of various activities and practices. Kathy has asked Deborah to offer a series of teleconferences for our audio-conference library. We would encourage use by new members, ACT attendees, etc.

### **Board Membership**

- Nicole – has contributed to Personnel committee and applied to Board as consultant on financial matters. Unavailable for Skype meeting as planned. Committee will interview.
- Tonja Howard was elected as a member of the Board.

### **Producing Trainers Level Facilitator manual – "The Disc"**

- Jody submitted resignation as lead organizer in production of disc.
- Board consensus was that this work should be coordinated by a staff position in the PDA.

### **Staffing and Organizational Design**

Moved into closed session to discuss personnel issues.

### **Attributions/Royalties**

- Jane and Lynn had expressed serious concerns about correct attributions on materials.
- We need to review all documents on disc to ensure appropriate attributions.
- Jane and Lynn will let us know whenever they find anything on website, disc, etc. that isn't correctly attributed and we'll correct.

### **School/Organizational Memberships (Consideration of proposal from Chip DiLorenzo)**

- Some ideas:
  - Downloadable materials.
  - 1-2 free recordings of past tele-conferences.
  - Tools.
  - Teleconference member rate.
  - School oriented newsletters & teleconferences.
  - Other things to be determined.
- Cost: Possibly \$175. Possibly leveled membership (based on size of staff or student body).
- Tabled pending study and further recommendations from School Committee.

#### **Demo Schools**

- Recommendations for policy changes still pending. Follow up with School/Demo School Committee.

#### **Pre-requisites for Advanced Candidate Training: Policies Re TP and PDC Certification Core Workshops (Incorporated by reference)**

##### **Steps for TP Certification**

- Note: Office will also send Letter of Understanding with checklist to clarify expectations.
- Approved (with amendments) by consensus.

##### **Steps for PDC Certification**

- Bring back for review in March.

#### **Policies RE Core Workshops**

- **Number of Participants:** We strongly recommend a maximum of 30 - 32 participants for a core workshop with one trainer. If participants exceed this number, an assistant or co-facilitator should be added.
- **Workshops Requiring a Translator:** When a core workshop is provided through translating, it is necessary to add a third day to cover required material and allow sufficient processing time.
- **Length of workshop:** We strongly recommend adding a 1.5 to 2 hour session the night before a core workshop or a third day to allow more time to cover required material.

#### **Revision of Early Childhood Manual**

- Board reiterated support and enthusiasm for this project.
- T & A Committee has been asked to review logistics regarding EC certification/training.
- Board will request clarification on publication details and planned publication date. Is this intended as a revision of the previous manual or a supplement to the PDSC Manual?

### **Lead Trainer Training – requires a committed cohort of 12 to move forward**

- We had a request From Beatrice and others to hold a LTT soon. Estimated number ready, perhaps 4 – 5 (if interested).

### **Saturday 2/9/13**

#### **Certification**

- There are continued concerns from the T & A Committee, international affiliates and some members that “certification” implies a level of knowledge and experience that we can’t guarantee or expect after a 2-day core workshop (only), an issue the Board is well aware of.
- The Board perceives a need to define more clearly the label “certified” and to determine what the requirements need to be.
- Recommendation on the table is to possibly add reflection questions (not a test) including practice with experiential activities that would emphasize clarification and encouragement. However, we need to review the amount of time, effort, and reimbursement required for staff, facilitators, and trainers if implemented.
- Recommendation -- Possibly add levels of certification, with clear language to define levels.
  - Levels will bring clarity to process. Need to flesh out specifics of levels (logistics, communications/tracking, facilitator payments and alternatives, etc.)
  - T & A asked to give feedback on logistics.

#### **Support for DVD Training**

- Board acknowledged Jane and Lynn for their encouragement and support of the DVD trainees and recognized the impact of their encouragement and outreach on PDA membership.
- Recommendation: To discuss with Lynn and Jane how the PDA can help ensure their vision in supporting these trainees in the future, if/when they are no longer able to provide the same level of support for the growing numbers of trainees.

### **Advanced Candidate Training (ACT) – requires cohort of 12 to move forward**

#### **Numbers & Location - Scheduling a 2013 ACT**

- 4 - 5 people have specifically expressed interest in training.
- May be enough in Europe to do a London ACT. Have offer of facility and facilitator lodging there for ACT.
- Interest from a group in China and previously from Chile.
- Discussed concentrating on international this year and waiting until 2014 for another US ACT.

#### **Fees and Compensation**

- Amount that facilitators are paid isn’t commiserate with intense level of work required.



- According to current policy, Assistants aren't paid.
  - Recommendation: Travel stipend for assistants.
- Motion -- Approved up to \$350 in travel reimbursement for Assistant.
- Recommendation: We create a one-time non-refundable application fee that would go to the PDA to cover office costs of application reviews.
- Motion -- Approved: US ACT fees would include:
  - \$100 non-refundable application fee (\$75 for additional applications in future years if application not accepted or completed in time).
  - \$700 registration fee (paid in full or payment plan in place 3 weeks prior to ACT).
  - \$200 non-refundable deposit up front (a few months ahead).
  - Include \$50 late fee if not paid 3 weeks prior or completed/initiated payment plan in place.
- Motion -- Approved: International fees for ACTs in which LTs travel overseas.
  - \$100 application fee
  - \$1250 registration fee to compensate additional time invested by facilitators (travel, jet lag/recovery, passports, flights, and baggage fees, etc.).
  - Other registration processes the same – deposit, late fee, payment plan, etc.
  - Requires a sponsoring group or support team at location.
  - Final price is subject to change dependent on location and circumstances.
- Further Issues to consider:
  - Specifics of location, facility (quality necessary), and logistics.
  - Requirements for phone calls by facilitators.
  - LOU with application to clarify expectations.
  - Need to hold steadily to minimum number of participants in order to ensure payment for facilitators. (10 required, 12 to 13 preferred.)

### **Core Trainings (Two-Day TP and PDC)**

- Issue has been raised regarding cost of Spanish language books due to higher publishing costs for small volume sales. (Ari exploring electronic rights for Spanish language books.)
  - Recommendation: encourage Spanish-speaking groups to apply for local grants that would help cover costs of trainings and include books in those costs or to try to order in bulk. Small volume impacts print costs considerably.
- Approved workshop fees as of June 1, 2013:
  - \$375-earlybird/\$425-regular
    - Materials and overhead (facilitator costs): approximately \$90
    - PDA share: \$90/\$100, an increase of \$0/\$10 per registration.
    - Add \$5 fee per registration for a scholarship fund, designated for situations where it is difficult for facilitator or offer a partial scholarship as currently requested.
    - Facilitator: \$185/\$225, an increase of \$30/35 per registration.
  - As per current policy, facilitators can elect to offer "internal" facilitator discounts out of their share of the fees.
- For future discussion: Scholarship process.

- French Association expressed concern about ACT requirement of 6 month membership if some members don't speak English. Request ADPF membership serve this purpose.
  - Consensus: Policy will remain the same. Individuals may request an exception on an individual basis.

### **Core Workshop Cancellation Discussion**

- Postponed until March

### **PDC Certification for ACT**

- Recommendation: Require only TP 2-day for Trainer level in TP (eliminating PDC requirement).
  - Alternatives suggested:
    - Require a teleconference or download regarding PDC.
    - Requirement of Manual and teleconference **OR** PDC.
    - PDC certification be a follow up/addition to TP.
  - Noted potential impact on PDC attendance.
  - Noted increased PDC interest following new PDSC Manual.
- Final decision seems more complex than initially appeared. Reflection and follow up recommended.

### **Update -- ECE and On-Line Class**

- Cheryl and Jane doing 6 week parenting class workbook for families with children at the preschool age and first three years.
- Susie is doing an on-line class in China following Jane's model.

### **Proposal re Affiliate Status for On-Line Course**

- Approved applying for affiliate status with Empowering People.

### **Conference Price Review**

- Approved by consensus: Non-member Registration Fees of \$120/\$130/\$145. (Whole day only.) CEUs included with prior sign-up. \$20 on site.
- Approved by Consensus: Member Registration fees of \$40/65 half day and \$55/80 whole day. CEUs included.

### **2013 Budget Proposal – Continued Work**

- **Health Reimbursement Account – review in July.**
- Consensus: Prefer to offer 3% staff increase if possible in lieu of 2% and this.
- Additional items/decisions included with revised budget proposal, incorporated by reference.
- Kathy asked to complete budget outline with recommended changes and to work with Executive Committee to further refine. Bring Back to BOD for final approval ASAP.

## **2013 Spring BOD Meeting Schedule**

- March 27, 8:00 am PST
- April 22, 12:30 pm PST
- May 29, 12:30 pm PST
- June 19, 12:30 pm PST
- July 8 – 11, Arrive at Town and Country Resort in San Diego between 1 – 4pm

## **Research Committee Reports and Requests**

- A qualitative study is currently being initiated in Santa Cruz. The Board expressed appreciation for Ellen Shrouf's leadership, and her donation of time and travel expenses.
- Motion – Approved with stipulation that all correspondence be submitted to ED for review prior to distribution. Dissertation research proposal, including specific statement endorsing communications with list serve. (Information sent out by email in advance and incorporated by reference.)

## **Contract With Writers of PDSC Teachers Guide and Contract**

- Molly, Linda and Kathy provided an update/review of very positive meeting with writers team.
- Draft of agreement reviewed with writers and revisions agreed upon.
- Draft of foreign rights contract (translation and distribution rights) in process with attorney.

## **Appreciation For Our Hostess, Suzanne Smitha**

## **Sunday 2-10-13**

### **Letter of Understanding (LOU) with French Association**

- Discussed and slight revisions requested.

### **Discussion of Affiliate Organization**

- Discussed cost of investment of staff hours, layered pricing to increase proportionally with the membership of the affiliate.
- Add PDA logo and link use requirement.
- Add non-compete clause for USA.
- Clarify that a local conference does not count for the purpose of recertification in lieu of Think Tank
- Accept French dual membership fee proposal for 2013. Review in fall. Clarify application to current Trainers, etc.
- Those who are applying for ACT, do not speak English, and want to use the affiliate membership in lieu of the PDA membership requirement must apply for this as an exception.
- Consensus: Make these changes/additions, send to attorney for review.

**PDA Policy Re Use of the List Serve**

- Consensus: No soliciting of personal business or soliciting of testimonials on the listserv.
- Consensus: Policy approved with revisions as attached.

**Website Development**

- Suggestion: Contact tech schools and/or Universities to find a student who needs to build a non-profit website.

Respectfully submitted,

Lori Onderwyzer, Secretary

Molly Henry, Co-Chair (Providing Additional Secretarial Support)