

PDA Board Minutes

Tuesday, July 9, 2013

In attendance:

Linda Krenicky (co-chair)	Ari Hurtoado-Molina
Deborah Owen-Sohocki	Teresa LaSala (consultant)
Mary Hogan Jones (secretary)	Molly Henry (co-chair)
Gigi Nunez	Lori Onderwyzer
Kathy Rinehart (joined us briefly by phone)	

Upcoming meetings:

August 23, 2013	10:30 AM CT
September 9, 2013	1:30 PM CT

June minutes formally approved:

Treasurer's Report:

ED Report:

Welcome Mary Hogan Jones to her first official BOD meeting.

There was a vote to accept Mary as this year's secretary for the BOD. The vote was unanimous.

First order of business:

Molly began the meeting by bringing forward her view of the roles of the BOD and ED. She asked members for their input. After a brief discussion, the consensus was the BOD

1. Serves as a policy-making body
2. Works to bring financial security to the Positive Discipline Association
3. Hires the Executive Director

The role of the Executive Director would be

1. To be involved in the day-to-day decisions affecting the PDA and its staff; to be in charge of what goes on beyond policies
2. Work with the treasure to pull together the budget for the organization
3. The ED would head the office support team of Marianne, Joy and Tonya.

Some issues that need to be considered as we search for a new ED in light of the "Survey Monkey" sent to our PDA members include:

- **Our website** needs to be simplified, easier to navigate, and better organized to give a more professional appearance
- **A system that is standardized to streamline information** coming in concerning new and old members (we have too many exceptions for instance to submitted yearly dues and setting up workshops which in turn causes more paperwork for the office staff.)
- **Systemize information** for new members on how to grow their work
- **Keeping accurate certification** information

- **Accurate record keeping** is essential in keeping our non-profit status especially in awarding CEUs and Think Tank information (all this information needs to be cross-checked for accuracy.)
- **Keep that personal service** and welcoming approach that Kathy Rinehart has done so well to the best of our ability
- **Fund raising** with its present issue of needing to fund the costly search for a new ED. Ideas about how to approach this during Think Tank was discussed and when during TT the BOD would make its appeal for additional funding for our members.

Other Agenda items and relevant issues:

1. Changing the composition of our BOD and other non-profit boards that often include outside partners such as lawyers, business leaders and marketing executives who give us advice on finances and marketing our PDA organization.
2. A Transition Timeline for our search for our ED (provided by Molly Henry)
3. A draft of a Job Description for our ED (provided by Molly Henry)
4. Think Tank agenda and the portion of the agenda the BOD would be responsible for this weekend

PDA Board Minutes/San Diego, CA

Wednesday, July 10, 2013

In attendance:

Linda Krenicky (co-chair)	Ari Hurtoado-Molina
Deborah Owen-Sohocki	Teresa LaSala (consultant)* in and out due to TT duties
Mary Hogan Jones (secretary)	Molly Henry (co-chair)
Gigi Nunez	Lori Onderwyzer
Jane Weed-Pomerantz (consultant)	Mary and Gary Hughes (consultant and treasurer)

Issues under discussion:

1. "Children working at Think Tank" was discussed and it was decided that Molly Henry would write a letter addressing the concerns of having children work at vendor tables or assisting in any way at Think Tank. In the future, children under the age of 18 would not be assisting at Think Tank or the Conference here in San Diego.
2. 3 Sub-committees were established, consisting of the present BOD members, to assist in the hiring, in advertising for the new Executive Director of the PDA and to assist with the transition of Kathy Rinehart and the new ED.
 - a. **ED Support team** would assist the old and the new ED during this transition. A suggestion was to ask for additional help from Lead Trainers.
 - b. **Job Description team** would work to fine tune the job description for the new ED with a stress on experience leading a non-profit organization and a commitment to the philosophy of PDA
 - c. **Transition Team** would work with the goal in mind to place the emphasis on getting help from Kathy Rinehart as she finished up her tenure as ED. Requesting assistance from Kathy especially with her role as ED and what it entailed as well as her suggestions for a making

this a good transition period. Acknowledging that we may have a period of time without a new ED discussion followed about what the BOD could do to assist in the event of a lapse between Kathy's departure and the new hire.

3. Jane Weed-Pomerantz was scheduled to assist the BOD in think through the job of the BOD during this time of transition and how the BOD can assure the members of the PDA that our organization is still in capable hands during this time of transition in our organization's history. We were encouraged to think of questions to ask Jane when she meets with us today.
4. Deb and Mary reported on their interviews with both Marianne and Tonya from the office staff and their roles as they support the work of the PDA. Reading from their notes, many of the issues already discussed such as streamlining or reigning-in the payment of dues options, addressing the websites need to be updated and made more user-friendly and still keeping Kathy's approach of personalized service especially to new people in our organization as well as the international members. Joy will be meeting with the BOD on Thursdays to speak of her role and her ideas for supporting our work and the job of the ED from her perspective as an assistant to the ED.
5. Later that morning, Jane Weed-Pomerantz, serving as a consultant and former member of the BOD, led the BOD in a series of exercises to raise our consciousness, our concerns and our dreams for this transition from Kathy's role as ED to the advertising, interviewing and ultimately hiring the new ED for our organization. Considering the factors that make this entire process unique were also discussed as was the need to stay true to our PD philosophy, explaining our process and eliciting assistance from our membership while here at Think Tank and establishing a timeline for all of this work.
6. The Division of Labor was then discussed which included the oversight/ attention to the following:
 - a. Advertising... posting where? What organizations would assist us in getting the word out?
 - b. Update the job description for the ED
 - c. What is the work presently of the ED and the existing office staff to sustain our organization now?
 - d. Who can serve as an liaison until the ED is hired?
 - e. While keeping in the forefront the essential work of the office staff, how can we streamline what is critical work.
 - f. What would be the best way to celebrate a good-bye ritual at Think Tank for Kathy Rinehart and celebrate her many years of service as our first Executive Director?
 - g. External posting were brainstormed with the following organizations: NSAP and its affiliated colleges and universities, the American Montessori Association, NAEYC, ASCD to begin with. It was also suggested that a poster be made available in our major meeting room during TT to ask members to write suggested organizations for ED postings.
 - h. External posting were brainstormed with the following organizations: NSAP and its affiliated colleges and universities, the American Montessori Association, NAEYC, ASCD to begin with. It was also suggested that a poster be made available in our major meeting room during TT to ask members to write suggested organizations for ED postings.

- i. Requesting from Kathy, during the period of time following Think Tank and after she returns from her vacation, detailed information concerning tasks that need attention during the interim of hiring an new ED. Requesting files, outlines of her main responsibilities and the procedures followed by the ED in meeting needs of members nationally and internationally.
 - j. Present financial concerns were addressed by our treasurer and consultant, Gary Hughes. When asked what was our major fiscal situation Gary said that typically we experience a profit at the start of the school year with the workshops offered. Think Tank is also a good financial asset. We have had some years when, relying on just those two entities, did not serve us well. He felt that relying on them was not a good idea for the growth of our organization as we have experienced many ups and downs in our treasury due to cancelled parenting classes and workshops. Gary was asked how we could lower our expenses and his suggestion was that until you get money to work with for example, we aren't really making a lot from the sales of our books and manuals. Gary suggested that there needs to be a line of credit for the PDA. Gary also suggested that when gaining a new treasurer on the BOD, that we search for one who has an accounting background.
7. Molly Henry volunteered to develop a timeline for the work of the BOD based on today's and yesterday's discussions.
 8. Being the Transition team members, Molly, Deb and Mary will work on a celebration during Think Tank for Kathy Rinehart.
 9. Lori and Linda will head the Search Committee with placing the application that exists now on PDA's website.
 10. Targeted fund appeal for the hiring of a consultant as we go through the process of hiring a new ED was considered a BOD priority. Gigi and Ari were asked to assist in delivering the message to members during Think Tank of the need for their financial support.

PDA Board Minutes/San Diego, CA

Thursday, July 11, 2013

In attendance:

Linda Krenicky (co-chair)	Ari Hurtoado-Molina
Deborah Owen-Sohocki	Teresa LaSala (consultant)* in and out due to TT duties
Mary Hogan Jones (secretary)	Molly Henry (co-chair)
Gigi Nunez	Lori Onderwyzer
Jane Weed-Pomerantz (consultant)	Joy Bilderback

The first issue to be discussed was our looking ahead to Kathy's retirement and our situation hiring an ED candidate. There was a mix of concerns especially with International members and discussion followed concerning affiliate v chapter designations.

Our morning meeting continued with the assistance of Jane Weed-Pomerantz who began the issues that surround having a contingency/emergency plan should there not be an ED hired soon after Kathy Rinehart’s departure. It was evident that identifying Kathy’s role as ED and its many responsibilities would need to be taken on by the BOD. After a list of Kathy’s job description was developed, members of the BOD volunteered to take on the work typically handled by Kathy. Molly volunteered to write up this “Interim Plan and Contacts” table for all of us.

The following chart was developed by Molly Henry for the BOD entitled: Interim Plan and Contacts

Project/Job	Point Person
ACT	Lori
Research	Lori
Departing ED liaison	Deb & Mary
Communication Int/Ext	Deb & Mary
Email management	Linda (Molly-backup)
New Member Processing	Linda/Joy
Dues Collection	Gary
Budget Mgmt	Gary
Pay Bills	Gary/Sahara/Virginia
Reconciliation of 2-days	Tonja?
Documents	Molly
PDSC Agreement Contract	Molly
Affiliates (Foreign/Domestic)	Ari & Gigi
Grant Proposals	Jane WP & Deb

It was determined that developing a timeline to move our responsibilities forward to support the PD organization, the office staff, and Kathy would be most beneficial. Molly Henry volunteered to put this timeline together for us.

Early afternoon, Joy Bilderback met with the BOD members to share her ideas and concerns as an employee of the Positive Discipline organization. Some of the highlights of what Joy brought to the board included:

1. **Standardization v. Personalization** with an emphasis on continuing a quality of professional certification (and now International certification) which has been monitored by the ED. Joy conveyed that in her estimation it was extremely important to continue to afford effective use of the staff’s time and provide quick response time to members and the public’s inquiries.
2. **Automation v. Stagnation** was another topic Joy shared with us and driving home the importance of getting away from the hand-written format to purchasing a data-base that would assist with record keeping in a timely fashion.

3. **The issue of Job Duplication** is not a reality in Joy's estimation. While she and Marianne may assist each other during specific times of the year, there really isn't a duplication of jobs just a willingness to help each other particularly during preparation for Think Tank (and after TT.)
4. Joy also had some **questions and concerns of the staff** to share such as taking care of answering all of Kathy's emails now that she is on her vacation and after she departs. Signatures on letters, certificates, contracts would be handled but by whom?

After Joy's departure the BOD members discussed:

- interviewing the new ED and what type of questions to ask during the first and second interviews of the candidates. It was decided that although a candidate need not be steeped in Adlerian philosophy that they would need to understand a small not-for-profit organization, have computer skills, be able to work at a distance with our existing office staff and be dedicated to finding grants to support the growth of our organization
- The final discussion of the day was how the BOD would share with the organization's members Friday night, Saturday, Sunday and finally on Monday what was taking place during this time of transition.
- Asking for instance such as what organizations might have legitimate candidates for us to post our job descriptions and job application forms, resulted in the suggestion to put up a sheet on the conference room wall for this information. We began this chart with organizations such as NASAP and NAEYC.
- Each BOD member was assigned tasks for each allotted "Board time" during Think Tank.

It was also discussed how to honor Kathy's work and dedication to the board.

- Deb had suggested a piece of art of a mosaic heart to be presented to Kathy from the BOD. Deb volunteered to order and then ship the "Heart" to Kathy.
- Discussion followed about naming a scholarship honoring Kathy and that was decided to be a fitting acknowledgement of Kathy's work.
- Mary brought a photo album and cards to get a snapshot of each member attending Think Tank and offer the members an opportunity to write a short note of thanks to Kathy to go along with their picture.

Respectfully submitted,

Mary Hogan Jones, CPDLT/BOD