

Positive Discipline Association Board of Directors Meeting  
November 10, 2014 at 10-12 PST/11-1 MST/12-2 CST/1-3 PM EST/6-8PM Paris

Deborah Owen-Sohocki (Co-chair)	Gary Hughes (Treasurer, Director)
Mary Hogan Jones (Co-chair)	Chantal Bourges (Director)
Brad Ainge (Consultant)	Carol Dores (Director)
Dina Emser (Consultant)	Jane Weed-Pomerantz (Director)
Kelly Gfroerer (Director, Secretary)	Jane Nelsen (Co-founder)

**Those absent:**

Lynn Lott (Co-founder)

**ORDER FOR SPEAKING:**

Brad>Chantal>Carol>Dina>Kelly>Mary>Gary> Lynn>Jane N.>Deb>Jane W-P

1:00 EST Deb started meeting. Deb gave general opening remark regarding voting. "PDA Board of Directors works on consensus, if at all possible. The Board of Directors goes to a vote, only if no consensus."

1:03-1:10 Mary led compliments/appreciations and welcoming of Brad and Chantal.

1:14 -October BOD meeting minutes approved by consensus.

1:16 --Summary of guidelines for working together:

Be respectful of one another, listen for understanding, request specificity-ask curiosity questions, trust the process, work it through, maintain deep sense of gratitude and appreciation for everyone, Honesty, Be open in our needs, Appreciate we may go to "flipped lid" (and recognize that in ourselves and others...), allow time for cooling off, ease and fun, know "we've got this", be kind and firm, be peaceful, BOD confidentiality—what is said with us stays with us, self-care. Consensus goal.

Consensus—agreement on continuing with above guidelines for working together.

Objectives for future: start and end on time, hold to time allotted and use timekeeper.

1:19 Mary Hogan Jones: Think Tank 2015  
LT co-leaders – Dodie Blomberg and Penny Davis

San Diego Town & Country – rooms more costly and no rooms will be provided for BOD meeting. Carol and Mary to follow up with Teresa regarding contract.

1:30 US ACT 2015 – Deb provided update. 10 people have completed their requirements. BODs will be asked to take two applicant documents each to go through checklist of standards and review candidates. 1 trainer candidate pre-approved from last ACT.

1:40 Research & Grants – Kelly provided update on Adler School Grant application. Dina and Kelly to follow up with possible Adler School contacts for research collaboration.

1:45 Infrastructure – Kelly provided summary regarding need for restructuring staff responsibilities to better serve the needs of the Positive Discipline Association and its membership. Both Joy and JoAnn (current staff) were asked to write out all the tasks/jobs they do for the organization. Kelly, Mary, and Deb will meet with each of them via conference call to discuss job descriptions, tasks, objectives and need for restructuring. In January allocate time at BOD meeting to review and restructure staff roles and responsibilities to ensure the office is functioning efficiently and effectively with high professional standards and quality customer service.

Customer service – Importance of being responsive to incoming calls discussed. All agreed Brad will answer incoming calls, so incoming calls do not go to voice mail during business hours.

Need written process/procedure for handling requests for trainers, speakers, etc. Brad, JoAnn, and Joy keeping notes regarding. Process/procedures to be discussed further at January BOD after discussion with Joy and JoAnn regarding current process/procedure.

1:50 Membership – Carol  
-Renewal date needs to be anniversary date (1/1 could only apply to Trainer Candidate and higher, due to system). All agreed by consensus  
-Brad's recommendation that we give increasing number of free teleconferences discussed and all were in agreement: Contributor – 1; Educator – 2; Trainer Candidate – 2; Trainer – 3.  
-Brad recommended continued discount pricing for members to our conference Discussion. Consensus reached. Recommendation: 15% discount for members to annual conference. All agreed.

For 2015 and beyond--Annual renewal date will always be the anniversary date.  
All agreed by Consensus.

Carol shared appreciation for JoAnn and efforts with membership letter.

(Note: Gary left meeting at this time)

2:00 Website – Brad

Discussion of phasing out use of Constant Contact since Wild Apricot provides same services. Kelly to talk with JoAnn and Joy about preparing for this change.

Brad summarized website changes and gave an overview of process up to this point. His work has been focused on content and deleting duplications. Always open to suggestions and recommendation. Brad shared concerns about capacity of Wild Apricot (see follow up email below sent 11/11).

Appreciations shared for Brad's work by Board Members.

Follow up BOD comments/things to do:

Jane WP sending comments to Brad on About Page and Mission.  
JoAnn working on levels of training and will connect with Brad  
Need to develop content that gives people a basic idea about services PDA provides.

*Brad sent below email post-meeting with information regarding Wild Apricot:*

Hi Everyone,

I just want to follow-up on our website conversation from the BOD meeting yesterday.

I had discussed the possibility of replacing Wild Apricot with another provider. One of the primary reasons was because Wild Apricot allows people to join as a member or register for an event without paying. I've since found out that this issue is on the top of their list to change on future updates based on the number of other people having the same issue. See the discussion string

here: <https://community.wildapricot.com/25061/ShowThread.aspx>

I've also been able to change the language on the registration pages and the follow-up email to make it more clear to the customers. I had Kelly Gfroerer to a test registration and she thought it was easy and clear.

I've also investigated other options (including a 30 minute call this morning with the primary competitor of Wild Apricot) and I've concluded that Wild Apricot is still the best

option for now. The competitor I spoke with charges 4 times as much per month and also has a \$2,500 setup fee.

Therefore, my recommendation is that we move forward with upgrading to the Wild Apricot Professional Level at \$100/month. This will allow for additional members (from 500 to 2,000) and accommodate the immediate growth needs. And also allow us to continue with the web design improvements.

All agreed to above recommendation via email.

2:17 Teleconference Product Pricing Discussion – Resources, audio conference library. WA can only do as an event. Very confusing and concerned that Teleconferences won't sell using this format. Proposal to switch from events to shopping cart for purchase. Brad also noted that pricing seemed high. Discussion regarding pricing.

All present agreed on \$7 per teleconference. All agreed for Brad to restructure teleconference product pricing and use website link for sales of teleconferences.

2:25 Finance report Gary—sent prior to meeting for all BOD's to review:

### **Treasurer's BOD Report 11/10/2014**

October was a good month for income generation compared to September. The following areas showed significant gains from September:

#### 1. PD Leader's Guide

- A. PD Leaders Guide Foreign Sales +151%
- B. PD Leader's Guide Commission +202%
- C. Total PD Leader's Guide +92%

#### 2. PDSC Teacher's Manuals

- A. PDC Manual Sales Commission +356%
- B. Total Teacher's Manuals sold – still down 21.47% compared to last year however, last month the total was down 67.92% from last year so this is a big improvement in the last month.

#### 3. Certification Fees

- A. Out-of-country +20%

B. Other +24%

C. Total +21%

4. Program Income

A. Total Registration +8%

B. Total Program income +7%

C. Total Income +16%

Expenses for the month held steady still showing a 29% decrease from last year at this point. Net ordinary income increase 60% from last month, which increased our Total Assets by 27%. Overall it was a good month and we need to keep the momentum going.

One area of concern compared to last year is PDA Dues other than the \$60 level. PDA dues for the other levels are down 48% from last year and dues overall are down 38% from last year.

Respectfully Submitted,

Gary Hughes, Treasurer

2:33 Scholarship – Deb reported this summary for clarity—for early registration at \$375--the PDA receives \$90 currently which includes \$35 for certification and \$55 overhead. For late registration at \$425--the PDA gets \$100 currently which includes the \$35 certification fee and \$65 overhead.

In support of our mission to spread this work to all people regardless of means, the PDA is committed to making training opportunities available through its scholarship program. The PDA is assigning \$45 per workshop plus \$5 per registrant from the PDA's portion of the fee, to a scholarship fund for future PDA workshops. None of this comes from the trainer's portion of the registration fee. In addition, the PDA portion of the scholarship recipient's registration fee will be \$35 rather than \$95 for full paying registrants.

2:40 Global Expansion – Deb/Mary led discussion/summary.

Quebec—French APDF example discussed

China update – requests/paperwork summarized– Need to vote on global affiliate

Wendy Ye request for ACT in 2015 – Recommend to Wendy to pursue for 2016.

UK Update- co chairs will be meeting per their request for affiliate status.

Agenda items for future meetings: carry over-

- Identify alternative National resources for CEU's – Get paperwork (December) and decide which we will apply for by January meeting.
- T/A Committee recommendation on TP certification (December meeting)
- By-law addendum re: consultant reimbursement for in-person BOD meetings (December vote)
- Assess PDA certification and workshop registration costs and evaluate increasing certification price and decreasing registration pricing; Role of PDA (January meeting)
- Staff roles and responsibilities (January meeting)
- Think Tank brainstorm input to co-leaders (January meeting)

3:00 Meeting Adjourned

Next Meeting: Monday, December 1<sup>st</sup>, 1pm EST