



Positive Discipline Association

Board of Directors

Those Present:

Deborah Owen-Sohocki (Co-chair)

Gary Hughes (Treasurer)

Mary Hogan Jones (Co-chair)

Kelly Gfroerer (Secretary)

Chantal Bourges (Director)

Jane Weed-Pomerantz (Director)

Brad Ainge (Consultant)

Carol Dores (Director)

Dina Emser (Consultant)

Jane Nelsen (Co-Founder)

Those absent:

Lynn Lott (Co-Founder)

Brad Ainge (absent Friday & Saturday)

January 2015 Meeting Minutes

1/21 -1/25

Wednesday 1/21/15

Approval of December BOD Meeting Minutes by consensus.

Ceremony: Deb and Mary

Reviewed 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 for calm breath...wait, allow for ease and fun, know “we’ve got this”, be kind and firm, busy peaceful, BOD confidentiality, what is said with

us stays with us-- confidentiality, self-care. Added: PDA needs must come before our own, if there is a conflict of interest we recuse, Presuming positive intent, focus on staying ahead/think outside of the box. Put a pen up if you have something to say.

Gary: reflection on why we started this and why we are here: shared message from group member about what PD has done for their family.

Try to work on consensus, but go to vote when needed.

Agreed next meeting would be on Mary's Zoom (this changed to GoToMeeting because of 30 day free trial). Zoom to be used for March meeting.

- Discussion of PDA as high quality, considerate, respectful *professional* service organization. Front office, signatures, and guidelines for communication discussed.

What is the role of the PDA (group discussion)?

Support, training, mentoring, and certifying organization, connection, networking opportunity, community. Professional growth/development

Brad: read from website-- About Us: discussed need for brand promotion to spread programming, research –partnering with academic institutions, and collaboration with other organizations for best practices/evidence based.

Training and development and certification
Part of PDA role --grants.
Helping more areas become local non-profits
Grant Money for Research
Foundation \$\$\$

5 pillars: membership promotion, training certification, educational materials, research, and marketing quality assurance –credibility, membership services --quarterly newsletter,

-Agreed to role of PDA [consensus]

Thursday 1/22/15

- Role of Affiliates---fast growth, organization for different language, US groups support org, PDA, and all others, local connection and mentors, continuing education, promote culture awareness, easy referral path from PDA affiliate, PDA brand promotion, and local grants, adds credibility for all.

Goals: serve community and culture the best you can at local level, growth, we have a financial agreement where PDA is initially at least financially even at a minimum, % agreement, need uniform global.

Global: application needed on website, established group, all trainings approved, certified leader, annual update sent to PDA Board, Liaison, publication, translations approved in advance.

Affiliate agreement needs to state affiliate benefits upfront. What does Global Affiliate get from PDA—need to state clearly on website and documentation: PD brand, in country PD, Right and brand—use, exclusive right to be representative.

Iceland: need to reach out regarding Positive Discipline

TO DO: need sheet/website info to offer Affiliate, official seal, certification seal, and someone to track foreign chapters, those working toward global affiliate, offer liaison, website info added regarding global affiliate.

- Chapters: clarify to be a chapter what it means (certified stamp), how people get certified, quality control, licensing fee. US Affiliate: chapter/affiliate, need someone to track chapter activity Educators' list serve, ning, (further discussion of US chapters or affiliates moved to Feb BOD meeting).

Process for adding new affiliates [we need to come away with a one page document/process for would be global affiliates—time for this will be Friday.

For February BOD meeting:

- Requests from Columbia and Peru to become affiliates
- Purpose of U.S. affiliates
- Explore different models – NASAP, school affiliates

- **Infrastructure:** report and discussion regarding challenges due to shift from manual, domestic non-profit to automated, global organization supporting training and certification of Positive Discipline worldwide. Decision made with board consensus to close Texas office and open San Diego office. Letter to membership created to announce change.
- Brad Ainge asked by BOD to be consultant to oversee transition and improve operations of PDA.
- Announcement Google drive—anything needing to be added to Google drive should be sent to JoAnn Regruto. JoAnn will organize and file documents on drive.
- **Website--** Brad –updates and needs for further development discussed.
- US Expansion – Northeast Conference. Carol presented conference proposal.

Consensus 20% of registration to PDA. All future regional conference proposals that want to be sponsored/partner with PDA should be presented to BOD for consideration.

Cost analysis to be done post-conference. Remaining profit will go to Positive Discipline of Connecticut, who will be managing the event location, day of event management, and area marketing. Product sales will be managed by Positive Discipline of Connecticut, and all profits will go to their non-profit.

Virtual training opportunities –Brad

-Webinars to support Parent Educators – Carol volunteered --how to market your parent education. Webinar ideas: so you want teach a 2-day.

Link to heartmath webinar to view as example

-New teleconferences –

Friday 1/23/15

- PDC manual updates Deb and Mary. Edits discussed for PDC manual. Adler's birthday is incorrect, so needs to be corrected in all languages. Social Equality terms needs to be corrected, Attachment building blocks need to be updated. Who will do edits? Jody has adobe application on her computer. Ask Teresa as one of three co-authors to take care of changes. Adobe program needs to on a PDA computer long term. Consensus. Timeline for edits needs to be set.
- Research update Kelly—focus on control group, IRB, Feb. deadline for assessment instruments.
- Think Tank: Penny Davis and Dodie Blomberg, Mary will work as Board Liaison and asking for co-liaison, need notebook.

Think Tank and Conference-Mary. It was decided to ask JoAnn to be support for this summer, Carol will step in as Liaison for 2016 and have experienced support of JoAnn.

Teresa 930 AM Friday Skype (2015 and 2016)—Teresa regarding contract for TT 2015. Need to assess room costs and whom we provide for at no cost. Dates: July 20-26

Brad: action item—increase marketing effort regarding early registration to secure 184 nights booked well in advance. Need communication to members regarding hotel changes and encourage early planning.

Goal: announce 2016 TT at 2015 TT

Examining Educators attending TT in 2016

Conference – Mary overseeing

Set deadlines for Dodie & Penny to send TT schedule for input and approval at June meeting. CE application needs to be submitted to NASAP by May 1, 2015.

Notebook issue-Dina suggested official notebooks for jobs and TT, work on inviting ahead and presenting opportunities to members for leadership roles. (follow Jane model)

- Global: Mary and Deb

-China affiliate contract/membership- documents reviewed regarding global partner agreement. Language pieces clarified regarding the two accounts. Jane recommended anything with Nelsen and Lott names needs approval from them. Deb made a motion to accept china affiliate agreement, but to follow up on language wording and questions. Consensus

Need clarity about two accounts, pull language from Susie's letter

-China training scheduling calendar/Lois update—Lois as liaison will encourage listing and this should be seen as a benefit and opportunity for self-promotion.

Encourage cooperation: Increased awareness, connection, and communication. Get LTs to put on website, check with Lois to coordinate so time well spent, follow up with Lois to make sure website information is correct. Model this for China rather than try to police.

-Follow through on annual fees and contract renegotiation/renewal-make Brad aware of need of tracking annual fees and contracts for global agreements. It was suggested that co-chairs track, brad set up on wild apricot. Request report from France and China updates quarterly. Co-Chairs and liaisons to work with Brad to monitor quarterly.

- -Korean publishing and translating contract request—Jane provided background, and need to know individuals better, quality and integrity issue. It was recommended that for the 2 manuals guidelines be added to website: submit in writing to BOD a request for permission to translate. In considering translation request, it is recommended that consideration be given to quality and accurate translation of Adlerian Principles/Positive Discipline

Board agreed on policy and procedure created and needs to be communicated on website, so officially communicated and available for all to see.

Recommended 1 year contract for all agreements.

If legitimate publisher approaches then will ask that review be done for accurate Adlerian translation.

PDA core and non-core course work to be posted on website of all global activities. Where are our trainers? Indicated on website.

US Trainers going to China. Recommended Board ask that a % be given back to PDA because using PDA materials—Speaker's fee.

Feb agenda item: speaker's fee or % global

- Need to ask membership to resubmit activities not adaptations, but new activities to be reviewed by Jane and Lynn for approval to repost.
- Jane Nelsen spoke regarding the founding of Positive Discipline. Nelsen is founder of Positive Discipline, whereas Nelsen and Lott are co-creators of the 2-day core

workshops. Jane Nelsen asked for clarity regarding co-founders of PDA vs Positive Discipline as she is author of first Positive Discipline book and creator of Positive Discipline. Action item: this needs to be changed and reflected on the website. Both act in an advisory capacity to the Board of Directors. The founding board outlined specific advisory capacity in by-laws.

➤ **ACT's Deb and Mary:**

-China-- Board updated regarding China ACT and reviewed and approved applicants sent to use and date for acceptance letter to go out.

South America – Approval for 2015 ACT and they will assist to as a step to become LTs have more than 12 applicants. Jane doing a TP with Gina and will give a report as well.

US – ACT date: 10/8-11, Atlanta.

Reminder: each BOD member will review 2 applications between 4/15-5/31/15.
JoAnn's info re accommodations—do we agree—YES

Deb to send updated post ACT letter to Brad (this is letter sent to ACT participants after training)

➤ **Workshop Registration:**

Addressing Issue re special requests of trainers for registration anomalies. Dina and Jane WP reaching out to JoAnn regarding streamlining registration process. Trainers would like Google drive to access roster. Will work with JoAnn to improve. Recommend going through Brad to use WA too to help with process and get his input. Action item: JoAnn to communicate with trainers regarding WA option to view those registered for two-day core workshops. Consensus reached that any registration anomalies would be dealt with between Trainer and participant(s). Dina and Jane WP would draft communication with ideas (\$50 cash day of workshop as example).

➤ **Training/Certification--Deb and Mary**

-PDA membership as requirement to remain certified— discussed Thursday evening and Friday. Board decided this was not manageable and may decrease opportunities for those with limited resources.

Consensus that first year membership at educator level will be included in registration fee of 2 day core workshops. Action Item: improve membership letter and follow up 2-day workshop letter to better communicate benefits of PDA membership long term.

Those currently on the list serve can opt in to the educator's list serve.

Automated registration into membership- with welcome letter.

Jane WP recommended dosage and frequency, Brad to help with connection to others in community post workshop, networking.

Standardization and evaluation needs to assure quality of all PDA programs for February Agenda

On line mentor groups- virtual mentoring

February Agenda item –review data from lapsed membership survey and update on member benefit implementation.

- Alternative path for trainer candidates: trainer candidate to co-facilitate with LT, do a 2 day workshop or more until LT identifies TC is ready to be a Trainer and makes recommendation to the Board. This would be an alternative to ACT. Board Consensus--- approved!
- Board voted by consensus to remove Brad Ainge as a consultant to the board of directors. Brad will now serve as a paid interim Organizational Systems Consultant.
- Kelly discussed CEU's through NASAP as affiliate. Kelly to follow up with John Newbauer, Executive Director of NASAP, and provide outline of specific CEU process at February BOD meeting.

Saturday 1/24/15

- Gary provided financial report:

Financial Report for January 2015 BOD Meeting:

2014 ended with the same trend it started with, namely decreased revenue generation (Income) along with a larger decrease in expenses resulting in an improved net income for the year. Comparison figures are 2014 actual versus 2013 actual.

Revenue:

Total income for 2014 (\$290,754) decreased 9% from 2013 (\$320,480). Significant changes were noted in the following areas – PD Manual and Leaders Guide sales minus 22% (\$23,960 versus \$30,916); PDA dues minus 9% (\$39,040 versus \$42,986); Registration income from ACT, workshops, certifications, and teleconferences minus 6% (\$186,725 versus \$198,782); Think Tank, conference, and Silent auction up 5% (\$24,909 versus \$23,753). Within those down figures were some very positive growth figures that we as an organization can build on such as Leaders Guide sales up 40%(\$12,209 versus \$8,720), certifications, particularly from out of country, up 100% (\$34,725 versus \$17,420), preconference for Think Tank up 29% (411,010 versus \$8,514), and Think Tank Silent Auction up 79% (\$3,807 versus \$2,124).

Expenses:

Total expenses for 2014 (\$226,915) decreased 25% from 2013 (\$304,284). Significant decreases were noted in Contract Labor minus 12% (\$115,759 versus \$131,430); Insurance minus 14%

(\$1,903 versus \$2,224); Office expense minus 10% (\$12,640 versus \$14,049); Payroll minus 44% (\$70,680 versus \$125,437); PD Manual & Leaders Guide expense minus 28% (\$8,028 versus \$11,162); Think Tank up 151% due to a significant increase in Audio visual costs (\$4,454 versus \$1,772); computer repairs down 91% (\$9 versus \$1,053); and Staff travel down 58% (\$1,229 versus \$2,907).

Net Income:

Net income for 2014 (\$63,839) increased 294% from 2013 (\$16,196) due to the above changes in Revenue and Expenses. Although the increase in Net Income is good it is far from an ideal situation. We cannot grow this organization by just cutting expenses as we soon reach the point where there are no more cuts to expenses to be made – we need to emphasize revenue generation through changes that invite active participation and growth in the organization.

Brad's consultant fee amount to be re-evaluated at 2 months.

- Strategies for growth from Val- Jane WP --copy to Brad.
- Return to China discussion and vote regarding #13 royalties 1-2,000 royalty \$5.00. The publishing guidelines in China reviewing and explained. Carol made a motion and Deb seconded to accept the royalty agreement from China publisher.

Committee Reports:

Infrastructure: further discussion and planning in regards to staff changes and transitioning office.

Fundraising Committee: Jane W-P reported there was nothing to report. Recommended: Donate Button on every tab, promote membership levels and change contributor to supporter level. Contract with Fund Developer—fund development plans, consult with organization on what is needed to go after grants, change current plan that continues to burden trainers, and educators with load of funding organization –let alone growth. Members are vendors and customers.

Marketing: Need to get the information to the Liaison 7 days prior to the Board Meeting. Marketing committee budget changed by Gary from \$500 to \$1500. Committee curious about how other committees are communicating? Recommended committee go to positive discipline/marketing videos on marketing. Dina recommended that marketing committee think about what they would like to provide for the membership newsletter. We need to give direction. Brad to follow up and look at budget. Need press release template to send to local newspaper to

communicate expertise. Write articles to submit to on line and print publications (example: Washington Post, NY Times, San Diego papers with focus on PD and Jane's work).

Brainstorming: Flyer how to give a 2 hour class, PDA organization level, Trainer Level-marketing, Educator marketing, branding ideas, Newsletter ideas to feature: Need Newsletter Template and ask for Marketing Committee help under Brad's direction.

Marketing Committee update-- Chantal. Brad will you please be on this committee or at committee meetings. Chantal will ask to get support from Brad.

Mentoring: See attachment sent by Deb. Regarding new members sent on 1/22 yesterday and another sent today 1/24. JoAnn Announce individually and include email next to name Like all information included. Julia welcomes individually.

List Serve etiquette guidelines needs to be sent out. New member webpage to be created.

Newsletter: feature new members

Mentor survey send to JoAnn. Deb to communicate to JoAnn above. Deb to discuss creating list serve guidelines to send out highlighting now reply all welcome members.

Need to develop guidelines for consistency of letters of intent to include in application.

Training and Assessment: People are not prepared to run two days. Training and Assessment committee felt charged with finding solution and they came up with a graduate program to be able do. Jane thinking maybe they didn't take the core to actually do workshops, but really just wanted the PD information.

Survey of those who took 2-day core to find out why they took it and what are they doing now.

Dina to communicate to committee: we rejected proposal and plan to do a survey. Who is doing parent education post two-day core workshop. If not doing why not. Registration form needs revising. What is your intention, exposure?

Jane WP doing with her small group and then work with JoAnn to survey. What are you hoping to get? Tools? Where are you planning to use tools? Home, School, Classes...

Trainers, LT survey. Simple addition communicate to JoAnn to add to registration. Two open-ended questions: See above.... What are your goals and where do you plan to use. Jane WP to do and then let's look at and work with JoAnn to do a pre and post.

Website resources and ideas for continuing education to support members at all levels.

Membership: Carol reported--Removal from list serve after 60 days. After lapsed membership emails follow up at 30 day with notice that at 60 days you will be taken off list serve. Consensus that removal at 60 days with communication prior with follow up to re-invite.

Brad- request to for more of a grace for member access if non-renewal and automated notice that is a friendly oops—please contact us to renew your information or complete.

Member profile needs to be updated. Action item Carol to work with JoAnn to clean up directory and match to membership levels.

Newsletter—membership benefit (need to further discuss at Feb BOD meeting)

- Jane Nelsen –New Workshop Information/Summary

Jane described new workshop option--proposal regarding the two-day training before doing the 2-day core workshop for parenting summarized. Jane will do it with workbook, plan workshop with lots experiential activities. 6 weeks in 2 days.

This new workshop will not be a prerequisite for current two- day core workshop. It will provide another option for those no wanting certification. Follow up with survey to track evaluations/participant feedback and who attends.

- Returned to Discussion regarding PDA Registration and fees:

Registration through the website for parenting classes. Member service for those who do not want to handle registrations. 20 % goes to PDA to support staff time spent on registrations.

Posting for non-members. Dina recommendation to ask for class list for those who post any classes on our workshop.

Proposal of no requirement to keep certification at educator level.

Post your workshop—free membership to members

Post your workshop-but you register \$35

Post and PDA does all registration \$75 (no \$100) Scholarships are available through the PDA if post and do all registration.

Gary to inform Virginia that this is effective immediately 1/24/15

No PDA Scholarships for those who pay \$35 licensing fee per participant and handle own registration.

February Agenda item –when you are hired by a private organization, encourage trainers to hand in rooster to PDA and/or a base amount.

Agenda item for February --whole schoolwork. Dina

- Certification fee retired/changed to licensing fee. Kelly made a motion and Deb 2nd- A consensus reached. Now termed a licensing fee, which will stand at \$35. \$35 licensing fee to use materials per participant.

- February Agenda --Core Workshops-- activities included and issue of standard practice. Concern for trauma being put into a core workshop when not even enough time for core concepts. Research will be impacted if there is variation of curriculum for core workshops.

What constitutes a core workshop- Jane Nelsen

Need list of core activities on website for membership. (Brad)

- ACT LT need PDA guidelines. –Discussion to be had with 2 lead trainers. ACT delivered consistent everywhere. We are hiring LT's to deliver this project. Core agenda must be followed. Create guidelines and expectations to share in writing with LT when contracted to do ACT.
- By laws and succession discussion:

By laws vote: any changes effective Feb. 5th.

1. 3 years true to member with listed on website so staggers board member. Serving 1 three-year term. Carol puts that motion forward, Kelly 2nds, all in favor? Consensus Effective 2/5/15
2. Limit to 2 terms. 3-year terms for a total of 6 years. Discussion. Did not pass.
3. Only 1 job per director see wording—officer jobs. Consensus
4. If 2 co-chairs start at the same time, suggest one serves 3 years. For succession planning. To be continued at February meeting.

Carol voted new BOD Secretary by consensus to serve January 2015 –January 2016.

Membership- Kelly and Jane WP

Treasurer –Gary continues as Treasurer

- For 2015 --- BOD meetings will be 2nd Monday of every month 1 EST—
Dates set for 2015 need to be communicated to committee's chairs.