

PDA Board of Directors
September 26, 2016 Meeting
10 AM EST, 7 AM PST, 4 PM Paris

PRESENT: Carol Dores, Nadijne Gaudin, Kelly Gfroerer, Jane Nelsen, Brad Ainge, Chantal Bourges, Lois Ingber, ABSENT: Gina Graham, Lynn Lott

Compliments & appreciations were shared.

NEW BOD MEMBERS. Carol, Chantal and Kelly interviewed by Zoom the five applicants. Based on activity level in the organization, availability for meetings, needs of the organization and other factors, Kelly Pfeiffer and Shuli Zheng were recommended for Regular Member and Special Advisor Consultant, respectively. The Special Advisor Consultant is a non-voting member, and does not need to travel to the in-person BOD meeting in January, however can participate through Zoom. Unanimous vote to accept the recommendations. ACTION: Carol will send out letters to Kelly and Shuli, as well as to the three not accepted. Brad inquired if there would be Advisor Consultant positions from other countries as well. Lois inquired about her current position as Liaison to China for the BOD. ACTION: These two questions to be discussed at the October, 2016 meeting.

ACTION: Due to the differing time zones, Nadine will send out a poll to determine what day, time works best for the monthly Board meetings.

EAST COAST CONFERENCE UPDATE. Carol reported the registrations are very low compared with last year at this time. Various conjectures were made as to the reason (Jane not being the keynote, last year was "first time", location is difficult to reach, etc.). Jane suggested to hold the conference like a Think Tank, with chairs in a circle due to low numbers. Suggestion agreed upon was to move next year's East Coast Conference to Atlanta which allows for: easier access, partnering with Atlanta Adlerian group, and keeping the momentum of an annual conference. ACTION: Brad will advertise on the PD Facebook page to help boost the numbers, as well as send emails to all lists. Early bird deadline will be extended. Kelly, Carol and Nadine to organize logistics.

KEYNOTE SPEAKER: BUTLER for 2017. Kelly G. suggested since conference and TT are in a new area, to help draw more of the local population and ICASSI participants to have Jane or Jane and Lynn do the keynote. Unanimous agreement for this, and Jane accepted the invitation and will be in touch with Lynn (ACTION).

FINANCIAL RESULTS OF SAN DIEGO CONFERENCE AND TT. Chantal reviewed the financials which indicated profitable events, although with less income this year (\$8,000 less) due to more early bird registrations, less food income because PDA paid for Friday night dinner, and higher expenses.

INTERNATIONAL AFFILIATES. Kelly reported on the conversation with CPDA, including Susie, Angela, Shuli, Brad and a few others. The conclusion was that CPDA will seek to become a legal entity. CPDA will also continue providing the support that they currently do (website, mentor groups, etc.). Once this occurs, a formal contract can be made.

This led to a lengthy discussion on structure and definition of a “global partner,” “global affiliate,” “association” or “support organization.” It was decided that the one organization the PDA would contract with would be an “Association” of the PDA with the following basic criteria: At least one Trainer, serve as membership organization that takes on a similar role of the PDA, encourages people to collaborate, and would be the one “go-to” in-country entity. The Association would serve as a clearinghouse for inquiries and work would be distributed evenly, submitting the 10% referral fee to the Association (such as in the current Speakers Bureau). Kelly suggested there be an annual contract (vs. multiple years). Jane suggested all other entities would be “Member Affiliates.” The website will be updated with this information when ready.

ACTION: Brad and Kelly will write this up and send to the BOD for email approval.

ACT's. Peru ACT, scheduled for Nov., 2017. Income and budget management discussion skipped.

Spain ACT – Some preliminary estimates shared by Nadine for airfare and other expenses. To be discussed further when more definitive costs are in place. **ACTION: Kelly and Chantal will work on the budget so that registration can be opened.**

Taiwan ACT. Kelly shared a request by Justine Yao for an ACT to be held in Taiwan in Nov. 2017. Members had questions about timing (China conference and possible ACT) and numbers of Candidates ready in that area. **ACTION: Kelly will follow up to ask these and other questions.**

Shanghai ACT, Nov. 2016. Kelly shared there are 8-9 ready to register, and the translators have been selected.

FUNCTIONING OF THE BOD. Nadine had sent a list of action items she compiled since January's meeting, wondering what has been complete or needing to be. She asked **BOD members to review it and send back responses.** She also made the point there is a lot of work and that we can consider asking for more help, as well as needing more help from all of Board members. Discussed also timeliness in responding to emails, especially those items needing a quick response. **Decision made to preface future emails with “URGENT RESPONSE NEEDED” or a similar phrase.**

ACT ASSISTANT ROLE. Lois and Kelly shared the discussion about this from the LT meeting. Many thought it was helpful in preparation for facilitating an ACT, a few did not, and some said it depended on what tasks were asked of the Assistant. The consensus was that it worked best with a collaborative, team approach. **Lois stated the ACT Review committee will work on guidelines and expectations, including the option of having no Assistant.** LT committee asked the BOD to consider covering Assistant's travel expenses (lodging and airfare). BOD did not make a decision about this request.

ACT PAYMENTS to LT's. Lois inquired about the policy. Kelly stated that starting in 2017, LT's would receive after costs a minimum of \$1000/day. Costs include airfare and lodging, space rental, snacks and supplies, etc.

CHANGE TO LOGO DESIGN. Brad asked for approval to work with Casey O'Roarty's contact for a designed to re-do the PDA logo. Lois asked the purpose of this. Nadine stated that in France (and perhaps other countries) the heart symbol is not considered professional-looking. Lois shared her opinion that the heart represents current science about relationships, and the PDA's motto of "Developing Respectful Relationships" implies heart relationships, and that if a new design is being considered, that this not be lost. ACTION: Agreement for Board to provide input to communication objectives for a designer to follow when creating a new logo. ACTION: Brad and Kelly (?) to work on this.

COMPASS MAGAZINE. Brad showed the quarterly E-magazine created by Ariadne Brill which contains PD articles. He stated she does this through ISSUU which is free, however by paying for it (\$750 annually), there are advantages such as not have pop-up ads and more options. This could be platform for the PDA quarterly newsletter also, plus other possible newsletter for members. Lois inquired if contributors to the magazine are PDA members, since the organization would be paying for it. ACTION: Brad will contact Ariadne with questions.

TRANSITION OF FINANCIAL TO KEEP MY BOOKS. Chantal and Brad reported this has been done.

LT MEETING. Kelly and Lois highlighted the LT's agreed for there to be an LT Training, likely in the Fall, 2017. The previous application form will be sent for review. The Training and Assessment Committee is willing to help vet Candidate applications. (Minutes of this meeting were previously sent to BOD members.)

FOLLOW-THROUGH RE: COPYRIGHT/PROFESSIONAL STANDARDS AND SHARING OF PD. (Kelly) Tabled to a future meeting.

MEXICO PROMOTION OF TP FOR EARNING MONEY. (Notes not recorded for this discussion item.)

TRAINER EVALUATIONS AND PROCESS FOR DEVELOPMENT. Kelly and Carol shared that part of the process for maintaining Provider status for CEU's with the APA (through NASAP), is to review core trainings evaluations for quality of content and presenter skills. A few Trainers have received some concerning feedback, so a process was discussed to address this. Agreement made for Kelly to first share the feedback with the Trainer, then discuss options for support (to include additional training, LT mentoring, etc.). From there, a plan will be determined together and monitored by Kelly.

ADD-ON ITEM. Brad shared with the BOD the amount of hours he has spent during September as consultant (35-40). BOD approved continuing his consulting at prior agreed to rate.

Next meeting date and time to be determined based on input by all members since we now represent different time zones. **ACTION: Nadine will send out a Doodle Poll.**

Respectfully submitted by Lois Ingber.