

**Positive Discipline Association**  
**Board of Directors meeting minutes**  
**June 8, 2015**

In attendance:

Deb Owen-Sohocki – Co-Chair                      Mary Hogan Jones – Co-Chair  
Gary Hughes – Treasurer                      Carol Dores – Secretary  
Brad Ainge – Operational Systems Consultant  
Chantal Bourges – Director  
Dina Emser - Consultant  
Kelly Gfroerer – Director  
Jane Weed Pomerantz – Director

Absent:

Lynn Lott – Co-Founder  
Jane Nelsen – Co-Founder

Electronic Votes Recorded:

- Conference student discount rate \$50 – approved 5/15/15.
- Close US ACT at 11 potential candidates, with files to be reviewed by BOD by 5/20/15 – approved 5/15/15.
- May Board of Directors meeting minutes approved – 5/18/15.

Meeting began at 1:06 PM using Zoom.

- Compliments and appreciations shared.
- Think Tank agenda – approved
- Infrastructure – JoAnn Regruto has accepted a new position that begins July 1. We all appreciate the work she has done with the PDA and wish her well in her new position. , She is interested in continuing to support the PDA by working some evenings on special projects, as needed. All special project suggestions should go to Brad or Kelly, so requests can be prioritized. Special projects identified include applying for U.S. copyright of the PDC manuals. Action: All send special project requests for JoAnn to work on to Kelly and Brad.
  - Kelly had sent a job description for a Professional Development Coordinator, and final input is needed by end of night June 8. This will be a full-time position, and will include answering phones during business hours, responding to email, managing workshops including CEs, and membership.
  - Action: all communication going to the membership go through Brad, to insure they are professional and fully edited.
- Research – Eva Dreikurs Ferguson is lead researcher. Jane Nelsen, Kelly Gfroerer and Bill Curlette are collaborating to support Eva’s efforts to identify best research design for the study, with goal of completion prior to ICASSI. This will be done in the U.S. in English only. There are a lot of Positive Discipline associates who are interested in collecting data. All those who will be facilitating parenting classes and/or observing behavior must go through the CITI research training program, and have their

certification on file at Eva's University. There will be 8-16 Positive Discipline people involved, and the Board approved \$200 per person stipend (\$3,200 total) to complete this training. In addition, those observing behaviors will receive a \$250 stipend (\$4,000 total) for their evaluations. Action: Kelly to communicate to those needing CITI training of stipend, process to get trained and timing requirements. Kelly to insure research design is finalized.

- Brad's report – Recommended that we begin to consider hiring an Executive Director, who would insure that the work gets done, based on the priorities set by the Board. There needs to be one clear direction. We might also consider hiring people to do specific tasks that are not Board work, like a research coordinator. The Board roles would then shift to more of an advisory one.
- Lead Trainer Meeting Report – Jane shared that the LT's plan to set up regularly scheduled meetings, with the first one at Think Tank. They will be working on the following, and then send to the Training & Assessment Committee for their input:
  1. Equivalencies – For those Trainers and Lead Trainers who cannot attend Think Tank, what are acceptable alternatives
  2. Alternative paths to Trainer and Lead Trainer Certification.
  3. Developing instructional videos of core activities, as requested by Mentor Committee
  4. Giving proper attributions on activities for website – Mary Hughes, Suzanne Smitha, Penny Davis, and initially Dina Emser will work with Jane Nelsen and Chantal Bourges, with Molly Henry providing formatting support, and Ari Molina providing Spanish translation.

Concern was expressed over how long it is taking to communicate the alternative path to Trainer (approved by Board at January 2015 meeting) and Lead Trainer (approved by Board at July 2014 meeting). It was suggested that the thinking shift from "compensation and ratings" to encouragement, support and mentoring. It was suggested that alternative paths could be announced at Think Tank, with additional support and details provided early Fall, as it takes time to set up workshops/ACTs for the alternative paths, and the details are not required immediately. The Board had agreed at the May meeting that the alternative path to Trainer would be communicated prior to May 31, where \$200 non-refundable money was due for the U.S. ACT, and this has not happened. Action: Jane and Dina to continue to move these items forward. Board needs to decide when to communicate alternative paths.

- Treasurer's Report - The first five months of 2015 (Jan – May) results displayed a significant increase in Income compared to the same time period in 2014. Total income increased 100%. Increases were noted in sales of Teacher's manuals and Leader's Guides (149%), workshop registrations (94%), licensing fees especially international fees (127%), and Think Tank/Conference registrations (165%).

Expenses for the first five months also increased 31% over the same quarter in 2014 and 52%. Increases were noted in BOD Expense (73%), Contract Labor (96%), Office Expenses (50% primarily due to cost of record shipping in May), and Writer Royalties (151%) while decreases were noted in Payroll (59%).

Net Ordinary Income increased 2937% for the first five months of 2015 versus the same time period of 2014. Additionally our Total Current Assets increased 400%, Total Current Liabilities decreased 81% while Total Equity increased 419%.

- IRS form 990 – Gary requested Board input. Concern was expressed that it states in the 990 that the Board agrees with the report, and that we have different opinions on several items from CPAs. Action: Carol and Gary would together have discussions with an outside non-profit tax accountant that Gary identifies to about these issues.
- Audit – Gary will continue to get proposals to conduct an audit, for review at July Board meeting. Since part of the outcome will be recommendations on systems and processes, we might want to wait until an Executive Director is hired to proceed. The proposals will include the firms' recommendations on 2 vs. 3 year audit, and whether to wait until hiring an Executive Director. Action: Board send additional things to be considered to Gary.
- Think Tank and Conference expenses – Action: Gary and Chantal will set up detailed financial tracking of expenses.
- Think Tank and Conference - Newbie dinner set up same as last year. Pizza and soda dinner being considered for Educators, with concern expressed about this not being inclusive, especially with only 10 Educators attending TT. Discussion about roles and responsibilities of TT committee, Staff, LTs, and Co-Chairs, with it not being worked on holistically. Invitation to work on TT planning on a separate call was extended to full Board and Staff. Action: Separate call will be set up with TT Committee, Amy, Brad, Mary, Kelly.
- Core Workshops – The goal of core workshop consistency and the requirements as a CE provider are aligned. We will have Core Activities with minimum time for each, one end of workshop evaluation form, sample fliers with required wording, and sign in/out forms as handouts at Think Tank during a CE session, and will also be on the Continuing Education page of the website. All core workshops will be CE eligible, unless a Trainer opts out. The Trainers will be required to submit their CVs, and fliers and other marketing materials to Carol and Kelly for approval, to insure the CE requirements are being met. End of workshop evaluations and sign in/out forms will need to be submitted within a week of the workshop ending. Offering CE's is a great marketing opportunity. Action: Carol will finalize all documents, and Brad will put on website.
- July meeting – Action: All - send agenda items to Deb and Mary asap (Group membership should be on July agenda). Send flight and new cell phone (if you have one) information to Mary.

Meeting adjourned at 2:59 PM EST.

Respectfully submitted,

Carol Dores